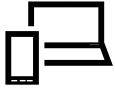




Telefonica

Global giants join forces in cybersecurity

kaspersky BRING ON
THE FUTURE



IT and Telecoms

- Madrid, Spain
- Global telecoms and digital services provider
- Using Kaspersky Security Intelligence Services

“Telefónica and Kaspersky Lab are like-minded businesses with a desire to do all we can to protect our customers and to enhance their communications experience, free from malicious attacks.”

Nikolaos Tsouroulas,
Head of Cybersecurity Product
Management at Telefónica

Telefónica is one of the largest broadband and telecommunications providers in the world.

Headquartered in Madrid with operations in 21 countries around the world, Telefónica delivers services to more than 322 million customers. Its commercial brands are household names in the territories in which they operate – Movistar in Spain and much of central and South America, Vivo in Brazil and O2 in the UK and Germany.

Challenge

As part of Telefónica's transformation into a digital services company of global standing, in 2013 it set up its own in-house security business called 'ElevenPaths', to tackle the huge challenges, threats, risks and vulnerabilities in today's communications environment.

ElevenPaths' approach is innovative, radical and disruptive. It brings together professionals with wide-ranging experience and in-depth knowledge of security threats in a dynamic and multidisciplinary team designed to redefine the concept of security for its customers.

Its philosophy is that, to stay a step ahead of the attacks, all security solutions must be capable of constant evolution, anticipating and responding to the threats to technology and networks, systems and individuals.

Telefónica understood the need to allow ElevenPaths to develop its own unique business culture, encouraging speed, agility and dynamism in its work. Its solutions are now widely used, both within Telefónica's own brands but predominantly by its customers in the B2B segment that covers all areas from large multinationals and government down to enterprise and SMB organizations and spans all countries where Telefónica operates.



Secure

Threat intelligence enables enhanced protection for customers



Alliance

Data and technology sharing delivers better security solutions



Performance

Malware protection enhances customer experience

Telefónica is constantly looking for partners with complementary skills and expertise, to inform and enhance its solutions. In particular, it was looking for the latest and most reliable data and information about current malware and botnet threats, to help maximize the effectiveness of its security activities for customers.

"This was an area where we knew that we needed to complement our own capabilities with those of other leaders of the sector, so we reviewed the marketplace to identify a partner with the necessary credentials and expertise to help us," said Nikolaos Tsouroulas, Head of Cybersecurity Product Management at Telefónica.

Kaspersky Lab solution

"We selected Kaspersky Lab for the quality of their data and the results they delivered on malware, botnet and phishing activity," added Nikolaos.

"Since then the information they have been delivering assists us in two ways. Firstly, automated threat intelligence data gives us visibility into current malware, botnet and phishing activity. This comes to us in a way that allows us to directly translate it into actionable assistance for our customers, alerting them of potential threats and advising them of any additional security steps they need to take. At the same time this information provides our own analysts with additional intelligence and context that help them in their day-to-day work.

"They also provide us with a variety of more generic reports about the way threats are evolving, global trends and contextual material that help us to enrich our own intelligence, reinforce our solutions and provide added value for our customers."

125,000

employees

21

countries

322

million customers

Collaboration confirms strong relationship

The success of the relationship has recently resulted in Telefónica and Kaspersky Lab working even closer together on a collaborative project to develop enhanced anti-malware solutions. Both organizations' respective teams have been sharing data, systems and technology in a joint effort to provide a new level of protection for customers. Powered by innovative technologies from both companies, 'Tacyt' is an innovative tool for the monitoring and analysis of mobile threats.

Tacyt monitors, stores, analyzes, correlates and classifies millions of mobile apps while adding thousands of new apps every day.

"This is something we value very much," says Nikolaos. "Kaspersky Lab is renowned for its expertise in this area and we are pleased to be joining forces, sharing our knowledge in a true partnership to create even better solutions for all of our customers.

"This initiation shows how a relationship in which we originally bought products and services, can broaden and deepen through close working, developing trust and confidence between our organizations.

"Telefónica and Kaspersky Lab are like-minded businesses with a desire to do all we can to protect our customers and to enhance their communications experience, free from malicious attacks.

"Right from the beginning we both sensed a willingness to look beyond a purely commercial relationship and there was a clear aim to develop a real partnership. Our teams work very well together and hopefully this anti-malware initiative will provide a model for collaboration that we can apply on many productive projects in the future."



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