IDC MarketScape recognises Telefónica as an IoT managed services leader

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Telefónica has been recognized, for the second consecutive year, as a Leader in global IoT managed connectivity services by IDC in its study 'IDC MarketScape: Worldwide Managed IoT Connectivity Services 2023 Vendor Assessment' (doc #US50404023, August 2023).

Telefónica, which offers its IoT services through Telefónica Tech, has experienced significant growth in NB-IoT connections and in the development of artificial intelligence solutions. In addition, the company has solid coverage in Brazil and other Latin American regions, as well as the necessary capabilities to deploy IoT in Europe.

To this end, Telefónica Tech's portfolio includes numerous proprietary tools for connecting objects and helping companies to digitally transform themselves by extracting the maximum value from data. These include Kite, Telefónica Tech's IoT managed connectivity platform, with which companies can control and monitor their connected devices in real time, remotely and from anywhere in the world.

The technology company also has the Smart Steps platform, which analyses the mobility of crowds in an anonymised, extrapolated and aggregated way thanks to artificial intelligence, and Smart Digits, which provides data-driven identity services. These are joined by Spotdyna, which quantitatively analyses what happens inside a shop and offers the information in a single dashboard, and TrutsOS, the managed blockchain platform that makes it easier for companies to connect their business processes with this technology.

In addition, Telefónica Tech has continued in the last year to strengthen its partner network to increase its capabilities and its portfolio of IoT, big data and artificial intelligence services. Telefónica has enhanced its offering of IoT connectivity capabilities with new

business models and more possibilities for using eSIM to offer more flexibility to its customers and has extended its network of roaming agreements for LPWA technologies. In addition, Telefónica has partnered with Sateliot to connect IoT devices via satellite with 5G NB-IoT technology to extend coverage to remote areas and has also strengthened its IoT and big data lab, The ThinX, for customers, partners and institutions to test and improve any IoT project with the most advanced technologies before mass deployment.

Alfredo Serret, Global Head of Internet of Things at Telefónica Tech, said:

> We are very proud to receive this recognition for the second consecutive year because it reinforces our strategy to become a global player in the field of connectivity and in the development of technological solutions based on IoT, big data and artificial intelligence in multiple sectors such as Public Administration, Utilities, Smartcities and Mobility, among others

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