

## ANNOUNCEMENT

### TELEFONICA REINFORCES ITS APPLICATIONS VISIBILITY AND ACCELERATION SOLUTIONS PORTFOLIO BY JOINING RIVERBED PERFORMANCE PARTNER PROGRAM

**Madrid, 13 November 2015.-** [Telefonica Business Solutions](#), a leading provider of a wide range of integrated communication solutions for the B2B market, has announced today it has joined the Riverbed® Performance Partner Program. The program allows Telefonica to extend its value proposition in applications aware networking reinforcing its applications Visibility and Acceleration solutions portfolio. The Riverbed Application Performance Platform™ is the most complete platform that gives CIOs unparalleled visibility to deliver, optimize and control all IT resources across the hybrid enterprise.

Telefonica's applications aware networking value proposition includes a set of services that allows global enterprises to have end-to-end application visibility and superior application performance across the network through optimization technologies, plus control and management of applications in hybrid WAN architectures.

Today, where applications, data and the people who use them are everywhere, hybrid architectures and SaaS applications bring significant benefits to organizations, such as agility to market, cost savings and flexibility. However, it also brings some challenges, including the complexity of multiple clouds, networks, service providers, and SLAs, plus end users everywhere, and hundreds of applications (including SaaS apps like Salesforce, Microsoft Azure/Office 365, and Amazon Web Services) that need to be managed and delivered across a mix of networks.

Telefonica embraces this hybrid world in its global portfolio by joining the Riverbed Performance Partner Program and is now eligible to receive the program benefits as an authorized Channel Partner.

*"Telefonica is already helping enterprises move securely into the new Cloud Hybrid IT. Telefonica has the right capabilities, assets, knowledge and experience to help customers solve the challenges in their networks and cater for new requirements,"* said **Hugo de los Santos, Communication Services Director** at Telefonica Business Solutions.

*"Peak performance for the hybrid enterprise – where apps, data and people are everywhere – requires a new, holistic, global approach to IT. Riverbed and its partners are focused on giving global organizations an extensible application performance platform, providing the flexibility to host applications and data in optimal locations while ensuring a high-performing workplace in any location,"* said **Miguel Ángel Garcia, Country Manager, Spain and Portugal** at Riverbed Technology.