

Press Release

Telefónica Tech launches 'Webex Calling', the Calling Service in the Cisco Cloud

- Telefónica's digital business unit offers in Spain, Peru and Chile this comprehensive business communications solution in the cloud that provides a high-quality collaboration experience, default security and artificial intelligence functionalities.

Madrid, April 29, 2024. [Telefónica Tech](#) expands its portfolio of digital services for the workplace of the future with the commercialization in Spain, Peru and Chile of 'Webex Calling', the calling service in the Cisco cloud that encourages flexibility and ensures business continuity.

With more than 14 million users around the world, '[Webex Calling](#)' provides a high-quality collaboration experience with built-in security by default and added artificial intelligence functionalities to optimize hybrid working from anywhere, through any device and with the guarantee in this case of the connectivity and voice communications of the Telefónica network.

Telefónica Tech's new solution enables companies to replace their conventional telephone systems and local switchboards with a cloud solution that keeps the platforms always updated, optimizing solution costs and with unmatched availability and quality of service.

'Webex Calling' includes a complete switchboard system with cloud calling functionalities (shared lines, jump groups or virtual receptionists, among others). In addition, thanks to its ability to reduce noise through artificial intelligence, 'Webex Calling' facilitates business communications from anywhere to optimize for your voice to be heard with complete clarity even in shared work spaces, in the vehicle or in open environments.

Webex Calling also offers [innovative customer service capabilities](#), such as the Webex Attendant Console to easily manage a high volume of incoming calls, lines, manage queues and set agent status.

Additionally, the solution gives IT managers or client administrators the ability to easily provision and manage worker devices through the '[Webex Control Hub](#)', which provides real-time analysis and troubleshooting.

Alberto Sempere, director of Services, Innovation and Partnerships at Telefónica Tech, states: "The launch of 'Webex Calling' reinforces our partnership with Cisco and underlines our commitment to facilitating companies with new ways of working thanks to

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technology. 'Webex Calling' will allow our clients to stay connected and collaborate in an inclusive, efficient, secure and integrated way with their processes.”

Kristyn Hogan – VP, Global Collaboration Partner Sales at Cisco, explains: “Mobility is at the forefront of an organization’s collaboration strategy. Organizations want to ensure they have the technologies to connect employees from anywhere and on any mobile device. Webex Calling complements Telefónica Tech's managed services offering with high-quality cloud calls integrated with other hybrid work solutions.”

With the launch of 'Webex Calling' Telefónica Tech completes the commercialization of the range of Webex by Cisco solutions, which includes 'Webex App', 'Webex Meetings', 'Webex Messaging' and Cisco equipment for the transformation of spaces of work.

About Telefónica Tech

Telefónica Tech is the leading company in digital transformation. The company offers a wide range of services and integrated technological solutions for Cyber Security, Cloud, IoT, Big Data and Blockchain. For more information, please visit: <https://telefonicatech.com/>

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