

05 ASSIGNMENT 1

White Cloak Technologies Inc.

Overview of the Company:

Founded in 2014, White Cloak Technologies is a well-known software development firm with its main office located in Pasig City. Known for providing creative solutions, it has expanded greatly and nowadays caters to both domestic and international markets. White Cloak Technologies is a well-known software development business with its headquarters located in Pasig City. It was created in 2014 and specialises in web and mobile applications, custom software development, and UX/UI design. Known for providing creative solutions, it has expanded greatly and nowadays caters to both domestic and international markets. The business focusses on UX/UI design, custom software development, and web and mobile apps.

IT Services Offered:

Software development, digital transformation consulting, artificial intelligence (AI) solutions, and IT consulting are among the several IT services offered by White Cloak.

Revenue (2019-2023):

- 2019: PHP 35 million
- 2020: PHP 55 million
- 2021: PHP 60 million
- 2022: PHP 62 million
- 2023: PHP 70 million

Business Profile:

Founded in 2014 and based in Pasig City, Philippines, White Cloak Technologies Inc. has established itself as one of the top software development firms in the nation. Serving both domestic and foreign markets, this business specialises in developing custom software, creating online and mobile applications, and providing AI-powered solutions. White Cloak has effectively collaborated with international businesses throughout the years, demonstrating its ability to provide top-notch digital solutions. White Cloak develops user-centric apps that enhance client business processes, emphasising seamless UX/UI design. As it grows its clientele and service offerings, the business has demonstrated consistent revenue growth each year. White Cloak prioritises innovation in addition to technical know-how, consistently adjusting to the newest technological advancements and market trends. Because of its flexibility, the business has been able to improve its products to meet the changing demands of a variety of sectors, such as e-commerce, healthcare, and finance. In addition, White Cloak provides consultancy services to help companies successfully manage their digital transformation initiatives. The business has become a reliable technology partner in the Philippine IT scene thanks to its customer-focused strategy and dedication to quality. White Cloak's commitment to developing technology in the area is demonstrated by its steady expansion.

05 ASSIGNMENT 1

Total Information Management (TIM) Corporation

Overview of the Company:

An overview of the business TIM, one of the Philippines' oldest providers of IT solutions, was founded in 1985 and has its main office in Makati City. Beginning with the distribution of IT equipment, TIM grew into a prominent provider of technology services for both the public and private sectors.

IT Services Offered:

Cloud computing, systems integration, cybersecurity, managed IT services, and IT consulting are just a few of the many services that TIM provides. It focusses on developing comprehensive solutions for major infrastructure undertakings.

Revenue (2019-2023):

- 2019: PHP 55 million
- 2020: PHP 65 million
- 2021: PHP 80 million
- 2022: PHP 100 million
- 2023: PHP 120 million

Business Profile:

One of the longest-standing providers of IT solutions in the Philippines is Total Information Management (TIM) Corporation, which was established in 1985 and has its headquarters in Makati City. TIM began as a dealer of IT equipment before branching out into managed IT services, cloud computing, cybersecurity, and systems integration. TIM is a major player in the market because of its long history of providing end-to-end IT solutions, especially to clients in the government and large private sector. With experience in a variety of industries, such as public services, finance, and telecommunications, the company helps businesses with intricate IT infrastructure projects. Thanks to decades of experience and a wide network of partners and clients, TIM, one of the biggest Filipino-owned IT companies, has established a strong market presence. The company's revenue has grown steadily over the last five years due to rising demand for cybersecurity and cloud solutions.

TIM has continuously secured new projects and retained significant clients thanks to its technological know-how and client-focused attitude. To stay ahead in the cutthroat IT market, the company consistently makes investments in improving the abilities of its employees and broadening its range of services. TIM's lengthy history and extensive service offerings have solidified its standing as a reliable supplier in the Philippine IT sector, supporting its steady expansion.

Compare their revenues using a simple chart visualization.

Year	White Cloak Technologies Inc.	Total Information Management
2023	Php 35 million	Php 55 million
2022	Php 55 million	Php 65 million
2021	Php 60 million	Php 80 million
2020	Php 62 million	Php 100 million
2019	Php 70 million	Php 120 million

In at least three (3) sentences, rationalize why one company is performing better than the other.

The main reasons why Total Information Management (TIM) Corporation performs better than White Cloak Technologies Inc. are its long history, wider range of services, and strong customer loyalty. Since entering the market in 1985, TIM has had decades to develop a solid customer base and a wealth of knowledge in industries like finance, telecommunications, and government. Its array of offerings, which include cloud solutions, managed IT, and systems integration, supports extensive, continuous projects with steady income potential. Comparatively speaking, White Cloak focuses more on software and app development and, in spite of its creative strategy, hasn't had as much time as TIM to increase its customer base and market share.