

CASE STUDY

Telefónica

Telefónica is one of the world's leading integrated operators in the telecommunication sector, providing communication, information and entertainment solutions, with presence in Europe and Latin America. It operates in 25 countries. As of March 2012, Telefónica's total number of customers amounted to over 309 million. Francisco Ginel, Director Security Services Marketing at Telefónica Digital, led the product service development effort that led to the selection and deployment of Zscaler at Telefónica.

The Challenge

Telefónica needed to support expansion into overseas markets including Latin America. It needed to have service reliability, ability to manage services in various geographies, and be able to differentiate themselves as the best Internet access provider. Furthermore with no presence in Asia, customers traveling would have to either be backhauled to Europe or be routed to expensive, local routes.

The Solution

Telefónica issued a Request for Proposal (RFP) process, which included testing out qualified RFP respondent solutions. Solutions not chosen were traditional appliance vendors, which proved to be inefficient and difficult to scale. Zscaler was selected due to the ability to provide a global footprint, including specific presences in countries in Latin America.

The Zscaler Difference

Global Footprint

With the challenges of poor cross-country connectivity in Latin America, expensive operational costs for direct data centers, and the requirement for Telefónica's customers to have access in other areas, including Asia, led Telefónica to Zscaler. Zscaler was the only service that could serve each of the markets Telefónica needed. Furthermore with data center locations throughout Asia, Telefónica's customers were covered no matter where they traveled with the best performance and lowest cost possible. *"Mobility and ubiquity is a must...we don't care how many countries and branches [our customers] have as we can now ensure their service accessible from anywhere,"* said Francisco Ginel.



THE CHALLENGE

- Needed to support expansion in Latin America while providing global coverage
- Maintenance and deployment with appliances was not scalable

SOLUTION EVALUATION

- Global coverage
- Flexible reporting
- No appliances or hardware requirements

THE ZSCALER DIFFERENCE

- Global footprint and high performance and reliability
- Flexible, drill down reporting
- Consolidation of data centers
- and elimination of appliances

Flexible and Drill Down Reporting Capability

It was critical Telefónica could provide a professional, flexible reporting platform. The ability to provide real-time, drill down capability was critical. Telefónica could not build custom reports for each customer, so Zscaler's flexible analytics and reporting was a great asset to Telefónica and their customers.

Consolidation

In a traditional model, appliances needed to be deployed and reporting consolidated across disparate systems across borders. Telefónica could not follow this model and replicate this across the individual countries in Latin America. By leveraging the Zscaler cloud, Telefónica had an immediate, easy ability to consolidate activity and logs across geographies for their customers.



GLOBAL OUTREACH

Telefónica has one of the most international profiles in the service provider sector with more than 77% of its business outside its home territory and a reference point in the Spanish and Portuguese speaking markets.

Telefonica

“The Zscaler service was so easy to migrate [from appliances] and the customer [University with 40,000 users] was amazed. It was incredible.”

– Francisco Ginel, Director
Security Services Marketing
Telefónica Digital

About Zscaler

Zscaler is transforming enterprise networking and security with the world's largest Direct-to-Cloud Network, which securely enables the productivity benefits of cloud, mobile and social technologies without the cost and complexity of traditional on-premise appliances and software. The Zscaler Direct-to-Cloud Network processes daily more than 10 billion transactions from more than 10 million users in 180 countries across 100 global data centers with near-zero latency. Learn why more than 4,000 global enterprises choose Zscaler to enable end-user productivity, enforce security policy and streamline WAN performance. Visit us at www.zscaler.com.

CONTACT US

Zscaler, Inc.
110 Baytech Drive, Suite 100
San Jose, CA 95134, USA
+1 408.533.0288
+1 866.902.7811

zscaler.com

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