

Telefonica

Meet Movistar's digital and secure home

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Movistar has an innovative range of services that guarantee user security and privacy in connected homes.



According to [Omdia's 2021 Trends to Watch: Smart Wi-Fi Strategies report](#), the connected home is one of the most innovative sectors in the world of connectivity. It also indicates that during the Covid-19 crisis, internet providers are receiving more calls to their customer services. This brings closer the zero-touch concept where products can be self-installed and managed by the customer or upgraded remotely.

Many companies are evolving and treating Wi-Fi devices as a value-added service, not as a separate piece of hardware, so that users can control their homes or access parental control, among other features. According to Telefónica's internal data, 24% of Spanish homes have at least one security-related device, with surveillance cameras and motion sensors being the most common.

"Movistar is in a key position to provide this peace of mind and to thwart potential attacks on connected homes" - Yaiza Rubio, Head of Smart Wi-Fi and Movistar Tokens of the Digital Home Area at Telefónica

In accordance with this, the [Hogar Movistar](#) provides simpler connections and an ecosystem of services and devices that turn the home into a place where thousands of key decisions and activities in our lives take place. Thanks to artificial intelligence, it allows us to live experiences with maximum security, privacy, and simplicity.

"We have always believed in creating a smart home and making it more digital combined with maximum security. This is how we create a unique space," explains Yaiza Rubio, head of Smart Wi-Fi and Movistar Tokens in the Digital Home area at Telefónica. "A telecommunications company like ours is in a key position to provide this peace of mind and to thwart potential attacks on our users' connected homes."

Security guarantees

[Statista's Smart Home Report 2020](#) points out that one of the barriers to purchasing a smart home device is the lack of guarantees regarding the protection of personal data and the security of technical data. As stated in the [Omdia 2021 Trends to Watch: Smart Home report](#), 32% of the participants claimed that security is an issue they are concerned about when relying on voice assistants.

"We try to anticipate our customers' needs so they can get more out of their Movistar world" - Yaiza Rubio, Head of Smart Wi-Fi and Movistar Tokens of the Digital Home Area at Telefónica

Telefónica is known for having led technological innovation within the home and for having anticipated the needs of its customers. The home becomes the control centre for the security of connected devices. The [Smart Wi-Fi Router](#) and the devices inside the home are responsible for providing peace of mind with almost no interaction by the user.

Yaiza Rubio maintains that Telefónica is committed to innovation. "We try to anticipate our customers' needs so that they can get more out of their Movistar world without forgetting about their security," she says. "We work closely with specialised partners such as Prosegur and ElevenPaths to incorporate all their expertise into our products and services".

An ever-growing market

According to [eMarketer's Smart Homes 2020 report](#), security solutions are highly sought after by digital home users. They want the peace of mind that their homes and connected devices are out of harm's way. A new study from [Juniper Research](#) highlights the rise of connected devices in the home and that revenue from the IoT platform could reach 66 billion dollars by 2020, representing a 20% growth compared to the previous year.

The market for IoT devices is growing and this presents a security challenge as more and more connected devices from different manufacturers become available. Telecommunications companies are in a relevant position to offer security services that give users peace of mind. Movistar has a range of services to enable customers to enjoy their connected home in complete security and comfort.

"Security awareness is growing little by little, but users are still the weakest element when it comes to attacks from the internet. Not everyone has internalised the complexity of this world and we continue to fall for fraudulent emails or download applications from unofficial markets," says Yaiza Rubio. "We have to protect our user's browsing to ensure that it is as secure as possible".

The router, the «heart of home connectivity»

In connectivity, Movistar has the free **Smart WiFi** app. You can have it on your mobile phone, and you can check at any time which devices have access or are connected to your Wi-Fi network. You can also create a guest Wi-Fi network to avoid sharing your network with people outside the family. It also makes it easy to change the Wi-Fi password and will soon include parental control functions and other improvements for home connectivity.



On the other hand, the free service [Conexión Segura](#), available through the Smart Wi-Fi mobile app, which already has more than 1 million active lines, offers users even more advantages. "It analyses the user's network traffic and authorises Movistar to notify them of possible connections considered to be fraudulent, protecting the user from phishing attacks or the installation of malicious applications. This allows us to fortify the home through a device as important to us as the router, the heart of connectivity in our home," says Yaiza.



For parents, Movistar also offers the [Custodio Premium](#) parental control service, the most complete security and wellbeing service for families. It provides information on how children browse when they connect to the Internet. It also creates limits for responsible use, blocking inappropriate or potentially dangerous content, as well as access to specific games and applications.

Mobile applications and connected television

And, if we are talking about mobile apps, we cannot overlook the free application Seguridad Dispositivo Movistar. It allows you to analyse all the files on your mobile device as well as applications and Internet downloads for malicious code. It also checks if the operating system is out of date, if it is under threat or even if the Wi-Fi network is insecure. It also offers real-time malware detection, protection of personal data and the location of devices in case of theft.

Regarding television, the [Living Apps](#) are applications for entertainment, sports, self-care such as Smart Wi-Fi, travel or tv commerce available on Movistar+. They are available to customers with the Decoder UHD device. As they are not connected to the Internet, they allow secure transactions to be carried out thanks to a two-factor authentication process and in collaboration with CaixaBank. To complete the purchase, users must first enter their Movistar+ purchase PIN number on the television.

Guaranteed security with Prosegur

Therefore, Movistar and Prosegur have joined forces to offer the latest in alarm and security technologies with **Movistar Prosegur Alarmas**. The company offers equipment that protects the home from possible intruders. But, in addition, customers can have peace of mind at any moment by being able to access the Movistar Prosegur Alarmas App to activate or deactivate the alarm. This allows them to see in real time what is happening at home and to request images from the video motion detectors.



In this sense, if in addition to being a **Prosegur customer, you are also a Movistar customer**, you will have access to information about the devices connected to the home network, notifications of new devices that connect to the network or the blocking of unknown devices.

On the other hand, with the new arrival within the range of amplifiers, the new Wi-Fi 6 model offers more speed, coverage, and security thanks to the new WPA3 protocol.

In terms of privacy, the **Movistar Home** device facilitates and extends the customer's relationship with the services contracted with the company, such as Movistar+ television, calls and connectivity. It has a voice activation command, "OK Aura", without it or the tactile activation of the device it won't turn on and, therefore, it cannot perform any action. It also has a sliding tab that allows the user to show or hide the built-in camera, empowering users and allowing them to decide when they want to use it.

As for the **Movistar+ Voice Remote Control**, a button was implemented with which the user interacts to talk to the virtual assistant Aura. This action allows the customer to be aware at all times of when the device can perform the desired actions via voice.

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