




### Industry

- Telecommunications

### Products

- Microsoft Windows Azure

### Challenge

Give customers access to thousands of downloadable add-ins while launching a global program for the developer community to take applications to market in new ways.

### Solution

Neudesic helped Telefonica develop the BlueVia SDK for .NET which makes it easier for developers to create their own applications using the BlueVia application programming interface platform.

### Benefits

- Serves information needs of consumers
- Shares up to 70 percent of revenue with developers
- Reaches customers in 25 countries
- Ensures payment to developers is smooth and seamless
- Simple and automated customer billing experience

## BlueVia SDK for .NET

Telefónica is one of the world's leading integrated operators in telecommunications, providing communication, information and entertainment solutions. With a presence in Europe, Africa and Latin America, Telefonica operates in 25 countries and has 290.5 million customers.

Telefónica has more than 1.5 million direct shareholders and has one of the most international profiles in the sector with more than 60 percent of its business outside its home market.

*BlueVia provides a path to market. In a phased approach, we're launching application stores in each of the 25 countries in which we operate. On completion, developers will have access to all of our 25 markets, where they can generate revenue from their applications seamlessly.*

Vivek Dev  
Director, Global New Services

### Project Highlights

- Telefonica wanted to give developers access to cloud computing technologies to build applications
- Senior management recognized that a good deal of development, including work related to smartphones, was moving to the cloud
- Telefonica asked Microsoft to provide a cloud-based offering for its developer communities
- Microsoft introduced Telefonica to Neudesic, recognizing our extensive experience delivering cloud-based solutions



## BlueVia SDK for .NET



### Challenge

Senior management at Telefónica recognized that a good deal of development, including work related to smartphones, was moving to the cloud. Innovation in the mobile application space was also expanding to include substantial cloud components and services known as web-mobile convergence.

This transformation, coupled with the growing use of cloud computing throughout the technology industry, motivated the firm to seek out a partnership with a global technology vendor to provide a cloud-based offering for developers.

Telefónica's search led them to Microsoft, which introduced the company to Neudesic, a Microsoft National Systems Integrator with extensive experience delivering cloud-based solutions.

*The customer billing experience is simple and automated, ensuring payment to developers is smooth and seamless. The advantage for the developers is that they will no longer need to depend on revenue per application download.*

Jose Valles  
Head of BlueVia



### Solution

Working with Microsoft, Neudesic helped Telefónica develop BlueVia SDK for .NET, which makes it easier for developers to create their own applications using the BlueVia application programming interface platform.

The BlueVia SDK for .NET is a set of templates that allow developers to easily deploy applications to Windows Azure, the Microsoft operating system for cloud computing.

Windows Azure contains an open API and a set of templates and controls for Microsoft Visual Studio Professional that help developers take web services and mobile social networking applications to market.

Combined with the BlueVia monetization model, in which developers will receive payments for application sales, subscriptions, and revenue share on API transactions, developers and designers can go to market quickly and realize revenues for products.



### Benefits

Telefónica is the first telecommunications service provider to share revenue from its core business with developers in a risk-free way. This partnership offers developers fast time to market, an innovative business environment, and global reach for different applications based on standard Microsoft technologies.

BlueVia SDK for .NET ensures that developers who design applications or mobile websites can tie them into APIs, handling anything from billing to customer usage patterns. The applications created by developers and hosted on Windows Azure will function on a variety of computers and smartphones, including Windows Mobile, BlackBerry, and iPhone devices.

The new solution enables developers to reach 25 countries with a single application and receive 70 percent of application sales and subscription payments, 20 percent of user-originated SMS fees, 10 percent of network-originated SMS revenues, and 50 percent of advertising revenues.