



# Customer Success Stories

TELEFÓNICA TECH

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**“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, Telefónica Tech



## Implementing a successful marketplace strategy

To keep up with market and customer demand, Telefónica Tech knew it needed to sell digital services and subscriptions at scale. To ensure success, they would have to implement a successful marketplace strategy. That meant becoming digital in secure way, by providing the best, and most essential digital offerings, quickly and easily.

In a move which represented the biggest business change across the entire Telefónica organization to date, Telefónica Tech completely redesigned their as-a-service offering for SMEs. They also created and launched their best security suite to date ('Tu Empresa Segura'). For such a large-scale transformation, they chose to partner with CloudBlue to build their marketplace, enable the development of their ecosystem and deliver a complete solution to end customers.

### Expansion

Telefónica Tech now operates in more than 10 countries, executing its marketplace strategy through CloudBlue

### Flexibility

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

### Migration

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

### Simplicity

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

Telefónica Tech approached this huge opportunity in the XaaS economy by dramatically simplifying processes and developing a marketplace strategy which focused on building a robust brand identity. They now bundle and sell their own services together with partners' services to accelerate their growth in the SME market. This brings more value to their customers, allows them to listen to customers, and essentially helps the company to become a one-stop-shop for end users.

Telefónica Tech powers its marketplace through CloudBlue, which is critical for the development of an ecosystem and digitizes the customer journey across the whole process. Because digital marketplaces scale much faster and much bigger than traditional e-commerce, the company used their CloudBlue marketplace ecosystem to standardize their digital portfolio globally and offer self-service capabilities.

## Fully Automated

With CloudBlue, the company was able to connect their systems to achieve fully automated processes.

## Digital Portfolio Expansion

Through the CloudBlue platform, they can enable 3rd party vendors to expand the Telefónica Tech digital portfolio.

## Superior Customer Experience

Telefónica Tech has been able to improve brand reputation by providing a superior digital customer experience, powered by CloudBlue technology. Enabling 3rd party vendors to expand the Telefónica Tech digital portfolio. This includes a broader catalog, real time provisioning, customized offerings, and providing one single bill.

# Telco potential use cases

## Create or expand your digital catalog

Launch or expand your catalog of SaaS and IaaS solutions with 300+ ISVs cloud-ready solutions.

You can integrate any order management system to Connect at this stage, without needing a Marketplace, or integrate your existing marketplace storefront with Connect.

Streamline vendor contracts, product listings on different countries and automate procurement and fulfillment.

Add predictable recurring revenue with digital products for cross-selling and adding value.

## Create XaaS Bundles

Offer XaaS bundles including hardware, software and your services such as Cybersecurity, IoT, productivity and networking bundles for enterprise or SMB customers.

Launch your own bundled offerings such as Workplace-as-a-Service, Wi-Fi-as-a-Service, Cybersecurity-as-a-Service minimal overhead thanks to a complete ordering and fulfillment automation.

Manage your own listings, onboard products, and services, and create personalized XaaS bundles for different markets and verticals.

## Launch your XaaS enabled marketplaces

Create white-labeled storefronts for every Opco, either private for procurement or public end customers to access with one single platform. Each Opco can manage their own offerings and catalog, but all is managed through a unified system, dramatically reducing your TCO.

Streamline end-to-end management and billing SaaS, IaaS, and PaaS through multiple marketplaces and OpCos, serving your multi-country, multi-language and multi-currency SMB customer base at scale.

## Offer Hybrid Cloud Solutions

Offer complex solutions which involve IaaS + SaaS + automated application deployments using Multi-Cloud Orchestrator (MCO) to simplify consumption, ordering, fulfillment and deployment of complete hybrid cloud solutions.

Build a holistic approach to capture an all-encompassing IaaS by enabling a multi-cloud brokerage to offer via public and private clouds including your data centers.

Build Strategic partnerships with IaaS vendors such as Microsoft, Google, and AWS.

Telefónica Tech now operates in more than 10 countries executing its marketplace strategy through CloudBlue. It has broadened its cloud services offering by leveraging CloudBlue Connect and has enhanced the 'stickiness' of Telefónica's SMB customer offering.

By improving their customers' digital experience and offering tailored XaaS bundles, they have improved their relationship with customers and created a clear brand identity as a one-stop-shop for end customers. This has increased Telefónica's sales and share of wallet.

**Company:** Telefónica Tech (part of Telefónica)

**Headquarters:** Madrid, Spain

**Industry:** Telecommunications

**Web:** [www.telefonicatech.com](http://www.telefonicatech.com)

**Operating Countries:** 12

**Headcount:** +103,934

**Revenue:** +39,277€ (2020)

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