The bridge to possible

Beyond SASE

How NaaS and value added cyber security services accelerate the journey to the cloud and maximize the benefits of the convergent paradigm

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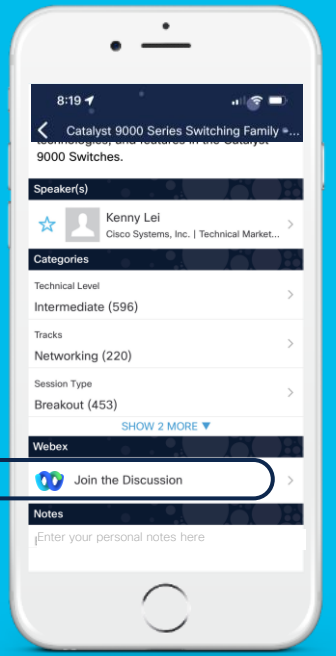

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Agenda

- Market vision
- Customer journey
- Telefónica converged value proposition (Network as a Service and Security as a Service)
- Convergent aaS model benefits
- Cisco product base

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Hybrid work and cloud acceleration require the evolution of the corporate ICT strategy beyond the SASE concept

Market vision

SASE scope and new needs

Traditional Secure Access Service Edge approach

- Strong focus on **SD-WAN connectivity**
- **Cloud security functions:**
  - CASB
  - SWG
  - NGFW
  - ZT

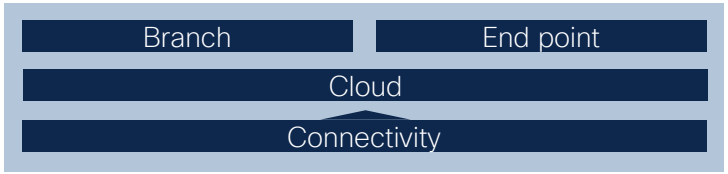
NEW

New needs

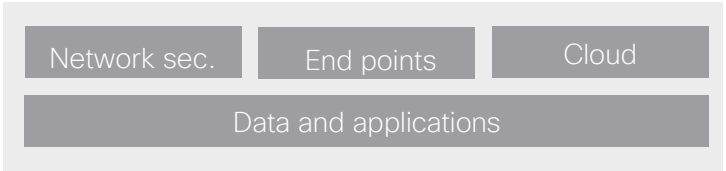
- **Full stack SDBRANCH**: Cloud WiFi, SD-LAN, UTM
- Edge security **orchestrated from central platforms with global policies**: NACs / ZT, Cloud Security
- **Cloud networking professional services**

Telefónica bets

01 NaaS: aaS (as a Service) **delivery model for network functionality** based on a pay-for-use subscription



02 SECaaS: **cloud delivered model for cyber security services** that covers end-to-end needs from network security to data protection



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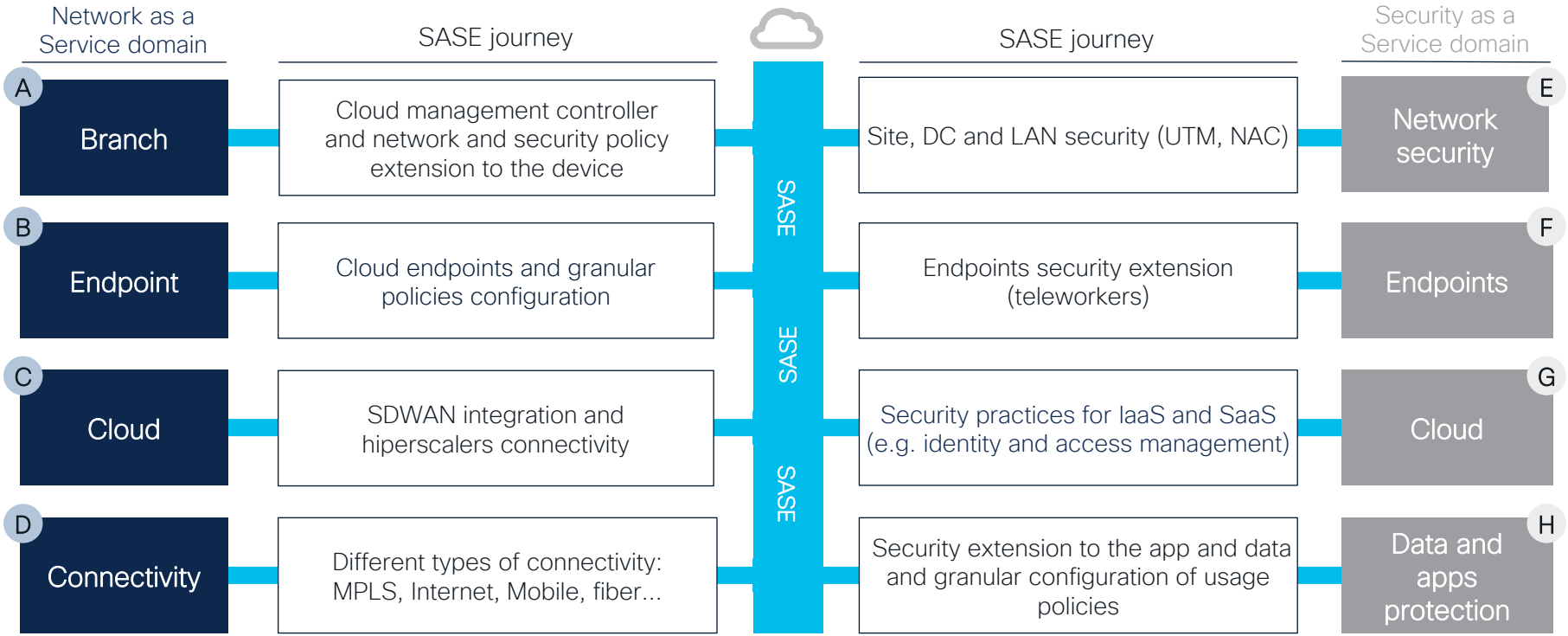
New SASE adoption requires the evolution of 8 key dimensions in networking and security domains

Customer journey



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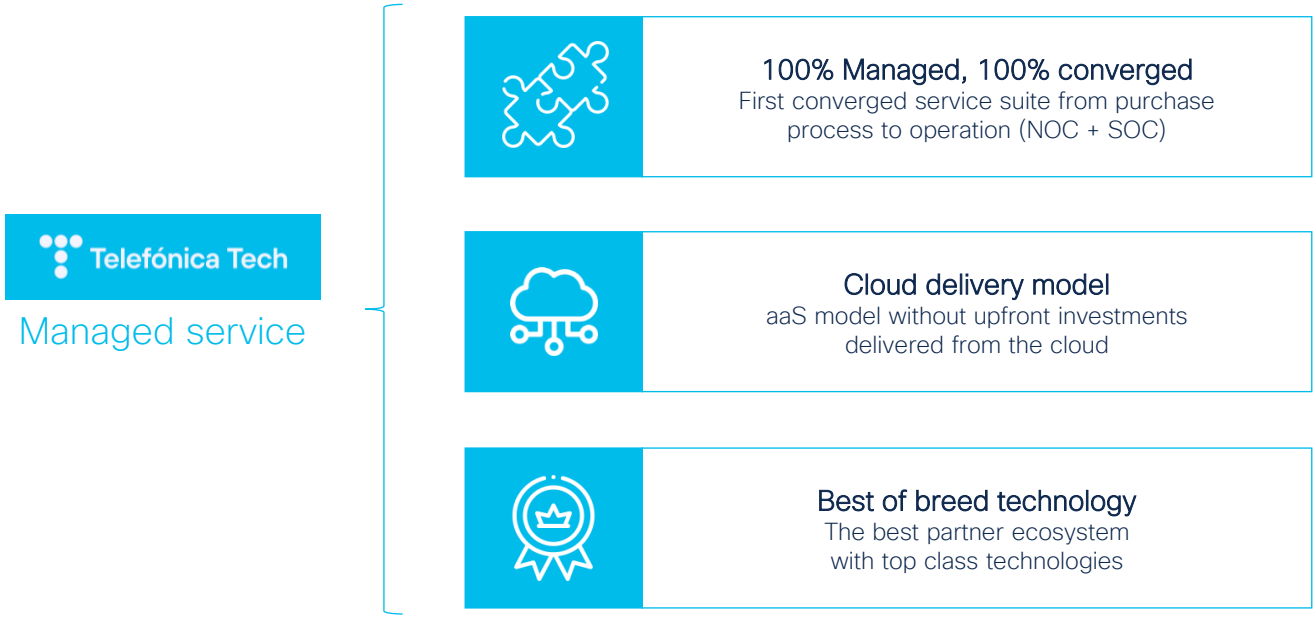
Telefónica has created a converged managed service to connect and secure our customers, from their branches to hybrid workers

Telefónica converged value proposition



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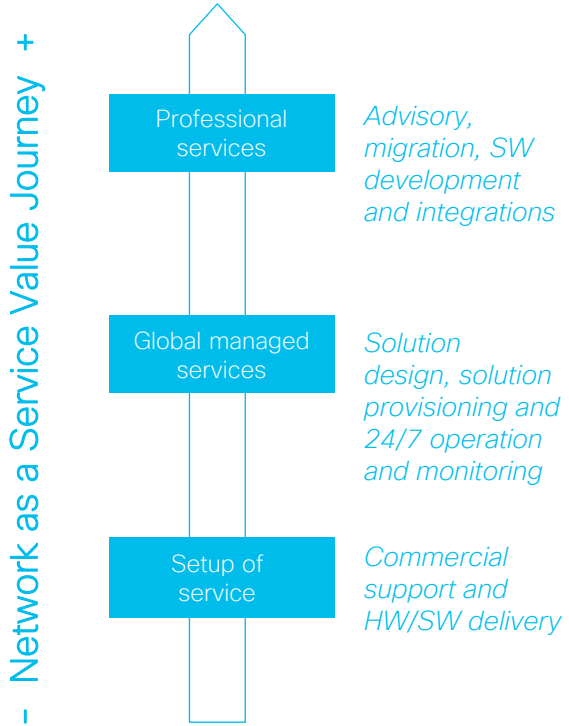
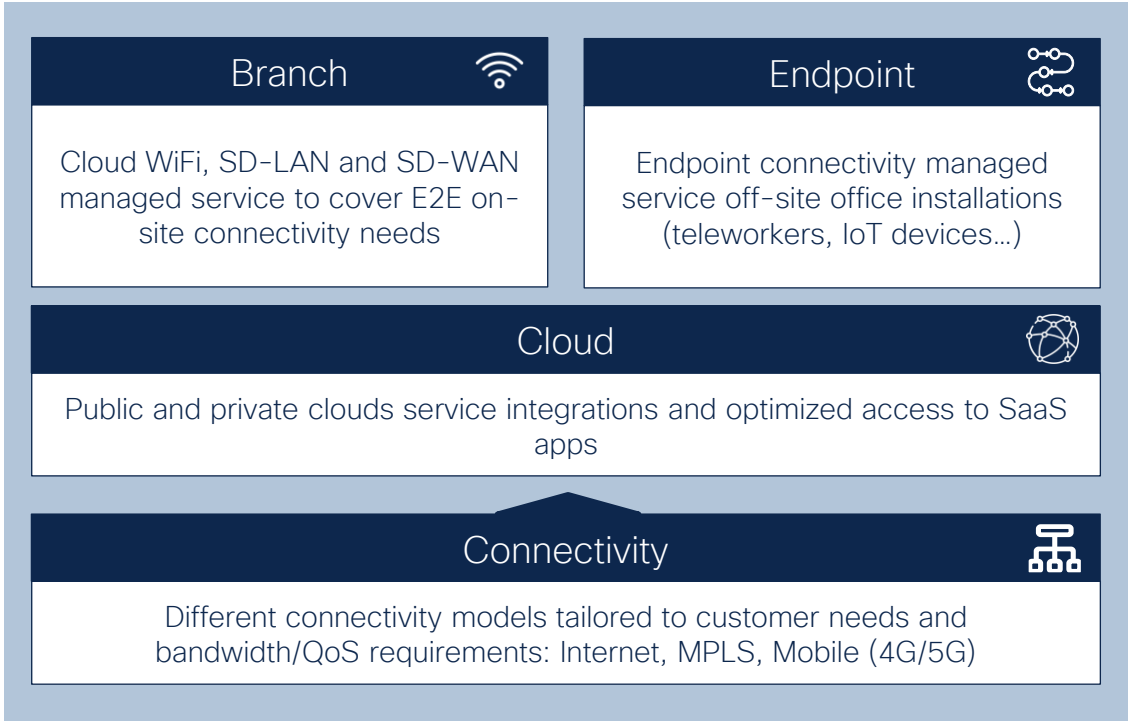
Comprehensive services scope to connect the traffic from endpoints, network assets and applications from any scenario

Telefónica Network as a Service value proposition





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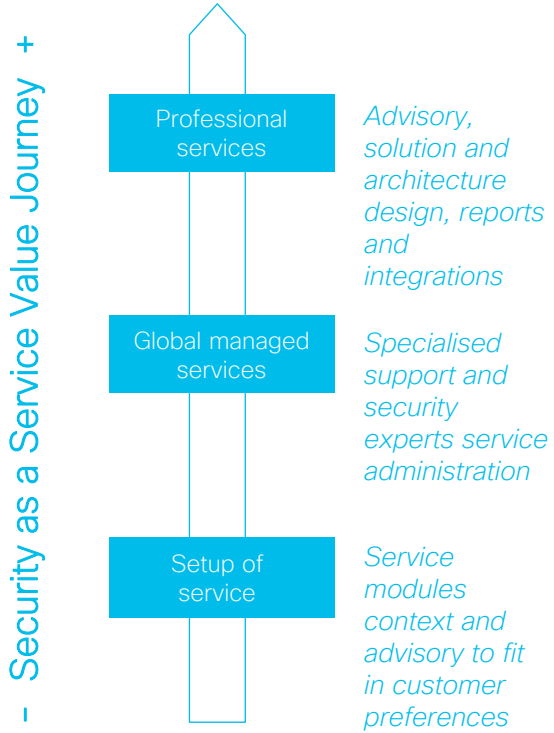
Converged managed security services with premium SOC delivered both on-premise and from the edge for digital companies

Telefónica Security as a Service value proposition



Network sec.

Security functionalities delivered in CPE at customer premises and from the edge (e.g. NGFW or content filtering)

Endpoints

Upgraded connectivity and application experience ensuring secure access from anywhere and in BYOD model

Cloud

Secure communication to IaaS, PaaS, SaaS and public clouds with identity and access management controls

Data and applications

Control and visibility in the use of SaaS and protection against data leakage when using SaaS applications

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Telefónica's converged service helps our customers in their cloud acceleration journey while securely connecting their assets

Converged aaS model benefits

	Network as a Service benefits		Security as a Service benefits
1 Commercial	• Transparent and simple upgrade of new functionalities on demand • Reduction of items to be purchased		• Bundle with networking services • Scalable model in terms of increasing users/sites/functionality
2 Technology	• Cloud comms integration • SDWAN and edge security integration	Greater agility	• Secure navigation and data loss prevention • Avoidance of technological obsolescence
3 Operations	• Global network visibility • Lower Time-To-Market deployment	Greater security	• Incident response, hunting and threat intelligence • Security posture
4 Customer Experience	• Application user experience and QoS guaranteed • Lower TCO and cost-efficient	Greater experience 	• Secure and flexible access for hybrid employees from any device • Same network control platform

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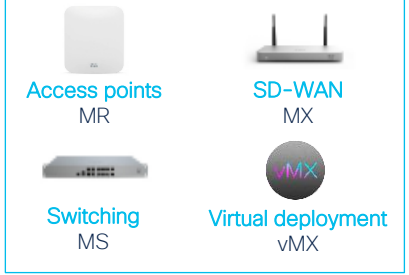
Cisco best in class technology simplifies network administration and integrates threat management

Cisco product base for Telefónica value proposition

Product structure

NaaS — Meraki



99.99% cloud SLA

Centralized cloud dashboard administration

Full SD-Branch portfolio

SECaaS

Cisco Umbrella

- *CASB*
- *DNS security*
- *SWG*
- *DLP*

SD-WAN fabric

Meraki UTM

- *Antimalware*
- *IDS/IPS*
- *FW L3/7*
- *Content/URL/search filtering*

Telefónica credentials in Cisco technology

Managed endpoints

+6 countries (EMEA and LATAM)
+ 8.000 managed sites

Certified resources

+150 Cisco certifications achieved:
Networking, infraestructure and security experts

Global partnership

Telefónica Tech and Cisco join forces to evolve their converged network and security offering

- The two companies are entering into a strategic alliance to develop a broad portfolio of managed services based on Cisco SD-WAN, Security, and SASE solutions in the markets in which the Spanish company is present.
- With this agreement, Telefónica Tech and Cisco strengthen their relationship and are committed to creating new commercial, technical and operational capabilities based on Cisco platforms, in addition to enhancing Telefónica Tech's leadership as an expert partner.

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At Telefónica, transformation is in our DNA.

Through the combined efforts of our different business areas, including Telefónica Tech, Telefónica Global Solutions, and Telefónica Germany, we never stop to renew and transform ourselves: commoditizing fibre, deploying new 5G networks, phasing out copper, diversifying our business model and creating new technological companies in areas such as IoT, Big Data, Cloud, Cyber Security, and new infrastructures.

Together, our purpose is to make our world more human, by connecting lives. To help companies take advantage of what the digital world has to offer, and to create a more sustainable and inclusive society.

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The bridge to possible

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