

## **IBM and Movistar Empresas allied for enterprise digital transformation**

**Movistar Empresas joins IBM's partner ecosystem to harness IBM's open hybrid cloud architecture to build next gen solutions for clients across Colombia**



**Bogotá, June 28, 2021** - Movistar Empresas announced its commitment to join IBM's (NYSE: [IBM](#)) partner ecosystem collaborating on the IBM Cloud for Telecommunications, to develop enterprise solutions leveraging IBM's open, hybrid cloud architecture. With that alliance, it expects to help Colombian companies tap into the power of Edge and 5G technology, accelerate modernization efforts and drive business transformation and growth.

Built on IBM Cloud Satellite, IBM Cloud for Telecommunications allows clients to deploy IBM Cloud services anywhere: on the cloud, on premises or at the edge, while addressing industry-specific security and data protection requirements. Colombian companies will benefit from the solutions offered by Movistar and IBM, designed to extract more value from data to drive innovation.

According to an [IBM study](#), 58% of CEOs in Colombia say that partnerships or alliances have increased in importance as a result of the pandemic. By working together, Movistar and IBM will combine best-in-class technology and deep industry expertise to develop cutting-edge solutions based on advanced technologies such as cloud, Artificial Intelligence, Internet of Things, Blockchain, among others, to support companies of all sizes and across industries.

"We are committed to delivering the best technological trends, more feasible, effective and with the best benefits to companies in the country. Today our large, medium and small business clients will be able to get on and take their documentation and processes in IBM Cloud, with the best connectivity through our network and the support and security of IBM", said Fabián Hernández, CEO President of Telefónica Movistar Colombia.

"By embracing the IBM Cloud for Telecommunications, Movistar Empresas is leveraging an open hybrid cloud architecture to develop advanced solutions that will power their clients' modernization journey." said Patricio Espinosa, IBM Colombia, Venezuela and Latin Caribbean Region General Manager. "This kind of foundation is hugely important across Colombia as businesses seek to recover from the pandemic. By teaming with IBM,

Movistar can quickly innovate using hybrid cloud capabilities to deliver next-generation edge and 5G services; implement and manage new capabilities in the cloud; and enrich relationships through AI-powered engagement".

The IBM Cloud for Telecommunications is engineered to integrate advanced AI and automation processes at the edge and can speed services deployment while simultaneously reducing overall costs. With its foundation on IBM Cloud Satellite and leveraging Red Hat OpenShift, ecosystem partners can benefit from an open, container-based architecture that allows operators, enterprises and their clients to integrate, automate and orchestrate how they run network and IT workloads across any environment.

Movistar in Colombia now tops the list of more than 40 partners collaborating on the IBM Cloud for Telecommunications worldwide, with the aim of helping drive business transformation, and unlocking the power of 5G and Edge.

### **About Telefónica Colombia**

Telefónica is one of the biggest drivers of the digital economy in the country, with revenues of 5.36 trillion Colombian pesos in 2020. The activity of the company, which operates under the Movistar trademark, is mainly focused on the telephony and mobile connectivity, broadband services, fiber optics to the home, pay television, fixed telephony and a complete offer of digital solutions for small, medium and large companies and corporations.

Telefónica is present in 266 municipalities with fixed broadband - 43 of which already have fiber optics - and 965 with 4G LTE mobile telephony. Likewise, it offers fixed telephony in 748 municipalities. Telefónica closed 1Q21 with a client base of 19.9 million throughout the country: 16.7 million mobile lines, 1.2 million broadband clients and 527 thousand pay TV and 1.4 million fixed lines in service.


### **About IBM Cloud for Telecommunications**

IBM Cloud for Telecommunications is an open, hybrid cloud architecture built on [IBM Cloud Satellite](#), and leverages Red Hat OpenShift to enable clients to deploy IBM Cloud services anywhere: on the cloud, on premises or at the edge, while addressing industry-specific regulatory and security requirements. Red Hat OpenShift is the industry's leading enterprise Kubernetes platform.

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