

Press Release

# Microsoft awards Telefónica Tech's solutions to digitalise SMEs

- Microsoft awards Telefónica the "Best Spanish Partner of the Year" award in the "Digitalisation in SMEs" category for helping them maintain their business in pandemic through the implementation of solutions based on the company's technology.

**Madrid, 20 July 2021.** Microsoft has awarded Telefónica with the "Best Spanish Partner of the Year" award in the "Digitalisation in SMEs" category thanks to the solutions that Telefónica Tech has implemented over the last twelve months to help small and medium-sized companies around the world to maintain their business in pandemic. These solutions have been marketed to customers in Spain through Telefónica Empresas.

COVID-19 has accelerated the digitalisation process by three to five years and has proven the necessity for companies to transform their business models in order to gain resilience and competitiveness. To achieve this, Telefónica Tech has expanded its value proposition for SMEs over the last year with new capabilities and services to support them in their digitalisation process.

Microsoft has highlighted, among the more than 11,000 partners it has in Spain, Telefónica's ability to position its technologies in the market and the training work undertaken to help businesses to use the tools and get the most out of them. The launch of Azure by acens, for instance, was particularly noted, where acens (a cloud services company for SMEs integrated into Telefónica Tech) provides the management of the migration service to the Microsoft cloud, as well as advice, support and help with the implementation and configuration of the service.

It also recognised Telefónica Empresas' Fusión Empresas campaign, which will run until September 30th consisting of special discounts on Microsoft 365 and other pioneering marketing actions, as well as the 20 free webinars for SMEs on the Microsoft 365 service to which more than 1,200 SMEs connected, and the hosting of an online event to promote the value provided by the Microsoft and Telefónica alliance in the transformation of SMEs.

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## About Telefónica Tech

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

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