


**Objective**

Deliver value-added services and ensure that communications and data networks are highly accessible and reliable

**Approach**

Turn to HPE Networking routers to add value and lower TCO of network operations, without sacrificing quality or reliability

**IT Matters**

- Meets service-level agreements
- Maintains reliability of networks

**Business Matters**

- Streamlines purchasing and deployment
- Introduces new revenue streams by expanding business into areas such as WiFi and data
- Adds value, without sacrificing margins
- Advances goal of becoming Brazil's largest IT managed services provider by 2019

## Telefónica: connecting Latin America through HPE Networking

### Leading communications operator serves customers with HPE Networking



Telefónica is a world-leading integrated telecommunication service provider, delivering communication, information, and entertainment solutions throughout Europe and Latin America. The company is now using HPE Networking solutions as part of its infrastructure to provide enterprise solutions.

Telefónica is a world-leading integrated telecommunication service provider, delivering communication, information, and entertainment solutions throughout Europe and Latin America. The company has a significant presence in 24 countries and a customer base of almost 316 million users around the world. Telefónica has a strong presence in Spain, Europe, and Latin America, where the company focuses as an important part of its growth strategy.

Telefónica provides routers in large numbers to support Brazil's wired and wireless voice and data managed services across a wide variety of organizations: enterprises, small businesses, commercial entities, and government institutions. For instance,

“HPE Networking routers help us provide managed services to customers efficiently by giving us good TCO. Overall, HPE Networking is very simple to buy, deploy, and operate—day in and day out.”

— Alexandre Gomes, Director of Delivery, Telefónica Brazil

Telefónica serves one of the biggest states in Brazil, with an intranet that uses approximately 16,000 individual routers. The Brazilian Republic runs roughly 55,000 Hewlett Packard Enterprise (HPE) routers.

For every implementation, uptime and reliability are crucial. In the case of the government organizations, Telefónica is responsible for keeping the mission-critical applications and services running for schools, hospitals, police, fire departments, and other critical services, in addition to supporting day-to-day administrative functions. For Telefónica, it is vital that networking equipment remains highly reliable.

“We not only equip and manage the enterprise networks, but also the operations networks that support emergency services and other functions,” says Alexandre Gomes, director of delivery at Telefónica Brazil. “Lives are at risk if our networks go down, so we must have reliable networking solutions.”

### **A more efficient, flexible solution**

To broaden wireless, IT, and data services access in the region, Telefónica must work hand in glove with customers from a wide variety of industries as well as the governments of many countries. As one of the requirements, Telefónica must operate its service provider network at high levels of operational efficiency in order to compete

with other networking providers. In addition to higher efficiency, Telefónica must meet stringent service-level agreements (SLAs) that include 99.999% uptime for mission-critical solutions.

“HPE Networking routers help us provide managed services to customers efficiently by giving us good TCO,” says Gomes. “Overall, HPE Networking is very simple to buy, deploy, and operate—day in and day out.”

Telefónica works with several networking vendors, including HPE. The HPE collaboration has several benefits: HPE has no licensing fees or complex license management. HPE also offers a warranty that delivers 24/7 phone support for three years.

Through collaboration with Telefónica, the HPE Networking team has helped simplify the process of tailoring managed services, depending upon customer needs and budgetary constraints. HPE Networking solutions have increased business agility, saved costs and increased flexibility.

### **A trusted networking partner**

Another reason Telefónica has partnered with HPE and its channel partner ecosystem is due to engineering expertise and responsiveness. Dedicated solution architects work closely with the company's in-house IT staff. HPE provides full services and consulting capabilities, from design and implementation to optimization of the network components.

## Case study

Telefónica Brazil

## Industry

Communications and IT services provider

### About Telefónica

Telefónica is one of the largest telecommunications companies in the world in terms of market capitalization and number of customers. With its best in class mobile, fixed, and broadband networks, and innovative portfolio of digital solutions, Telefónica is transforming itself into a “Digital Telco,” a company that will be even better placed to meet the needs of its customers and capture new revenue growth.

The company has a significant presence in 24 countries and a customer base of nearly 316 million users around the world. Telefónica has a strong presence in Spain, Europe, and Latin America, where the company focuses as an important part of its growth strategy. Telefónica is a public company, with more than 1.5 million direct shareholders. Its share capital currently comprises 4,551,024,586 ordinary shares traded on the Spanish Stock Market (Madrid, Barcelona, Bilbao and Valencia) and on those in London, New York, Lima, and Buenos Aires.

To learn more about Telefonica visit [www.telefonica.com](http://www.telefonica.com)

## Customer at a glance

### Hardware

- HPE MSR50 Series Routers
- HPE MSR30 Series Routers
- HPE MSR20 Series Routers
- HPE MSR20-1X Series Routers
- HPE MSR900 Series Routers
- HPE MSR93x Series Routers



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— Alexandre Gomes, Director of Delivery, Telefónica Brazil

Today, Telefónica provides an estimated 65,000 routers throughout Brazil. On-premise equipment and aggregation devices include HPE routers such as HPE MSR50, MSR30, MSR20, MSR20-1X, MSR900, and MSR93x Series models.

## Growing Telefónica's business

HPE has since grown to become one of Telefónica's largest providers of networking equipment in Brazil across many markets and customer segments, and has gained recognition as a trusted networking advisor with exceptional expertise and products. By working with HPE, Telefónica has gained ground in the Brazilian market as a result of exceptional networking simplicity, value-added services, and excellent network performance and reliability.

In addition to boosting Telefónica's business, HPE has simplified a far-flung infrastructure, both for those customers that manage their own networking, and for those infrastructures Telefónica manages. “HPE Networking offers quick and easy installation and support for future needs, not to mention a greatly simplified architecture, and more intuitive operation,” says Gomes.

## Communications and data services for all

For Telefónica, the relationship with HPE has assisted in meeting the organization's networking goals for better performance and efficiency. Since implementing the latest networking infrastructure, the average time needed for installation and support for future needs has been cut substantially.

“Our aim for years has been to add value to communications, data, and Internet services across Latin America and especially Brazil,” says Ricardo Pedreti, marketing data manager at Telefónica. “HPE Networking has been a major part of our ability to create and expand cost-effective data, IT, and communications managed services that our customers depend on us to provide.”

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