Telefónica recognised as a Leader in QKS Group 2025 SPARK Matrix™ for Network as a Service (NaaS)

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BY TELEFÓNICA

Telefónica, through its global business unit Telefónica Global Solutions (TGS), has been recognised as a leader in the QKS Group SPARK Matrix™ for Network as a Service Q2 2025 report. The leader section represents organizations that set the gold standard in their industries, and they are recognized for their robust technological capabilities and customer-centric approach, positioning them as trusted partners for organizations seeking strategic growth and sustainable competitive advantages.

The analyst firm defines Network-as-a-Service (NaaS) as a cloud-centric, OPEX-based delivery model that spans the design, deployment, management, monitoring, and operation of networking infrastructure and services. The Network-as-a-Service market is undergoing a strategic transformation, aligning network infrastructure more closely with dynamic business requirements and hybrid cloud environments. This shift is fueled by enterprises moving to multi-cloud architectures, increased edge connectivity, and the need for operational agility.

Telefónica Global Solutions delivers its NaaS offering through Dynamic Network. This solution redefines how enterprises manage connectivity by making network operations as seamless and agile as managing cloud services. Users gain the ability to operate a fully virtualised, intelligent network without the need to invest in, build, or maintain physical infrastructure. Built on an API-first architecture, the platform offers a fully digitized and automated multiaccess connectivity experience that can be deployed at the click of a button.

This approach empowers customers with the best of both worlds: the cost-efficiency and flexibility of internet-based access, combined with

the reliability, performance, and global reach of Telefónica's robust network infrastructure. By transforming how networks are consumed and managed, TGS is helping businesses accelerate their digital transformation, scale with agility, and innovate faster—while maintaining full control and visibility over their connectivity.

Kelly Álvarez, Product and Marketing Director at TGS, said:

> We are very proud that QKS Group has recognised Telefónica as a leader for Telefónica Global Solutions' Network as a Service (NaaS). Throughout our Dynamic Network solution, we empower our customers to reduce infrastructure deployment and operational costs, while gaining greater flexibility, scalabity, and reliability in managing their connectivity. We believe that our proficiency in local access management, combined with the extensive reach of our international network and our robust integration capabilities, enables us to create a unique value proposition for our customers' connectivity needs

According to Kaushik Vijay Venkatesh, Principal Analyst, QKS Group,

> Telefónica Global Solutions' Dynamic Network represents a shift from rigid, provider-controlled infrastructure to flexible, policy-driven architectures that adapt to evolving enterprise needs. Its globally managed platform integrates private and public connectivity options, including MPLS, Enhanced Internet, and local access types along with direct connections to major cloud providers. Through real-time APIs and a centralized console, enterprises can quote, order, provision, and manage services efficiently, reducing reliance on traditional ticketing systems and faster quote-to-order. The network leverages telemetry, analytics, and policy-based automation to dynamically respond to application demands and operational events, enhancing stability and accelerating issue resolution for robust network connectivity.

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