



NEWS RELEASE

Cisco Deploys Intent-Based Networking Technology into the Telefonica Network to Optimize and Simplify its Operations for a 5G World

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News Summary:

- *Telefonica is using Cisco's Crosswork Network Automation suite to automate its network with more orchestration capabilities, cloud-based SaaS apps for routing intelligence, and enhanced security to prevent and respond to incidents*
- *The Cisco cloud-powered automation solution is critical in preparing the network for future 5G capacity demands and service agility to deliver always-on connectivity to Telefonica customers*
- *Beginning with Spain, the companies are working together to automate Telefonica network operations throughout its footprint in Europe and Latin America*

LOS ANGELES, Calif., Mobile World Congress Americas, October 21, 2019 – Cisco is working with Telefonica to implement network automation to simplify the service provider's operations in Spain in preparation for the 5G era.

With this newly automated network, powered by Cisco's Crosswork Network Automation suite, Telefonica will have improved operational insight and network health through:

- Machine-learning (ML), intent-based and closed-loop solutions to reduce time to repair and overall labor hours
- Automated network orchestration to speed service innovation and time to revenue
- Real-time network optimization to improve customer experiences
- End-to-end infrastructure visibility in a multi-vendor environment
- Enhanced security to help proactively prevent and respond to incidents

The Crosswork Network Automation Suite is built from a family of new and existing Cisco networking

products including Network Services Orchestrator (NSO), the popular software that provides support for the entire transformation into intent-based networking.

Telefonica Spain is pioneering this multipurpose automation of the IP network in a three-year planned project, all successes and best practices identified within this project will set the new basis for Telefonica's automation project world-wide. Cisco Customer Experience is the primary systems integrator for the architecture design and the deployment of the new automation software.

"This is the beginning of a strong and meaningful partnership, as operational excellence will be vital to achieve success in the future," said **Joaquin Mata, CTO, Telefonica Spain**. "We opted for Cisco because of the outcome driven approach in automation that will have immediate and long-term benefits to transform our infrastructure and deliver the best in class customer experience."

"As Telefónica's preferred vendor and strategic partner, we can help them realize their vision for a 5G-ready network that can proactively handle upcoming demands," said **Jonathan Davidson, senior vice president and general manager, Service Provider Business, Cisco**. "The network intelligence and refined analytics will improve operational decision making and reduce time-to-outcomes as we advance this automation technology throughout the Telefonica footprint."

Supporting resources

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