

Telefonica Selects NEC as its Partner in the Cloud Globally

NEC's Australian Designed Technology Expands Global Footprint With Telefonica in Latin America

Australia, February 23, 2010 - NEC Corporation (NEC) has announced that Telefonica has selected NEC as a strategic partner to promote Cloud Computing in Latin America. The SaaS Aggregation Platform designed and developed in NEC Australia's facilities will be used to manage and deliver business applications to Telefonica customers across the world.

The deal will enhance NEC's position as a partner of Telefonica in application areas such as software as a service (SaaS), Desktop/Virtual PC as a service (access to PC over a network) and other on-demand services and applications ("everything as a service" or XaaS).

Davide Iacovitti, Product Manager Applications and Content, NEC Australia, said: "Telefonica's expansion of its SaaS offering into Latin America follows the significant success of the 'Aplicateca' service in Spain that is based on technology developed by NEC in Melbourne. It demonstrates NEC's strength as a strategic business partner to telecommunication service providers, as well as a leading provider of cloud hosted services. We're not only delivering technology, but also expertise and industry insights acquired from delivering SaaS solutions across three continents."

The project will allow Telefonica to boost its innovative services in Latin America using a more efficient model and with reduced time-to-market. Initially, Telefonica aims to support the business of small and medium enterprises in Latin America, by breaking down the current entry barriers to new technologies and to the world of IT applications, while encouraging an open environment for developers to launch new applications.

NEC will deploy the platform and applications to launch Cloud Services in Latin America, including logistics, location, collaboration, virtual PC, CRM, ERP, health, games and media applications. Cloud Computing will play a significant role in Telefonica's portfolio, with the ability to deliver added value to both residential and enterprise markets.

