

NOTA DE PRENSA

PRESS RELEASE

NEC BECOMES TELEFÓNICA'S GLOBAL INTEGRATOR FOR SMB CLOUD SERVICES

- **Telefónica will rely on NEC for the management, deployment, operation and support of its *Software as a Service* platforms and services.**
- **NEC and its Cloud Competency Centre in Madrid consolidates itself as an integrator of cloud services and one of Telefónica's most important suppliers**
- **NEC will also deploy its new NCBS platform (NEC Cloud Brokerage Suite) at Telefónica's operations in Latin America**

Madrid, 15th April 2015.- Telefónica Business Solutions, a leading provider of a wide range of integrated communication solutions for the B2B market, and NEC, a leader in IT systems integration and communication technologies, have today signed a four year agreement. The agreement will see NEC become Telefónica's global integrator to enable the delivery of comprehensive cloud services to SMB customers in both Europe and Latin America.

NEC will work on operation, integration and support for the *Software as a Service* (SaaS) platforms and services that Telefónica offers. This work will use the latest technology, with no additional investment required, and offer the flexibility to adapt to changing needs.

As part of the agreement, NEC will also deploy its new NCBS platform (NEC Cloud Brokerage Suite) across Telefónica's operations in Latin America. This platform enables the rapid deployment of services and the creation of packaged commercial offers, reducing the costs of integrating carriers and significantly shortening the "Go To Market" time of services.

Juan Manuel Moreno, Telefónica Business Solutions Cloud Global Director, says "SMBs need to use new ICT technologies to compete and interact with customers in an increasingly digital world, but more often than not they find the technology expensive and difficult to manage. To help them in this transformation, Telefónica gives SMBs a way to take full advantage of technology, without the need for additional investment or capacity concerns. The agreement with NEC will enable us to accelerate the deployment of these solutions on a global level, and provide customers the best possible support when using them."

Jaime Serrano, VP NEC Europe Southern Cluster, "The experience we've gained over the past few years thanks to Telefónica Aplicatca and more than 20 operators worldwide has helped us to design a very solid Cloud solution that is able to offer a very advanced service experience. In addition, our great capacity for implementation, operation and support has made us one of the largest cloud integrators in the market, which has enabled us to continue to deserve the trust of a large company like Telefónica".

Telefónica has relied on NEC and its "SaaS services broker" since 2009 to provide cloud services to its business clients in Spain and several Latin American countries. Based on the experience gained in recent years, Telefónica will rely on NEC once more for management, deployment, operations and support at a global level. NEC and its Cloud Competency Centre in Madrid thus consolidates itself as an integrator of cloud services and one of Telefónica's most important suppliers.

Telefónica, in its commitment to become the main Digital Telco for customers of small-and medium-sized businesses (SMBs), offers services and solutions that bring together communications, devices, and IT, and give businesses around the world the tools they need to grow and compete in an ever-changing market.

Telefónica Business Solutions

Telefónica Business Solutions, a leading provider of a wide range of integrated communication solutions for the B2B marketplace, manages the overall business of companies (large enterprises and SMBs), MNC (Multinational Corporations), Wholesalers (fixed and mobile operators, ISPs and content providers) and the roaming business within the Telefónica Group. Business Solutions has a comprehensive, innovative and competitive portfolio for the B2B sector), which includes digital solutions (m2m, Cloud, Security, eHealth, Digital Marketing and Education) and telecommunications services (international voice services, IP, broadband capacity, satellite services, mobile and comprehensive IT services, landlines and mobile, as well as global solutions). Telefónica Business Solutions is a multicultural organization that is present in more than 40 countries, and whose services currently reach more than 170 countries.

For more information: [Telefonica Business Solutions](#).

About Nec

NEC is a leading player in IT systems integration and communications technologies that benefit businesses and individuals throughout the world. Through a portfolio of products and solutions which bring together the company's expertise and global resources, NEC's advanced technologies meet even the most complex needs of its customers. NEC can boast more than 100 years of experience in technological innovation for the empowerment of individuals, companies and society.

For more information, visit NEC at <http://www.nec.com>.