



## Telefónica España kits out its vehicle fleet with Movistar Fleet Management M2M Solution

Telefónica España's fleet will be equipped with the best vehicle tracking tools thanks to a solution which boosts productivity and makes driving safer

**Madrid, 17th February 2011.** – Telefónica España is going to kit out its nationwide fleet of vehicles, the largest in Spain, with Movistar Gestión de Flotas which was developed jointly by Telefónica Digital, the Group's newest subsidiary, and the European sector leader, Masternaut.

Movistar's fleet management solution includes eight different products which combine GPS devices with tailor-designed software solutions to enable real-time fleet tracking. This solution also ensures on-time route completion and intelligent scheduling, while providing precise location coordinates in the event of vehicle or merchandise theft. The system provides users with cutting-edge route management tools which help them to optimise travel times. This innovative system not only makes vehicle management more productive and efficient, unlocking cost savings, it is also a fully sustainable system as the driving style analytics pave the way for cutting fuel consumption, among other benefits.

Telefónica España's operations management is a complex logistical task encompassing the supply, maintenance and repair of its extensive communications network: this fieldwork requires a fleet of close to 4,000 vehicles. The challenges facing the professionals responsible for this field service relate mainly to the need to make it more cost-effective, to ensure driver safety and to optimise fleet management (intelligent scheduling, optimisation of fuel consumption and vehicle sharing arrangements to lower costs). All of these benefits are included in the Movistar Gestión de Flotas solution which will ultimately enhance customer service, boost driver safety and generally lower the costs associated with fleet operations.

Meanwhile, the fact that this solution is modular and scalable means that it can be adapted to Telefónica España's fleet operation requirements (currently enhanced scheduling and cost cutting) as they evolve. There is scope to add new GPS tracking management tools and services without having to upgrade installed devices as the fleet management product evolves and develops.

### About Telefónica

Telefónica is one of the world's largest telecommunications companies by market capitalisation. Its activities are centred mainly on the fixed and mobile telephony businesses, while its broadband business is the key growth driver underpinning both. It operates in 25 countries and has a 300 million-strong global customer base. Telefónica has a strong presence in Spain, Europe and Latin America, regions which are driving the Group's growth.

Telefónica is a 100% private company, with more than 1.5 million direct shareholders. Its share capital consists of 4,563,996,485 ordinary shares traded on the Spanish stock exchanges (Madrid, Barcelona, Bilbao and Valencia) and on those of London, Tokyo, New York, Lima and Buenos Aires.

### **About Masternaut**

Masternaut designs and delivers innovative solutions for managing the mobile workforce that enable customers and partners to achieve evolutionary step-changes in their performance and service delivery. Formed through the combination of established telematics providers, Cybit and Masternaut, the new Masternaut boasts the broadest range of telematics products, services and R&D capability in Europe.

Individually, the companies represented some of the fastest-growing private technology firms in Europe. In 2010, Cybit was ranked 13th in the Sunday Times International Fast Track, having achieved more than 150% growth in sales during 2007-2010; whilst Masternaut has featured in the 2007, 2008 and 2009 Sunday Times (UK) Tech Track 100, and was also recognised on the Deloitte Fast 500 EMEA in 2009. Masternaut has more than 550 employees supporting a 10,000-strong customer base across all of Europe. Berg Insight has called Masternaut Europe's largest telematics provider.