

## PRESS RELEASE

### Telefonica positioned for third consecutive year as a Leader in Gartner's Magic Quadrant for Managed M2M Services, Worldwide

- Telefonica has continued to improve its position in this Magic Quadrant year on year.

**Madrid, 26<sup>th</sup> of October 2016** – Telefonica, who stands as a renowned IoT solutions global provider to all sectors of industries, is positioned for the third year running in the "Leaders" quadrant of independent analyst firm Gartner Inc.'s report "Magic Quadrant for Managed Machine-to-Machine Services, Worldwide", published October 17, 2016. This year's Magic Quadrant evaluates 17 providers.

*"We feel this recognition is a result of our commitment to offer our customers the best and most innovative IoT solutions to enable them to carry out their business in new and efficient ways and help them increase productivity. Our continued investment in our portfolio along with our IoT Partner Programme has further bolstered our global coverage and world-leading solutions."* states **Vicente Muñoz, Telefonica Chief IoT Officer**.

The report comes as, Telefonica IoT has also reached the record number of 2,500 enterprises that rely on their Smart m2m solution, worldwide has extended its leading IoT Global Partner Programme to Latin America and is now successfully licensing its platform to other Telcos.

According to the report, "**leaders** invest in the future of IoT that includes a continuum of value from IoT edge devices to IoT platforms and related analytics. Leaders perform skillfully and often exceed expectations. Leaders have a clear vision of the market's direction and develop competencies to maintain their leadership. Leaders engage customers and provide value across multiple geographies. They shape the market, rather than follow it, and they often set the benchmark for market growth."

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#### **About Telefonica IoT:**

[Telefonica IoT](#), is the IoT global business area within Telefonica, dedicated to the development and implementation of IoT solutions across all industry verticals. It offers end-to-end global solutions to its customers around the world relying on its best-in-class connectivity that extends beyond their footprint enabled by roaming agreements and partnerships. The main areas of Telefonica IoT include Smart Mobility, Smart Cities, Smart Retail and Smart Energy.

For more information about Telefonica's IoT business, visit [iot.telefonica.com](http://iot.telefonica.com) or follow us on twitter at [@telefonicaloT](https://twitter.com/telefonicaloT) and [LinkedIn](#).