

INFORMATIVE NOTICE

TELEFÓNICA WILL SAFEGUARD THE SECURITY OF THE INTERNET OF THINGS WITH A NEW IoT CYBERSECURITY UNIT

- **The IoT Cybersecurity Unit brings together the company's excellent cybersecurity and IoT capabilities in order to create new solutions, and adapt its current security offer to this field.**
- **It will provide a solution in collaboration with Subex for analysing IoT traffic on networks and detecting threats.**

Madrid, April 10, 2019.- Telefónica has launched the IoT Cybersecurity Unit, a new project focused on the security of the Internet of Things (IoT), combining the company's capabilities in both fields: cybersecurity and IoT.

As the number of devices connected to the internet grows exponentially, the concern of companies to protect them from all kinds of threats also grows. To address these threats and promote IoT implementation, Telefónica develops this initiative with a twofold objective. On the one hand, to increase resilience of the current catalogue of IoT products and services offered to its customers and, on the other hand, to develop new specific IoT security solutions. All this leveraging on its cellular networks and global Kite Platform, an IoT devices managed connectivity platform, which allows customers to improve efficiency and reduce costs.

As part of the new global solutions developed by this new initiative, Telefónica, via its ElevenPaths cybersecurity unit, has expanded its collaboration with Subex, a company specialising in analytic solutions for the telecommunications sector with whom it already offers a Fraud Management as-a-service solution (FMaaS). The new scope of collaboration extends to analysis of the data traffic generated by IoT devices, and detection of specific threats in this field.

The offer of cybersecurity solutions leveraged in networks and traffic running through them is a differential factor since many IoT devices have limited capabilities that prevent providing them with the software to protect them. Subex's IoT-specific platform is capable of analysing traffic applying machine-learning algorithms, generating an alert every time it detects a threat that jeopardizes cybersecurity of the IoT device.

"Cybersecurity has become one of the companies' priorities. We are seeing the emergence of a culture around security that is sensitive to processes, strategies and methods designed to minimize risks while increasing value. This collaboration with Subex represents a step forward in our strategy of helping companies protect their investments, assets, and credibility", said **Pedro Pablo Pérez, CEO of ElevenPaths and VP of Global Security at Telefónica.**

"This agreement will add a new dimension to that relationship by enabling us to work together on securing the IoT ecosystem", indicated **Vinod Kumar, CEO of Subex.** "Amidst all kinds of attacks by cybercriminals and other groups, we want to protect the ecosystem and ensure that IoT projects deliver value. I am confident that IoT businesses will derive significant benefits from our joint efforts".

Together with the detection of threats in IoT, the IoT Cybersecurity Unit includes in its catalogue the management of secure credentials for devices and DNS securing. In addition, it has adapted part of its catalogue of generic cybersecurity solutions to IoT, such as SandaS for the management of GRC (government, risk, and compliance) capacities, or CyberThreats for the early detection and identification of Internet threats.

About ElevenPaths

At ElevenPaths, Telefónica Cyber Security Unit, we believe in the idea of challenging the current state of security, an attribute that must always be present in technology. We're always redefining the relationship between security and people, with the aim of creating innovative security products which can transform the concept of security, thus keeping us one step ahead of attackers, who are increasingly present in our digital life.

More information:

www.elevenpaths.com

[@ElevenPaths](https://twitter.com/ElevenPaths)

blog.elevenpaths.com

About Telefónica IoT

Telefónica IoT is the Internet of Things global department at Telefónica, dedicated to developing and implementing IoT solutions in all industry segments. It offers its clients global end-to-end solutions around the world with the very best connectivity, and is available in all countries via its presence there or via roaming agreements and partnerships. Some of the main business areas covered by Telefónica IoT include Smart Mobility, Smart Retail and Smart Energy.

For more information about Telefónica IoT, visit iot.telefonica.com or follow us on twitter [@telefonicaloT](https://twitter.com/telefonicaloT) or on [LinkedIn](#).

About Subex

Subex Ltd. is a leading telecom analytics solutions provider, enabling a digital future for global telcos. Founded in 1992, Subex has spent over 25 years in enabling 3/4th of the largest 50 CSPs so to globally achieve competitive advantage. By leveraging data which is gathered across networks, customers, and systems coupled with its domain knowledge and the capabilities of its core solutions, Subex helps CSPs to drive new business models, enhance customer experience and optimize enterprises.

More information:

www.subex.com