

PRESS RELEASE

TELEFONICA EVOLVES VIRTUAL DATA CENTRE, ITS HYBRID CLOUD SOLUTION FOR LARGE ENTERPRISES LEVERAGING WORLD CLASS VMware TECHNOLOGY

- **Virtual Data Centre (VDC) is an Infrastructure as a Service (IaaS) cloud solution available in eight countries, which facilitates the transformation process of large enterprises.**
- **In this digital transformation, Telefonica has strengthened its partnership with VMware to accelerate the growth of Cloud services.**

Barcelona, Spain, 17th of October 2016 – Telefonica, one of the world's largest telecommunications companies in terms of market capitalisation and number of customers and a global provider of digital services, has evolved its **Virtual Data Centre (VDC)** solution, utilizing VMware vSphere®, VMware vCenter® and VMware vCloud Director®. This solution is available in Spain, Argentina, Brazil, Chile, Colombia, Mexico and Peru, adding the US to its global coverage.

VDC is an IaaS cloud solution implemented on completely private communications that provides a comprehensive solution for the deployment of infrastructures on a flexible and resilient platform with full security guarantees. The solution is particularly appealing for multinational customers, customers requiring infrastructure services and customers who need to hybridise their private clouds.

The new **VDC 3.0** version includes many enhancements and new functions available to all customers of the service. These include in particular:

- **Infrastructure auto-scaling:** In response to peaks in demand or unexpected situations. The infrastructure adapts to the business in a flexible manner, growing or shrinking as required.
- **Marketplace:** It includes applications and middleware such as databases, application servers or web servers to enable users to buy them in service mode.
- **Dedicated physical environment:** This is a new type of VDC that allows to create a dedicated physical environment with the same characteristics as a Virtual Data Centre.

In addition, Telefonica and VMware are working to develop a centralised management model that will enable VDC customers to manage the cloud infrastructure deployed in their various local nodes, as well as their international cloud connectivity services through a single portal.

“The international capabilities also make it possible to implement business continuity solutions with the quality and stability required by large companies.” This is the case of **Penguin Random House** Grupo Editorial, part of the publishing division of the Bertelsmann Group, which has, in collaboration with Telefonica, deployed a disaster recovery solution between Spain and Miami.

Telefonica's goal is to facilitate the digital transformation of companies by providing them with all the necessary elements to implement this change and helping them at every stage. Cloud technology is the key pillar of this process. To do this, the Telco has launched the [Living Cloud](#) proposal, an initiative that implements the cloud strategy for large enterprises in Spain.

About Telefonica

Telefonica is one of the world's largest telecommunications companies in terms of market capitalisation and number of customers. Its operations are based on a comprehensive range of services and high quality connectivity provided by the best fixed, mobile and broadband networks. It is a growing company that offers an outstanding experience based both on the company's own values and on a public positioning that defends customers' interests.

With its presence in 21 countries and over 327 million accesses, Telefonica has a strong presence in Spain, Europe and Latin America, where most of its growth strategy is focused.

Telefonica is a fully private company with over 1.5 million direct shareholders. Its share capital is currently divided into 4,975,199,197 ordinary shares traded on the continuous market of the Spanish stock exchanges as well as on the London, New York, Lima and Buenos Aires stock exchanges.

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