

## News

M2M General



## Telefónica to launch its Global M2M Channel Partner Programme

*Reinforces its leading position in the m2m world creating a partner ecosystem to extend its offering to all players in the m2m market.*

**Madrid, February 6<sup>th</sup>, 2014.** Telefónica announced the next phase in the launch of its m2m Global Channel Partner Programme in order to reinforce its position in the m2m world. The Programme enables Telefónica to extend the reach of its offering by partnering with the key players in the m2m value chain such as device manufacturers, solution providers and distributors. With this move, the company is looking to fully address the managed connectivity opportunity which, according to industry analysts, will represent 11.6 billion euros in 2016.

This m2m partner ecosystem allows Telefónica to approach the market in collaboration with its partners, who enrich Telefónica's offering with their solutions and who generate a multiplier effect in terms of scale. The Programme will also enable Telefónica to identify the most successful m2m Service Providers that could become Telefónica's Vertical Solution partners in the future.

Telefónica first launched this programme in the USA, working with companies who want to expand to other markets where Telefónica has a strong presence. More than 80 partners enrolled in less than 7 months. Telefónica is now extending this initiative globally starting with Europe before rolling out to other markets.

"We are really pleased with the success of the partner programme in the USA. It gives us a richer portfolio of m2m solutions to sell to our customers. Now we are deploying our Global Channel Partner Programme in Europe as well. We'll continue moving forward by developing the Programme in other Telefónica regions and adding more Telefónica's products to our portfolio, using the same proven partnership model", says Mr. Rafael García Meiro, Telefónica Digital's Global Partner Sales Unit Director. Mr. García Meiro added: "90 additional companies are already in the process of being part of our Channel Partner Programme and the objective for 2014 is to enrol a total of 250 partners."

Companies interested in knowing more about the Programme can contact with Telefónica representatives at the Mobile World Congress 2014 in Barcelona and in most of the relevant m2m industry events.

For more information, please visit: <http://partnersdigital.telefonica.com>



### About Telefónica Digital

[Telefónica Digital](#) is a global business division of Telefónica. Its mission is to seize the opportunities within the digital world and deliver new growth for Telefónica through research & development, venture capital, global partnerships and digital services such as cloud computing, security services, mobile advertising, M2M and eHealth. It is also driving innovation in over the top communications under a new umbrella brand called TU and in Big Data through its Smart Steps product. Telefónica Digital will deliver these new products and services to Telefónica's 316 million customers as well as entering new markets. It is headquartered in London with regional centres in Silicon Valley, Sao Paulo, Spain and Tel Aviv. TokBox, Terra, Media Networks Latin America, 48 and giffgaff are all managed under the Telefónica Digital umbrella.

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