

Case Study

Telefonica

Boosting employee creativity with collaboration tools

Committed to providing the best technologies to help its customers remain one-step ahead of the technology curve, Telefonica is offering FalconStor's Enterprise Suite both as an add-on to existing services and as part of its portfolio of co-location, hosting and tailor-made cloud platform solutions.



Company

Telefonica Impresas Chile

Company Profile

Telefonica is one of the largest telecommunications companies in the world in terms of market capitalization and number of customers. From its consolidated position in the sector, and with fixed telephony and mobile broadband as key areas that support future growth, the company focuses its strategy on securing its leadership in the digital world. Present in 24 countries and with a customer base of more than 320 million customers, Telefonica has a strong presence in Europe and Latin America, important industrial alliances and a leading global scale which positions the company to capture growth opportunities.

Falconstor Solution

Business customers trying to stay one-step ahead of the technology curve.

Objectives

- Respond to the shift from voice to digital in business services demand
- Offer services that help businesses transform themselves into intelligent enterprises and boost employee productivity

Results

- Falconstor's Enterprise Suite ensures Telefonica is well-positioned to boost creativity of customers' employees through talent empowerment with collaboration tools they need
- Falconstor's Enterprise Suite is offered both as an add-on to existing services and as part of a portfolio of co-location, hosting and tailor-made cloud platform solutions. environments

“...with Falconstor's Enterprise Suite we are able to offer a converged storage ecosystem with a full suite of services. This is how Telefonica can help companies become intelligent enterprises, with collaborative tools that boost the creativity of employees through talent empowerment.”

- Luis Urzua, Digital Solutions Manager, Telefonica Empresas Chile

THE CHALLENGE

Finding a data replication solution that provides the availability, protection and recovery services required to elevate Telefonica's customers into intelligent enterprises.

Telefonica is one of the largest telecommunications companies in the world in terms of market capitalization and number of customers. The first country in Latin America in which Telefonica began to operate was Chile in 1989. Today, Telefonica Empresas Chile has become a successful provider of telecommunications services – broadband, digital TV and voice. As such, it is a leader in providing the fiber optic network necessary to help businesses become intelligent enterprises. Customers rely on Telefonica to boost employee productivity with the collaborative tools needed in today's Big Data and cloud ecosystems.

With data service needs developing exponentially over the past few years, telecommunications companies like Telefonica Empresas Chile are facing increasing challenges as they see their business shift increasingly from voice to digital. As the provider of one of the largest Fiber Optic networks in the country, Telefonica looks for services that will complement its ecosystem and provide additional technology resources to its customers that allow them to do the things they need to do with it.

"We offer a lot of technology and digital solutions to our customers and let them do things with it to support and boost their business," said Luis Urzua, Digital Solutions Manager at Telefonica Empresas Chile. "One of the problems we were having is when a company wants to migrate from one data center to another. Whether they keep the data on their services or in the cloud, it cost a lot to replicate and recover that information over the Internet."

Telefonica was using Double-Take by Vision Solutions but it is an expensive solution that resulting in the company charging its customers a higher-than-desired fee that many of its SMB clients wanted to pay.

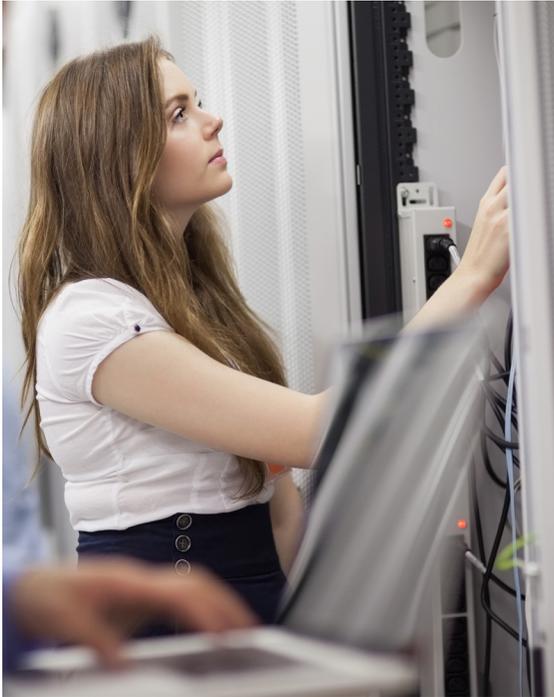
In an effort to find a cost-effective solution that proved easier to use, reduced project timelines and integrated well into its digital ecosystem, Telefonica turned to Falconstor's Enterprise Suite®.

THE SOLUTION

Falconstor's Enterprise Suite's powerful data services platform allows Telefonica Empresas Chile to deliver flexible solutions to meet customers' business-critical requirements to move, store, protect and manage data.

Falconstor's Enterprise Suite is the new paradigm in data services. With the brilliance of a single, software-defined platform that works across legacy, modern and virtual environments, IT managers can tap the smartest data solutions from one pane of glass for centralized management and enhanced simplicity. Falconstor's Enterprise Suite lets users turn data services on and off as needed to best fit their business needs – without incurring added costs or constraints of hardware limitations.

This is all possible due to Intelligent Abstraction®. Falconstor's Enterprise Suite's horizontally layered architecture allows data to flow



across all platforms, both physical and virtual. Frontend applications and servers link to back-end storage venues to allow optimized data storage, manipulation and protection without concern for protocols. As a result, data services are unified, converged and virtualized – all seamlessly – across all storage environments for increased simplicity, minimal downtime, lower costs and pay only for the capacity used.

What's more, Intelligent Abstraction allows enterprises to combine existing storage infrastructure with new technology for better ROI and less hassle. By leveraging tools IT teams seek with new storage solutions, the promise of the cloud/hybrid cloud, SDS and flash storage are finally within reach.

THE RESULTS

Falconstor's Enterprise Suite ensures Telefonica is well-positioned to boost creativity of customers' employees through talent empowerment with collaboration tools they need.

Committed to providing the best technologies to help its customers remain one-step ahead of the technology curve, Telefonica is offering Falconstor's Enterprise Suite both as an add-on to existing services and as part of its portfolio of co-location, hosting and tailor-made cloud platform solutions.

With a focus on services rather than products, Falconstor's Enterprise Suite offers Telefonica the ability to offer migration, replication and high availability to customers looking to move data safely and securely to its WAN2Cloud data vault. Telefonica is currently working with a local university on such a project, with others in industries such as banking, government and production looking to move services from competitors to Telefonica's data center.

"Falconstor's Enterprise Suite is a very good solution for us," said Urzua. "Falconstor's Enterprise Suite is easy to use and also very affordable for us and our customers. While we can't compete, at first sight, on price with general cloud providers like Microsoft Azure or Amazon S3, with Falconstor's Enterprise Suite we are able to offer a converged storage ecosystem with a full suite of services. This is how Telefonica can help companies become intelligent enterprises, with collaborative tools that boost the creativity of employees through talent empowerment."

About FalconStor Software

FalconStor Software, Inc (OTCQB: FALC) is a technology company whose mission is to deliver technical innovation that creates investment protection, flexibility, and leverage of modern cloud-based technologies for our enterprise customers. We provide software and cloud services that enable our enterprise customers to better manage, protect, secure, and make use of their valuable data. Our customers achieve lower costs, simpler operations, greater data security, higher confidence in their business continuity, and greater ability to effectively use their data assets to drive innovation.

Founded in 2000, FalconStor is headquartered in Austin, Texas and has additional offices in New York, Europe and Asia. Our solutions are available and supported by a vast network of system integrators and resellers. For more information, please visit www.falconstor.com.

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