

Nota de Prensa

Telefónica Tech chosen as global partner of the year by CloudBlue



- CloudBlue recognizes with its "Global Partner of the Year" award, the growth of Telefónica Tech and the strength of its partnership.
- Telefónica and CloudBlue have been partners for years and the relationship between them has been strengthened since the creation of Telefónica Tech, managing to develop the offer and value proposition for the small and medium business segment.
- CloudBlue's technology, coupled with Telefónica's presence and portfolio, has allowed them to enhance and streamline their business through Telefónica Tech's platform and digital solutions marketplace.

Madrid, October 5, 2021. CloudBlue, a leading cloud ecosystem technology company, has recognized customers around the world who have shown a high level of innovation, advocacy, performance and sales success with its 2020 Partner Awards. Among them, it singled out [Telefónica Tech](#) as "Global Partner of the Year".

Telefónica has been using CloudBlue technology for years and with this recognition they further strengthen their relationship and their commitment to the technological evolution of their solutions. CloudBlue wanted to highlight Telefónica as Global Partner of the Year after the successful launch of '[Empresa Segura](#)', a cybersecurity solution for small and medium-sized companies adapted to their needs, with comprehensive coverage against threats, so that they can rest assured that their business is protected by the best specialists.

CloudBlue is the core technology of Telefónica Tech's platform and marketplace. This platform serves Telefónica's business units to market digital services in the B2B business with a fully digital experience for the customer through a differential value proposition.

CloudBlue wanted to highlight with these awards the transformative power of its partners for their extraordinary drive to innovate, grow their businesses and empower the world to do more. Tarik Faouzi, Senior Vice President of CloudBlue, "we have witnessed the acceleration of digital transformation in all companies in the last two years, and cloud technology has been at the forefront of this acceleration" he wanted to highlight.

For Hugo de los Santos, Director of Cloud and Cybersecurity Products and Services at Telefónica Tech: "Digitization in SMEs is a natural part of our business and for them, going digital is a matter of survival. Therefore, we help them to make the process simple, accompanying them in the same with qualified specialists and facilitating the way with a robust catalog of services such as 'Tu Empresa Segura'. Thanks to our digital platform supported by CloudBlue technology, we accelerate time-to-market while guaranteeing the best user experience for our customers".

About Telefónica Tech

Telefónica Tech is the leading company in digital transformation. The company offers a wide range of integrated technology services and solutions in Cybersecurity, Cloud, IoT, Big Data and Blockchain. For more information, visit: <https://tech.telefonica.com/>

About CloudBlue

CloudBlue helps businesses succeed in the as-a-service economy and accelerate time to revenue by managing subscription and billing, vendor and product information, and partner onboarding across multiple channels. Through its leading ecosystem orchestration platform, CloudBlue enables companies to create their own ecosystems, as well as connects vendor and go to market ecosystems, automating the distribution of traditional and digital products and services across partners in the digital supply chain. CloudBlue serves more than 180 companies around the globe and powers the world's largest cloud B2B marketplaces, which represent nearly 30 million B2B cloud subscriptions. Learn more about CloudBlue at www.cloudblue.com.