

## Telefónica Tech and Balbix team up to manage exposure and risk with cutting-edge GenAI

- Telefónica Tech will use Balbix AI to manage risk exposure, quantify its economic impact and assess the attack surface of organisations in Brazil.

**Sao Paulo, 4 February 2025.** [Telefónica Tech](#), the digital business unit of Spanish telecommunications group Telefónica, and Balbix, a provider of AI-powered cyber risk and exposure management solutions, are strategically partnering to boost the cybersecurity of organisations in Brazil.

Through this partnership, Telefónica Tech will integrate Balbix's platform into its portfolio of cybersecurity services to manage risk exposure, quantify cyber risk and assess the attack surface of organisations. In this way, Telefónica Tech will have the ability to process petabytes of cybersecurity data with AI and provide actionable recommendations for risk reduction.

The Balbix platform provides complete visibility of an organisation's attack surface (including all vulnerabilities and exposures across all environments) and incorporates additional information on threats, exploitability, business impact and security control to prioritise the ones that really matter.

The service will make it possible to stop all currently exploited vulnerabilities, understand the attackers' techniques, evaluate the effectiveness of security controls and assess the impact of exploited vulnerabilities. The service also includes a detailed analysis of internal and external security data and the potential business impact in the event of a breach.

María Jesús Almazor, COO of Telefónica Tech for Spain and the Americas, said: "This partnership with Balbix strengthens our cybersecurity services in Brazil and highlights the capabilities of Artificial Intelligence to analyse large volumes of data in a short time and provide high levels of protection to organisations".

Gaurav Banga, founder and CEO of Balbix, said: "We are delighted to partner with Telefónica Tech, a company that shares our vision of cybersecurity powered by Generative Artificial Intelligence. Our collaboration will enable organisations to understand their current risks and mitigate them quickly. We are accelerating risk reduction by integrating Balbix's GenAI and exposure management capabilities into

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Telefónica Tech's services. With Balbix, organisations have reported a more than 90% reduction in IT workload to mitigate or patch vulnerabilities”.

The partnership between the two companies also includes training for organisations of all sizes on cyber risk and the deployment of Balbix's cybersecurity AI assistant, BIX, which will enable Telefónica Tech to provide its customers with a tool with the ability to communicate risk information, such as the impact of a zero-day vulnerability and the steps to take to mitigate it without the need to create manual reports or run extensive queries.

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### **About Telefónica Tech**

Telefónica Tech is the leading company in digital transformation. The company offers a wide range of services and integrated technological solutions for Cyber Security, Cloud, IoT, Big Data, AI and Blockchain. For more information, please visit: <https://telefonicatech.com/en>

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### **About Balbix**

Balbix is the leading cyber risk and exposure management platform, empowering enterprises to reduce risk through real-time, actionable insights across their entire attack surface. With Balbix, businesses gain a unified view of asset inventory, risk-based prioritization, and comprehensive mobilization for remediation. Recognized by Forbes, CNBC, and Deloitte, Balbix is trusted by an expanding group of Fortune 500 companies to drive their information security programs and foster a safer digital ecosystem.

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