

“The key benefit for us is that the platform provides the capability to customize almost everything”

Alexis Eduardo Hostos Gonzales, Head of Segments & Markets, Telefónica Tech



- **Company:** Telefónica Tech (part of Telefónica)
- **Headquarters:** Madrid, Spain
- **Industry:** Telecommunications
- **Web:** telefonicatech.com
- **Operating Countries:** 12
- **Headcount:** +103,934
- **Revenue:** +39,277 euros (2020)

Proprietary information of CloudBlue
Do not distribute or duplicate without CloudBlue's expressed written permission.

Challenge: Implementing a successful marketplace strategy

Expansion

Telefonica Tech is now in more than 10 countries, executing its marketplace strategy through CloudBlue

Automation

With CloudBlue, Telefónica Tech has automated process for selling, ordering, provisioning, billing, analytics, and distribution across their whole service portfolio

Simplicity

With CloudBlue, Telefonica Tech can now offer one single bill for customers, instead of making them deal with different vendors, for software, services, and licenses

Migration

Through CloudBlue, Telefonica Tech has been able to migrate +400k Microsoft Users form Hosted Exchange to Office 365

Flexibility

Through the CloudBlue platform, Telefónica Tech can now adapt their solution to size of customers, with basic, standard & premium bundles, & combining with add-ons like single sign on & Microsoft 365

Customization

Telefónica Tech has been able to successfully customize their offerings & branding for each of their business units, through CloudBlue capabilities