

NOTA DE PRENSA

PRESS RELEASE

Telefónica launches Data Optimization Service to empower mobile operators to improve their customers' experience

Madrid, 21st May 2018.- Telefónica's wholesale business unit, [Telefónica International Wholesale Services](#), has enhanced its mobile services portfolio with a brand new service, [Data Optimization](#), designed to enable mobile operators to enhance their customer experience with faster access to mobile content.

The strong, sustained growth of data traffic is not only affecting the roaming landscape, but it is also putting mobile networks under greater pressure creating congestion problems which negatively affect user experience and contribute to subscriber churn.

In order to help operators face this problem, we have added a new service to our mobile portfolio, [Data Optimization](#), that allows them to optimize their subscribers' data sessions when they are abroad, thus reducing the roaming Inter-Operator Tariff (IOT) costs, without reducing the quality of experience.

The Data Optimization service helps to deliver a high quality end-user experience through Quality of Experience-based web, audio and video content optimization techniques which accelerate content delivery and prevent video stalling. It improves the efficiency of mobile users' bandwidth utilization, allowing operators to maximize their revenues by reducing data load and caching popular content. It also helps operators to identify business insights through the analysis of subscriber and operational data which in turn can be used to inform their business strategies.

Importantly, Data Optimization can optimize a wide variety of content, over different protocols, including the most popular services such as Netflix, YouTube, Facebook...

Juan Carlos Bernal, CEO Telefónica International Wholesale Services explains, "[Data Optimization](#) is an essential tool that allows mobile operators to improve their customers' satisfaction while keeping costs under control". **Hugo de los Santos, Telefonica Business Solutions' Director Global B2B Products and Services** adds "We believe that the development of this solution reinforces our position as a one-stop provider for mobile and carrier services as we seek to continually evolve our offering for customers."

About Telefonica Business Solutions

[Telefonica Business Solutions](#), a leading provider of a wide range of integrated communication solutions for the B2B market, manages globally the Enterprise (Large Enterprise and SME), MNC (Multinational Corporations), Wholesale (fixed and mobile carriers, ISPs and content providers) and Roaming businesses within the Telefonica Group. Business Solutions develops an integrated, innovative and competitive portfolio for the B2B segment including digital solutions (Big Data, Cloud, IoT and Security) and telecommunication services (international voice, IP, bandwidth capacity, satellite services, mobility, integrated fixed, mobile, IT services and global solutions). Telefonica Business Solutions is a multicultural organization, working in over 40 countries and with service reach in over 170 countries.

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