

PRESS RELEASE

Telefónica expands service provision to Avianca with new security solutions

Madrid, February 4th, 2020. - [Avianca](#), a leading airline in Latin America and second oldest in the world, reinforces its collaboration with [Telefónica Business Solutions](#), a leading provider of a wide range of integrated communications solutions and digital services in the B2B market, to expand the range of digital services already deployed as a result of an agreement signed between the two companies in June 2018.

Telefónica will deploy new security services across five countries. Leveraging the Akamai Intelligent Platform, the new service will manage automatically generated traffic to allow Avianca to maximize profitability whilst minimising risk. In addition, Telefónica will implement a Customer Reputation solution, which assigns reputational scores to all IP addresses, with respect to possible risks each poses for Avianca, to enhance and optimize security decisions.

Both services when combined improve information security management enabling better analysis and reduction of security incidents thus providing an improved customer experience.

Javier de la Plaza, director of multinational customers at Telefónica Business Solutions, pointed out: "Telefónica has extensive experience in all types of IT solutions and new digital services, an experience that we want to share with Avianca. Not only do we focus on technology and how to advance the digital approach, but we also understand the importance of teamwork to better understand their needs and find the best solution to make them fly".

About Avianca

It is the trademark that identifies the airlines to the transport of passengers and cargo integrated in the Holdings. With a team of more than 19,000 employees, the airlines directly serve more than 100 destinations in 26 countries in America and Europe, using a modern fleet of 176 short, medium and long-range aircraft.

Through its membership with Star Alliance, Avianca travellers can access destinations in 192 countries and 1,300 airports around the world. With 18,500 daily flight departures, passengers have access to 98% of the world's countries.

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About Telefónica Business Solutions

Telefónica Business Solutions, a leading provider of a wide range of integrated communication solutions for the B2B market, manages globally the Enterprise (Large Enterprise and SME), MNC (Multinational Corporations), Wholesale (fixed and mobile carriers, ISPs and content providers) and Roaming businesses within the Telefónica Group.

Business Solutions develops an integrated, innovative and competitive portfolio for the B2B segment including digital solutions (Cloud or Security) and telecommunication services (international voice, IP, bandwidth capacity, satellite services, mobility, integrated fixed, mobile, IT services and global solutions).

Telefónica Business Solutions is a multicultural organization, working in over 40 countries and with service reach in over 170 countries.

In June 2015, Telefónica Business Solutions and Bouygues Telecom Entreprises strengthened their alliance on the French market, with the creation of "Telefónica Business Solutions France, A Telefónica & Bouygues Telecom company", a joint venture that offers services dedicated to multinationals.

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