



Case Study: Core Banking Technology Expansion in the Philippines

Category: Signal Architecture → GTM Execution

Duration: 18 Months

The Challenge

A well-established **Core Banking Technology provider** from outside the Philippines wanted to expand into the market. Their goal was clear:

- **2 marquee banking clients** within the first year.
- **A pipeline of thrift banks and fintechs** for targeted solutions.

While they had a strong product stack, they lacked:

- A **clear market signal** that would cut through local noise.
 - The **cultural and regulatory nuance** needed to engage decision-makers.
 - A path to **land and expand** in a market where relationships and trust precede deals.
-

Our Approach: Signal Architecture First

We began by crafting a **Signal-Based GTM** framework designed for the Philippines' unique dynamics.

Key Moves:

1. **Signal Mapping** — identified the exact market cues that trigger interest from large banks, thrift institutions, and fintechs in the PH context.
 2. **Local Persona Recalibration** — adapted messaging for C-suite bankers, IT decision-makers, and regulatory influencers.
 3. **Credibility Anchors** — embedded trust signals such as local compliance readiness, integration agility, and strategic partnerships.
-



GTM Execution

We didn't just design the playbook — we ran the plays for 18 months.

Highlights:

- **Secured 2 of the country's largest banks** as clients within the target window.
 - Closed a **strategic fintech operator** for select core modules.
 - Brokered a partnership with a **major player in the thrift banking sector**, giving the client instant credibility and long-term pipeline access.
-

Cross-Cultural Advantage

Our **local-in-each-region expertise** meant we navigated business etiquette, decision-making cycles, and even informal influence channels with precision.

- We understood how to position the tech for **regulatory comfort** and **innovation appetite** simultaneously.
 - Signals we built resonated immediately because they were **culturally tuned** — no guesswork, no tone-deaf pitches.
-

Results

- **100% primary goal achieved** (2 marquee banks in Year 1).
 - **Pipeline expansion** into 12+ thrift banks and 4 fintech operators.
 - Market entry reputation upgraded from “new foreign vendor” to **trusted ecosystem participant**.
-

Key Takeaway

When market entry is driven by **precision signals**, GTM stops being trial-and-error and starts being a guided strike. Cross-cultural expertise is not a “nice-to-have” — it's the multiplier that turns capability into traction.
