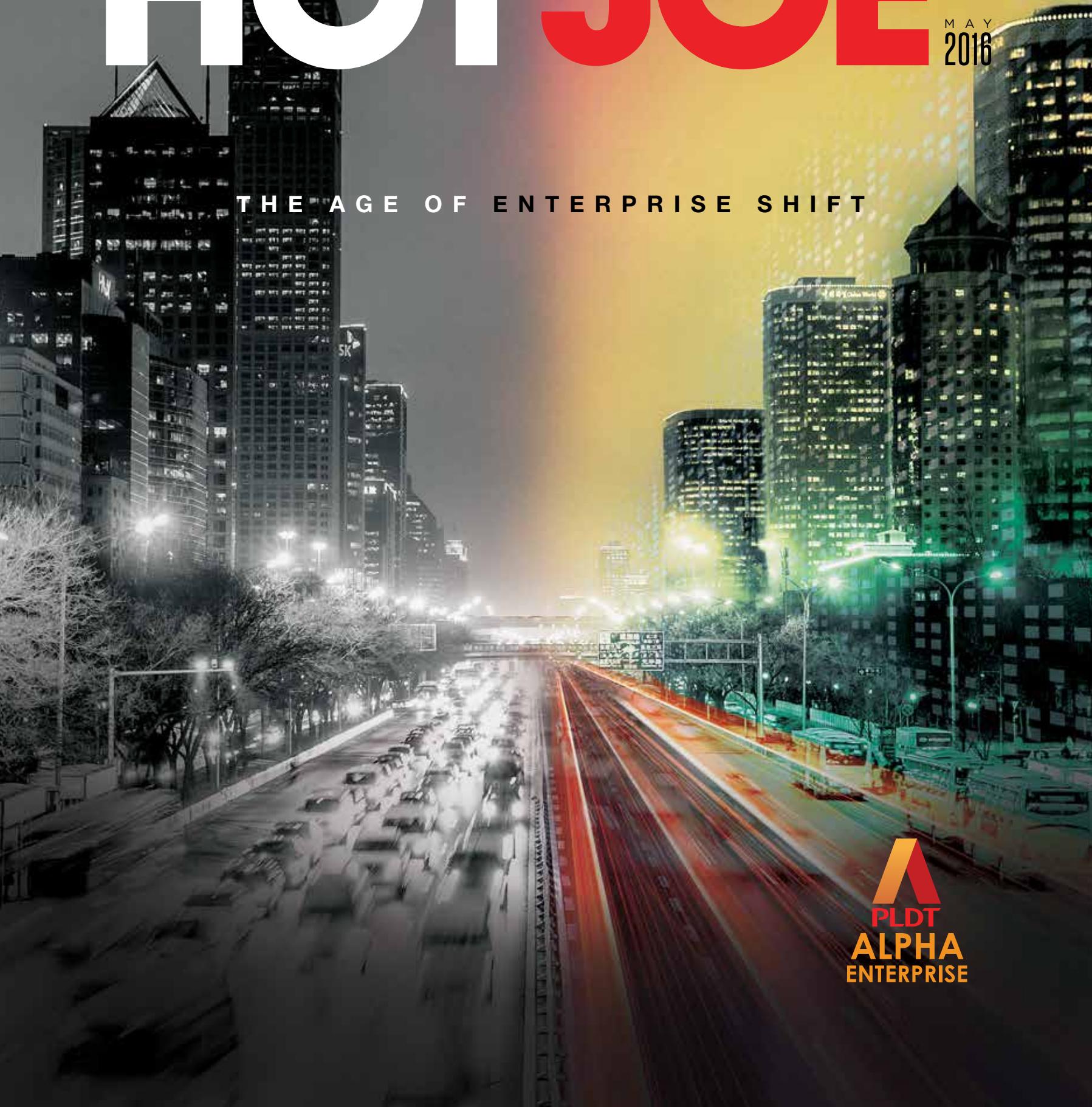


HOT JOE

VOLUME
26
MAY
2016

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HOT JOE

MULTIPLE ON MULTIPLE VERGES

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Fate and destiny in the Year of the Monkey are said to reward those who are mindful of the animal's inherent nature: inquisitive, magnetic, and inventive. We are going to need those qualities and more in dealing with a world of upended old conventions. Business revolutions are happening at an almost alarming rate. While we have spoken of impending dramatic change for the past decade, it can still be surprising to watch it happen with such speed across several fronts.

This issue will explore those multiple verges of change occurring right now. Our Main Window on page 8 examines the big picture view of how cultural, technological, and business shifts have coalesced into a massive force for transformation. As always, our Live Wire on page 16 bears witness to our most successful clients who are successfully riding industry shifts and setting new trends.

Our PLDT Insider on page 106 with ePLDT CIO and Solutions Consulting Head Brett Medel examines the unmistakable trend of enterprise Data Center offloading and what makes it all so compelling. Our ALPHA Extra feature on page 58 enlightens us on Avaya's perspective on the digital shift. Our Partner Peek on page 70 features the esteemed MEF who has given long standing recognition to PLDT as the sole world-class telco in the country. On page 62, we also explain what's new in the ACASIA alliance as the larger ASEAN region prepares to make the transition to "ACASIA 2.0", to prepare for integration and common market formation.

Our Solved Section on page 52 highlights our recent successful launch for #MyNumber, a revolutionary simplified and unified hotline service for enterprises to engage with more customers across the archipelago. Similarly, other products offered in tandem with visionary partners in Sleeper Hit on



page 126 features Big Data as a Service as a transformative solution to gain marketing and business decision insights. Our co-offering with Akamai, as featured in the same section, describes how we improve enterprise web experiences that lead to greater sales and engagement.

On page 54, our MoBiz section explores how mobile enterprises inspired a shift in insurance towards using solutions such as the Smart Enterprise Gadget Shield Pro. Also covered is the new Smart Enterprise Cloud Push to Talk service, and how it modernizes two-way voice communications.

This issue's Were You There section on page 78 features a bustling calendar of events that celebrated industry growth and highlighted PLDT ALPHA Enterprise's transformative solutions.

Our Second Screen on page 112 provides a sneak peek into the social media articles of PLDT's thought leaders on the strides various industries have taken for the promotion of enterprise efficiency through SMACS-based solutions.

ALPHA Bits on page 132 delves into some of the latest positive upheavals in each pillar of the digital enterprise—Social, Mobile, Analytics, Cloud, and Security (SMACS). And so please enjoy this issue of Hot Joe; we always strive to keep you informed and enthralled with our chronicling of technology-led change in business. I must admit though, that this is the first issue, wherein the pace of change has reached a true tipping point in almost all areas of the transformed digital enterprise. A jolting cup of Hot Joe indeed.

JOVY HERNANDEZ
Editor

HOT JOE

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**HOTJOE
CLIENT Calls**

Well done, Nova Rosales. I really appreciate your pro-activeness and immediate response to our concern. Truly, a great customer experience.

I commend you and Ace Evangelista for all the support.

Regards,
Judith S. Antaran
Country Director
Information Technology
DHL Global Forwarding
(Phils.), Inc.

Dear Jay, Benjie, Rose, Jhun, Ace, SL Villanueva, and RA Rosales,

I would like to convey my appreciation to all of you for delivering another mission-critical installation despite the very short notice.

Thanks Jay and Benjie for leading your team to provide excellent customer experience.

Kudos and keep it up!

Judith S. Antaran
Country Director
Information
Technology
DHL Global
Forwarding (Phils.),
Inc.

Dear PLDT team,

On behalf of the Waltermart Management, we would like to thank you for all the effort that your team delivered for the Waltermart Cabanatuan project.

We are grateful for your support and are looking forward to accomplish more projects in the future.

Best regards,
Lawrence Christopher C. Villanueva
Waltermart Property Management Inc.

Hi Precy,

On behalf of AMADEUS, we would like to say thank you to PLDT ALPHA Enterprise for another successful partnership during the 23rd Travel Tour Expo last 05-07 Feb 2016.

After partnering with PLDT, we received very positive feedback from some of the exhibitors as our Internet connection was up and running, stable, and reliable from day one. There are even some airline representatives who approached me asking to help them address their Internet connection problem. They requested to be connected to the Amadeus network in order to restore their normal operations during the event. After connecting them to the Amadeus network powered by PLDT Power Pack C connections, they were up and running within minutes from the time of their request. They are now considering partnering with Amadeus for future Travel Fair Events and this is because of the PLDT Power Pack C DSL connection.

Special thanks to the following persons:

1. Ms. Ann Turao who is always going the extra mile to make sure that she can deliver our requirements and expectations when it comes to Internet connections.

2. Ms. Lo Regino who handled this Travel Tour Event for the 1st time and was able to deliver my expectation. I salute her, as I did not make a single call to follow-up on the DSL installation during ingress time.

3. Mr. Severino Mejillano, Jason Toledo, and Jesus Zamboanga – the PLDT contractors who are now familiar with Amadeus during travel fair – they impressed me with the way they supported us during the entire event. They made sure that any DSL related problem will be handled and resolved immediately.

Again, THANK YOU to PLDT ALPHA Enterprise for the support.

Best Regards,
Ronan G. Ignacio
Head - South East Asia (SEA) Service Delivery Team
Amadeus Marketing Philippines Inc.

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THE WORLD'S
SHEDDING ITS
SKIN

ON MULTIPLE FRONTS,
CHANGE
RULES THE WORLD



Every year, the world emerges from several changes — some relatively minor, others more dramatic — to reveal altered lifestyles, business practices, or political realities. However 2015-2016 seems to be a period of drastic transformation, the proverbial tipping point on several fronts. Here we will examine two compelling trends among many with far-reaching and possibly enduring effects: the shift in the energy power structure from oil to renewables; the continued ascent of the gig economy.

The Fall of Oil. The Shift in Petrol Power Politics

OPEC looks more like a tattered giant nowadays, in the face of diving prices and Saudi Arabia's continued determination not to cut production to stave off further declines. The best outcome for producers so far seems to be a shaky agreement to freeze production, which is little comfort for OPEC members who don't have pockets that are as deep as the Saudis.

Venezuela was already in deep waters even before the crisis, struggling to pay for expensive government subsidies and programs. Its latest inflation figures hover around 60%, and the last time the government lifted subsidies and allowed fuel prices to adjust upward, the streets erupted in riots to leave scores dead and injured.



Iran, which has just emerged from generations-old rounds of sanctions, is eager to ramp up production to fund social programs. Its population-to-reserves ratio is nowhere near Saudi numbers and it simply cannot afford to wait it out for the long term. Its head-butting with the Saudis on the issue feeds a larger theological and political conflict. And it only promises to complicate and fuel more tension the region certainly does not need.

And Russia has sobered up and perhaps is now ready to stop its resurgent nationalistic breastbeating due to the fact

that it loses about \$2 Billion for every drop in the price of the oil.

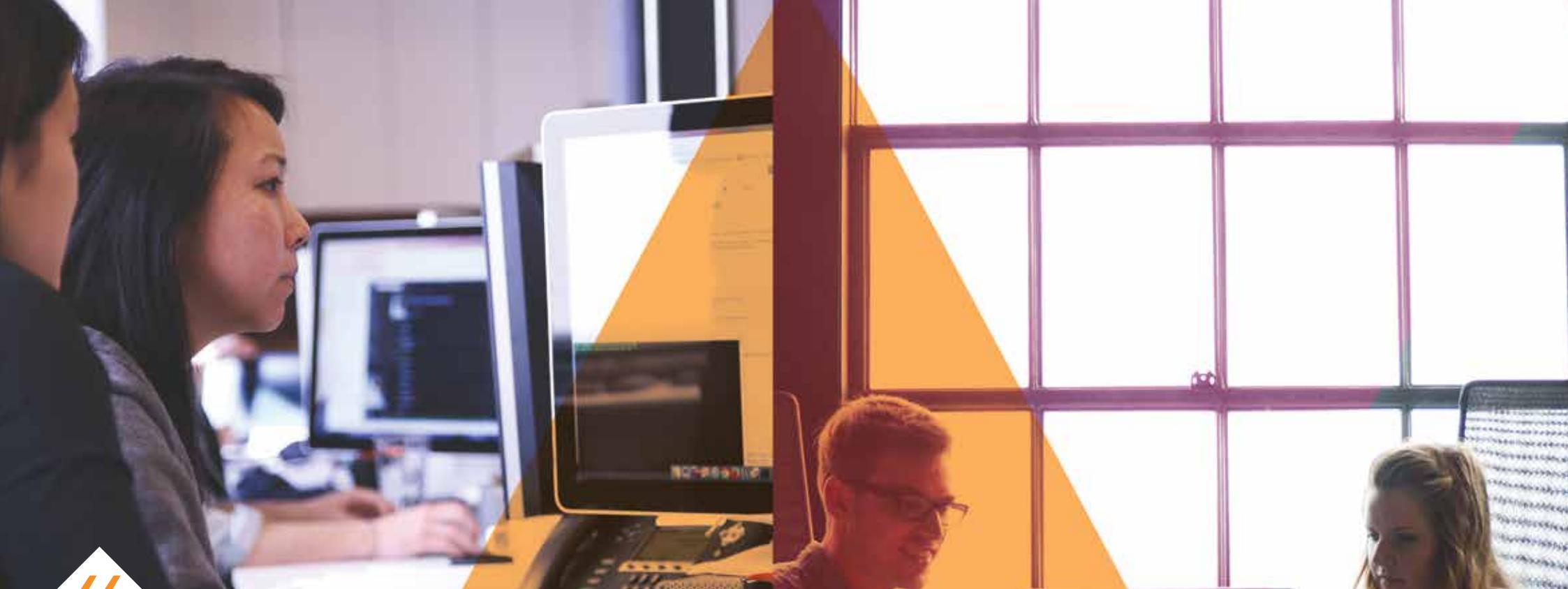
Once-proud oil producers now tread carefully in uncharted territory. It is their new reality brought about by a combination of key factors that include a worldwide slowdown in demand led by China, the US shale oil revolution, and the rising popularity of renewable energy and Electric Vehicles (EVs). For many analysts, the last two represent unprecedented dramatic shifts that could very well outlast any resolute and well-financed Saudi waiting scheme.



**"FRANKLY, WE, STRICTLY SPEAKING,
HAVE NOT FULLY RECOVERED FROM
THE CRISIS OF 2008."**

Dmitry Medvedev
Russian Prime Minister





“

THE CHANGING NEEDS OF TODAY'S WORKERS,
THE WAR FOR TALENT AND THE GLOBALIZATION
OF THE WORKFORCE ARE JUST A FEW REASONS
THAT TODAY'S TECHNOLOGY IS EVOLVING SO RAPIDLY.

Arun Srinivasan
Senior Vice President of Strategy and
Customer Operations of SAP Fieldglass



The Rise of the Gig Economy

The term “gig” is borrowed from the music industry, and could have been derived from the fact that session musicians regularly played with several bands or acts throughout their careers. Each “gig” paid them for services rendered.

That's the model for the “gig economy” today, with various workers in different specialties spanning editorial work, animation, finance, and software engineering, among others. It's also called the “flex economy” and its workers given many names including “contingent labor”, “temp labor”, or “precariat”. Gig workers enjoy unprecedented freedom and space to work when they want and where they want, with no formal ties to any one organization. However, they also give up a lot in terms of company benefits like paid leave, tenure, or health plans.

But that's just great for gig workers, because latest surveys show that as a percentage of the labor force, they are a growing and vibrant segment. In fact, millennials who are under 34 years of age actually prefer freelancing than any preceding generation. That is probably due to the growing range of applications, websites, and platforms that make outsourcing to the gig economy so much easier. There are more online labor markets, freelancer networks, and job boards than ever; and social media is also playing a greater role.

What does this mean down the road for enterprise organizations who ironically sparked the gig economy to cut down on labor costs? 2015 was seen as the pivotal year where the balance of the labor force started to tip towards freelancers.

A study commissioned by Fieldglass, a vendor management system software vendor, found that by 2015, “...nearly 35 percent of today's total workforce is comprised of non-employee workers.” What does this mean? A greater number of US businesses—95 percent—regard freelancers as crucial to business success. This also means a revolution in Human Resources management and hiring.

In the larger scheme of things, freelancers could soon become an organized or unionized labor force, exercising more clout in negotiations with enterprise as well as in politics on such issues as workforce welfare and taxation.

Arun Srinivasan, Senior Vice President of Strategy and Customer Operations of SAP Fieldglass offers his forecast for the years ahead. "The changing needs of today's workers, the war for talent and the globalization of the workforce are just a few reasons that today's technology is evolving so rapidly. All of these forces are driving workforce management to the top of the business agenda, especially as talent becomes a true differentiator for organizations," he was quoted as saying.



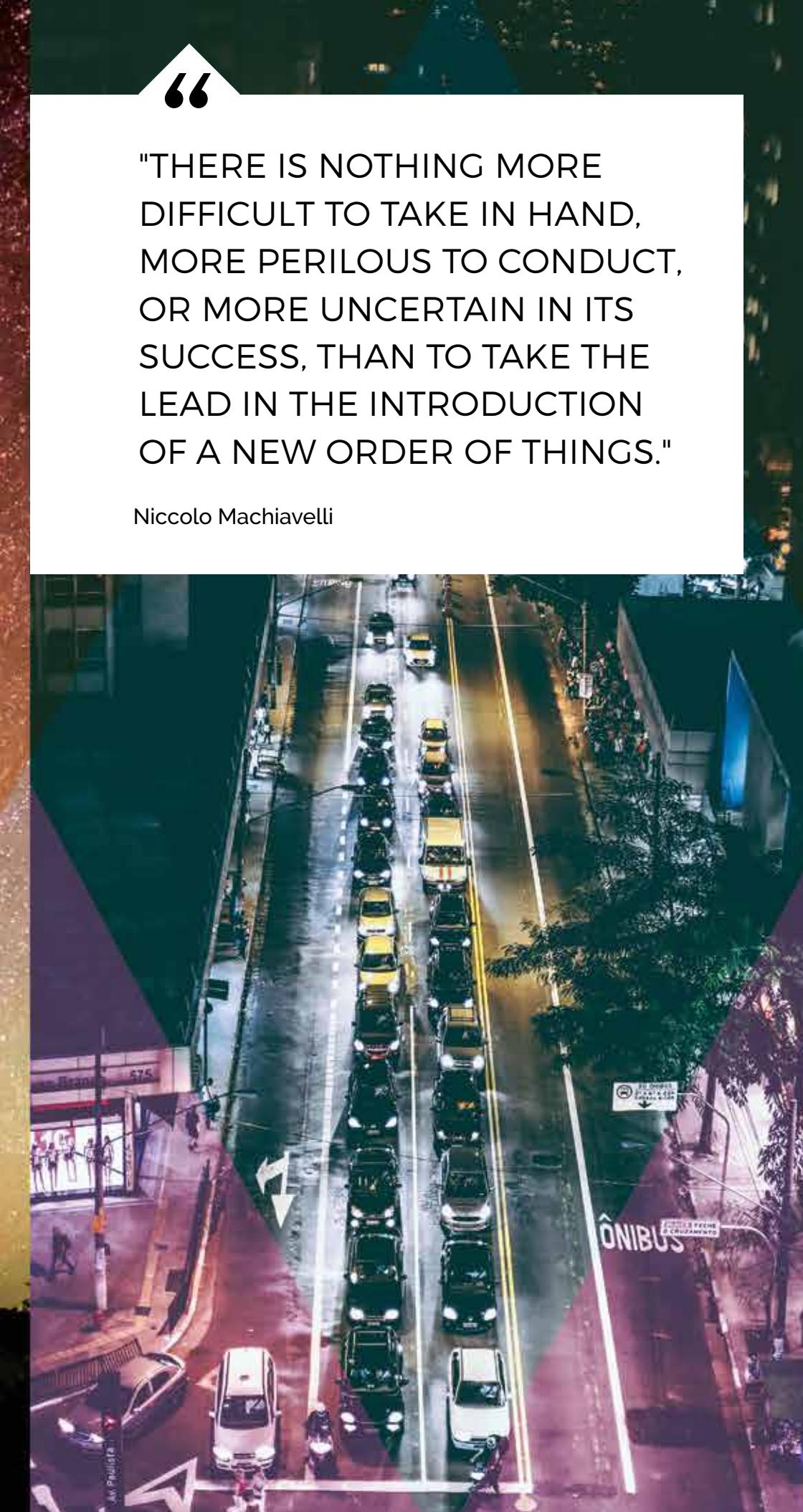
It is Useless to Resist

Both the oil power and labor shifts owe their origins to new transformative technology. The Saudis are attempting to drown out US shale which is a product of new fracking technology. They are assaulting it with every weapon in the book, including PR. But many experts see this move as futile, because all US shale producers did was to merely cap wells and wait for the Saudis (or their less than patient partners) to blink first.

Renewable energy is also mounting a serious challenge to the Oil Kingdoms, as are electric cars. It is already well known how much cheaper solar generation and conversion has become, and how the growth in other renewables as household wind can enable consumers to sign off the grid indefinitely, if not permanently. That is sure to shake up more than a few established players in traditional fossil energy.

Freelancing first began as a curious niche among enterprise organizations, with the business author Peter Drucker first coining the term "the open economy" in his 1959 book "Landmark of Tomorrow". But it has moved well past that now, and only faces endangered power structures that remain in the most stubborn or stodgy organizations. As it gets easier to recruit, pay (less), and administer freelancers, resistance can hold out only for so long.

Perhaps the master of power politics Niccolo Machiavelli said it best in his masterpiece *The Prince*: "There is nothing more difficult to take in hand, more perilous to conduct, or more uncertain in its success, than to take the lead in the introduction of a new order of things." In the case of the changes described here—along with so many others—one of the greatest dangers as far as business survival is concerned is to ignore the forces of transformation now unmistakably before us.



“

"THERE IS NOTHING MORE DIFFICULT TO TAKE IN HAND, MORE PERILOUS TO CONDUCT, OR MORE UNCERTAIN IN ITS SUCCESS, THAN TO TAKE THE LEAD IN THE INTRODUCTION OF A NEW ORDER OF THINGS."

Niccolo Machiavelli



A woman with long dark hair tied back is jogging away from the camera on a paved road. She is wearing a blue tank top and black shorts. The background shows a vast landscape with tall grass and a fence under a sky transitioning from blue to orange and yellow at sunset.

A BETTER WAY TO SECURE FULLER LIVES

PLDT ALPHA ENTERPRISE AND SMART ENTERPRISE
ARE FWD LIFE'S PARTNERS IN HELPING FILIPINOS
GET THE BEST OUT OF LIFE.

For decades, insurance companies have been empowering customers to get the most out of life with products and services that support a more fulfilling, worry-free lifestyle.

Presently, the insurance industry is on a sustained push for more network capability and digital solutions to deliver services to a more online, mobile, and tech-savvy market. 79% of consumers are already thinking of using digital channels for their insurance needs in the near future, according to Bain and Company in 2015. The management consultancy firm also noted that insurers foresee life premiums sold online growing from 8% to 15% in the next three to five years.

It all represents an inevitable transition to a future industry that is highly focused on data and the customer. Companies will choose more omnichannel strategies. Driving this movement are younger players such as Southeast Asian guarantor FWD Life Insurance Corporation, which is continuously growing its active, dynamic brand of life management solutions to effectively serve Filipino customers.

An Expanding Regional Provider

FWD Life is part of the Pacific Century Group-owned FWD Group, which has a presence in Hong Kong, Indonesia, Macau, and Thailand. The Group entered the Philippine market in November 2013. It received its license to operate from the Insurance Commission the following April, making it the first foreign life insurer approved by the government in nearly a decade. The company then began full commercial operations in January 2015.

Now with 1,300 agents, FWD Life has expanded into the rest of Luzon, Visayas, and Mindanao. The company is set to open more urban “business hubs” this 2016, allowing it to offer insurance services to more Filipinos.

“I am pleased to say that we started



well in the Philippines,” said FWD Life President and Chief Executive Officer Peter Grimes. “When we entered the Philippine market last year, we stated that our business objective is to become a leading player in the country within five years.”

And to better establish its fresh brand, FWD Life is committed to developing products that specifically address Filipino needs. A recent example is the “Fight Plan.” This unique offering provides financial support for customers battling any type of cancer for up to fifteen years with a maximum benefit of ₱2 million.

“Our ‘Fight Plan’ proposition is in line with FWD’s goal of offering simple and affordable products that help ensure lifestyle continuity among Filipinos, no matter what life throws at you,” Mr. Grimes noted.

Ensuring Effective Insurance Delivery in the Digital Era

As part of its ongoing growth, FWD Life also leverages technology in delivering first-rate customer services via digital and mobile channels in addition to more traditional means. FWD Life’s online Customer Connect portal, which gives

“IN THIS DIGITAL ERA,
INTERNET CONNECTIVITY
AND MOBILITY
ARE AS BASIC AS THEY ARE
CRUCIAL
TO DELIVERING ON OUR
BUSINESS PROMISE.”

Peter Grimes
FWD Life President and
Chief Executive Officer



policy holders greater control over their funds, is easily accessible across different customer platforms. “We specifically designed our Customer Connect portal with our customers in mind; all customer touch points are continuously being improved, to be as intuitive as possible, and hopefully being able to satisfy all of our customers’ needs and preferences,” Mr. Grimes added.

To enable this and other technology-driven initiatives of FWD Life, PLDT ALPHA Enterprise and Smart Enterprise have become its trusted end-to-end ICT partners.

“PLDT ALPHA Enterprise and Smart Enterprise provide essential services which enable our tools and platforms to better connect us internally and, more importantly, with our customers,” he shared.

In supporting their operations, FWD Life is employing a range of network capability and mobility solutions from PLDT ALPHA Enterprise and Smart Enterprise. The Dedicated Internet Access Service (iGate) is critical to FWD Life’s communication platform, enabling fast and reliable transmission. iGate also powers the firm’s digital platform,

Opposite page, seated (L-R):
FWD Life President and Chief Executive Officer Peter Grimes with PLDT VP and Head of Corporate Relationship Management Jay Lagdameo, together with (standing)
FWD Life’s Chief Finance Officer Lucia Chona Sevilla-Ventura and Chief Technology and Operations Officer Lee San Yuen, PLDT Relationship Manager Ken Carangue, FWD Life Chief Human Resources Officer Rozanne Parungo, PLDT Head of Corporate Relationship Business Kent Dela Calzada, and FWD Life Chief Strategy Officer Mervin Pobre



particularly the eApp sales tool, which ensures that FWD Life advisors submit and deliver their applications efficiently and on time.

Vanity Numbers encourage faster brand recall, so that customers can easily and instantly contact the FWD Life team. Smart Enterprise's Smart Messaging Suite (SMS) meanwhile addresses the need to quickly send notifications to a large number of advisors, as well as the company's growing customer base.

FWD Life is also enhancing its mobile web presence with PLDT ALPHA Enterprise's SafeZone toll-free Internet platform. This supports FWD Life's rapid and robust growth plans, boosting FWD Life's brand visibility alongside granting distribution teams cost-efficient Internet access.

"In this digital era, Internet connectivity and mobility are as basic as they are crucial to delivering on our business promise," Mr. Grimes explained.

A Committed Partnership

Key officials from PLDT ALPHA Enterprise and Smart Enterprise join top executives of FWD Life Insurance Corporation at the insurer's headquarters in Taguig, underscoring their firm partnership and dedication to providing quality services for their Filipino customers.

Together Committed to Improving Filipino Lives

Mr. Grimes said PLDT has been with FWD Life since it began operations in 2014. He noted that the telecommunication firm's services and products have always been integral to their sales, operational support, and service delivery. They are quite delighted with PLDT's relationship management team.

"PLDT's relationship managers are part of a service-friendly and dynamic team, who understand our business objectives," he said. "They are extremely

focused on meeting FWD Life's evolving IT needs and requirements."

On a final note, Mr. Grimes said that these tools and services from PLDT ALPHA Enterprise and Smart Enterprise are "essential" to helping them innovate towards becoming the preferred insurance provider for Filipinos, and support their long-term vision of transforming industry perceptions.

"We thank FWD Life for entrusting us with the ICT and digital requirements that are crucial to their organization's service delivery and expansion," said PLDT

First Vice President and Head of PLDT ALPHA Enterprise and Smart Enterprise Jovy Hernandez. "Like them, we appreciate the intrinsic value of improving Filipino lives. We will continue innovating and enhancing our digital solutions so that FWD Life may better secure valuable life continuity for its customers."



WIFI
THAT
MOVES
WITH
YOU

RRCG TRANSPORT SYSTEM MAKES THE SMARTER SWITCH TO SMART ENTERPRISE FOR ITS FLEET'S HIGH-SPEED WI-FI NEEDS.

The bus is an essential pillar of the Philippine mass transportation, a veritable workhorse for ferrying workers, students, families, and tourists throughout an entire archipelago on a daily basis. Historically, it has helped fuel economic growth and drive social mobility.



Today, there are 5,057 bus units owned by more than 200 operators plying around 100 designated routes in Metro Manila alone, according to the latest figures published by the Land Transportation Franchising and Regulatory Board or LTFRB. And one company has continually stood out, driven by a vision of providing Filipinos first-rate public transportation: RRCG Transport System Co., Inc.

Pioneering Innovations to Bring "Humanity Back in Public Transportation"

Starting in the late '80s with five (5) used buses traversing the Binangonan -Ayala route, RRCG has expanded to serve

more routes across the metro. Since the very beginning, RRCG has operated with a simple philosophy in mind: "bringing humanity back in public transportation," as described by General Manager Robbie Torres. This core value is clearly evident in its distinctive brand of service and branded in the iconic and welcoming teddy bear decals affixed to all its yellow-and-white buses.

Using this unique approach, RRCG has pioneered on several fronts and has effectively set the standard for passenger comfort. The company was one of the first to operate air-conditioned buses in Eastern Rizal. Recently, they unveiled the "Pink Bus" exclusively for women, senior citizens, and persons with disabilities. Mr. Torres was

"**THERE HAVE BEEN PASSENGERS WHO HAVE POSTED ON SOCIAL MEDIA, THANKING US FOR THIS FEATURE.**"

Robbie Torres
RRCG General Manager

The Connected RRCG Passenger

According to Mr. Torres, it all started with RRCG consulting one of their Bus TV media partners in choosing the right partner for the Wi-Fi project. "They are one of Smart Enterprise's long-term clients, and they also highly recommended them for us," he said. Clearly, there's no better endorsement than one from a highly satisfied customer.

also quick to note that RRCG was one of the first to install televisions on buses, now in its 21st century guise as Bus TV.

"We did Bus TV to encourage ridership," said Mr. Torres. Dubbed by RRCG as the "smallest TV network in the country," Bus TV is a revolutionary system beamed on bus LED screens, displaying a rotating selection of original and curated content from a handful of TV networks and YouTube-based producers, interspersed with advertising.

And to further serve a riding public that is increasingly dominated by what Mr. Torres calls the "selfie generation," RRCG has promptly made the smarter switch to Smart Enterprise for better in-bus Wi-Fi connectivity.



With the switch to Smart Enterprise, a considerable number of RRCG buses now have Wi-Fi units connected to Smart's high-speed 3G/4G network. Passengers can now surf the Internet during commutes with no add-on cost to their fare.

To say the least, the reception has been positive for RRCG, according to Mr. Torres. "There have been passengers who have posted on social media, thanking us for this feature." He also mentioned that he heard how some students with laptops are riding RRCG's Wi-Fi-enabled buses to work on school requirements, deducing that a standard round-trip bus ticket is less expensive than the usual stay at a café or restaurant.

A Progressive Push for Better Philippine Public Transportation

As a forward-thinker, Mr. Torres plans to roll out greener RRCG buses in the near future. "A significant amount of our air pollution is generated by vehicles," he said. "That is why I am building buses

now that are Euro 5 emission compliant," which are stricter than the Euro 4 standard the government mandates this 2016. In addition, RRCG is also deploying "low entry buses," with less steps at the entryway for the benefit of persons with disabilities (PWDs).

On the digital front, Mr. Torres, PLDT ALPHA Enterprise, and Smart Enterprise will collaborate on both real-time CCTV monitoring as well as smarter analytics through Big Data.

"We at PLDT ALPHA Enterprise and Smart Enterprise are grateful to RRCG Transport System for choosing us as their partner and enabler in providing high-speed Wi-Fi connectivity to their riding public," said PLDT FVP and Head of PLDT ALPHA Enterprise and Smart Enterprise Jovy Hernandez. "We look forward to collaborating further with RRCG towards better public transport services in this digital era."

RRCG General Manager Robbie Torres, Bus TV General Manager Jeanette Mercado, PLDT Head of Corporate Relationship Business Ben Melasa, PLDT Corporate Relationship Manager Girly Lee, and PLDT VP and Head of Corporate Relationship Management Precy Katigbak



JOLLY NEW HOTLINE

JOLLIBEE SETS THE TREND WITH THEIR NEW, CENTRALIZED HASHTAG HOTLINE, POWERED BY PLDT ALPHA ENTERPRISE'S #MYNUMBER.



“THE SOLUTION IS SEEN AS A GREAT WAY TO HELP JOLLIBEE FOODS CORPORATION

DRIVE

MORE SALES, FURTHER BUILD ITS BRAND, AND ENHANCE THE OVERALL CUSTOMER EXPERIENCE.”

Jovy Hernandez
PLDT First Vice President and Head of PLDT ALPHA Enterprise

There is no doubt about it, the name Jollibee has become synonymous to Filipino fast food not just within the country, but around the world as well.

It is the quintessential global Filipino business success story. What began back in 1975 as a single Ice Cream parlor in Cubao, Jollibee has flourished into an unstoppable fast food empire with thousands of stores both here and abroad. Its following has expanded beyond the local demographic, with even famed chef/author/travel personality Anthony Bourdain famously giving praise for the chain's myriad of “Langhap Sarap” selections.

Throughout its nearly four-decade existence, Jollibee Foods Corporation (JFC) transformed its business to address the needs and tastes of its customers. From the original Yumburger, its menu offerings have expanded to other well-loved signature items such as the Jolly Spaghetti, Jolly Hotdog, Palabok Fiesta, and of course the Chickenjoy. The company has also ventured to other brands, acquiring fast food chains such as Greenwich Pizza, Chowking, Red Ribbon, Mang Inasal, and the local Burger King franchise.

Beyond the physical stores, Jollibee has provided greater convenience for Filipinos with its Jollibee delivery service. Today, anyone can enjoy their favorite Jollibee meals at home, at school, or at work by dialing the hotline or through the company's website.



And this convenient service becomes much so as PLDT ALPHA Enterprise recently enabled Jollibee to have a single, nationwide delivery number through its PLDT #MyNumber service.

Continuous Commitment to Customer Satisfaction

Jollibee consistently strives to deliver the best food and experience to their customers, including those who order through their delivery service. Jollibee Vice President and National Business Channels Head Manjie Yap emphasized, “To ensure that we meet the satisfaction levels of customers, we continuously introduce innovations to the delivery business.”

Among its stores nationwide, Jollibee currently has 308 stores that offer delivery

service. However, their current delivery hotline lineup features different numbers for different areas. For example, callers in the Metro Manila area dial 8-7000, while those in Cebu dial 238-7000 and callers in Pampanga dial 888-7000.

Multiple hotline numbers can be problematic for a fast food delivery service. Managing them effectively requires costly equipment dedicated to each hotline. In addition, to reach customers in different areas, Jollibee had to continuously modify its marketing and advertising campaigns based on the appropriate hotline for each location.

To pursue their commitment to customer satisfaction in their delivery service, Jollibee sought out a new hotline solution. “What we wanted was to have one national hotline that customers can easily

Seated (L-R): PLDT AVP and Head of Corporate Business Solutions Gary Ignacio, PLDT VP and Head of Corporate Relationship Management Jay Lagdameo, Jollibee Delivery Manager Val Abadesco, and Jollibee Delivery Channel Officer Mina Sarreal.

Standing (L-R): PLDT Product Manager Caloy Octavio, Jollibee Call Center Delivery Specialist Jhaymie Pili, PLDT Enterprise Voice and Managed IT Category Head Fay Ocampo, Jollibee Call Center Delivery Officer Vergel Sapo, and PLDT Relationship Manager Tin Ordona.

remember and call," Mr. Yap said. "This makes things easier for them since they only need to dial one number regardless if they are in Manila or anywhere else in the country."

Jollibee Goes #8-7000 Nationwide

Jollibee Foods Corporation called on PLDT ALPHA Enterprise for a single, easy-to-remember hotline number with the PLDT #MyNumber service. Replacing the company's various hotline numbers is a single, easy-to-remember number that can be reached across the country's nationwidest network: #8-7000.

With Jollibee using PLDT #MyNumber, customer reach also increases because all PLDT landline calls from customers nationwide are free of charge. Smart, TNT, and Sun subscribers also enjoy a lower per-minute cost as compared to conventional mobile to landline costs. This makes calls to the hotline convenient for customers almost anywhere.

Jollibee will soon roll out an efficient and comprehensive marketing communications campaign with nationwide advertisements through television commercials, radio spots, leaflets, flyers, and so much more. Now that the company has a single hashtag number as a call-to-action, its overall marketing communications budget is better spent promoting a central hotline number instead of several per area.

Going #MyNumber for Other JFC Brands

According to Jollibee Delivery Channel Manager Valentino Abadesco, Jollibee intends to open at least 52 more delivery stores by the end of 2016, extending the #MyNumber-enabled delivery service to more than 360 stores nationwide. And soon, Jollibee Foods Corporation plans to use PLDT #MyNumber for the delivery hotlines of its other brands, including Greenwich, Chowking, Burger King, and Mang Inasal.

“WHAT WE WANTED WAS TO HAVE



NATIONAL HOTLINE
THAT CUSTOMERS CAN
EASILY REMEMBER AND CALL.”

Manjie Yap
Jollibee Vice President and
National Business Channels Head

"We are grateful that Jollibee Foods Corporation decided to centralize their entire delivery hotline system through the #MyNumber service," said PLDT First Vice President and Head of PLDT ALPHA Enterprise Jovy Hernandez. "The solution is seen as a great way to help Jollibee Foods Corporation drive more sales, further build its brand, and enhance the overall customer experience. We look forward to seeing JFC's other brands switching to a singular #MyNumber-based system soon."





PLDT ALPHA ENTERPRISE USHERS MASSIVE GROWTH FOR CONVERGYS PHILIPPINES AS IT BECOMES THE TOP BPO IN THE COUNTRY.



Convergys Philippines SVP and Country Manager Ivic Mueco (Center) with Convergys Philippines VP for Business Development and Operations Support Rain Tan (Left) and Convergys Philippines Senior Director for IT Solutions Orlando Nobello (Right)



**“ALL OF
OUR CENTERS
MUST STAY
CONNECTED AT
ALL TIMES.”**



The origins of the Philippine Business Process Outsourcing (BPO) industry can be traced as far back as the 1980s. This once niche industry that institutionalized night-shift work has also become the nation's economic powerhouse. It is now poised to overtake Overseas Filipino Workers' (OFWs) remittances as the biggest contributor to our Gross Domestic Product or GDP. Further proving the point is the fact that the country's top BPO organization is also the largest private employer: Convergys.

Thirteen years since beginning local operations, Convergys has become quite the force to contend with. Apart from its 63,000-strong workforce, it is also the first in the industry to achieve Hall of Fame status in the Philippines ICT Awards for winning both Best Company and Best

Employer. Convergys is also in the top three Philippine BPOs with highest revenues. “The Philippines is a critical service destination for Convergys and our clients,” says Convergys Philippines Senior Vice President and Country Manager Ivic Mueco. She attributes this leadership position to the ways they have unlocked the potential of Filipino talent. “The excellent performance of our team enabled us to grow the business and continuously provide meaningful employment for talented Filipinos,” she said.

The organization's exponential growth isn't limited to the country's biggest urban centers. Convergys Philippines currently operates in 34 sites spread across the archipelago, located in areas including Baguio, Pampanga, Laguna, Bacolod, and Davao. All the sites are seamlessly connected to the rest of the world, thanks in part to PLDT ALPHA Enterprise.

“Connected at All Times”

With Convergys Philippines stretching across the nation, the need to ensure business continuity is mission-critical. “All of our centers must stay connected at all times,” Ms. Mueco emphasized, adding that their networking solutions must be of the highest

quality and reliability. Even more, it needs top-notch, professional support.

The BPO firm has always counted on PLDT ALPHA Enterprise as its trusted, expert, end-to-end ICT partner for years. As Convergys recently opened new sites in Clark, Baguio, and Quezon City, PLDT ALPHA Enterprise continues to ensure round-the-clock interconnectivity via the Metro e-Line solution.

According to Ms. Mueco, this and other solutions from PLDT ALPHA Enterprise are huge success factors in enabling the delivery of high-quality, high-fidelity voice and data services, and multi-level redundancy. Together, these guarantee business continuity, cost-efficient domestic and international routing, and so much more.

She also complimented the PLDT ALPHA Enterprise relationship management team as expert partners in technology. She noted how they consistently meet or exceed the requirements of Convergys, especially on timeline management and cost efficiency.

“The PLDT ALPHA Enterprise team, from their relationship manager up to their top management, is committed to nurturing our relationship as well as consistently providing us valuable insights and support,” she added.

Never Resting on Its Laurels

“Convergys uses technology as a source of innovation and advantage, rather than just providing the infrastructure for delivery,” says Ms. Mueco. She noted that the company puts analytics at the forefront of planning and solutions development for its clients.

“As we keep a razor-sharp focus on data security while managing highly complex platforms and technology for our clients, we continue to rely on PLDT ALPHA Enterprise's value-added high-quality connectivity solutions and support,” she says. “We appreciate being constantly updated about the new technologies, trends, and insights that benefit our business.”

“We at PLDT ALPHA Enterprise commend Convergys Philippines for their remarkable growth as the country's top BPO company in the last thirteen years,” says PLDT FVP and Head of PLDT ALPHA Enterprise Jovy Hernandez.



“We are grateful for their continued faith in us as their trusted expert, end-to-end, ICT partner. And we look forward to empowering their further growth through our evolving solutions portfolio.”

Convergys: Amor Gilos, Category Lead, Technology and Telecom; Hermie Roque, Sr. Manager, Data Network; and Bel Cabel, Sr. Manager, Global Procurement, Phils and APAC

“THE EXCELLENT PERFORMANCE OF OUR TEAM ENABLED US TO GROW THE BUSINESS AND CONTINUOUSLY PROVIDE MEANINGFUL EMPLOYMENT FOR TALENTED FILIPINOS.”

Ivic Mueco
Convergys Philippines
SVP and Country Manager



PLDT FVP and Head of PLDT ALPHA Enterprise Jovy Hernandez (Seated, Left), Convergys Philippines VP for Business Development and Operations Support Rain Tan (Seated, Center), and Convergys Philippines SVP and Country Manager Ivic Mueco (Seated, Right) with (Standing, from Left to Right) Convergys Philippines Senior Director for IT Solutions Orlando Nobello, PLDT Corporate Relationship Manager Catherine Arellano, and PLDT Corporate Relationship Management Advisor Victor Aliwalas

DRIVING DIGITAL INNOVATION IN OUTSOURCING

PLDT ALPHA ENTERPRISE FORTIFIES
EASTVANTAGE KPO SOLUTIONS WITH SECURE
AND RELIABLE NETWORK TECHNOLOGY.





The outsourcing industry has definitely seen exceptional and dynamic growth in recent years. Companies that turn to traditional Business Processing Outsourcing (BPO) for their fundamental processes – including accounting and finance, human resources, and customer-related services – reap great gains in terms of efficiency and cost savings.

The success of this outsourcing approach led to further vendor offering improvements, as business core processes and competitive knowledge are now available to the market. As a result, businesses are now increasingly entrusting vital, information-related operations to Knowledge Processing Outsourcing (KPOs) organizations to free up more resources for their core business.

KPOs offer low-operational services with higher quality services dependent on human skilled work, specialized expertise, and value creation. It essentially supplements the core function of businesses, with niche offerings including technical expertise, capital and insurance market services, legal services, biotechnology, software development, among others.

Globally, research and market analysts foresee the combined yearly growth rate of global KPO markets to soar by 23% in 2019. Here in the Philippines, KPO is the pivotal subsector to be conquered in the country's journey to become the preferred



Eastvantage Managing Director and CEO Fred Tshidimba highlighted the importance of building client relationships founded on trust, understanding, and flexibility.

“WE BELIEVE SMEs CAN OUTSOURCE AS WELL, THERE'S REALLY NOT MUCH OF A BARRIER ANYMORE. LIKE LARGE FIRMS, SMEs NOW HAVE THE TECHNOLOGY, CONNECTIVITY, AND RESOURCES TO DO SO.”

Joeri Timp
Eastvantage Managing Director
and CFO

O&O capital of the world. In fact, Manila already ranks second – next to Bangalore, India – in the Tholons' 100 Top Outsourcing Destinations in 2015. And this performance can still be expected to improve as the Philippines generate higher value jobs, according to Jones Lang Lasalle India CEO Ramesh Nair.

For Eastvantage Managing Director and CEO Fred Tshidimba, the organization's decision to establish a Knowledge Processing Outsourcing (KPO) arm in the Philippines was made with both mind and heart. “We realized that the Philippines has tremendous potential for outsourcing.” He also mentioned other defining reasons, including the country's large pool of highly educated, skillful, English proficient candidates and their close cultural affinity with Western markets.

Founded in 2010, Eastvantage is a Euro-Filipino outsourcing and consultancy company that provides customized web-enabled business solutions to companies in the USA, Australia, and Europe.

A Fresh Take on KPOs

Eastvantage stands out among other traditional KPO organizations, proudly cultivating a welcoming and vibrant working atmosphere composed of a fun and dynamic team of professionals.

They also focus on empowering the international small and medium (SME) enterprise segment through high-end services. “We believe SMEs can outsource as well,” mentioned Eastvantage Managing Director and CFO Joeri Timp. “There's really not much of a barrier anymore. Like

large firms, SMEs now have the technology, connectivity, and resources to do so.”

Furthermore, Mr. Tshidimba believes that the company's customer-centric approach is ideal to their target market. He stressed that certain SME specializations simply cannot be addressed by the one-size-fits-all solutions of larger outsourcing companies. “Based on our conversations with company owners, we offer them tailor-made solutions ideal for their specific business situations.”

And as the company continues to expand, they are leaning towards disruptive technologies for more innovative systems and solution offerings. Since day one, they have already integrated cloud-based services in their business operations. Eastvantage also utilizes social platforms for internal and professional network communications, recruitment, and lead generation. Analytics



“OUR SERVICE OFFERINGS ARE ALL ANCHORED ON TECHNOLOGY ACCESS,”
“THAT IS WHY WE DEFINITELY WENT WITH THE BIGGEST AND MOST RELIABLE MARKET LEADER AS OUR TECHNOLOGY PARTNER: PLDT ALPHA ENTERPRISE.”

Fred Tshidimba
Eastvantage Managing Director and CEO



also effectively tracks website traffic and guides the structure of their Enterprise Resource Planning (ERP) systems.

Currently, the company is developing a platform that would extend their Asian business footprint. It will cover outsourcing solutions as well as innovative development consultancy services.

“Our service offerings are all anchored on technology access,” said Mr. Tshidimba. “That is why we definitely went with the biggest and most reliable market leader as our technology partner: PLDT ALPHA Enterprise.”

Highly Secure, Always Connected

This partnership equips Eastvantage with a robust and secure foundation for their growing network capabilities through PLDT ALPHA Enterprise’s high-performance Internet solutions – Dedicated Internet Access Service (iGate), DSL, Managed Routers, Cisco Catalyst Switches, and Fortigate Firewall. These solutions, in turn, allow the KPO organization to always stay connected, and facilitate seamless transactions with overseas clients without serious security risks or issues.

Mr. Timp added that they were pleasantly surprised that routers and switches are properly managed, and this attention to quality extended to maintenance and 24/7 technical support services. “That’s a relief for us because we are still a growing company,” he remarked. “It’s good to know that we have a technology partner that can support us.”

“We are pleased to have a technology partner like PLDT ALPHA Enterprise,” commended Mr. Tshidimba. “They can cover and provide an end-to-end solution to all our business needs.”

“We at PLDT ALPHA Enterprise thank Eastvantage for entrusting us with their

network requirements. We look forward to continuously collaborating with them, further providing relevant solutions and expert insights for their growing global clientele,” said PLDT First Vice President and Head of PLDT ALPHA Enterprise Jovy Hernandez.

ACHIEVING **SUSTAINABILITY** THROUGH THE **POWER** OF DIGITAL

UNILEVER CHOOSES SMART ENTERPRISE
AND PAYMAYA FOR A DIGITALLY-POWERED,
HIGHLY-SECURE E-CASH ECOSYSTEM.

“

“WE BELIEVE IN A BRIGHTER FUTURE – A WORLD WHERE EVERYONE LIVES WELL AND LIVES WITHIN THE NATURAL LIMITS OF OUR PLANET.”

It's a powerful statement from visionary Unilever Vice President for Human Resources Suresh Rai, one that describes the organization's primary push: transformational change towards sustainable lifestyles.

Unilever has embarked on a renewed journey to sustainable living through its historic brands. It is an evolved concept that defines the way they do business today. Back in the 1880s, Lever Bros. Founder William Hesketh Lever already had a clear vision of “making cleanliness commonplace.” It was the impetus in developing Sunlight soap, a pioneering product using pine kernel oil instead of traditional animal fat. This eventually helped promote better and more widespread personal hygiene in Victorian England.

In the 21st century, Unilever has successfully retraced this legacy of sustainability as a major multinational producing a wide-ranging variety of consumer goods particularly in personal care, food and beverages, as well as cleaning agents. Over 400 Unilever brands – Dove, Knorr, Sunsilk, and Lipton, among its more famous marks – all actively promote feeling good, looking good, and getting more out of life. And now, they are ramping up for a stronger and updated push for sustainable living.



PayMaya co-OO Paolo Azzola (4th from right) handed over the PayMaya card to Unilever Philippines CFO Ajay Gandhi (4th from left) during the contract signing ceremony, witnessed by other PLDT, Smart, and Unilever executives.



Suresh Rai
Unilever Vice President
for Human Resources



“THE HIGH RELIANCE ON CASH FOR RETAIL PAYMENTS DEPRIVES PLAYERS THE BENEFITS OF REDUCED COST, GREATER EFFICIENCY, TRANSPARENCY, AND SECURITY THAT COME WITH ELECTRONIC PAYMENTS.”

Ajay Gandhi
Unilever Philippines
Chief Financial Officer

the conditions of various sectors and communities. These include programs that tackle hunger and malnutrition, environment care, as well as personal hygiene and development through the Knorr Feeding Program, Perfect Community and Livelihood, Dove Self-Esteem Campaign, Sachet Collection, Sustainable Sourcing and Livelihood, Domex Sanitation Program, Teen Week, and Pure It Safe Drinking Water.

“Brands with a Purpose”

“We are putting sustainability at the heart of our brands,” said Mr. Rai. He further explained that the Unilever Sustainable Living Program (USLP) is geared towards improved health and well-being conditions of their consumers, as well as better livelihood options for millions of people. And they plan to achieve all this as they reduce the environmental impact of their vast product line.

In addition, Mr. Rai also mentioned that in the past two years, the organization spearheaded programs aimed at uplifting

Sheryl San-Diego explained that while the company continues to keep pace with consumer needs in the digital world, they also envision doing the same in the workplace.

Just recently, they joined the advocacy of the Bangko Sentral ng Pilipinas (BSP) to transition from cash-based to digital transactions.

According to Unilever Philippines CFO Ajay Gandhi, “the high reliance on cash for retail payments deprives players the benefits of reduced cost, greater efficiency, transparency, and security that come with electronic payments.”



The Smarter Way to Do E-Cash

“Our vision for E-Cash Unilever is for all our transactions to be accomplished electronically, easing away from handling cash and manual checks,” remarked Ms. San Diego.

This partnership enables Unilever to utilize an integrated PayMaya system for seamless and protected online transactions within Unilever Philippines.

PayMaya is a secure, online payment solution that facilitates transactions without using cash or physical cards. This essentially builds a new cashless environment, providing Unilever employees and their merchants with greater convenience and efficiency through a simplified, universal transaction system. It also offers added layers of security against theft, fraud, and

Smart VP and Head of Financial Services Lawrence Ferrer, PayMaya’ Head of Sales and Distribution Tisha Quintio, PayMaya co-CEO Paolo Azzola, Unilever Philippines Financial Controller Kats Ong, Unilever Philippines VP for Human Resources Suresh Rai, Unilever Philippines CFO Ajay Gandhi, PLDT FVP and Head of PLDT ALPHA Enterprise and Smart Enterprise Jovy Hernandez, PLDT VP and Head of Corporate Relationship Management Precy Katigbak, Smart AVP and Head of Digital Mobility Chet Alviz, PLDT Relationship Manager Ann Carandang, and PLDT DBG Digital Mobility BizDev Manager Kim Zamora

cash mishandling.

Unilever employees are now given their own all-access PayMaya account with a corresponding Unilever-branded PayMaya VISA Debit Card. They can use these accounts for cashless OJT allowance disbursements, Christmas gift checks, cafeteria purchases, daycare centers, and shuttle services. In addition, each PayMaya card has a beep™ RFID chip. This allows them to use that same card for their daily MRT and LRT commute.

Unilever is also planning to extend the use of PayMaya throughout their value chain and business partners. “The end goal is to grow the E-Cash ecosystem in Unilever, with PayMaya becoming the one-stop-shop for all our purchases,” said Ms. San Diego.

“Smart Enterprise has been our proven partner for mobile communications, empowering employees to live and work digital, with agility and data access through smartphones,” mentioned Unilever Philippines Financial Controller Kats Ong. “Given its proven partnership, we want Smart Enterprise to be the one-stop, go-to provider for all communication, technology, and digital needs of Unilever. You are more secure if you deal with the market leader, right?”

“We at PLDT ALPHA Enterprise not only preach about the virtues of digital, we take real action, particularly in innovating our growing portfolio. And this partnership demonstrates our commitment to Unilever, to equip them with even better solutions for their E-Cash ecosystem,”

remarked PLDT FVP and Head of PLDT ALPHA Enterprise Jovy Hernandez. “We are definitely looking forward to future collaborations with Unilever, as they continue with providing sustainable living options for Filipinos, leveraged on breakthrough solutions such as the PayMaya service.”

MAKE IT ONE ENTERPRISE HOTLINE

HOW THE PIONEERING PLDT ALPHA ENTERPRISE HASHTAG HOTLINE
#MYNUMBER TRANSFORMS BRAND BUILDING AND CUSTOMER REACH.

Almost every service-oriented business has them: a series of targeted jingles, flyers, and billboards—churning out different materials for each number, and each region. Most people, especially millennials, simply don't have the patience to search through online directories.

With PLDT ALPHA Enterprise's #MyNumber service, no one will have to juggle different hotlines ever again.

Centralized Hashtag Hotline
The first of its kind in the country, PLDT #MyNumber is a vanity hotline number that starts with a hashtag (or number sign) and is followed

by 4-8 customizable digits. Instead of a string of numbers, there is an easy-to-remember #BRAND hotline, like #PLDT or #ALPHA, for example. Brands can target the millennial market with a simple hashtag hotline that can be easily integrated with social media marketing communications.

Overall marketing strategies can likewise be simplified around this easier hotline, and made so much more efficient. #MyNumber is a centralized hotline, so businesses only need to send one message across the country: they can now be reached through PLDT's nationwidest network. Whether they are in Manila, Cebu, or Zamboanga,

customers only need to dial a single hashtag hotline.

#MyNumber increases customer engagement and ultimately drives up sales because landline calls to the hotline, which can be made through PLDT's network, are free. In addition, this offer includes lower call costs for all 75 million Smart, Sun, and TNT subscribers compared to conventional mobile costs. The enterprise operating the hotline only needs to cover minimal fees.

The service reduces costs in more ways than one, as the enterprise organization will no longer

need to operate more equipment in its contact center to maintain several hotlines. It only needs a single #MyNumber system.

Amplifying Enterprise Brands #MyNumber will vastly improve branding and customer reach for large businesses in food delivery, banking, logistics, healthcare, travel, or the public sector. This revelatory service has been a long time coming for these organizations looking to expand and provide consistent quality service across the Philippines.

As well as making marketing communications more efficient, #MyNumber amplifies enterprise

brands with an easy-to-use, easy-to-remember hotline that is catchy and may start trending online. With #MyNumber, PLDT ALPHA Enterprise certainly unites and simplifies hotlines; it expands customer reach, drives more sales, increases brand awareness, and enhances the total customer experience.

GETTING PROACTIVE IN MOBILE PROTECTION

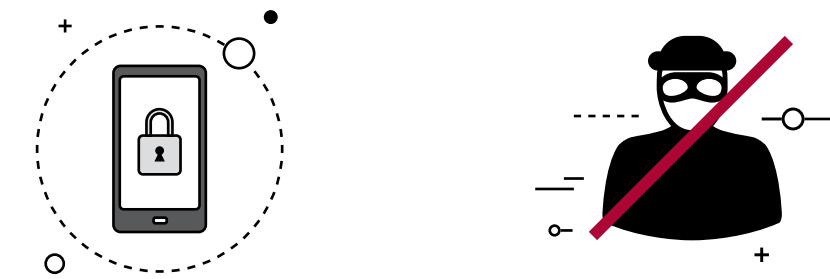
SMART ENTERPRISE GADGET SHIELD PRO KEEPS THE MOBILE ENTERPRISE UP AND RUNNING THROUGH SAFER AND MORE PROTECTED DEVICES.



IN

today's digital-driven enterprise, professionals need to be connected at all times. Mobile devices are necessary for on-the-go communications with clients and co-workers. Damage and loss of mobile phones can be disastrous for enterprise organizations, interrupting critical communications.

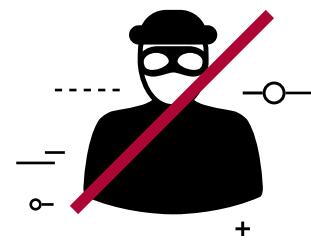
According to a study from online address book system Plaxo, around a third of mobile phone users damage or lose their phones. Another U.S. study concluded that Americans spent \$23.5 Billion on replacing and repairing broken smartphones from 2007-2014. It is no surprise, then, that enterprises want to protect their devices from accidental damage. To help safeguard devices, Smart Enterprise is releasing a new solution: Smart Enterprise Gadget Shield Pro.



SECURING MOBILE DEVICES

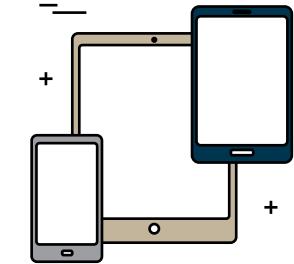
Smart Enterprise Gadget Shield Pro is unique compared to other mobile device insurance programs. Devices bundled with the Smart Enterprise mobile plan are automatically enrolled and protected without the hassles of additional registration. It also doubles the usual warranty of one year and covers accidental damage, which manufacturers usually don't cover.

Smart Enterprise has partnered with Chubb Insurance to provide this important service at the right time. Any accidentally damaged phone will be replaced with either a brand new or refurbished unit with the same or similar specifications. With Smart Enterprise Gadget Shield Pro, professionals in the mobile enterprise are guaranteed a significant measure of business continuity, saving the enterprise from unnecessary delays.



AUTOMATICALLY PROTECTED

Smart Enterprise Gadget Shield Pro is looking into extending this program to tablets and other devices it releases. This way, enterprises can confidently deploy multiple devices without fear of accidental drops and theft. This is part of Smart Enterprise's proactive campaign to secure devices.



PROACTIVE PROTECTION

In the near future, Smart Enterprise is looking into extending this program to tablets and other devices it releases. This way, enterprises can confidently deploy multiple devices without fear of accidental drops and theft. This is part of Smart Enterprise's proactive campaign to secure devices.

Through Smart Enterprise Gadget Shield Pro, mobile professionals are guaranteed to stay connected through better-protected mobile devices. Enterprises are assured uninterrupted engagement with their mobile-first customers. Companies on Smart Enterprise Gadget Shield pro stay connected and ahead of competitors in an exacting digital age.

To avail of this unique program, simply subscribe to or renew your Smart Enterprise Postpaid plan.

THE WALKIE TALKIE GOES CLOUD

SMART ENTERPRISE REDEFINES TWO-WAY VOICE COMMUNICATION FOR THE DIGITAL AGE WITH THE CLOUD PUSH-TO-TALK SERVICE.

Enterprise communications have undergone a vast transformation relative to what it was a decade ago. Today's digital-driven enterprises are realizing the importance of channels that leverage disruptive technologies for better collaboration and increased productivity. Even though it is generations-old technology, radio communication is no exception.

The analog two-way radio system, or more commonly known as the walkie-talkie, has been the go-to communication gadget for various business applications since the 1930s. It transmits and receives communication signals operating on the same radio frequency, and usually functions on half-duplex mode, allowing the operator to either talk or listen, but not do both simultaneously.

Analog walkie-talkies appealed to enterprise group communication because of its durability, longer battery life (around 12 hours after fully charging), and straightforward group communication. The devices are also known for their "heavy duty" design, with some even built to military specifications.

But in the long run, users of these analog systems faced challenges such as costly hardware investment and maintenance, as well as unreliable communication due to limited radio antenna coverage. Technology providers, since then, have developed digital radio communication systems with clearer signal transmissions, broader range, and applications that allow for simultaneous conversation.

At the forefront of this breakthrough innovation, Smart Enterprise lets organizations experience the best of both worlds when it comes to enterprise group communication. Through its newest Cloud Push to Talk (PTT) service, businesses will experience the flexibility features of a traditional two-way radio, along with the cost-efficiency and security of a cloud-based communication service.

ENHANCING ENTERPRISE COMMUNICATION THROUGH THE CLOUD

Smart Enterprise's Cloud PTT offers businesses a cloud-based channel for instantaneous communication to larger groups. And all this can be done with just a push of a button.

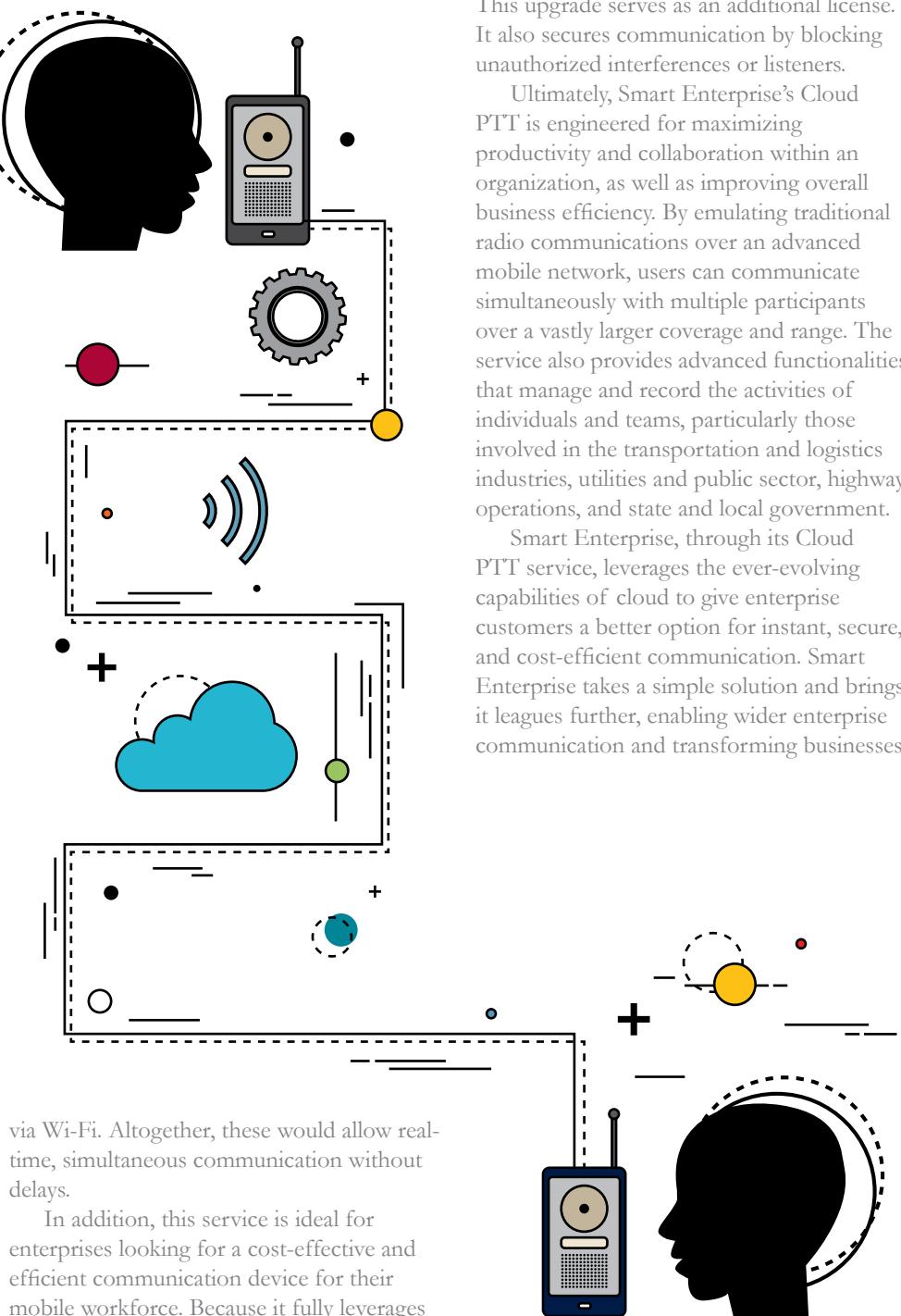
Powered by Smart's nationwidest network, this modern walkie-talkie guarantees extensive signal coverage and range. The service also runs on the Global System for Mobile Communication (GSM) – the most widely used cellular technology network, dramatically improving its coverage and range over time. Smart Enterprise Cloud PTT can run on any existing Smart data subscription – 2G, 3G, and LTE – as well as

for radio infrastructure investment, as well as payment for frequency licensing issues. This service also sets no limitations or corresponding fees in terms of group size or coverage.

Above all else, Smart Enterprise Cloud PTT also ensures that the right information will reach the right people at the right time. Enterprise communication is guaranteed secure and confidential with the Advanced Encryption Standard (AES) add-on feature. This upgrade serves as an additional license. It also secures communication by blocking unauthorized interferences or listeners.

Ultimately, Smart Enterprise's Cloud PTT is engineered for maximizing productivity and collaboration within an organization, as well as improving overall business efficiency. By emulating traditional radio communications over an advanced mobile network, users can communicate simultaneously with multiple participants over a vastly larger coverage and range. The service also provides advanced functionalities that manage and record the activities of individuals and teams, particularly those involved in the transportation and logistics industries, utilities and public sector, highway operations, and state and local government.

Smart Enterprise, through its Cloud PTT service, leverages the ever-evolving capabilities of cloud to give enterprise customers a better option for instant, secure, and cost-efficient communication. Smart Enterprise takes a simple solution and brings it leagues further, enabling wider enterprise communication and transforming businesses.



via Wi-Fi. Altogether, these would allow real-time, simultaneous communication without delays.

In addition, this service is ideal for enterprises looking for a cost-effective and efficient communication device for their mobile workforce. Because it fully leverages the GSM technology, it eliminates the need

SHIFTING PERCEPTIONS ON DIGITAL TRANSFORMATION

AVAYA'S SAMI AMMOUS SHARES HIS INSIGHTS ON THE ROLE OF DIGITAL TECHNOLOGIES AND SOLUTIONS IN EVOLVING ENTERPRISES.



Many organizations inhabiting the expanding digital enterprise landscape understand that to adapt is to thrive. However, uncertainty and technological issues remain to be faced.

"There is an urgent imperative to integrate digital technology into work processes, emphasizing agility and optimized customer service. 'Whether it's a private organization trying to increase their top line and increase their

profits, or governmental organizations trying to serve the citizens of a country better, or even educational organizations trying to enhance the student experience, digital transformation is all about using the current technologies to improve business outcomes," said Avaya Director for Sales Engineering – APAC Sami Ammous.

Founded more than a century ago as part of the America Bell Telephone

Company, Avaya spun off from Lucent in 2000, becoming one of the foremost brands in the enterprise communications segment. The company currently provides voice communications solutions, omnichannel transformation and consultancy services, networking and other Fabric and SDN-based solutions, as well as cloud-based services.



Mindshaping Towards the Digital Shift

Mr. Ammous said that social, mobility, analytics, cloud, and security or SMACS are “top of mind” for their enterprise customers navigating the digital shift. He added that these organizations have varying degrees of urgency for each component in terms of whether the technology affects the present or the future.

“I would argue that based on our customers, I think mobile, security, and cloud are probably going to be the more urgent points, whilst Analytics and Social are more of a long-term plan,” Mr. Ammous explained, noting that enterprises would often ask Avaya about the first two components.

Balancing Mobility and Security

The impact of growing mobility is truly felt everywhere by everyone who owns at least one mobile device. Therefore, mobility is something that organizations are closely monitoring, as it presents itself as both a challenge and opportunity. It affects how employees work and interact, as is shown in the rising “Bring Your Own Device” or BYOD trend. In addition, we have only scraped the surface of its potential as an effective customer service channel. “Whether it’s government employees trying to help people use mobile phones to register for government services — whether its organizations like service providers enriching the experience for their customers — so it’s very interesting to see the impact of mobility,” said Mr. Ammous.

Security is also somewhat of a challenge, and priority that Mr. Ammous describes as a “double-edged” sword because in several cases it can be both an enabler and a part of the problem. “Organizations are trying to balance between creating environments that are secure and low risk, but at the same time flexible and open, and this balance is really difficult.” In addition, there is a focus on best practices such as password security and individual responsibilities for certain aspects of technology.

Sami Ammous emphasizes how Avaya grows its digital solutions portfolio by building on the needs of particular verticals and enterprises.



Expanding Capacities and Adoption

The third priority that organizations have trained their eyes on is the cloud, which currently is dominated by the consumption model. For Mr. Ammous, this is about enterprises “moving forward” with cloud technology, plugging in cloud components; for example, using cloud-based analytics instead of resorting to costlier in-house tools. More and more companies, he added, are employing cloud to extend their capacity and generate revenue. “Service providers, large system integrators, Internet providers may want to expand their services to the customer, and they use cloud as a platform for that.”

But while many companies are adopting cloud, Mr. Ammous shared that enterprises have yet to fully adopt and pair it to analytics. It flies in the face of all that has been said about large retailers effectively using cloud technology to enhance customer service or increase revenue. Companies may easily procure analytics tools, he explained, but these must be used with a lot of expertise and experience with data structures and manipulation. And there still are questions as to how analytics can be effectively applied to change business.

Enterprises — according to Mr. Ammous — are somewhat more cautious with social, holding a “wait-and-see” approach towards

it. Though many companies are already joining social conversations on platforms such as Facebook, Twitter, and Instagram, Mr. Ammous mentioned that social networks are primarily used as digital marketing tools. For him, enterprises have yet to develop ways of monetizing these services, peer reviews to boost sales. Social Media earns revenue mostly from advertising, and this only benefits the platforms themselves. “Most companies are waiting since they are trying to balance the opportunity with the potential for abuse,” he added, citing the possibility of not being able to contain negative publicity gone viral on social networks.

A Vertical-Focused Approach to Digital Solutions Design

In helping their customers make sense of the role SMACS has in changing enterprises, Mr. Ammous said that Avaya focuses less on trends and more on the different needs and real goals of individual companies in building solutions from SMACS components. He illustrated this with the hospitality industry, which can achieve its objectives by leveraging on a mobile app, providing a secure data network for guests, or using analytics to identify buying trends. Digital technologies can even extend customer engagement and services beyond

the walls of the hotel.

Avaya’s own varied portfolio of solutions can help enable SMACS technologies to drive next-generation engagement and collaboration for enterprises. Mr. Ammous highlighted three of their tools that stand out as “key” to transforming the digital enterprise: the highly-customizable Engagement Development Platform (EDP) provides integration points that are more HTML-based, web-based, and mobile application-based; the Fabric Connect Software-Defining Networking (SDN) solution that automatically configures all endpoints to enable network access for any device; and Client SDK, which allows customized interfaces for applications that can feature Avaya technology running in the background.

All this can help companies balance speed, flexibility, and security, boosting their agility in helping them achieve results. “What we’re doing with Avaya is we’re hiding the complexity — all the small and low-level details that you don’t need to worry about — and we’re only exposing the outcomes or the applications.”

Confident Growth

Mr. Ammous foresees exciting growth for Avaya in the ASEAN Region, which he thinks fosters a “healthy growth environment.” The company, he added, is investing in the area’s resources and people, based on confidence in technology innovations and the way business is done within the bloc.

He stresses that this generates increased relevance for their customers, and not simply growth by the numbers. “If we just focus on numbers, we’ll keep doing what we’ve been doing for ten years. What we want to see is a change in how customers view the technology.”

Helping Avaya bring this dramatic shift to enterprise customers are longtime partners PLDT, who collaborate to define strategies, social markets, and the value of their solutions. “We have the tools to help it build a cloud platform, extend its solutions security, enable mobile applications, and help increase its relevance with its customers. And that’s the growth we’d like to see with PLDT.”



REBIRTH IN THE AGE OF ASEAN INTEGRATION

AZMAL YAHYA SHARES THE STORY OF ACASIA'S TRANSFORMATION IN THE FACE OF SOUTHEAST ASIA'S COMMON MARKET ASPIRATIONS, POWERED BY PLDT.

During the mid-twentieth century, six European nations were left reeling from the trauma of World War II – Belgium, France, Italy, Luxembourg, the Netherlands, and West Germany. They signed the Treaty of Paris to create the European Coal and Steel Community, a common market for strategic economic resources. This established the essential groundwork for a greater European Economic Community or EEC, with a growing roster of member countries to eventually include Denmark, Ireland, the United Kingdom, Greece, Portugal, and Spain. Their single common market allowed free movement of capital, goods, services, and people. It nurtured much-needed solidarity among war-weary nations, resulting in a continuous rise in individual and shared GDP.

Similarly, this year marks the beginning of the much-anticipated integration of the ASEAN Economic Community. Ten nations within the Southeast Asian Region – Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Singapore, Thailand, Vietnam, and the Philippines – will share a common market. ASEAN will follow Europe's unity model, but with three distinct differences: 1) a political and monetary union is still off the table; 2) SEA market potential is greater than the EU's—our combined population force of 630 million people is mostly comprised of relatively young members; and 3) Market unification will be greatly aided by the power of ICT and digital, through ACASIA.

ACASIA Communications Sdn Bhd was incorporated in 1995. It featured the region's top seven (7) telecommunications providers – CAT from Thailand, Indosat from Indonesia, PLDT from the Philippines, Singtel from Singapore, TelBru from Brunei, TM from Malaysia, and VNPT from Vietnam – working together to provide data interconnectivity within the region. In its twentieth year back in 2015, ACASIA realized that it had to be "reborn" as a full-fledged regional ICT provider in order to help the region achieve key economic integration goals.

HOT JOE recently sat down with its current CEO, Mr. Azmal Yahya, to talk about his organization's transformational journey, hopes for the region, and the immense value PLDT and ACASIA brings to the cause of ASEAN ICT integration.

HOT JOE: In this day and age, why is it important to have a regional ICT provider such as ACASIA?

Azmal Yahya: Literally, everything is going regional. Most of the countries within ASEAN are doing it, with Singapore being the first. A regional game is inevitable. It's either you go out, or people come in.

To have a regional ICT provider such as ACASIA is really pivotal because we can truly provide an end-to-end solution. And that's the distinct difference. If you look at other global service providers, when they come in they'll have to build everything from scratch. From ACASIA's standpoint, yes, we build our own network. But at the same time, we are unique because we are backed by key regional powerhouses, such as PLDT. Other global service providers cannot boast that particular feature.

What does that entail? If you need an in-country support, it's there. And it is done on an alliance basis, because all the seven partners own an equal share of ACASIA.

Our play is no longer simple connectivity. We're moving to the ICT side. Just imagine the challenges a budding SME with plans to expand within the region will encounter. You know SMEs – most of them are not tech-savvy. And if they need something to be installed, most of them would want local support. Other global providers say that they can, but they'll have to outsource to a local provider. But for us, it's not really an outsourcing game as we

WE ARE UNIQUE

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Azmal Yahya
ACASIA CEO

are actually supported by PLDT and the rest of the shareholders. That itself puts us in a different light compared to other players.

I'm not saying that we're a global player; we're truly an ASEAN player. I believe that's where the concentration lies: ASEAN. This is our backyard, and that is where we want to play.

HJ: We've learned that the current iteration of ACASIA is called ACASIA 2.0, which was a result of a rebirth – symbolized by the phoenix in your new logo. What were the reasons why ACASIA started this transformative journey?

Azmal: When ACASIA was created in 1995, it was literally created to ward off—how shall I say—international players from coming into ASEAN by uniting the top regional telco powerhouses under one name. That

was the initial idea – alluding to the Acacia tree where the name “ACASIA” came from. The Acacia is a very strong, sturdy tree that provides protection and reachability. ACASIA provided connectivity within the ASEAN region and protected the region's telco and ICT landscape from foreign players coming in. And it worked, for about 20 years, providing a certain amount of sustainable business. But that's as far as it could grow.

So when I was asked to come in to do some changes to ACASIA back in 2014, I felt that that old business model was relevant during those days. But facing 2015 onwards, I felt that we should also embark on something new. That is why we rebranded ACASIA, with the phoenix as its symbol.

We redefined our vision, and that is to be the preferred ASEAN integrated



communications provider. We redefined our mission: to connect the ASEAN businesses and community as one ASEAN.

We made ourselves known within the ASEAN Secretariat. We entrenched ourselves into the core DNA of ASEAN. We got involved in the various ASEAN ICT and SME working groups. We wanted to be part of them, understanding the goals of ASEAN. We latched ourselves to the ASEAN ICT master plan, resulting in the five (5) initiatives of ACASIA that literally covers or supports the master plan itself.

We embraced ASEAN, making our objectives very similar to what ASEAN wants to do through an ICT perspective: integrate ASEAN as a single economic block, enhancing the lives of ASEAN people and businesses through the usage of ICT.

HJ: With this rebirth, could you please share with us how each of the five (5) initiatives – ASEAN Regional Connectivity (aRC), ASEAN Broadcast Hub (aBH), ASEAN Market Place (aMP), ASEAN Internet Exchange (aIX), and ASEAN Command Center (aCC) – work to strengthen businesses within the ASEAN region?

Azmal: ASEAN Regional Connectivity, or aRC as we call it, is our core business, one might say. It is the foundation of any telco or ICT player. It's strictly connectivity. We have the main services that most organizations will use for secured international connectivity, so we have aRC IP-VPN, aRC Private Line Service, and aRC global Ethernet services.

Any telco usually have these, right? But we wanted to make a change, and that's why, with all the services that we provide through aRC, the Proactive NOC (network operations center) is offered as a standard and not premium.

In a traditional NOC, when a customer experiences some sort of failure they will need to contact the NOC via a 1-800 number or whatever it is for the issue to

be resolved. I decided on a different approach with the new ACASIA and aRC—and that is for us to be proactive and not reactive. So when our network goes down, it is us who informs the customer while we resolve it. And we have started to execute this successfully.

Then we also created the ASEAN Broadcast Hub or aBH. It has a higher purpose objective: to make the ASEAN region a content rich hub. What does it mean? We actually partner with content providers or broadcasters who come out with their own content, whether it is livestreaming or paid content. And what we do is market their content into the ASEAN region and beyond. But the partnership entails that if a customer wants that particular content, they sign up with the content owners directly, whom we will help introduce, while obtain the connectivity solution via the aBH service. It's actually using Multi-Protocol Label Switching (MPLS) technology, infused with video monitoring services. Our NOC monitors the live video feed that traverses the MPLS network. So it provides a more total solution for broadcasters. We provide equipment, probes on either end to ensure that we can actually monitor this.

We have aMP, the ASEAN Market Place. It started out as an eDirectory, which was launched on the 26th of May last year when the new ACASIA was re-launched during the ASEAN SME Showcase and Conference. But it got a fair bit of traction, hence we are pushing aMP to become a full eCommerce platform.

So what does it entail? Imagine a micro-SME or a smaller SME – we try to help them increase their business by going into eCommerce. And as they grow, sooner or later they'll have branches. If they have branches overseas, they will require dedicated connectivity. And that's where aRC comes in.

Already we have about 10,000+ ASEAN SMEs already registered into



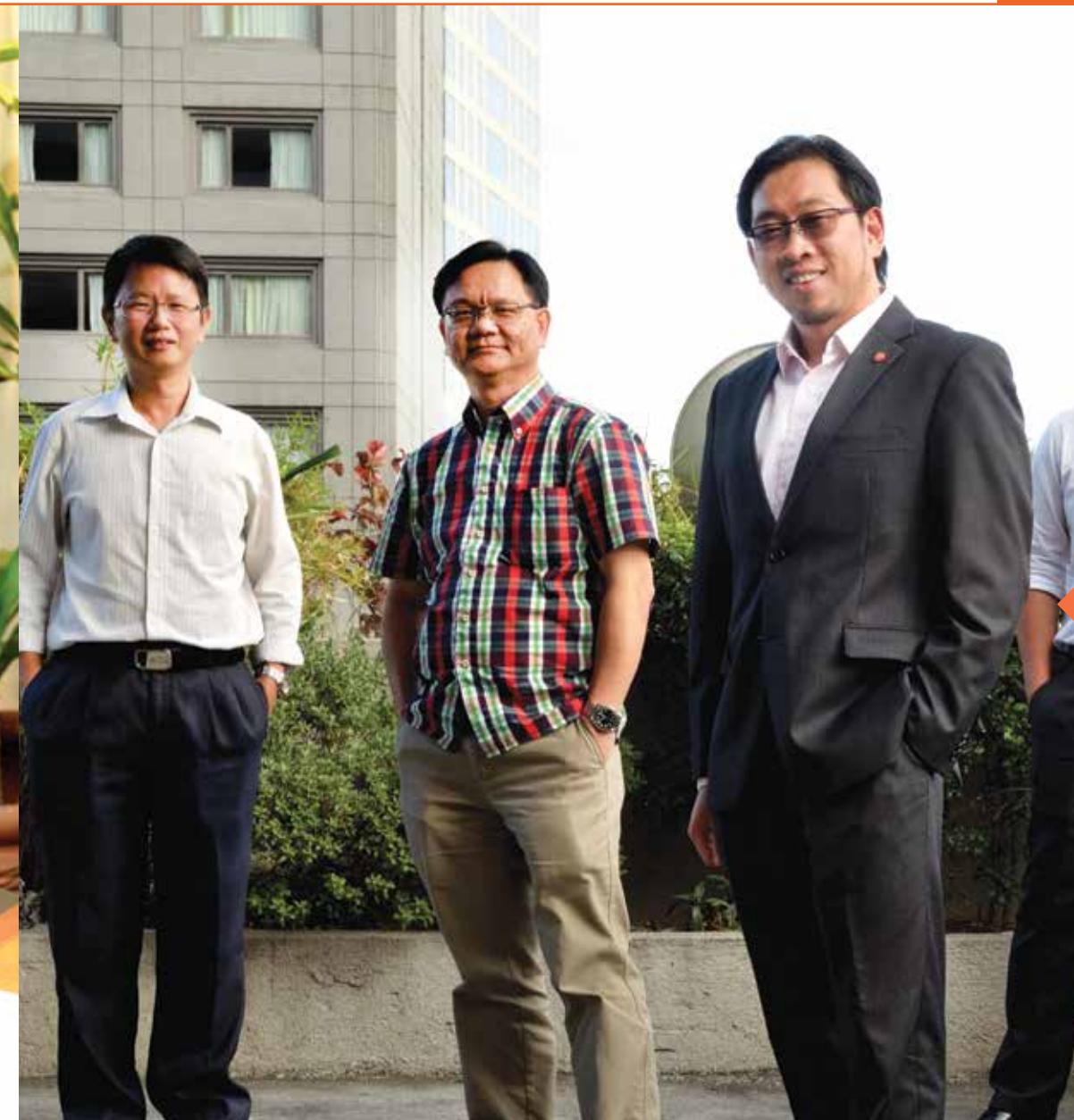
aMP. We're targeting by middle of this year, to deploy the eCommerce platform for them to do both B2B and B2C transactions.

An initiative called the ASEAN Internet Exchange—or aIX—isn't launched yet. If everything goes well, we target to do something by the end of this year. When we talked about whatever that we have—aRC, aBH, and aMP—they are all IP-based. What we want to do is create an ASEAN Internet Exchange whereby we ensure that IP traffic in

ASEAN remains in ASEAN, rather than having to go overseas and back again.

Ultimately the fact is that it enhances the user experience within the ASEAN. If a Malaysian needs to get content from the Philippines, he or she doesn't have to go all the way to the United States and back. With aIX, it's directly between Malaysia and the Philippines.

And as mentioned, we are moving on towards ICT so we also came up with some sort of a solution for big data analytics, social media analytics, and cyber security. Again we talked about IP; hence we need to secure ourselves via cyber security and that's where the aCC or the ASEAN Command Center comes



in. It is a solution that amalgamates big data analytics together with cyber security.

So in a nutshell, what happens is that we actually make a full ecosystem: from connectivity to analytics to content to ensuring that data maintains within a particular region, and we will go into ecommerce and digital economy as well. So it actually transcends the fabric of ICT on a regional level.

HJ: Please share with us your experience working with PLDT as part of the ACASIA family. How instrumental are they in driving the ACASIA mission?



Azmal: PLDT has been one of the strongest proponents for ACASIA. And it starts from the very top with [PLDT/Smart EVP and ePLDT President and CEO] Eric R. Alberto being our chairman. His leadership and guidance has been very key to all this. He was one of the people in ACASIA who recognized that we need to do the change. And he himself actually puts a lot of weight on it to ensure that we all indeed change, starting with member carriers like the PLDT group.

The support that we have from PLDT has been fantastic. From the leadership, support, and commercial

Azmal Yahya's broad knowledge on history, technology, economy, and pop culture does make him the perfect person to lead the transformation of ACASIA Communications as well as motivate its young, dynamic team.

perspectives. We've been very well supported by PLDT.

[PLDT ALPHA Enterprise Senior Business Manager] Jake Bueno is our guy here in the Philippines. When we asked for shareholders to second people in their respective countries, PLDT was indeed the first shareholder who appointed Jake to us. And that decision is vindicated because in just two months since he joined us, we've clocked in some very healthy sales... with more to come.

HJ: With ASEAN Integration kicking off this 2016, how will ACASIA as the region's foremost ICT provider

contribute to achieving the four pillars of the ASEAN Economic Community or AEC (Single Market and Production Base, Competitive Economic Region, Equitable Economic Development, and Integration in Globalized Economy)?

Azmal: If you look into the four pillars of the AEC – whether it's going to be single market, competitive region, equitable economic development, and integration – these all drive business growth for the ASEAN business community. Within this AEC is where the ASEAN ICT master plan resides: recognizing the usage of ICT to enable all these four pillars. That's how we at ACASIA entrenched ourselves through our five initiatives: aRC, aBH, aMP, aIX, and aCC.

So all these initiatives will help AEC in more ways than one. When we presented all our initiatives to the ASEAN Secretariat, they lauded the fact that someone from the private sector is coming to the table to actually do this rather than waiting for a governmental push.

HJ: Beyond ASEAN Integration, regional enterprise organizations also face the challenge of a highly disruptive digital economy. Airbnb has already made its mark in the Philippines and the rest of the region. Uber, and its direct competitors, is slowly dominating the mainstream taxi business in certain SEA cities. How will ACASIA not only adapt to this change, but also seize it to further fuel the region's transformation towards becoming a truly dominant global economic player?

Azmal: To be honest, we facilitate it. We want that to happen. We can't stop it from happening, hence we have to embrace it – like it or not! Hence, things such as aIX Internet exchange is going to be very key. To have Uber come on board or anybody else to come on board that's fine, that's why we created the ASEAN Internet Exchange. We ensure that when somebody uses the app, the experience in using that app is ensured to be very good.

And on top of that, we ourselves are embarking into this disruptive market through aMP. As I mentioned, it started out as an eDirectory to facilitate B2B. Watch



“OUR HUMAN CAPITAL IS RICH. NOT JUST FROM A USAGE PERSPECTIVE BUT FROM A RESOURCE PERSPECTIVE.”

the landscape; we will attack on a B2C perspective in the near future.

We ourselves are embracing the digital economy, moving into that disruptive nature of business. While we are into connectivity, we're also moving into this particular landscape. We believe that this is the future. And we love it.

HJ: Looking forward, what's in the horizon for ACASIA? How can ACASIA, together with PLDT as one of its regional expert ICT providers, further achieve its vision as ASEAN's preferred Integrated Communications Provider?

Azmal: The horizon for ACASIA is truly dominated by the Internet of Things or Internet of Everything. With the initiatives that we have, we are literally creating the foundation of an ASEAN-wide IoE. Imagine smart services, smart city services being deployed and connected ASEAN-wide. And that can be achieved through the five initiatives of ACASIA as a foundation, with the support of our shareholders such as PLDT, of course.

HJ: Finally, what's your vision for ASEAN? Is it going to be the next EU? Is that where you think we're heading with all this?

Azmal: Yes and no.

Yes, the idea is to be truly integrated just like the EU, but trust me when I say that we are learning or we've learnt

from the failures of EU as well. For example, consider the Euro. There was a time when they were saying, oh let's do an ASEAN dollar. That's not going to happen. And my dealings with governmental bodies as well as the central banks of ASEAN countries also reinforce that view.

So what's ASEAN going to be? Number one: we will be the next big market to play in. We have the best demography in terms of population. We're literally a pyramid, whereby we have a lot of youngsters within our demography and that's why a lot of foreign players would like to come to this particular landscape to capitalize on that.

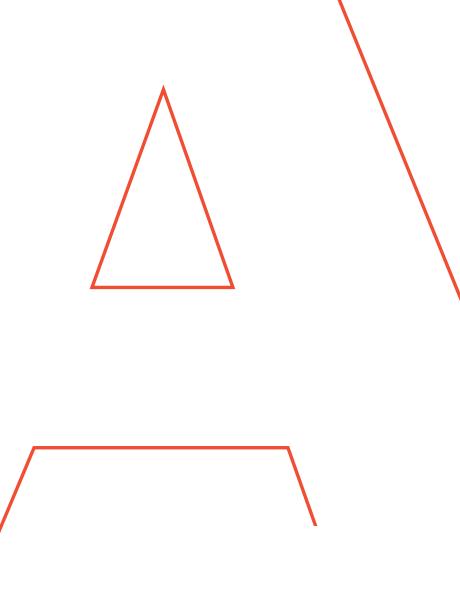
Why? Our human capital is rich. Not just from a usage perspective but from a resource perspective.

So are we going to be another EU? I would say: we'll be another EU, but better. But it's not going to happen instantaneously. It's going to be a long-fought battle, but I believe we can get there. And yes, the beauty of that is we can learn from other alliances. Their failures, their success story – and make sure we adopt it in our areas so that we don't commit the same mistakes and instead enhance ourselves to be better.



REDEFINING ENTERPRISE CONNECTIONS

MEF FOUNDER AND PRESIDENT NAN CHEN TALKS WITH HOT JOE ABOUT HIS ORGANIZATION, PLDT'S CONTRIBUTIONS, AND THE FUTURE SHAPE OF NETWORKING TECHNOLOGIES.



A more connected world is also an excellence-driven world, running on reliable, quality delivery systems. Networking services must operate smoothly—seemingly effortlessly—in supporting an expanding global digital economy. And this is why connectivity service providers must develop, enforce, and adhere to exacting standards.

Creating a common Metro Ethernet standard has been the main focus of MEF since its inception in 2001. But as demand for high-bandwidth, high-reliability network inevitably increased, the imperative has gone beyond Carrier Ethernet technology adoption. “It has really grown into not only standards, but also certification as well as the operational processes,” explains MEF Founder and President Nan Chen.

Rapid Growth Towards the Third Network

The MEF began at a time when enterprise Ethernet technology was using Synchronous Optical Networking (SONET), Synchronous Digital Hierarchy (SDH), or Frame Relay protocols. Back then, Mr. Chen saw little sense or efficiency in translating different protocols. This drove him to form the Carrier Ethernet switch manufacturer Atrica, Inc.

It was at Atrica where Mr. Chen discovered urgent needs for a universal industry format, as well as to promote then-



PLDT HAS BEEN
ACTIVELY
ENGAGED
IN THE MEF COMMUNITY OVER THE
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DIRECTLY TO THE DEVELOPMENT OF
GLOBAL INDUSTRY STANDARDS”

Nan Chen
MEF Founder and President

nascent Ethernet technology. These were the triggers to establish the MEF.

“At the time, no one knew what Carrier Ethernet was, so I decided to start an industry forum to basically give the opportunity firstly, for the industry to understand what Carrier Ethernet is, and secondly to be able to build additional standards.”

Since then, the MEF has driven a growing USD80 billion global market for Carrier Ethernet. In 2012, it surpassed legacy data in terms of bandwidth. Mr. Chen attributes this success and growth to three factors, starting with the fact that the MEF comprehensively defines Ethernet as a common framework across multiple technologies. The second factor, which he calls the “secret sauce,” is that the MEF defines services that concretely generate revenue for its members. “We are unlike many standard organizations that develop a lot of protocols and things like that and leave everyone to build something. That

is hard since everybody builds differently and it’s not really generating revenue.” Lastly, the organization has a clearly-defined program that ensures optimum member performance through the services they deliver—“a first in the industry at the time,” Mr. Chen notes.

First and Second Network Optimization

Currently, the MEF is developing Carrier Ethernet 2.0 (CE 2.0) as the foundation for service innovation, as well as defining Lifecycle Service Orchestration (LSO) to speed up adoption. “Service providers need LSO capabilities and supporting Application Program Interfaces to overcome both Operations Support System and Business Support System obstacles.” These currently block the full benefits of emerging SDN and Network Function Virtualization technologies, according to Mr. Chen.

The MEF’s ongoing development of emerging Third Network services will combine the ubiquity and agility found in the Internet—the best-effort, consumer-based “First Network”—with the performance and security provided by Carrier Ethernet or the “Second Network.”

“It’s a new network based on the CE 2.0, but we will really expand that,” says Mr. Chen. “Third Network gets the best of both worlds, delivering services that are on demand and guaranteed.”

Mr. Chen shares that the Third Network is also crucial as enterprises move their applications to the cloud. He explains that large firms as well as some medium-sized companies access the cloud via dedicated private networks. However, smaller businesses with smaller connectivity budgets will have to access the cloud through the Internet — this can be problematic with regards to utilizing real-time data services and real-time video. “So today, what enterprise is demanding is to have guaranteed service even though they do not necessarily have built-out, large private networks like large enterprises have, but really want on-demand services guaranteed not through the Internet but through private networks.”

The SLA To Take With You

He further illustrates this need with his own experience as a business traveler constantly switching Service License Agreements (SLAs) while on the move. “SLAs should be individualized instead of physically bound to a particular User Network Interface — or simply put, location,” he explains. “It shouldn’t be location-based; it really should be individual-based.” He adds that the Third Network spells convenience for the overall workforce as its combined ubiquity and guaranteed service will allow employees to work from any place and at any time.

“Wouldn’t it be great,” he proposes, “if you had an app on your mobile phone or an icon on your laptop that once clicked, gives you that guaranteed service while you’re paying for it?”



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“AT THE TIME, NO ONE KNEW WHAT CARRIER ETHERNET WAS, SO I DECIDED TO START AN INDUSTRY FORUM TO BASICALLY GIVE THE

OPPORTUNITY

FIRSTLY, FOR THE INDUSTRY TO UNDERSTAND WHAT CARRIER ETHERNET IS, AND SECONDLY TO BE ABLE TO BUILD ADDITIONAL STANDARDS.”

PLDT: “The Standout Player”

The MEF now has over 200 member organizations across 40 countries. These include technology solutions suppliers, a host of various stakeholders, and service providers such as PLDT.

“In addition to having a huge number of MEF-certified professionals, PLDT has been actively engaged in the MEF community over the past five years and contributed directly to the development of global industry standards,” says Mr. Chen. He also cites PLDT as one of the first service providers in the world to achieve CE 2.0 certification across the full spectrum of Ethernet connectivity and E-Access

service offerings. This assures PLDT clients of world-class Ethernet interconnectivity, deployed across the country’s largest and most robust network backbone, supported by an MEF-CECP base that Mr. Chen also notes is one of the largest in the world.

Among the MEF’s current programs is its annual conference, formerly branded as Global Ethernet Networking (GEN). The event initially served as a platform for members and those outside the organization to exchange ideas on technology, services, and delivery platforms. In addition to that, the Forum also hosts the MEF Ethernet Excellence Awards, as a means of recognizing and highlighting achievements by providers such as PLDT. “I’ve always wanted to do an ‘Academy Awards,’ dinner-

MEF Founder and President Nan Chen expounds on PLDT’s contributions and achievements in the Forum.

type event where people can really be proud of what they have created in our industry,” Mr. Chen quips. “And PLDT has been doing really well in these awards.”

In fact, PLDT has been the star performer for four years. In 2014, PLDT won the Retail Service Provider of the Year—Asia Pacific award, and in 2012, it was named Regional Service Provider of the Year—Asia Pacific award. It is also a three-time winner of the MEF Carrier Ethernet Award for Best Marketing Campaign, and remains the only Philippine telecommunications and digital provider to win any MEF award. This past year, they were again named as Retail Service Provider of the Year—Asia Pacific. PLDT Network Engineer for Product & Services

Network & Platform Solutions Marjory Sy, meanwhile, was chosen as the MEF Carrier Ethernet Certified Professional (CECP) of the Year out of some 4,000 MEF-certified professionals.

“A standout player in the APAC market,” Mr. Chen adds, “PLDT has demonstrated a commitment to remain at the forefront of industry innovation by investing in CE services, technology, and professional development.”



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The Key to Innovation

United by a tradition of excellence and innovation, the MEF and its members are focused on developing Third Network standards as the foundation for end-to-end, dynamic-based services for the digital-driven global enterprise. “Going forward in 2016-2018, we expect that service providers will increasingly differentiate around a range of dynamic Ethernet capabilities, such as on-demand bandwidth increases and the addition of virtual network services such as NFV-enabled virtual firewalls, virtual security, etc.—all enabled by LSO,” Mr.

Chen predicts. This is set to drive the guaranteed services that allow cloud service providers to deliver cloud solutions to customers. “That experience can only be guaranteed through providers like PLDT because they are actually connecting customers to cloud-based services,” he adds.

He also sees a bright future where on-demand Third Network services connect everyone, enabling people to work beyond enterprise boundaries. “So I see, finally, the virtualization of the enterprise becoming a reality through the Third Network, because consumers are a part of the whole workforce, and to be able to work at home and very efficiently versus having different

SLAs in the office.”

Standards such as those set by the MEF serve to drive, rationalize, and encourage innovation. For Mr. Chen, the key to an enterprise’s competitive edge is its ability to collaborate in the development and application of quality control standards. “I think PLDT has always been really at the forefront in terms of helping and driving Carrier Ethernet technology and service adoption within the overall worldwide service provider community,” he shares. “And they are actually making the commitment and the investment to work with the MEF in delivering those services.”





SIMPLIFYING THE ENTERPRISE HOTLINE

TOP PHILIPPINE ENTERPRISES ARE NOW SET TO DRIVE MORE SALES, BUILD BRANDS, AND ENHANCE THE OVERALL CUSTOMER EXPERIENCE WITH THE COUNTRY'S FIRST #MYNUMBER SERVICE

PLDT ALPHA Enterprise unveiled its latest innovation to representatives from top Philippine enterprises at the Glasshouse of the New World Makati Hotel. The country's first #MyNumber hotline solution centralizes an organization's hotline system with a catchy and easy-to-remember number, available across the country's nationwidest network.

PLDT FVP and Head of PLDT ALPHA Enterprise Jovy Hernandez kicked off the event with an enthusiastic introduction and overview of the new service, stressing the importance of businesses reaching out to customers.

PLDT Voice and Managed IT Category Head Fay Ocampo then

announced a special promo valid only during the event, giving attendees the opportunity to be among the first few to reserve hashtag vanity numbers for their organizations.

Later on, attendees watched an audio-visual presentation that featured one of the first companies to sign up for #MyNumber, Jollibee Foods Corporation. In the video, Jollibee VP and National Business Channels Head Manjie Yap emphasized how #MyNumber will transform and simplify Jollibee's hotline delivery service nationwide with #8-7000.

While guests enjoyed brunch served by New World Hotel, enterprise representatives began signing-up for the #MyNumber solution with the help of PLDT ALPHA Enterprise Relationship Managers. A majority of the top Philippine enterprises in attendance reserved their customized hashtag hotlines for their respective brands during the launch.

As the event came to a close, guests were treated to exciting raffle prizes, winning new Enterprise PLDT Telpads, sports action cameras, and an Apple Watch.

"It's a common theme in businesses today—everybody's thinking about how

we're going to reach our customers better," said Mr. Hernandez. "Having a single, easy-to-remember hashtag hotline with a nationwidest reach will be more effective for a lot of enterprises, especially for service-oriented industries."

"PLDT #MyNumber can drive sales, build your brand, and enhance the overall customer experience. It's such a simple solution that is going to revolutionize the way you reach your customers. It can also potentially change consumer behavior. When I need to reach a business establishment, I don't need to remember a number anymore. I just need to dial their #BRAND."

**LEARN MORE ABOUT
#MYNUMBER SOLUTION
BY READING SOLVED ON
PAGE 52.**



1. PLDT FVP and Head of PLDT ALPHA Enterprise Jovy Hernandez gives the opening remarks.

2. PLDT ALPHA Enterprise Product Manager Caloy Octavio assists guests in signing up for the service.

3. Seated (L-R): Derick Samaniego, April Adduru, Tet Basa, Jo Rubia, and Enrique Lucero Standing: Mario Malalis, Jay Lagdameo, Val Abadesco, and Jhaymie Pili

4. PLDT ALPHA Enterprise Relationship Manager Marie Gan assists one of the guests as he reserves his preferred vanity hashtag number.

5. PLDT Voice and Managed IT Category Head Fay Ocampo and PLDT ALPHA Enterprise Product Manager Caloy Octavio presenting the new Enterprise PLDT Telpad, one of the event's raffle prizes.

6. Gary Ignacio, Michael Tan, Nathan Chincuano, and Bel Aragon

7. Bong Uichangco, Roberto Berris, Grace Robles, and Rolan Bornilla

8. Jovy Hernandez, Jude Tiongco, and Precy Katigbak

9. Leo Sagun, Lito Azores, Hope Atienza, and Ino Mandapat





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10. Jose Vicente Alde, Jovy Hernandez, and Emmanuel Tuazon

11. Julieta Gonzales and Solaire representative Fernando Rima

12. Jovy Hernandez (right) with Apple Watch raffle winner Francesca Ong of Philippine Airlines.

13. Jollibee VP for National Business Channels Manje Yap shares the many benefits of PLDT #MyNumber in an audio-visual presentation shown during the event.

14. Fernando Rima (second from left) with PLDT ALPHA Enterprise's Jovy Hernandez, Fay Ocampo, Julieta Gonzales, and Gary Ignacio

15. Convergys representatives Amor Gilos, Kat Leoncio, and Pipo Gonzales

16. Cebu Pacific representatives Rolan Bornilla, Grace Robles, Chris Dino Belacho, and Grace Sacaryas

17. CDO representatives Gerard Bingco, James Gonzales, and Jonas Binongo

18. McDonald's Philippines representative Arman Cerbito (second from left) with PLDT ALPHA Enterprise's Jovy Hernandez, Billy Villar, Fay Ocampo and Vic Tria



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19. Philippine Airlines representatives Roberto Berris, Rachel Lim, Francesca Ong, and Lynn Dominado with PLDT ALPHA Enterprise's Jovy Hernandez, Fay Ocampo, and Gary Ignacio

20. PLDT ALPHA Enterprise's Bel Aragon and Jovy Hernandez with RCBC representatives Christopher Corpuz, Michael Tan, Ana Reyes, Nathan Chinciano, and Arbee Aguila

21. Robinsons Land Corporation representative Kristynne Tan

22. Ford Motors representative Fielmarie Grace Tan

23. Bank of Commerce representative Roderick Martinez

24. Maxicare representative Andrew Rodriguez Penas

25. Max's Group representatives Ruth Lofrano, Vera Mangahas, Ryan de Castillo, Rio Jara, Icel Penalosa, and Bernabe Paquibot with PLDT ALPHA Enterprise's Eena Samonte.

26. PLDT ALPHA Enterprise's Jake Martinez and DHL representative Leo Sagun after reserving vanity hashtag hotlines.

27. Cristy de Guzman from the Department of Environment and Natural Resources with PLDT ALPHA Enterprise Relationship Manager Myke de Guzman

28. Standard Insurance representatives Geraldine Baligod and Alf dela Cruz

29. WenPhil Corporation representative Joel Galit (right) with PLDT ALPHA Enterprise's Bob de Guzman



BPM GROWTH GAINS MOMENTUM

BPM LEADERS TALK INDUSTRY GROWTH AT THE ASIA BPM SUMMIT CO-PRESENTED BY PLDT ALPHA ENTERPRISE

Business leaders of the country's top Business Process Management (BPM) firms gathered at the Manila Marriott Hotel for the 2016 Asia BPM Summit of the Asia CEO Forum. PLDT ALPHA Enterprise co-presented the event with the theme "Center of the Universe." The day's discussion focused on how the sector must scale up to a growing economy and the rapid expansion of new operations in the country.

PLDT Corporate Relationship Management Advisor Victor Aliwalas led the opening remarks, congratulating the attendees on being part of the nation's triumphant IT-BPM industry. "The key to the industry's success, I believe, is that it has always been dynamic, constantly evolving to meet the changing needs of enterprises around the world. We at PLDT ALPHA Enterprise will continue to fully support the IT-BPM industry through our highest quality infrastructure, innovative

solutions, and expertise," he said.

Industry leaders spoke at length about information technology's historic significance in BPM throughout the morning and afternoon sessions. Akamai Technologies Director of Product Marketing – Asia Pacific and Japan Srinivas Padmanabharao discussed Business Process Management in a digital era that demands heightened performance, reliability, security, and scalability of business applications to meet the needs of mobility-driven local and global customers.

Speakers joining him for the morning session included Philippine Software Industry Association President Jonathan de Luzuriaga, Tata Consultancy Services Head of Business Process Services – Asia Pacific Suneet Puri, Global Process Manager Inc. President Erik Neilsen, and AIG Philippines CEO Mark Lwin. All were later welcomed back on stage for a Q&A panel facilitated by Former CEO of IT-Business Process Association of the Philippines Oscar Sañez.

The afternoon session featured presentations from ADP Regional Director – Southeast Asia Jason Ryan, IBEX Global Country Manager Erik Kaufman, Wipro BPS Geographic Head – Asia Pacific and

Japan Jibin Arjunan, Manulife Business Processing Services General Manager Gigi Mantaring, and DTSI Group Head of GIC Enablement Operations Jeff Williams. The Q&A panel that followed was led by Bloomberg TV Philippines News Anchor Quintin Pastrana, who was joined by multi-sector business leaders.

In a special presentation, former Commissioner of the Commission on Information and Communications Technology (CICT) Dondi Mapa was given the Asia CEO Forum's Lifetime Contributor Award for his work in leadership excellence. Asia CEO Forum President Rebecca Bustamante then brought the events to a close, inviting the attendees to join lively discussions on the future of the fast-growing sector.

With these valuable insights from thought leaders and industry experts, the business leaders in attendance continue to look forward to the sustained growth of the Philippine BPM sector. Clearly it is an industry that responds to global mobility and accelerated expansion through end-to-end digital technologies.



1. PLDT Corporate Relationship Management Advisor Victor Aliwalas welcomed attendees to the event.
2. Tata Consultancy Services Head of Business Process Services – Asia Pacific Suneet Puri
3. Asia CEO Forum Chairman Richard Mills
4. Akamai Technologies Director of Product Marketing – Asia Pacific and Japan Srinivas Padmanabharao
5. AIG Philippines CEO Mark Lwin
6. Philippine Software Industry Association President Jonathan de Luzuriaga
7. Event speakers from various industries participated in a panel discussion.
8. Richard Mills (1st), Victor Aliwalas (2nd), and Jeff Mendoza (rightmost) presented trophies to event speakers.
9. PLDT VP and Head of Corporate Relationship Management Vic Tria and Suneet Puri
10. Divine Gomez and Phil Wheatley
11. Jeff Mendoza and Oscar Sañez
12. Jeff Williams, Victor Aliwalas, and Jonathan de Luzuriaga



AN ALPHA SILVER SCREEN EXPERIENCE

PLDT ALPHA ENTERPRISE SHOWCASES ITS CONTACT CENTER AS A SERVICE AND MANAGED UNIFIED COMMUNICATIONS TO ENTERPRISE CLIENTS DURING EXCLUSIVE MOVIE SCREENINGS

To celebrate great relationships with valued enterprise clients, PLDT ALPHA Enterprise has always provided unmatched client experiences through engaging and insightful events. And they have successfully done so again through separate, exclusive screenings of blockbuster films *Deadpool* and *Gods of Egypt*, held at the well-appointed myCinema of Greenbelt 3.

Hosted by PLDT ALPHA Enterprise, the full-house events welcomed clients from the Offshoring and Outsourcing (O&O) and Fast Moving Consumer Goods (FMCG) industries. As a prelude to the films, PLDT ALPHA Enterprise's partners from Enghouse Interactive and Panasonic

Philippines gave informative presentations on how respective industry representatives can leverage on special PLDT solutions.

Prior to the *Deadpool* block screening, Enghouse Interactive CTO Steve Dellutri presented PLDT Cloud Contact Center as a Service (CCaaS) to the O&O audience. He highlighted the solution's feature-rich, high-capacity communication platform and how it is ideal for every O&O's growing requirements, as it enables them to securely migrate a majority of their infrastructure to the PLDT Cloud.

At the *Gods of Egypt* movie night, Panasonic Philippines Sales Advisor Shaun Sato gave FMCG attendees a better grasp of PLDT's Managed Communications solution. According to Mr. Sato, this unified platform allows seamless and simplified enterprise communication and collaboration across multiple retail sites.

"We are pleased with the successful turnout of our two ALPHA exclusive movie screenings, our first for this year," remarked PLDT AVP and Head of Corporate Business Group Gary Ignacio. "It is always a pleasure to interact with our customers and partners, especially in an enjoyable venue that allows all of us to



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relax and at the same time learn from each other. It has always been our longstanding goal to bring our customers up to speed on the latest in Unified Communications and Cloud Contact Center Solutions, to make them aware of the benefits for their respective businesses."



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1. ePLDT Group CIO and Solutions Consulting Head Brett Medel extended his warm greetings to guests at the movie night screenings.

2. Alcatel Pre-Sales Manager Frederick de Castro welcomed the audience during the event.

3. Guests paid attention to the benefits of special PLDT solutions from Panasonic Philippines Sales Advisor Shaun Sato.

4. PLDT Head of Corporate Relationship Business Ben Melasa, Imelda Marasigan, and PLDT Relationship Manager Ela Sales flash the ALPHA sign.

5. PLDT Relationship Manager Anjo Lazaro and Rev. Fr. Aelred Nilo

6. Mr. & Mrs. Raffy Mendoza with PLDT Relationship Manager Al Contreras

7. PLDT Relationship Manager Glen Deles (leftmost), PLDT Head of Corporate Relationship Management Dennis Magbatoc (2nd from left), and PLDT Relationship Manager Rei Francia (2nd from right) together with the guests

8. PLDT Head of Corporate Relationship Business Joy Hilao (1st from left), PLDT Relationship Manager Marie Gan (2nd from left), PLDT Product Manager Lara Tubino (2nd from right), and PLDT Head of Corporate Relationship Management Dennis Magbatoc (1st from right) posed with some of the event attendees.

9. Guests together with PLDT Relationship Manager Sarah Penaflorida (2nd from right) were served dinner prior to the film screening.



FAST, SECURE, AND RELIABLE CUSTOMER WEB EXPERIENCES

PLDT ALPHA ENTERPRISE AND AKAMAI TECHNOLOGIES SOLUTIONS ARE SET TO ENHANCE CUSTOMER WEB EXPERIENCES

Movers and shakers from top Philippine enterprises gathered at the Makati Diamond Residences to witness PLDT ALPHA Enterprise and leading global content delivery network provider Akamai Technologies, Inc. launch solutions designed to create enhanced and more secure web experiences for Philippine enterprise organizations and their customers.

PLDT First Vice President and Head of PLDT ALPHA Enterprise Jovy Hernandez shared his most recent insights concerning the impact of webpage loading times on sales, the need for security against a growing number of cyber attacks, and the steady rise of video content.

High-performing, protected, and revenue-maximizing customer web experiences are critical to all enterprises, and according to Mr. Hernandez, these quality web experiences are now possible for PLDT ALPHA Enterprise customers, through the partnership with Akamai.

As the local channel partner of Akamai, PLDT ALPHA Enterprise now offers Akamai Solutions to complement its enterprise broadband Internet service offerings. PLDT's extensive network further enhances these solutions, with

Akamai's globally-distributed network bolstering PLDT's ability to deliver and manage content delivery from anywhere in the world.

The Keynote speaker from Akamai Technologies, Regional Vice President Vaughan Woods, gave an overview of Akamai and how its solutions can help enterprises better serve the Philippine market.

Senior Akamai officials presented their product expertise and focused on real-life issues addressed by each of the solutions. Akamai Technologies' Senior Director of Product Management for Web Experience Jason Hatch laid out the global and Philippine mobile landscape, illustrating how *Akamai Web Performance Solutions* strengthens the consumer web experience across devices. Akamai Technologies' Director of Product Management for Web Security Amol Mathur then detailed how *Akamai Web Security Solutions* protects data on their wide network from a variety of cyber attacks.

In a live demonstration, Akamai Technologies' Technical Account Manager Phua Sze Shen showed a side-by-side comparison of the advantages of Akamai for an eCommerce website, versus the same website running without *Akamai Web Performance Solutions*. Akamai Technologies' Head of Media and Delivery Rishi Varma wrapped up the product presentations with his insights on content delivery trends, noting how *Akamai Media Delivery Solutions* supports growing customer preferences for high-definition video via livestream or

on-demand. After each presentation was a consulting session, where the Akamai experts answered questions from the audience or questions raised through the PLDT Events mobile application.

PLDT/Smart Executive Vice President and ePLDT President and CEO Eric R. Alberto capped off the morning with his insights on how local enterprises must deliver real quality to compete in a tougher, faster, expanding market, while ensuring security in the face of more online threats.

"In this day and age, having an optimized, omni-channel customer engagement experience is the critical differentiator for enterprises. It has to be fast, secure, and must be able to consistently deliver high-quality content. We at PLDT ALPHA Enterprise are glad to be in this partnership with Akamai. We are excited to provide web optimization solutions to help Philippine enterprises be better enabled for this ever-expanding digital economy," said Mr. Hernandez.

"It is our objective in PLDT to be the preferred solutions provider that maximizes enterprise revenue potential and ensures cost efficiency amidst a growing number of business challenges. I congratulate both PLDT ALPHA Enterprise and Akamai Technologies for successfully bringing a suite of web optimization solutions designed to reveal unique opportunities and create vast value for Philippine enterprises and its customers," said Mr. Alberto.



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1. PLDT/Smart Executive Vice President and ePLDT President and CEO Eric R. Alberto speaks to guests on staying secure and competitive in the ever-changing digital market.
2. PLDT First Vice President and Head of PLDT ALPHA Enterprise Jovy Hernandez delivers eye-opening remarks at the start of the program.
3. Akamai Technologies' Senior Director of Product Management for Web Experience Jason Hatch engages the audience with insights on the growth of mobile in the Philippines.
4. Akamai Technologies' Director of Product Management for Web Security Amol Mathur stresses the importance of protecting against a host of cyber attacks.
5. Akamai Technologies' Regional Vice President Vaughan Woods gives a lively and informative keynote address.
6. Akamai Technologies' Head of Media and Delivery Rishi Varma discusses the rise of video and other content delivery trends.
7. A guest engages with the speakers after one of the product presentations.
8. PLDT ALPHA Enterprise Head of Corporate Business Solutions Gary Ignacio invites attendees to network and learn more about Akamai Solutions.



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9. Vaughan Woods (4th from left), with PLDT Product Manager Anna Kahayon, Akamai's Shivani Priyadarshini, PLDT Corporate Communications Head Mikey Smyth, PLDT Category Head of IP and Data Center Kate Tampinco, Akamai's Nurul Ali Gan, and PLDT VP and Head of Corporate Relationship Management Vic Tria

10. Jeffrey Tantiado and PLDT Head of Corporate Relationship Business Ino Mandapat flash the ALPHA sign.

11. Jojo Paz, PLDT Head of Corporate Relationship Management Dick Perez, and PLDT Head of Corporate Relationship Business Ronald David.

12. Jenny Asuncion, winner of an Apple Watch during the raffle.

13. Pinky Codog, the second lucky guest to win an Apple Watch.

14. Jovy Hernandez, Shivani Priyadarshini, Gerald Penaflor, Gary Ignacio, Jason Hatch, and Rishi Varma

15. Guests gather to see Akamai Solutions in action at the live demonstration, led by Akamai Technologies' Technical Account Manager Pua Sze Shen.



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16. Leaders and representatives from top Philippine enterprises filled the ballroom of the Makati Diamond Residences for the event.

17. Gary Ignacio, Vaughan Woods, Gerald Penaflor, and Eric Alberto

18. PLDT VP and Head of Corporate Relationship Management Precy Katigbak with Esther Go

19. Col. Isauro Palmaria and Capt. Jaime Serna, Jr. flashing the ALPHA sign

20. Eric Alberto, Joel Barcena, Mari Javier, and Jojo Gendrano

21. Vic Tria with Verizon's Country Head Quiel Delgado



THE EFFECTIVE ENTERPRISE REDEFINED

PLDT ALPHA ENTERPRISE SHOWS BICOL AND LAGUNA CUSTOMERS HOW VOICE AND MANAGED IT SOLUTIONS TRANSFORM BUSINESSES

To spread the word on the significance of Voice and Managed IT for improved business communications and operations, PLDT ALPHA Enterprise held two events to showcase the latest leading solutions to representatives from various industries.

The “Redefining Voice and Managed IT” Roadshows were held at the Hotel St. Ellis in Legazpi, Albay, and Seda Nuvali in Sta. Rosa, Laguna. These roadshows are instrumental to enable enterprise customers from South Luzon to easily gain valuable insights with regards to PLDT ALPHA Enterprise’s solutions. Guest got to experience PLDT ALPHA Enterprise’s latest Voice and Managed IT solutions and their ability to redefine business efficiency and productivity — critical in a shifting digital and mobile landscape.

“As enterprises face a fast-changing digital environment, they must equip themselves with end-to-end ICT solutions that ensure their operational efficiency,” said PLDT Voice and Managed IT Category Head Fay Ocampo.

Following the opening remarks, PLDT ALPHA Enterprise product managers gave in-depth presentations on each solution. Ms. Eileen Vidallon described how integrated voice, data, and video access is a more effective means of communications in the digital age. Business communications

can easily scale to growth through PLDT’s ISDN and SIP Trunk solutions. Mr. Carlos Octavio followed with his presentation which focused on how Enterprises could benefit from a simple toll free solution which could lead to greater customer experience.

Ms. Laramarie Tubino then demonstrated how PLDT Cloud Unified Communications as a Service (UCaaS) allows users to communicate seamlessly through – IP Telephony, Mobility, Instant Messaging (IM), Unified Messaging and Collaboration. In addition, she showcased PLDT’s Managed Unified Communications solution, in partnership with the best in class UC solutions bundled with maintenance and security management for voice systems.

Mr. Luigi Miguel Santiago shared how organizations can experience next-generation Enterprise collaboration between colleagues, partners and customers through a wide range of PLDT’s Conferencing Suite from audio, web, video, and telepresence via the cloud or managed services.

Towards the end of the presentation, Ms. Michelle Sy described how PLDT ALPHA Enterprise’s Managed IT services can address business needs with a full range of portfolio and complete end-to-end solutions comprised of software, hardware, and ICT. She was followed by Mr. Rommel Sia, who discussed the latest contact center solutions. PLDT Cloud Contact Center as a Service (CCaaS) can help business operations to quickly scale operations based on seasonal demand at the most effective pricing options which

is pay per use per application. Likewise, ePLDT colleagues boast on Cosmocom’s cloud contact center solution that bolsters its full range of contact center functionality and flexibility in catering from mid to large contact center specific requirements.

On top of the insightful presentations, guests were given comprehensive product demonstrations in several booths at the venue. Through the hands-on demonstrations, guests learned about how they can make the most out of their investment while remaining in constant control of their requirements, instantly scaling up and down based on varying customer demands. To cap the event, ICT experts were invited for a panel discussion to address some of the customer’s technology inquiries and business challenges. As the events drew to a close, they were treated to try their luck at winning exciting raffle prizes, including power banks, Harmann speakers, JBL speakers, and a sports action camera.

PLDT ALPHA Enterprise Business Head Ino Mandapat gave the closing remarks, thanking attendees and encouraging them to equip their enterprises with technologies for seamless communications and well-managed ICT infrastructure.

With PLDT ALPHA Enterprise Voice and Managed IT solutions, enterprise representatives from across southern Luzon can now look forward to new potentials and transformed businesses. They were clearly determined to become even more effective and productive organizations amidst a rapidly changing enterprise landscape.



1. PLDT Relationship Manager Alex Quizon

2. PLDT Head of Corporate Relationship Business Ino Mandapat

3. Huawei Solutions Manager, Enterprise Business Group Renel Loreja conversed with enterprise representatives.

4. ePLDT Sr. Solution Consultant Jerson Breceno

5. PLDT ALPHA Enterprise Product Manager Mikee Sy discussed Managed IT services with enterprise representatives.

6. Attendees registered as they entered the event venue.



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7. PLDT Relationship Manager Egay Samson (3rd from right), PLDT Head of Corporate Relationship Business Ino Mandapat (4th from right), and DOST - CITO Division Head Redel Aquino (5th from right), with members of the DOST-CITO team.

8. Guests gathered at Seda Nuvali in Laguna.

9. Lara Tubino and Carol Bongabal

10. PLDT Relationship Manager Neil Marcelo and Dominador Balde Jr. do the ALPHA sign.

11. PLDT ALPHA Enterprise Product Manager Mikee Sy, PLDT ALPHA Enterprise Voice Product Assistant David Doringo, and PLDT ALPHA Enterprise Product Manager Luigi Santiago



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12. Guests at the Laguna roadshow sport the ALPHA sign.

13. Renel Loreja, Alfredo Lallana, Antonio Luistro, Elmer Louie Uy, and Joseph De Guzman

14. PLDT Head of Corporate Relationship Business Ino Mandapat, PLDT Head of Corporate Relationship Management Dick Perez, NEP Logistics Purchasing Head, Inc. Nhel Maronilla, and PLDT Relationship Manager Egay Samson

15. ePLDT Group CIO and Solutions Consulting Head Brett Medel (center) awards the raffle winner a prize sponsored by Sophos.



THE TRUE MARK OF IT-BPM EXCELLENCE

PLDT ALPHA ENTERPRISE CELEBRATES IT-BPM INDUSTRY GREATNESS WITH CANCHAM AND IBPAP AT THE 10TH INTERNATIONAL ICT AWARDS

Year on year, the International ICT Awards have consistently upheld cherished traditions of enterprise excellence in the Information Technology and Business Process Management (IT-BPM) industry. As a rule, it is usually grander and more hopeful than previous iterations.

Now celebrating a decade-long run, the 2016 International ICT Awards once again brought together industry mainstays for an exclusive and highly anticipated awarding ceremony at the Grand Ballroom of the Marriott Hotel.

True to its theme “10 Years and Growing,” organizers Canadian Chamber

of Commerce (Cancham) and the Information Technology and Business Process Association of the Philippines (IBPAP) partnered with leading technology service providers such as NetSuite and PLDT, through the Smart Messaging Suite, in launching one of this year’s newest awards: the Participants’ Choice Award for the Most Popular Team Leader.

The winner was Alyssa Fae Camungol from Cognizant Technology Solutions Philippines, Inc., selected through preliminary online polls as well as onsite live voting.

For its part, title sponsor PLDT ALPHA Enterprise awarded two of the night’s top honors. PLDT Vice President and Head of Corporate Relationship Management Vic Tria presented the special prizes to the Most Popular Team Leader finalists. PLDT Corporate Relationship Management Advisor Victor Aliwalas,

and participants on behalf of the PLDT Group, awarded the Best Company of the Year to now Hall of Famer, Convergys Philippines.

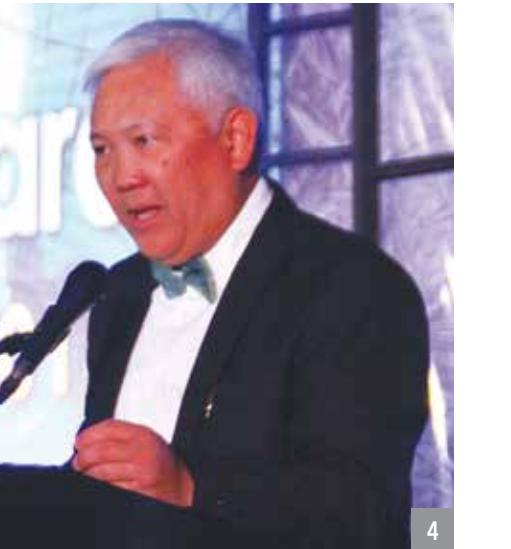
“PLDT ALPHA Enterprise remains a fervent supporter of the International ICT Awards, sharing its passion for celebrating excellence and inspiring more organizations and people to bring innovation to the forefront of the industry,” remarked PLDT First Vice President and Head of PLDT ALPHA Enterprise Joyv Hernandez in his message for this year’s ICT Awards. “More importantly, we believe that an event such as this shines positive light on the ICT industry as a whole, and helps underscore its importance as a driver of business growth and competitiveness.”

2016 INTERNATIONAL ICT AWARDS WINNERS

- **BEST EMERGING IT-BPM COMPANY FOR HEALTHCARE**
 - HCCA International
- **BEST EMERGING IT-BPM COMPANY FOR CREATIVES**
 - AffinityX
- **BEST EMERGING IT-BPM COMPANY FOR ACCOUNTING**
 - Northern Trust operating as NOSAI
- **BEST VOICE EXCELLENCE COMPANY OF THE YEAR**
 - Cognizant Technology Solutions Philippines, Inc.
- **BEST GLOBAL IN-HOUSE CENTER OF THE YEAR**
 - ANZ Global Services & Operations (GSO) Manila, Inc.
- **BEST SOFTWARE COMPANY OF THE YEAR**
 - Advanced World Solutions, Inc (AWS)
- **MOST INNOVATIVE COMPANY OF THE YEAR**
 - Lexmark Cebu
- **BEST FILIPINO-OWNED COMPANY OF THE YEAR & HALL OF FAME**
 - Pointwest Technologies Corporation
- **BEST COMPANY OF THE YEAR OUTSIDE NCR**
 - Lexmark Cebu
- **PARTICIPANTS’ CHOICE AWARD: MOST POPULAR TEAM LEADER**
 - Alyssa Fae Camungol, Cognizant Technology Solutions Philippines, Inc.
- **BEST ICT CEO OF THE YEAR**
 - Rajiv Dhand, TELUS
- **BEST EMPLOYER OF THE YEAR**
 - Sutherland Global Services Philippines
- **BEST COMPANY OF THE YEAR & HALL OF FAME**
 - Convergys Philippines
- **INDIVIDUAL CONTRIBUTOR OF THE YEAR**
 - Roma Villarama, Concentrix



1. PLDT Corporate Relationship Management Advisor Victor Aliwalas (leftmost) presented plaques to the Best Company of the Year finalists.



2. PLDT Corporate Relationship Management Advisor Victor Aliwalas represented the PLDT Group in announcing the Best Company of the Year award.

3. CanCham President and CEO Julian Payne delivered the opening remarks for this year's ceremony.

4. BusinessMirror Vice President for Corporate Affairs Ricky Alegre graced the event once again as the Master of Ceremonies.

5. PLDT VP and Head of Corporate Relationship Management Vic Tria (rightmost) awarded special prizes to the six finalists of the Participants' Choice Award for the Most Popular Team Leader (L-R): Rina Mae Ballesteros of HSBC Electronic Processing Philippines, Inc., Alyssa Fae Camungol of Cognizant Technology Solutions Philippines, Inc., Don Henry Abe of Personiv, Jaclyn Lee of Thomson Reuters Manila, Roland Angelo Peralejo of Cognizant Technology Solutions Philippines, Inc., and Jaime Sapilan, Jr. of TaskUs Inc.

6. Victor Aliwalas and Ms. Earth 2015 Angelia Ong presented the Hall of Fame award for Best Company of the Year to Ivic Mueco from Convergys Philippines.



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7. Individual Contributor of the Year Roma Villarama (center) of Concentrix together with Concentrix Global CEO Chris Caldwell (4th from left) and the entire team.

8. Anshum Sinha and Roderick Suliguin

9. Stephen Douglas and PLDT Head of Corporate Relationship Business Jeff Mendoza

10. Hall of Famer Pointwest Technologies Corporation, represented by Bel Coronel (second from left) along with PLDT VP and Head of Corporate Relationship Management Jay Lagdameo (leftmost), PLDT VP and Head of Corporate Relationship Management Vic Tria (second from right), and IBPAP President and CEO Jomari Mercado (rightmost).



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PLDT AND OTHER LEADING SOUTHEAST ASIAN TELCOS EMPOWER ASEAN INTEGRATION WITH ACASIA COMMUNICATIONS

Leading telecommunications and multimedia services company PLDT spearheaded discussions on key strategies for ASEAN Integration with representatives from Southeast Asia's (SEA) top telecommunications providers of ACASIA Communications Sdn Bhd.

Incorporated in 1995, ACASIA Communications Sdn Bhd features the top 7 regional telecommunications providers as principal shareholders: CAT from Thailand, Indosat from Indonesia, PLDT from the Philippines, Singtel from Singapore, TelBru from Brunei, TM from Malaysia and VNPT from Vietnam. The company aims to be Southeast Asia's preferred Information and Communications Technology (ICT) provider. In 2015, ACASIA unveiled five (5) new initiatives in alignment with

the ASEAN ICT Master plan: ASEAN Regional Connectivity (aRC), ASEAN Broadcast Hub (aBH), ASEAN Market Place (aMP), ASEAN Internet Exchange (aIX), and ASEAN Command Center (aCC).

During the 73rd ACASIA Coordinating Council Meeting, attendees tackled a number of significant matters related to ACASIA's operations and technology strategy for the year ahead. Among the topics discussed were ACASIA's network Service Availability (SA) objective and backbone readiness, the go-to-market approach across identified strategic areas, and the execution plan specific to the overall solutions roadmap.

The agenda was set to ensure that ACASIA and its telco shareholders achieve the goal of becoming SEA's preferred regional ICT provider.

"The ASEAN Economic Integration and its common market will make it easier for Southeast Asia's enterprise organizations to expand within the region. They will require world-class ICT solutions from a provider who understands their needs and supports them every step of the way. ACASIA is the ideal go-to ICT provider to

achieve that; we not only provide SEA enterprises more cost-effective solutions as compared to global ICT providers, we are uniquely positioned to guarantee quality local support that will be delivered through our shareholder companies in each of their home countries," said ACASIA Communications Sdn Bhd Chairman Eric R. Alberto, who is also PLDT/Smart EVP, and ePLDT President and CEO.

"I personally congratulate ACASIA CEO Azmal Yahya and the rest of the team for a successful Coordinating Council Meeting – the first one for this year. I am very optimistic on ACASIA's business outlook in 2016, as they execute based on a very clear strategy and business plan. PLDT is committed to contribute its share and will support ACASIA in every way possible, to help achieve the goals that we have collectively set with the other shareholders," he added.

ACASIA CEO Azmal Yahya (front row, 3rd from left) with PLDT and ACASIA officials displaying the ALPHA sign.



PLDT ALPHA ENTERPRISE SOLUTIONS ENHANCE CUSTOMER EXPERIENCE AT MARCO POLO DAVAO

PLDT ALPHA Enterprise and Marco Polo Davao recently sealed a partnership agreement focused on creating an enhanced hotel experience for its customers.

PLDT ALPHA Enterprise, the corporate business group of leading telecom PLDT, bolsters Marco Polo Davao's communications infrastructure with enterprise data and voice solutions that ensure reliable connectivity – a must for the guests of the popular business hotel. PLDT's iGate, for instance, enables hotel guests to use bandwidth-intensive applications and immediately attend to mission-critical tasks without interruption, while its Integrated Services Digital Network (ISDN) allows

for enhanced voice communications with its video or desktop conferencing capabilities, as well as high-speed data transfers.

"As a five-star hotel, we want to partner with a telecommunications services provider that can provide you with the same high level of service – excellent, innovative and modern – that our clientele have always expected from us," shared Marco Polo Davao General Manager Dottie Würgler-Cronin. "PLDT really demonstrates all those three qualities, that is why we believe PLDT is the right partner for us."

"We know how fast and constant connectivity is important to corporate customers, as it enables them to access or provide vital data needed to make informed business decisions," said PLDT First Vice President and Head of PLDT ALPHA Enterprise Jovy Hernandez. "Our solutions will certainly enable Marco Polo Davao's guests to keep tabs on their operations and, at the same time, stay in touch with people back home, without the need to worry about unreliable and unstable connections."

The Marco Polo Davao is part of the growing Marco Polo Hotels chain, one of the leading hotel brands in the region. With a network of fourteen properties located in key cities across Hong Kong, China, and the Philippines; Marco Polo Hotels combine Asian warmth with Western comforts and is renowned for providing guests with elegant surroundings and impeccable service.

The formal contract signing was held at the Marco Polo Hotel Davao last March 4, 2016.

(L-R) PLDT Head of Corporate Relationship Business VisMin Jimmy Chua, PLDT Head of Corporate Relationship Management Dick Perez, Marco Polo Davao General Manager Dottie Würgler-Cronin, Halifax Davao Hotel, and Inc. (HDHI) Senior Vice President Francis Ledesma and Marco Polo Davao Comptroller Armenio Lorenzo



PLDT ALPHA ENTERPRISE POWERS CAVITE WIRELESS ACCESS PROGRAM FOR FREE WI-FI

The local government of Cavite has tapped leading telecoms and multimedia services company PLDT, through its corporate business group PLDT ALPHA Enterprise, in rolling out the province's extensive wireless access program on governance that provides Internet access to its residents for free.

Utilizing both fiber optic network and TV White Space technology to expand the province's Wi-Fi access to broadband Internet connectivity, Cavite's Wireless Access Program was rolled out in pilot areas including the cities of Bacoor, Dasmariñas, and Imus, and the municipalities of Silang, General Trias, Rosario, and Tanza. Free Wi-Fi access was also made available in the provincial capitol compound in Trece Martires City,

and selected public areas, barangay halls, public schools and universities have also been connected to the provincial network.

The project aims to enhance the local government of Cavite in their efforts to improve the delivery of public services. "It also supports the launch of their web and mobile applications LINKod Kabitenyo, which will provide its constituents, students, investors, tourists, and visitors with access to e-services and information such as provincial announcements, traffic updates, emergency hotlines, local price watch, job vacancies, and guide for tourism.

"With a consistently growing number of Filipinos actively using the Internet, local government units can maximize this platform not only to provide essential information to their constituents, but more importantly deliver public services," said PLDT First Vice President and Head of PLDT ALPHA Enterprise Jovy Hernandez.

"We are proud to be part of this vital undertaking, and look forward to supporting the province of Cavite in

its ICT initiatives."

The launch of the Wireless Access Program was held at the National College of Science and Technology (NCST) and led by Governor Jonvic Remulla, Jr. who was joined by NTSC President Emerson Atanacio, and Dondi Mapa, National Technology Officer of Microsoft Philippines, which donated the TV White Space technology.

PLDT Corporate Relationship Management Head Benedicto Perez shared the telecom's honor as a partner to the milestone project.

"This noble endeavor will arm the citizens of Cavite with the wealth of knowledge found on the Internet, knowledge they can use to harness their potentials," said Perez.

(L-R) Microsoft Phils., Inc. National Technology Officer Dondi Mapa, Governor Jonvic Remulla, PLDT Relationship Manager Arlyn del Prado, PLDT Corporate Relationship Management Head Dick Perez, PLDT Corporate Relationship Business Head Ino Mandapat, FilAsia System Technologies, Inc. Director Garry Yau



PLDT ALPHA ENTERPRISE DRIVES ROBUST CONNECTIVITY FOR CDC MILLENNIUM ORTIGAS

CDC Land Premiere has selected PLDT ALPHA Enterprise, the corporate business group of leading telecoms and multimedia services company PLDT, to enable the soon-to-launch mixed-use property, Citadines Millennium Ortigas, through its connectivity solutions.

CDC Land Premiere is a subsidiary of CDC Holdings, Inc. It is one of the first property management companies to introduce serviced apartments or condotels in the Philippines. Its latest project, currently in construction, is the Citadines Millennium Ortigas, a residential, commercial, and hospitality property located in the heart of the Ortigas Business District.

Citadines Millennium Ortigas

residents and guests now enjoy high-performance connectivity through PLDT ALPHA Enterprise's Integrated Services Digital Network (ISDN) and Dedicated Internet Access (iGate) solutions. This is the latest example of PLDT ALPHA Enterprise end-to-end solutions serving as a critical foundation for voice, data, and video services for commercial establishments and residences.

"It's one of the requirements of guests — to have a strong Internet backbone. For business travelers, fast and constant connectivity is of utmost importance. PLDT ALPHA Enterprise has given us the most cost-effective solution for our connectivity requirements," said CDC Holdings Vice President of Sales and Marketing Charlene Chua-Sy.

"We at PLDT ALPHA Enterprise are committed to backing innovative developments like those of CDC. We have worked relentlessly in assuring their reliable connectivity for residents and guests. We also look forward to guaranteeing seamless connections for future developments and real estate

properties in the medium and long term," said PLDT/Smart Executive Vice President and ePLDT President and CEO Eric R. Alberto.

The partnership was formalized through a contract signing ceremony held at the site of the soon-to-rise property, with top PLDT and CDC officials in attendance.

(L-R): PLDT VP and Head of Corporate Relationship Management Vic Tria, PLDT FVP and Head of PLDT ALPHA Enterprise and Smart Enterprise Jovy Hernandez, PLDT/Smart Executive Vice President and ePLDT President and CEO Eric Alberto, CDC Holdings President and CEO Melesa Chua, CDC Holdings COO and SVP for Sales and Marketing Charlene Chua-Sy, and CDC Holdings Residence Manager of Ascott Ltd. Glenn Magalang



CORDLIFE MEDICAL PHILIPPINES, INC. MAKES THE SMARTER SWITCH TO PLDT ALPHA ENTERPRISE AND SMART ENTERPRISE FOR STRONG, END-TO-END CONNECTIVITY

Cordlife Medical Philippines, Inc. recently made the Smarter switch by partnering with PLDT and Smart, through their respective corporate business groups PLDT ALPHA Enterprise and Smart Enterprise, for high-performance, end-to-end fixed and mobile connectivity solutions. This partnership was sealed through a contract signing ceremony attended by top PLDT and Cordlife Medical executives.

Founded in 2010, Cordlife Medical Philippines, Inc. is a wholly-owned

subsidiary of the Singapore-based stem cell service provider Cordlife Group. The company secures a family's future health through biomedical services, such as cord blood and cord lining banking as well as groundbreaking diagnostics services.

The partnership fortifies Cordlife's connectivity setup through PLDT ALPHA Enterprise's Dedicated Internet Access Service (iGate) service and Smart Enterprise's mobile and wireless solutions. With these solutions, the company is able to put in place a reliable and cost-effective communication infrastructure that assures the efficient delivery of time-sensitive medical information to its clients. Cordlife is also exploring enterprise mobility solutions to further power their marketing automation initiatives.

"If the first few weeks of engagement are any indication of how our partnership with PLDT and Smart will progress, I'd say it's excellent. So far, they have provided remarkable service, delivery and aftersales support. Right from the start, the relationship manager already treated us like VIPs. It's very

important for us and we appreciate it," said Cordlife Medical Philippines, Inc. General Manager and Director Michael Arnonobal.

"We are grateful to Cordlife Medical Philippines, Inc. for choosing us as their network connectivity enabler. We at PLDT ALPHA Enterprise and Smart Enterprise are one with Cordlife Medical Philippines, Inc. as they continue to redefine the healthcare industry through innovative technologies, providing the most advanced and secure biomedical services to Filipino families," said First Vice President and Head of PLDT ALPHA Enterprise and Smart Enterprise Jovy Hernandez.

(L-R): PLDT Head of Corporate Relationship Business Onald David, PLDT Head of Corporate Relationship Management Dick Perez, Cordlife General Manager Michael Arnonobal and Cordlife HR Manager Russel Pineda



PLDT ALPHA ENTERPRISE BAGS NEW ANVIL AWARD FOR HOT JOE MAGAZINE

PLDT ALPHA Enterprise, the corporate business group of leading telecom services provider PLDT, recently received a Silver Anvil award for its glossy magazine Hot Joe at the 51st Anvil Awards.

A business lifestyle publication produced entirely by PLDT ALPHA Enterprise, Hot Joe features its latest partnerships and products, insights from top business and industry leaders, and celebrated events in the magazine's 130+ pages. Initially distributed to select PLDT ALPHA Enterprise clients, Hot Joe is now a regular sight in several airline lounges, industry association offices, and other establishments.

From its first issue in 2006, Hot Joe has evolved into one of the most sought-after publications within the business community and has consistently increased its circulation due to popular demand among its readers. Hot Joe has also consistently received citations and honors from various award-giving bodies that recognize corporate communications efforts.

"We are very proud to once again be recognized by the Philippine Relations Society of the Philippines (PRSP) and receive this important award," shared Jovy Hernandez, Hot Joe Editor-in-Chief and PLDT First Vice President and Head of PLDT ALPHA Enterprise. "Hot Joe has always been our way of connecting with our customers and providing the Enterprise community with a medium to know more about the industry's recent innovations and upcoming milestones, as we believe we are not just their service provider, but their partner in growing

their businesses as well."

The annual Anvil Awards is organized by the Public Relations Society of the Philippines (PRSP) and celebrates excellence in public relations. The Anvil recognizes outstanding public relations programs and tools, as well as the agencies and companies that have created these commendable programs.

Receiving the trophy from PRSP officers and organizers during the 51st Anvil awarding night were PLDT ALPHA Enterprise Advertising Specialist Jill Gonzales and Corporate Customer Engagement Head Mikey Smyth, 3rd and 4th from left, respectively.

THE NEXT eCHAPTER

ePLDT GROUP CHIEF INFORMATION OFFICER AND SOLUTIONS CONSULTING HEAD BRETT MEDEL DISCUSSES HIS ROADMAP FOR THE INNOVATION-DRIVEN ORGANIZATION, AS WELL AS CRUCIAL STRATEGIES FOR THE EXPANDING VITRO NETWORK OF DATA CENTERS.



In our last issue of HOT JOE, we interviewed then-Philex Mining Vice President and Chief Information Officer Raymund Brett C. Medel, describing his vision of a 360-degree digital transformation within the organization. It was no small feat, to say the least, as we found out more about the process he enacted in a company that operates in the country's more remote — and even hostile — locations.

Mr. Medel has moved on from Philex Mining to become the new ePLDT Group Chief Information Officer and Solutions Consulting Head. "As Group CIO I am tasked to look after the internal IT requirements of the ePLDT Group and as Solutions Consulting head, I look after the Solutions Architect team that go and see clients to design solutions anchored on the core business solutions of ePLDT such as Data Center, Cloud, Big Data, Managed Security, and Managed ICT Services to name a few." We caught up with him once again to learn the latest chapter of his twenty-seven-year career, this time leading a digital transformation for the better part of the Philippine enterprise landscape.

The Seasoned IT Professional

Mr. Medel has around fifteen (15) years of experience in the field of Information Technology under his belt, spending most of his career with multinational companies in the financial industry. Being steeped in the perspectives and language of a client—versus that of a vendor or service provider—has proven to be his edge. "Just by having an informal discussion with the CIO, I can relate to his challenges in delivering the value of IT to his/her organization. We can talk for hours discussing short and long range plans of the business and I can immediately identify solutions for their business," he said.

It is a unique viewpoint he brings to ePLDT from Philex Mining, a firm that is still close to his heart. "I believe that I have done my role by preparing and providing them with what they need in terms of technology."

"Now, all that they have to do is to practice and maintain what I have established," he added, saying that the time was right for him to share his talent and experiences with ePLDT, a task he considers his "next challenge."



Donning Two Hats

This new challenge concerns establishing procedures and developing innovative solutions. It is slightly more complex, because Mr. Medel juggles two somewhat interrelated roles in the Group. As Solutions Consulting Head, he oversees a team of Solutions Architects, ensuring they craft solutions and execute their go-to-market strategies.

"For better appreciation, allow me to give an analogy to a health care setting,

before you go to a heart specialist, you go first to a general practitioner. I have vertical leads who act as general practitioners, who know a lot about end-to-end IT operations because of their past experiences as IT managers. If the client wants to deep dive on the solution, then we tap our Center of Excellence. That's how it will work," he illustrated.

His secondary role as Group Chief Information Officer, meanwhile, entails handling the internal IT process for ePLDT. This includes streamlining operations, looking after IT governance and

An architectural rendering of the VITRO Makati site that is set to open this year.

“WE SHALL CONTINUE ENGAGING
WITH OUR CLIENTS AND

INNOVATING

FOR THEM.

DIGITAL IS HERE TO STAY, AND WE,
IN ePLDT, WILL BE HERE TO USHER
OUR CLIENTS IN THEIR DIGITAL
TRANSFORMATION JOURNEY.”

Brett Medel
ePLDT Chief Information Officer
and Solutions Consulting Head

policies, and seeking additional technical certifications that are relevant to the needs of their enterprise clients.

Mr. Medel has a vision for ePLDT to be prominent on global digital platforms. “I believe that we are getting there as we sustain our strategy in building our key digital pillars: infrastructure, expertise, and partnerships with the best-in-class global digital brand partners.”

Offloading to The New VITRO

Mr. Medel is particularly proud of how the VITRO Network of Data Centers are designed and purpose-built, in addition to

being fully redundant and world-class.

“Most of the other data centers available in the market now are residing in pre-built structures that are really not meant for data centers. These use the commercial building’s existing facilities, including the UPS and Genset.” He added that the upcoming VITRO sites in Makati and Clark are intentionally built as Tier-3 Data Centers, each sporting a “more modern” aesthetic.

The mission of educating clients on the benefits of outsourcing data center requirements continues. Clients need to know how to refocus on their core business functions, as well as the numerous certifications and awards of the VITRO network of Data Centers that make offloading a confident decision to make. “Of course, it’s changing the model from CAPEX to OPEX. And a lot of companies

backed by 24/7 support. “This equates to lower OPEX compared to maintaining in-house data centers. Colocation also allows clients to scale up if need be, as we have space readily available for expansion in case clients need more servers.”

would love that because you are not paying one time, big time. You’re scheduling it in an OPEX manner.”

Ushering Digital Transformation

ePLDT is also intent on transforming enterprises through solutions based on Social, Mobility, Analytics, Cloud, and Security or SMACS as a whole. “We are aligned to where the digital era is bringing us. We will build up our expertise by investing in ongoing technical and executive skills that would require continuous updating due to the rapid changes in the competitive environment.”

This is all part of a higher challenge that ePLDT faces. Not only must its members deliver excellent customer service as the preferred strategic partner for clients, it must also champion the ongoing wave of transformation. To fully achieve this, Mr. Medel sees the need to empower the entire team to go further and think outside the box. “We shall continue engaging with our clients and innovating for them. Digital is here to stay, and we, in ePLDT, will be here to usher our clients in their digital transformation journey.”

In this section, HOT JOE gives you a visual digest of recently-posted online articles, written by our thought leaders at PLDT ALPHA Enterprise

BIG DATA BIG DEAL

BY: JAY LAGDAMEO

In this article, PLDT Vice President and Head of Corporate Relationship Management Jay Lagdameo noted that while society has become adept in data collection, it still has miles to go in distilling it all into something valuable and actionable. However, he added that we are on the right path, citing numerous examples of how Big Data analytics are positively impacting different industries.

Preemptive Force

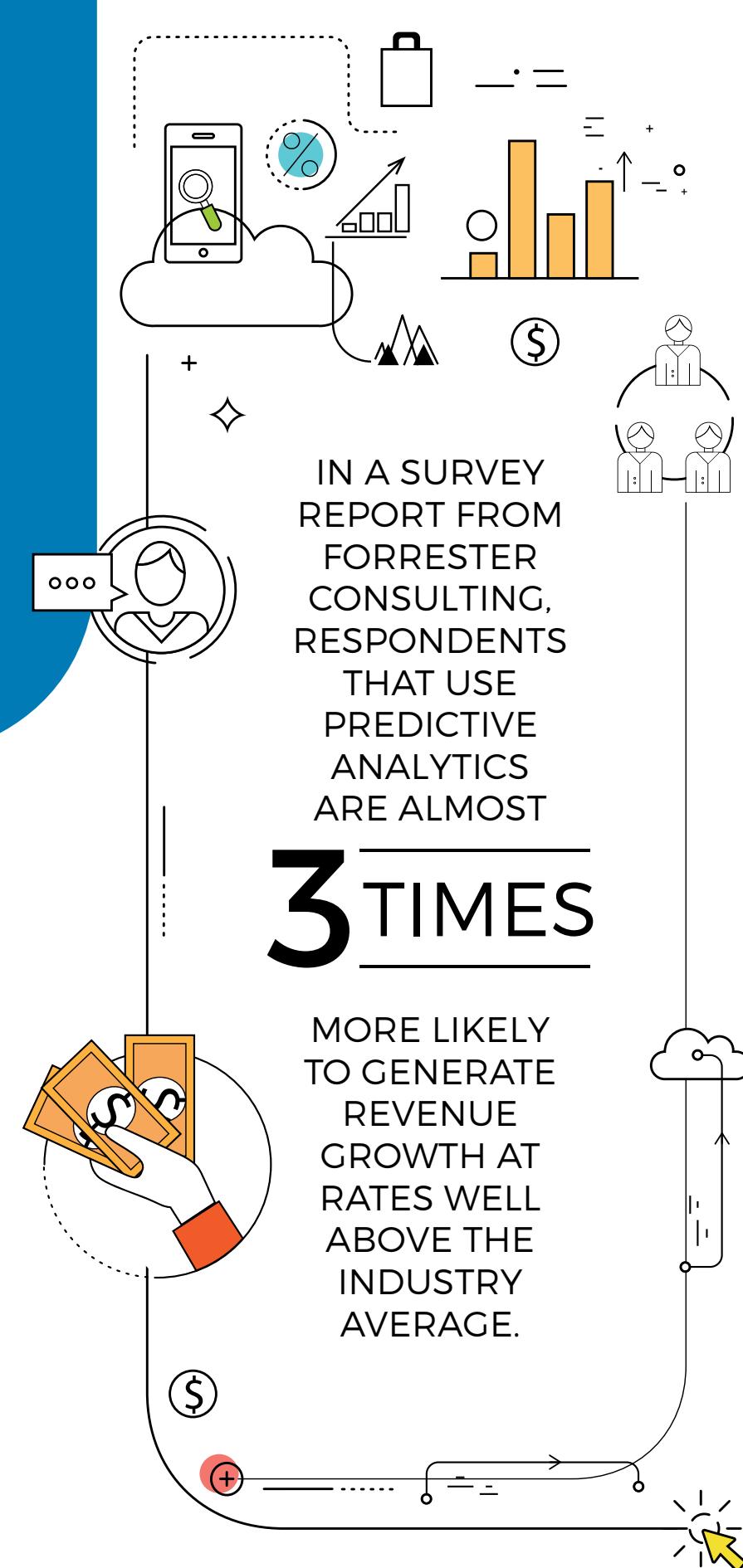
Mr. Lagdameo's first example shows how predictive analytics has begun to reduce delays in airports all around the world.

He took note of a recently-published Forbes article that identified airline

IN A SURVEY REPORT FROM FORRESTER CONSULTING, RESPONDENTS THAT USE PREDICTIVE ANALYTICS ARE ALMOST

3 TIMES

MORE LIKELY TO GENERATE REVENUE GROWTH AT RATES WELL ABOVE THE INDUSTRY AVERAGE.



Real-Time Analysis for Real-Time Action

Reducing stress brought upon by the traffic-filled daily commute is one area where Big Data is making huge strides, according to Mr. Lagdameo. The city of Boston, famous for its traffic woes, is currently experimenting by using data compiled from location-based apps such as Waze and Uber to decongest main thoroughfares in the city. Real-time information and insights allow the city to react

instantaneously, reducing the average Bostonian's commute time.

Across the pond in Dublin, Ireland, they are combining real-time data with traffic information extracted from road sensors, video cameras, and GPS to know the exact location of city buses at any given time. This has allowed them to identify and resolve both existing and potential problem areas, ensuring that constituents go where they need to go in the quickest possible time.

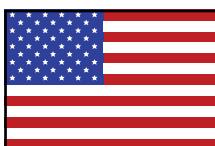


ACCORDING TO IBM, REDUCING TRAFFIC CONGESTION BY **25%** EQUATES TO **\$185 BILLION** IN SAVINGS IN THE UNITED STATES.

Healthcare's Cure in the Digital Age: Collate and Correlate

In recent times, optimized data has drastically revolutionized the healthcare industry as a whole. It is now being used to predict epidemics, cure diseases, improve the quality of life, and avoid preventable deaths.

MCKINSEY REPORTS THAT BIG DATA-DRIVEN HEALTHCARE INITIATIVES IN THE US HAVE REDUCED INDUSTRY SPENDING BY 12 TO 17 PERCENT.



Big Data can also impact overall patient care in hospitals. Singapore's Changi General Hospital sifted through three years' worth of data to discover ways to reduce waiting times at the Emergency Department. They were able to reallocate manpower based on insights gleaned from usage patterns. After analyzing usage patterns, the team realized that a prompt redistribution of manpower was necessary to match patient arrival patterns and reduce waiting times down by 24% from 33 to 25 minutes.

Visit the URL to read more and follow Mr. Lagdameo on LinkedIn:

<https://www.linkedin.com/pulse/big-data-deal-javier-lagdameo?trk=prof-post>

or

<http://bit.ly/20zRug>

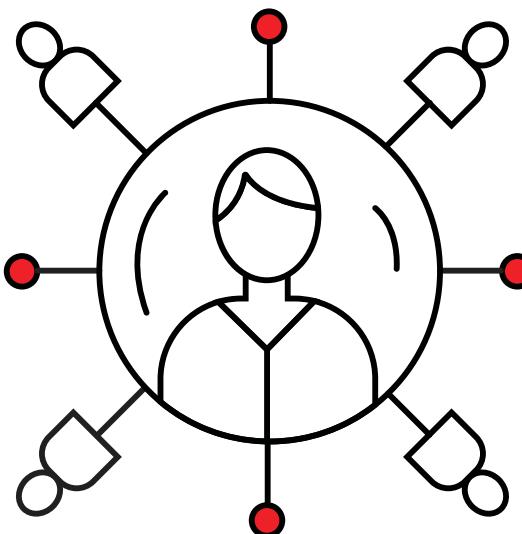
HOW M2M TECHNOLOGY MAKES ENTERPRISES MORE HUMAN

BY: PRECY KATIGBAK



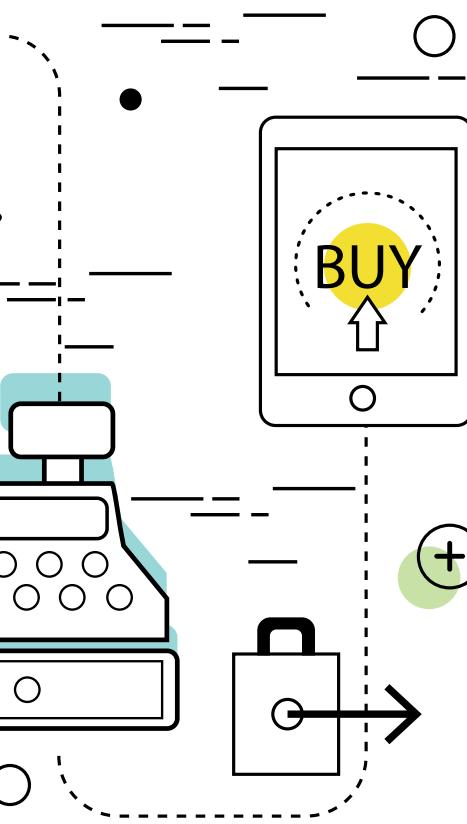
In her article, PLDT Vice President and Head of Corporate Relationship Management Precy Katigbak described a rising trend of “smart” and “connected” devices, especially during the recent Consumer Electronics Show (CES) 2016. While consumers are now getting used to pans that alert them to medium rare steaks, and fridges

that tell mom it's time to buy milk, enterprise organizations are beginning to realize the value of machine-to-machine (M2M) technologies to promote efficiency and increase revenue generation. Various industries now offload certain processes to these machines, freeing attention and focus on end-customers.



Better FMCG Products, Faster Retail Innovation

Product development and supply chain management are critical areas within the Fast Moving Consumer Goods (FMCG) industry. M2M-enabled smart forms generate valuable consumer insights taken from the field. Provisioning M2M technologies all around the supply chain will likewise facilitate better business decisions such as which products to push in certain markets, and at what prices.



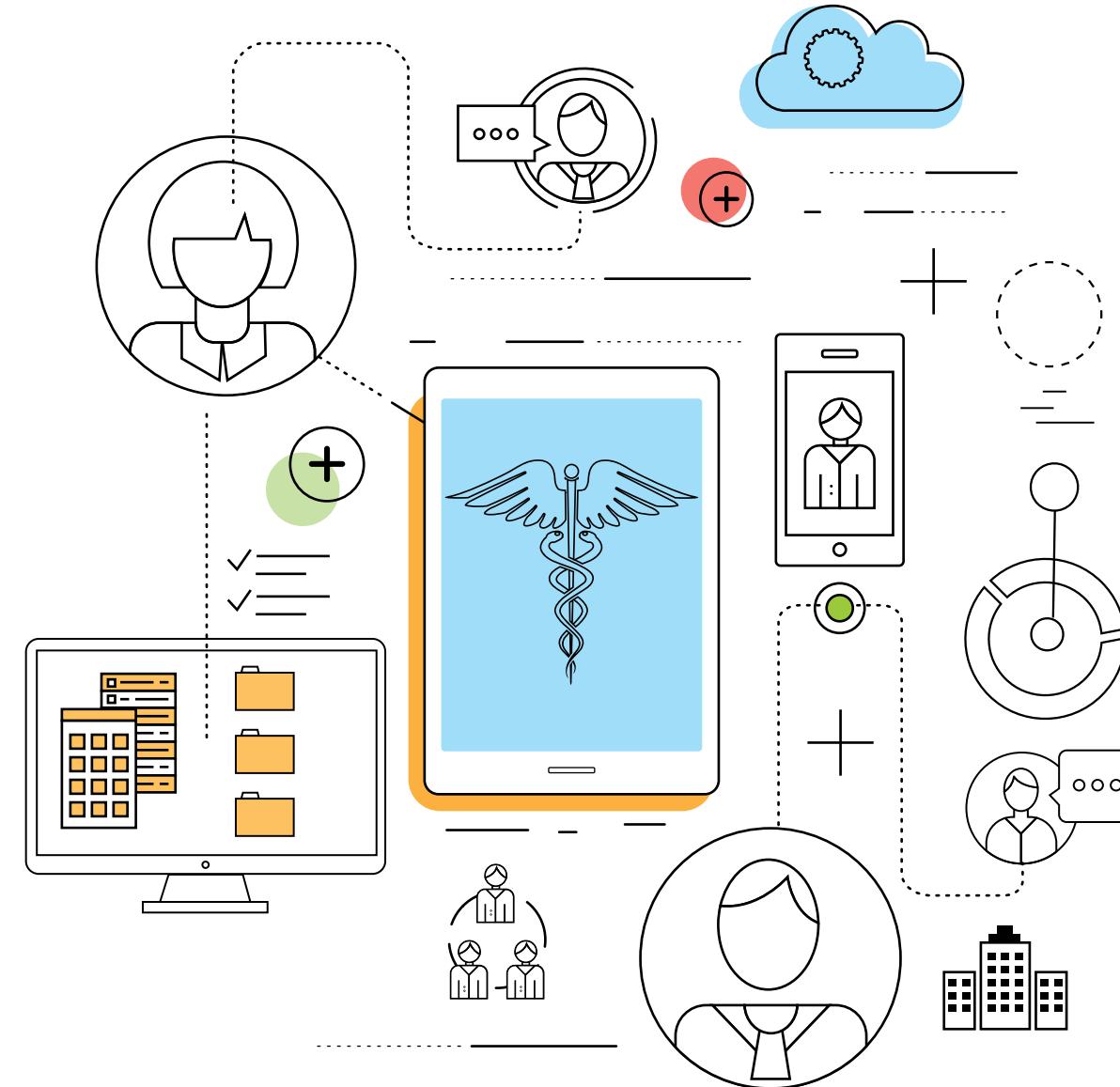
Moving on to the retail side, M2M is revolutionizing how stores manage their inventory. Real-time monitoring eliminates the hassle of finding a certain SKU across multiple branches. Information generated can be used to identify trends, giving management the ability to react to sales fluctuations, if needed. Moving existing loyalty programs on an M2M-centered platform gives retailers the ability to better engage customers post-sale, receiving deeper insights on their buying behavior.

Stronger Pharma, Smarter Schools

Ms. Katigbak also identified how the pharmaceutical industry – with medical representatives as foot soldiers – can build better relationships with doctors through M2M. A tablet-based solution can centralize everything a medical representative needs to know and operate – daily calls and schedules, doctors' information, and product availability. It could represent a quantum jump in efficiency. With all the information stored in the cloud, sales team leaders can also better track the

performance of each med rep.

With the digital age radically changing the habits and behaviors of the youth, educational institutions are adopting M2M technologies for effective learning. Centralized learning in a digital environment helps students learn and experience rich multimedia content – from ebooks, videos, interactive tests, and so much more. Digitizing student performance information can also help the school create a more personalized approach to teaching and character formation.



M2M GOES MAINSTREAM

GARTNER BOLDLY PREDICTS THAT THERE WILL BE 6.4 BILLION CONNECTED THINGS IN 2016, A 30% INCREASE FROM LAST YEAR. HERE'S HOW IT BREAKS DOWN:

CONSUMER
4.024
BILLION
(UP BY 33% SINCE 2015)

ENTERPRISE (CROSS-INDUSTRY):
1.092
BILLION
(UP BY 33% SINCE 2015)

ENTERPRISE (VERTICAL SPECIFIC):
1.276
BILLION
(UP BY 20% SINCE 2015)

TECHNOLOGY IMPERATIVES: MAXIMIZING TECH INVESTMENTS FOR ENHANCED CUSTOMER EXPERIENCES

BY: JOJO GENDRANO



Social

In his article, PLDT Vice President and Head of Corporate Relationship Management Jojo Gendrano highlighted the noticeable abundance of tech trends circulating this 2016 compared to previous years. But two imperatives for enterprises remained the same regardless of their technological readiness: Digital Transformation and Customer Experience Innovation. Mr. Gendrano delved deep on the latter, identifying how the latest in Social, Mobility, Analytics, Cloud, and Security (or SMACS) are contributing to the enterprise organizations' Customer Experience strategy.

This is where the omnichannel come in to play, according to Mr. Gendrano. Enterprise organizations of today must utilize a gamut of solutions, including social listener/miner tools, and others, to create a personalized customer relations experience

that efficiently resolve their issues at the shortest amount of time.

Retail is also going towards omnichannel, ensuring that they are always with their consumers at all times.

Leading eCommerce company, Amazon, has released its new service called "Amazon Dash." These little one-button devices allow consumers to instantly buy a certain product whenever they want to.

Mobile

The by-product of becoming mobile-first, according to Mr. Gendrano, is instant gratification. Everybody wants to get the content that they want at exactly when they want it. Missing out on this will cost enterprise organizations their revenue.

The backbones of the Internet, Content Delivery Networks (CDNs), are already addressing this increasing, mobile-driven demand. Their constantly-updating back-end technologies for web acceleration, web security and media delivery to enable consumers to receive content across multiple screens. In addition, zero-rated solutions such as Free Facebook (via internet.org) and Smart's SafeZone are allowing consumers to access the world wide web without the need for a mobile data plan.



One of the world's leading Content Delivery Networks recently reported that mobile app usage growth has had a year-on-year increase of 76%. Lifestyle and Shopping apps was the clear front-runner, with its own yearly increase of 174%



Analytics

What was once a seemingly foreign concept years ago, the role of Big Data analytics has increased dramatically with the amount of data our customers leave behind on the web, on social, on mobile, and countless other channels.

According to Mr. Gendrano, using analytics to create a 360-degree view of their customers is a good starting point in gaining competitive advantage, ably receiving valuable insights on specifically what kind of content and products will resonate, as well as identifying the best time and place

openings to ensure audience receptiveness to messages. From there on, enterprises can take it a step further with predictive analytics, anticipating demands and needs before they even arise.

It is Big Time for Big Data.

A survey conducted by Tech Pro research stated that 49% of respondents from enterprise organizations with a size of 1000 or more employees are implementing Big Data within their operations.

US\$
127B

is the projected amount of public IT cloud spending in 2018, according to a report by Microsoft.



There is no Internet connection

You can try to diagnose the problem by taking the following steps:
Go to Applications > System Preferences > Network > Assist me to test your connection.

ERR_INTERNET_DISCONNECTED

Details

Visit the URL to read more and follow Mr. Gendrano on LinkedIn:

<https://www.linkedin.com/pulse/technology-imperatives-maximizing-tech-investments-joho-gendrano?trk=prof-post>

or

<http://bit.ly/1RQH2Yt>

A recent report from Arbor Networks state that Distributed Denial of Service Attacks (DDoS) are increasing in scale, with 200 reported attacks last year receiving a bombardment of useless pings amounting to over 100 gigabits.

Coming & GOING

COMING

In this section, HOT JOE puts on its Tech Forecaster hat and takes a look at the future

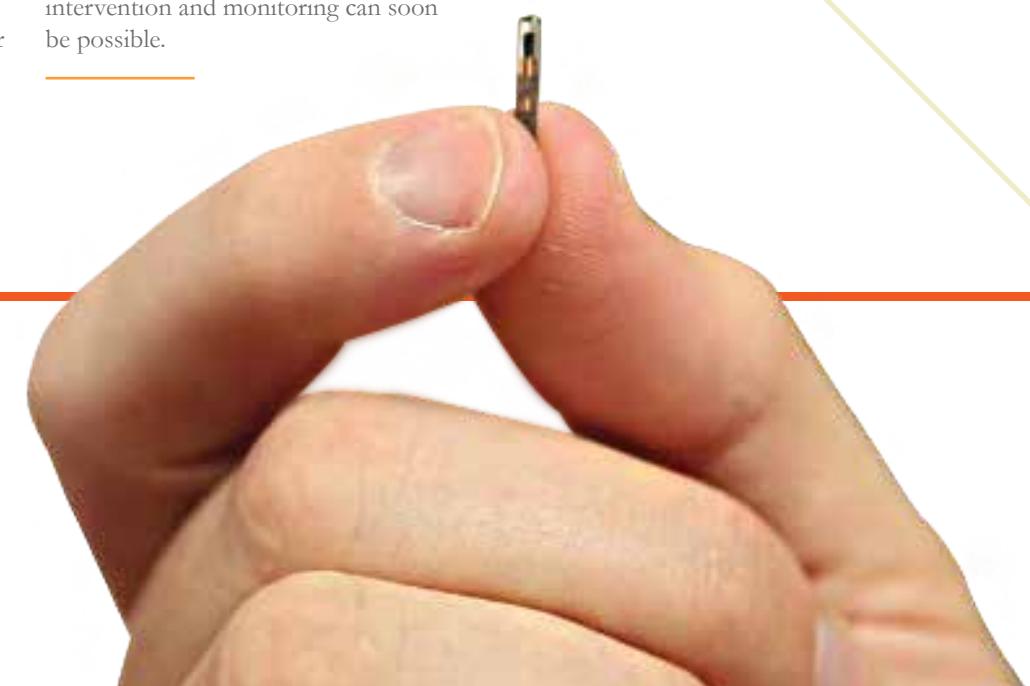
COMING

FITNESS INTERNABLES

Fitness enthusiasts have been using wearable technologies such as the Fitbit, the Samsung Galaxy Gear Active, and the Nike Fuelband over recent years. These gizmos monitor heart rates and download apps that track nutritional data. They provide people with real-time information on their exercise and eating habits on an unprecedented scale. With improving technology, fitness may soon reach this century's zenith with Internables.

These innovative tools will replace current external monitoring devices with higher tech that is truly connected to the body, collecting all-hours vital information. They may just allow for more comprehensive data that can be used to monitor and improve overall health. Internables can do this with higher accuracy compared to normal wearables (e.g. nutrition, blood pressure levels). These little machines can monitor sleep and interact with the user by suggesting changes such as better diet

Based on a 2015 consumer trends survey by Ericsson ConsumerLab, 8 out of 10 respondents foresee further sensory advancements from these internables. The top three choices for sensory enhancements were vision, memory, and hearing.



options or be used as an aid to quit smoking. Doctors will soon use internal diabetes insulin pumps to automatically release insulin into the body as glucose levels rise. Several scientists recommend connecting these to smartphone monitors that alert the patient or doctor on the user's glucose levels and collect long-term data.

But these devices will do more than just monitor health. Ericsson's Consumer research found that most smartphone owners would like to augment sensory perceptions and cognitive abilities, including hearing and memory. And with the existing technology, these physical improvements can possibly even include Internet information, effectively improving communication in healthcare. Because healthcare providers can be given access to this information, early intervention and monitoring can soon be possible.



The cost-efficiency and convenience of drones come in handy for businesses. In the United States, the photography industry (29%) is the largest user of the FAA-authorized DJI quadcopters, followed by real estate (18%) companies. Tied at third (11%) are construction, utilities and infrastructure, and agricultural firms.

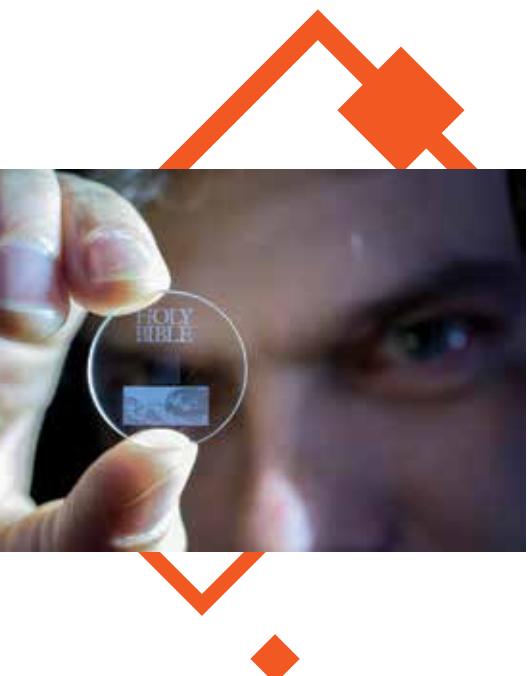
DRONE TECH

People were abuzz in 2015 when more drones took flight into the mainstream consumer market. Devotees and laymen had their pick from Yuneec's Typhoon Q500 4K that has an Android tablet meshed with its remote, to DJI's Phantom 3 line that captures stunning, high-quality aerial shots.

The playing field turns even more colorful and varied this 2016 as key players, competitors, and niche markets enter the scene with more models. The Uvify from South Korea uses 3-D recognition technology to fly indoors, while the Israeli-made PowerUp FPV transforms paper airplanes into remote-controlled craft capable of streaming visuals to a virtual reality headset.

Even action-camera maker GoPro is joining the drone game. It is slated to release its camera-fitted Karma drone this year.

The hardware and software for drones are also getting creative and specialized. British firm Intelligent Energy is currently developing a hydrogen fuel cell that keeps drones airborne for hours instead of the usual mere minutes. And in keeping drones out of trouble, DJI itself has designed geofencing-based software that alerts users when their drones are about to approach restricted airspace.



SUPERMAN CRYSTAL

In the original Superman movie featuring the great Christopher Reeve, the man of steel was seen at the Fortress of Solitude, interacting with the memories of his father Jor-El (played by Marlon Brando), via powerful memory crystals that stored infinite amounts of information. This is yet another bit of science fiction that will soon be part of science reality.

Top researchers from the University of Southampton in the United Kingdom have begun development of what fanboys and tech blogs have reverentially dubbed as "Superman crystals." It uses a combination of lasers and nanotechnology to create a physical storage medium roughly the size of a five-peso coin, but with the astounding capacity of 360 terabytes (by comparison, the largest SD card

one can purchase right now has a 64 gigabyte capacity).

And it's not just about the size (or lack thereof); it is how long we can use these data crystals that will revolutionize data storage. While conventional optical, solid-state, and magnetic media have a shelf life of up to twenty-five years (assuming these are stored in optimal conditions), the Superman crystal developers claim that it can last "virtually forever," even at temperatures reaching 190 degrees Celsius.

They'll be simply unrivaled in storing precious historical and cultural documents as well as photos and videos from that once-in-a-lifetime Mediterranean cruise — all for the appreciation of future generations.

LIVE TRANSLATION APPS

It's tough to explore a foreign city when you don't speak their language and no one speaks yours. Thanks to live translation mobile apps, travelers can now break down language barriers without sifting through dog-eared phrasebooks or travel guides.

Using the Word Lens feature of the Google Translate App, you can just point your phone camera at a street sign, a menu, or a list of directions a stranger scribbled down in a foreign language and it instantly translates on your screen. It's also easier to converse with a food vendor with the app's Live Translation feature — simply input the two languages being spoken and it detects both simultaneously as you converse, so you won't have to keep

tapping your device to indicate the language of each person.

Travelling without Wi-Fi or data won't be a problem; Word Lens language packs can be downloaded onto your device so you can access them even without an Internet connection. These visual translations are now available in 27 languages and counting, while the conversation translation feature now has over 90 languages.



◆ SHAPE-SHIFTING, FLOATING SPORTS VENUES

The middle part of the 20th century gave rise, particularly in the United States, to multi-purpose mega stadiums. Once derided as "cookie cutter stadiums," these massive arenas such as Shea Stadium in New York, RFK Stadium in Washington DC, and Three Rivers Stadium in Pittsburgh were designed to accommodate both of America's top sports – baseball and gridiron football. However, this seemingly ingenious concept came at a price because of awful sightlines that kept fans from fully appreciating the action. That is why, by the turn of the 21st century, more were demolished to give rise once again to baseball-specific and football-specific venues.

However, Greg Sherlock who works for Populous, the world's leading sports architecture firm and designer of the INC's gargantuan

Philippine Arena, recently unveiled a concept for a true shape-shifting, floating stadium.

This concept design presents a tricky symphony of advanced engineering and green technology to make a veritable Transformer-like sports arena. It uses modular playing surfaces and seating sections, combined with millions of moving parts that shape-shift everything from a baseball diamond into a football gridiron into a basketball court into a Wimbledon-worthy tennis arena without sacrificing sightlines. Everybody gets a spectacular view.

This revolutionary sports venue is essentially a giant floating barge, which can be moved from one city to another. It can also alleviate the tremendous cost a city has to shell out to create one-time venues for one-time sporting events like the Olympics or the World Cup. As an

In 2013, British architectural firm Weston Williamson won an athletics venue design competition in Brasilia, Brazil. The company unveiled its innovative 70,000-seater, shape-shifting circular sports venue with advanced tech features, such as its ever-changing geometry as well as its flower-shaped opening structure.

added bonus, it features sustainable power technology in the form of underwater turbines, which reduces its overall carbon footprint.

Soon we might see this venue host the Super Bowl in Boston Harbor, the Olympic Games in Seattle's Puget Sound, and the World Cup final in Manila Bay in the same year.



◆ FOOD WASTE

One man's trash is another man's vegetable salad. As the world's food waste began to amount to a third of the food it produced, people started to take notice, and took inevitable action. It's not inedible food that's being thrown away. Discarded products usually include vegetable pulp, pickle butts, skate cartilage, "ugly" sweet potatoes, lobster legs, and misshapen pastas. Because of this, France had recently banned restaurants and supermarkets from throwing away food, making food charity an imperative. The city of Seattle has taken to shaming by having its sanitation workers stick bright red tags on offending households.

Co-owner and Executive Chef of Blue Hill Dan Barber had an even better idea: he created wastED, a New

York pop-up restaurant that bases its entire menu on typically discarded food. He invites world-renowned chefs to get creative with the ingredients, coming up with meals called "Melba Toast of Yesterday's Oatmeal," and "Dumpster Dive Vegetable Salad." More than being edible, the meals are delicious, and are praised by diners and food critics. But this trend is not just for fancy New York pop-up restaurants. Chef Barber hopes that this menu will influence everyday food culture, and in many ways, it already has. No-waste food kitchens are making their way into households and movements like the @UglyFruitAndVeg Campaign are becoming a hit, binning the culture of wasting food altogether.



◆ PASSWORDS

The days of memorizing complicated passwords across various online platforms are almost over. Users go through great lengths to secure their accounts, but even robust passwords with 10 alphanumeric characters can be cracked. And with the vast amounts of sensitive data online, information can be exploited to gain access to these passwords. Several companies are rolling out different options to replace them altogether, achieving two of the most sought-after user experiences at

once: simplify and secure.

MasterCard has been developing what has been coined "the selfie payment option." With its Identity Check app, online shoppers only need to hold their phone up in front of their face, as if taking a selfie. Facial recognition technology verifies the user's identity before confirming the online purchase.

Yahoo logins will also forgo passwords. When logging in to your email on a device, the Yahoo Account



Key just sends a notification to your smartphone, which you verify with a quick tap on a "YES" button. These come along with further development of finger verification technologies on devices, making mobile transactions password-free. With these new developments, access to private accounts will no longer rely on a vulnerable string of characters, but instead use quick and easy identity verification.

◆ HOVERBOARDS

While they do not levitate like their science fiction analogues, Hoverboards appeared to be the next wave in personal transportation. By some accounts, these self-balancing, two-wheeled platforms were developed in 2014 by a Chinese firm named Chic Robotics. Battery-powered and very much like a handle-less Segway, these devices make riders seem to float across floors and turn effortlessly. Celebrities on social media fueled public obsession over these futuristic devices, making them into one of the hottest toys last Christmas.

But the hype has been marred by stories of units catching fire and exploding, causing injuries and even death. Defective batteries and faulty chargers, as well as the regular abuse inflicted on Hoverboards, have been tagged in these mishaps.

These accidents have fanned the flames of controversy, prompting scores of retailers to pull stocks from their shelves. The British arm of online retailer Amazon even encouraged its customers to properly dispose of their units in exchange for refunds. Airlines in the Philippines and overseas now prohibit the gadgets from carry-on and check-in luggage, while the Philippine government has jumped on the hot issue, forming an investigative panel.

The hoverboard certainly had its fair share of fame online. In 2015, an estimated 100,000 Instagram posts contained #hoverboard. There was also a reported 5,000 units sold on eBay. Also, according to online marketplaces, they were able to drive sales every 12 seconds.



◆ STETHOSCOPES

Slung around their necks in every children's book and TV show, the stethoscope is the timeless symbol of doctors and medicine itself. But the seemingly indispensable tool may soon go the way of medieval implements.

Studies found that doctors using the 200-year-old tool stop improving their ability to detect diseases by as early as the third year of medical school. Researchers reported that medical trainees and students have "disturbingly low identification rates for 12 important or commonly encountered cardiac events" when using a stethoscope. Auscultation, or the skill of listening to the body with a stethoscope, declines even further after years in medical practice, when identifying diseases is more critical.



The stethoscope is predicted to be replaced by more accurate hand-held ultrasound devices. Some medical schools like Mount Sinai have already started using these devices in 2012. These pocket-sized devices resemble smartphones and flip phones, and can produce real-time images of the heart. Because they're quick and precise, they're expected to reduce complications and aid doctors during emergency procedures. These devices are only part of a slew of new medical technologies that make diagnoses more exact, allow real-time detailed medical communication with specialists, and integrate vast medical data. And as tools that aid doctors in helping their patients, they're already being called the stethoscope of the 21st century.



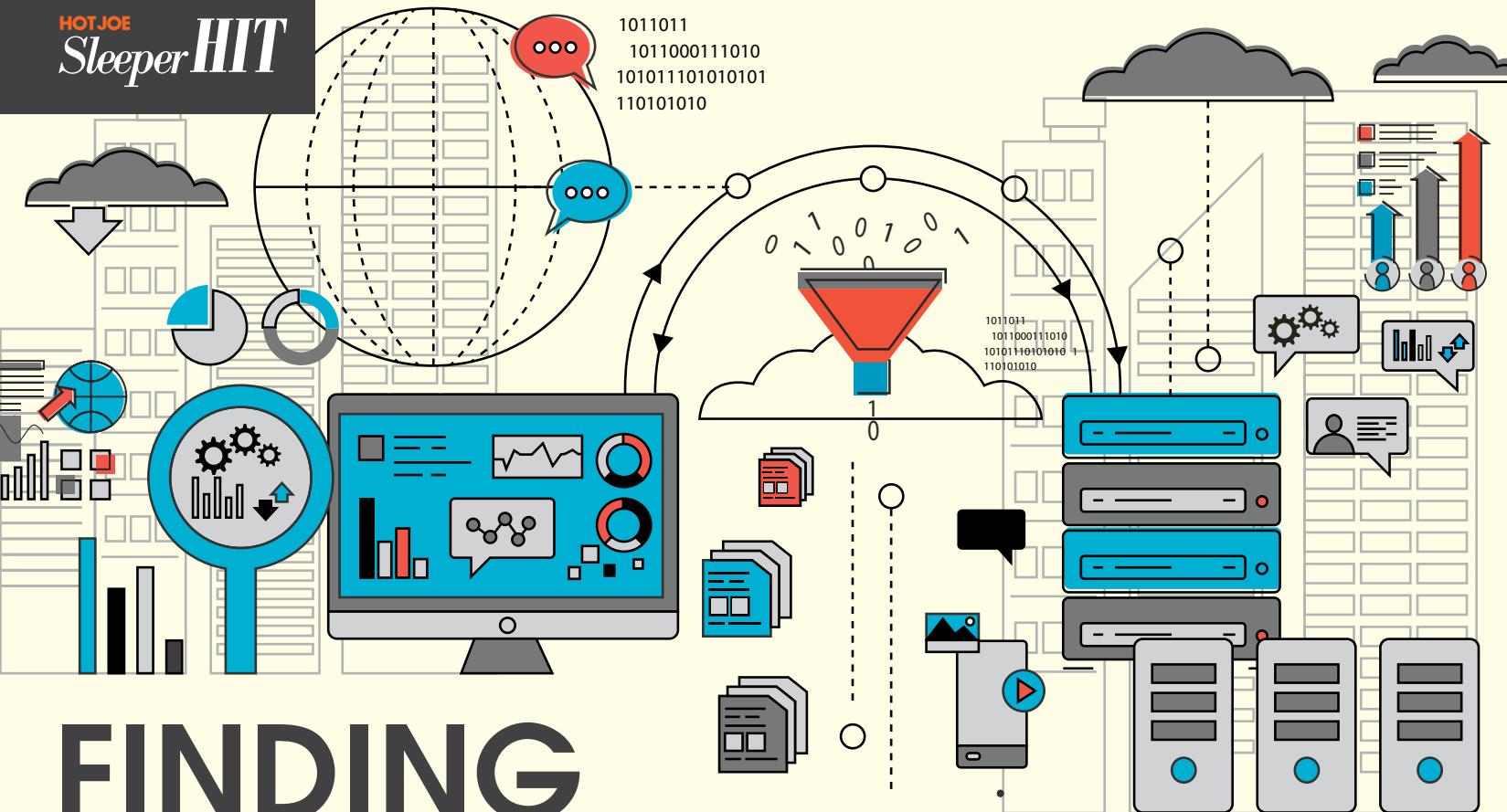
◆ OPEC

Since its founding in 1960, the Organization of the Petroleum Exporting Countries or OPEC has wielded the enviable power of dictating how much oil costs. Established to ensure stable oil prices and supplies while balancing the interests of all stakeholders, the eleven-member bloc — which produces a third of the world's oil — is often criticized for strangling output to artificially induce higher costs.

But OPEC's influence and cohesion in recent years has been seen as waning. The bloc is weathering drops in demand caused by a massive glut. This comes as the United States — long dependent on OPEC oil — uses new fracking methods to tap oil shale located within its borders for its own stockpile. In addition, hybrid and electric cars are becoming more popular, further weaning the world from its petro-addiction.

Political infighting among OPEC nations may also signal the cartel's demise. Saudi Arabia is currently in a heated diplomatic and theological feud with fellow OPEC founder and longtime rival Iran.

The kingdom, a top global crude oil exporter, recently agreed with four other OPEC nations to a production freeze — provided that other large players follow suit. This concerted attempt to hike prices is the first in years, but crude still fell to alarming lows.



FINDING GREATER VALUE IN BIG DATA

PHILIPPINE ENTERPRISES CAN NOW LEVERAGE ON PLDT'S BIG DATA ASSETS FOR ENRICHED, DATA-DRIVEN DECISION-MAKING THROUGH ePLDT BIG DATA INSIGHTS SOLUTIONS.

The power of data will continue to revolutionize today's world; in business, it will support wiser and more profitable decisions. In fact, a survey conducted by MIT Sloan and SAS Institute revealed that 87% or nine in ten respondents want their respective organizations to expand their use of data analytics.

It is probably because they have witnessed the power of Big Data analytics in transforming numerous enterprise verticals. True to the saying "prevention is better than cure," the healthcare industry can now track and analyze data to prevent the propagation of certain illnesses and life-threatening conditions. Also, the heartbeat and breathing

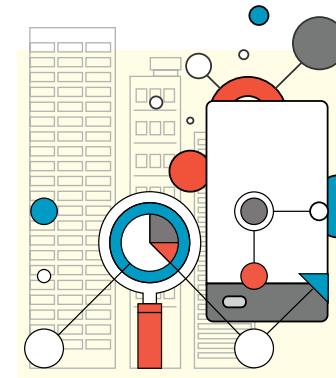
patterns of babies can be constantly monitored, developing algorithms that can predict disorders even before any physical symptoms emerge. It can also forecast developments of disease outbreaks and monitor them in real-time.

For retail organizations, Big Data helps drive the most successful marketing initiatives. Real-time analytics is used to tailor more personalized experiences to different customers across all channels. Social media can also reveal retail trends and consumer preferences.

In the banking and finance industry, a survey disclosed that 72% of Finance

describe Big Data as a positive catalyst for industry innovation. Currently, banking-related Big Data projects are customer-related, such as sales and retention and service improvement. Further down the road, the use of data science in Big Data is set to vastly improve – if not reinvent – certain banking aspects. For example, data science can help clarify risk management, particularly in the areas of card fraud detection, financial crime compliance, and cyber analytics.

For Philippine enterprises, these and more are all possible. The time is right to harness enriched data-driven insights for strategic decision-making with ePLDT's Big Data Insights Solutions.



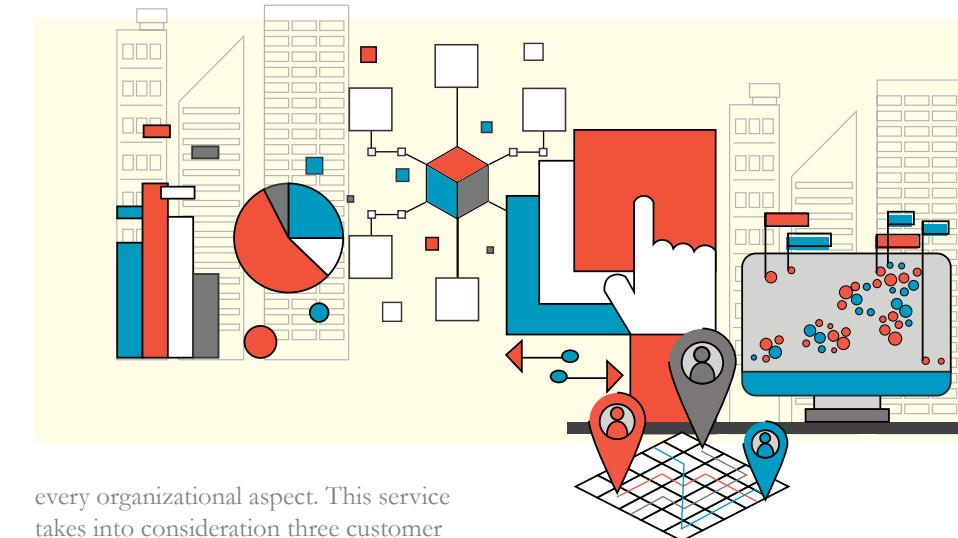
ANALYZING THE BUSINESS OF BIG DATA

The ePLDT Big Data Insights Solutions fortifies existing data for enterprise organizations with the PLDT Group's rich Big Data assets for empowered, data-driven, strategic business decision-making. It has four specialized offerings, which are tailor-fit to specific enterprise needs.

Companies can turn to *Location-Based Insights* to use information on customer whereabouts, leading to accurate, specific, and time-sensitive insights. Highly effective and targeted customer engagement campaigns are now possible with *Big Data Campaigns as a Service*, which capitalizes on event and location-triggered assets as well as data-backed insights.

TURNING BIG DATA INTO BIG INSIGHTS

Optimized decision-making can be realized through *Insights Solutions* for



every organizational aspect. This service takes into consideration three customer dimensions: Social Network Analytics, Location Pattern Analytics, and Mobile Usage Analytics.

The Social Network Analytics scours through subscribers' calling patterns on the network, analyzing these to identify personal preferences. Its *subscriber level* feature identifies the people called as well as logged details of calls. *Profile budding* determines a subscriber's preferred establishments, such as banks, restaurants, airlines, hotels, etc. This information can eventually be improved with identified patterns or *enriched value*. For example, an airline company can perform targeted offers to subscribers who frequently call long distance. This all dramatically improves the recognition of top social interactions, usage comparison of services and devices, as well as the generation of triggers and run campaigns based on a combination of available attributes.

Location Analytics examines mobility patterns, singling out repeated behaviors and predicting target destinations. At the *subscriber level*, lifestyle and mobility behavior profiles are created. The popularity of a certain location over its competitors can also be traced through the *Point of Interest* feature.

In addition, the service's *Pairing* feature identifies groups – subscribers who hang out together at a certain location. For instance, a restaurant chain may use location analytics to identify strategic and targeted locations for new branches. Existing establishments may use insights in sending offers to patrons. Ultimately, Location Analytics provides unprecedented ability to segment and enrich subscriber profiles, turn data into premium advertising inventory, and run contextual campaigns for better and brighter business results.

Mobile Usage Analytics automatically tracks each device-related activity of a particular subscriber. It matches data to device specifications such as make and model, hardware and software installed, functions supported, and network-related information. On the *device level*, the location of devices with selected capabilities is determined. For the *device base level*, the popularity of the device used within subscriber networks is noted, while on the *subscriber level*, the device capabilities are presented. Companies planning to improve their mobile marketing strategy can utilize insights to improve their mobile site. It could also help them develop a mobile app as well as optimize conversion and engagement for new and existing customers. With this service, enterprise organizations will be equipped to develop smarter campaigns for new services with the right market that will qualify investment decisions, analyze rate of churn, segment and enrich subscriber profiles based on device usage, and evaluate an addressable market.

Enterprises can have a fuller grasp of their established framework — from analytics discovery to implementation — in as fast as 4 weeks.

PLDT ALPHA Enterprise, through the ePLDT Big Data Insights Solutions, provides enterprises with top-notch technologies and rich Big Data assets that can finally realize greater business value, wise decision-making, and groundbreaking business transformation. Now is the time for enterprises to arm themselves with action-oriented, analytics-driven insights for better and brighter business results.



TRANSFORMING THE CUSTOMER WEB EXPERIENCE

PLDT ALPHA ENTERPRISE PRESENTS AN OPTIMIZED AND SECURE INTERNET EXPERIENCE THROUGH AKAMAI SOLUTIONS.

The Internet is certainly the lifeblood of our modern digital economy, enabling individuals and businesses throughout the world. This exponential growth in capability and availability in recent years comes as mobile broadband becomes more widespread and established as the new normal.

We Are Social noted in its *Digital* in 2016 report that 3.4 billion people — nearly half the world — are Internet users. It

also noted that in the Philippines, where 46% of the population is online, 74% of Filipinos own a mobile phone, and 35% of people use their mobile devices to access the Internet. And as the Internet becomes the primary touch point for this market, it is absolutely essential for enterprises to reach their end customers on any channel, device, and platform.

Giving customers a great web experience goes beyond fast and reliable

Internet. A conventional website is typically hosted on a single server, and accessing it might prove difficult regardless of user Internet connection speed. Latency, affected by the geographic distance between the user and the server, along with web traffic, are among several factors that delay data and content transmission. Time is money, especially when most customers leave pages that take longer than five seconds to load.

In addition, cybercriminals can block access to websites by barraging bogus traffic in the form of a Distributed Denial of Service (DDoS) attack — one of the many threats plaguing the web.

Enterprises can address these issues by offloading their website requirements to a Content Delivery Network or CDN. These networks are essentially arrays of

interconnected web servers scattered across different countries. A website can “mirror” or cache its static data in a CDN, giving an end-user access to the site from the closest possible server instead of passing longer routes to the original server. This allows users to download the information at a lower latency rate. In addition, website traffic is redistributed throughout the CDN, securing uptime as the original server is not slowed by traffic from all parts of the world.

And now, this enhanced and secure web experience is possible for Philippine enterprises and their customers as PLDT ALPHA Enterprise offers a suite of web performance, web security, and media delivery solutions from Akamai Technologies, Inc.

Comprehensive and Proactive Content Delivery Solutions

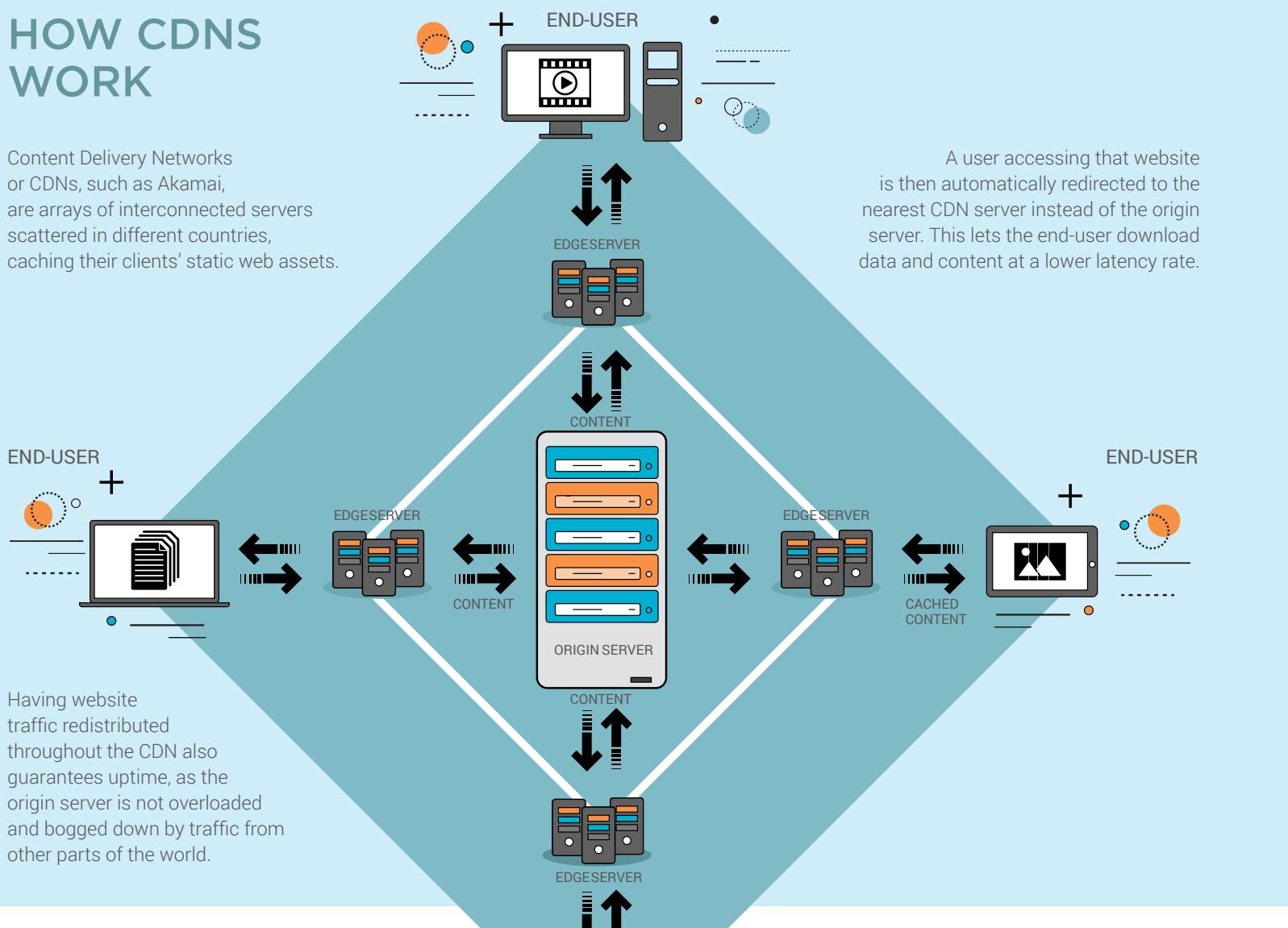
With its globally distributed network, Akamai is one of the largest CDN providers in the world, carrying up to 30% of global web traffic. Organizations such as Airbnb, Adobe, MTV, and the NBA, along with most social media sites, various retailers, and all branches of the United States military have already partnered with Akamai.

The Akamai Intelligent Platform™, which leverages the Akamai distributed network of servers and intelligent software, supports this integrated solutions suite as it ensures a consistent consumer experience and simplified workflows.

As the growing online market demands instant access to content, Akamai Web

HOW CDNS WORK

Content Delivery Networks or CDNs, such as Akamai, are arrays of interconnected servers scattered in different countries, caching their clients' static web assets.



Having website traffic redistributed throughout the CDN also guarantees uptime, as the origin server is not overloaded and bogged down by traffic from other parts of the world.

Performance Solutions accelerate enterprise web assets according to the individual situation of each user. This powers seamless operations on any device and any network connection type, engaging the maximum amount of customers to drive revenue growth. Its Ion situational-based web performance solution combines scale, performance, and intelligence technologies to optimize end-user web experiences in real time. In addition, the Dynamic Site Accelerator hastens loading times, secures highly interactive websites, and immediately scales content to meet sudden needs like drastic spikes in site traffic.

The solution reduced the page loading times for the Philippine and Indonesian



A user accessing that website is then automatically redirected to the nearest CDN server instead of the origin server. This lets the end-user download data and content at a lower latency rate.

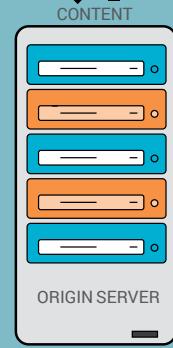
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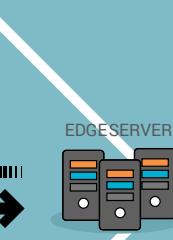
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CONTENT



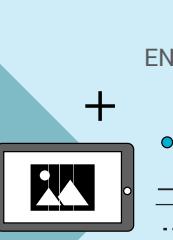
CONTENT



EDGESERVER



CACHED CONTENT



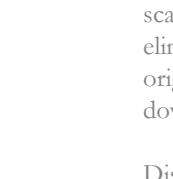
EDGESERVER



CACHED CONTENT



CACHED CONTENT



scanning for potential threats and eliminating them before they reach the origin server, reducing the risk of downtime and data theft.

This proactive system fuses automated Distributed Denial of Service (DDoS) attack mitigation with the highly-scalable Kona Web Application Firewall (WAF) that stops threats at the network edge long before they reach the data center. It also uses the Kona Site Defender deployed across the network and the cloud-based Kona DDoS Defender to deflect DDoS, web application, and direct-to-origin attacks. In early 2016, the company enhanced the Kona Site Defender solution to combat a host of emerging threats such as IPv6 attacks and Server Side

END-USER

sites of online fashion retailer Lazada, translating to additional annual revenues for the company.

Enterprise transactions, online identities, data quality, and network integrity are shielded from external attacks with Akamai Web Security Solutions. Akamai courses network and application traffic through its seven scrubbing centers,

Template Injection.

Akamai Media Delivery Solutions meanwhile automatically resizes and distributes content to fit individual end-user devices and networks, allowing enterprise organizations to upload only one version of a file instead of several different formats. Its Adaptive Media Delivery solution uses Adaptive Bitrate (ABR) streaming to give consumers high-quality video and rich media on various network types, connection speeds, and devices. In addition, the Download Delivery solution handles files larger than 100 MB and provides clear, comprehensive metrics and optional tools to help manage the download process.

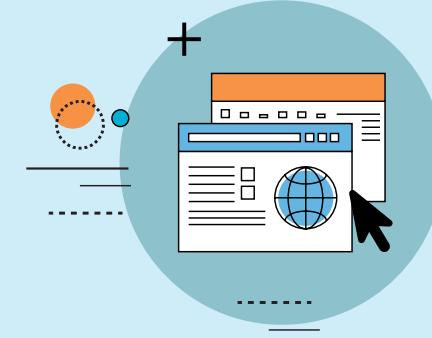
Expanding the Optimized Web Experience

In November 2015, CDNs already served nearly half of the content consumed globally on the Internet, and this coverage could very well reach 60% by 2021. But as CDNs become more popular, cybercriminals are racing to launch more attacks on vital enterprise web data and assets. The Communications-Electronics Security Group (CESG), a key information assurance agency of the British government, notes that using a CDN in tandem with larger bandwidth is capable of mitigating these threats.

It is exactly for this reason that PLDT ALPHA Enterprise offers a suite of transformative web solutions from Akamai, which can be bundled with PLDT's own Dedicated Internet Access (iGate) service. With this powerful combination, enterprises across industries—particularly eCommerce, banking and finance, retail, tourism and hospitality, media and broadcasting, as well as gaming—can now enable their customers to securely transact online and quickly receive high-quality content.

This differentiated Internet experience, which must satisfy consumer demand for more rich media in less time, is crucial to helping enterprises realize their potential and reap the benefits of this new, digital-driven world.

AKAMAI SOLUTIONS COMPONENTS



WEB PERFORMANCE

- Ion
- Dynamic Site Accelerator



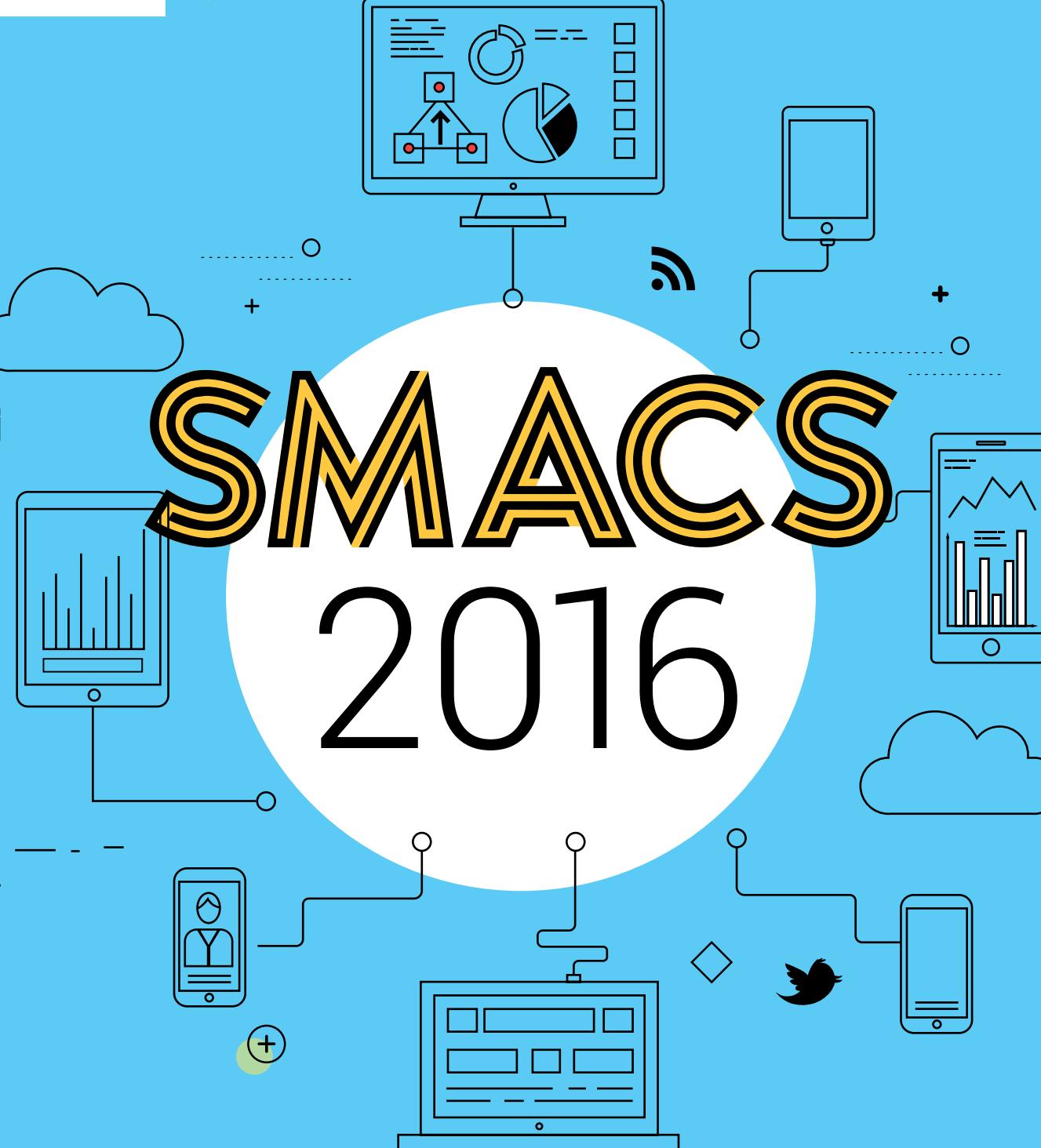
WEB SECURITY

- Kona Web Application Firewall
- Kona Site Defender
- Kona DDoS Defender

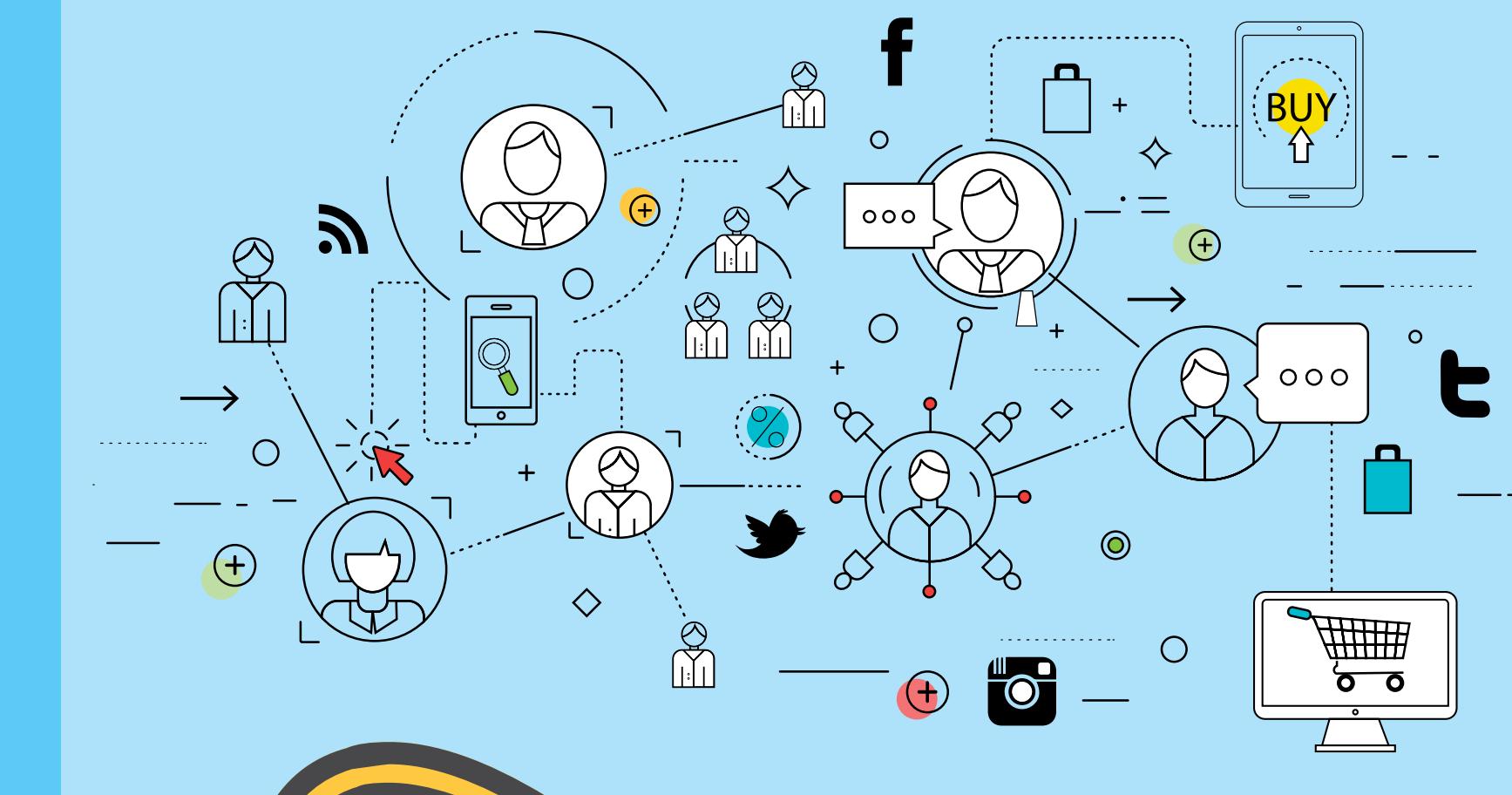


MEDIA DELIVERY

- Adaptive Media Delivery
- Download Delivery



SOCIAL, MOBILITY, ANALYTICS, CLOUD, AND SECURITY OR SMACS
IS EXPONENTIALLY TRANSFORMING ENTERPRISES IN THE 21ST CENTURY,
WITH EACH COMPONENT FACING REMARKABLE SHIFTS
WE SHOULD ALL TAKE NOTICE OF.



SOCIAL

SOCIAL GOVERNING CRM

Social platforms are ubiquitous, increasingly enriching the relationship between enterprises and their customers. Their importance as customer engagement and retail channels is also increasing, helping enterprises maximize their revenue potential.

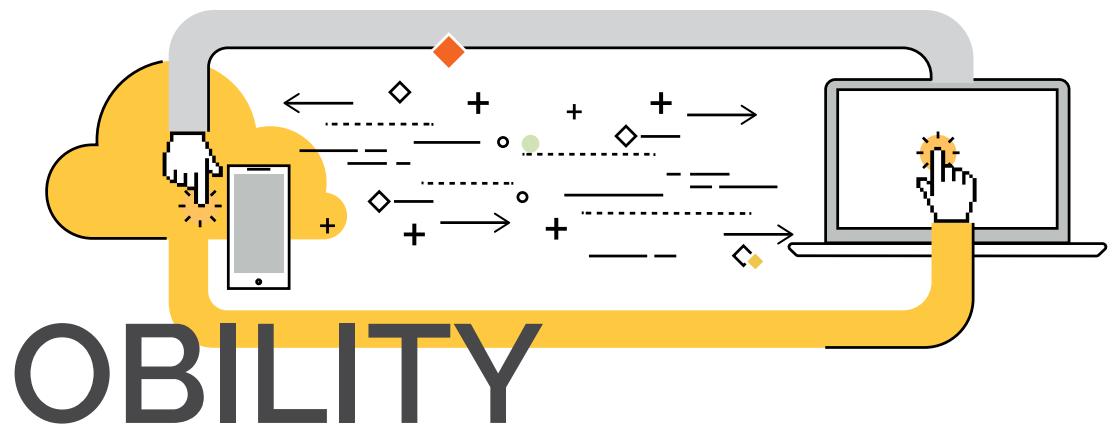
The powerful role social network platforms can play in Customer Relationship Management or CRM strategies cannot be ignored. It enables businesses to interact with customers, address their complaints, and manage brand reputation in real time. Within the year, companies will focus more on the whole customer experience, as the market spends more time on social media and mobile devices. And in two years, Social CRM is set to flourish as a 9 billion-dollar industry.

Social tracking or mobile capabilities will become more than mere add-ons. They must be built into core CRM packages as a native feature so enterprises can better track customers and prospects.

SOCIAL SHOPPING TAKES OFF

The interplay between social networks and enterprises will also extend beyond CRM and into actual retail. In terms of eCommerce, social networks will change from merely redirecting traffic towards online stores to being new points of sale. Users can purchase clothes, gadgets, and pretty much anything else without ever leaving the platform. Facebook, Twitter, Instagram, and Pinterest already got the ball rolling the past year, unveiling or upgrading their in-line buy buttons.

M



OBILITY

Mobility has penetrated many aspects of life, and businesses must realize this beyond retail or sales perspectives. Fully leveraging mobile will allow for an enterprise without boundaries, one that facilitates seamless interaction among employees. This increases the agility of companies and enables further innovation and growth.

ENTERPRISE MOBILITY PUSHING THE UNIFIED WORKING PLATFORM

The popularity of mobile devices at work, fueled in recent years by bring-your-own-device (BYOD) policies, has led companies to implement Enterprise Mobility Management (EMM) systems. These programs are all-encompassing, protecting corporate networks and data

while still continuing with the familiarity and productivity employees already have with their personal smartphones and tablets.

By 2017, companies will have moved from simply managing all of their employees' personal devices, to effectively uniting these on a single platform. This translates to more seamless work experiences across different devices, platforms, and connectivity types.

A

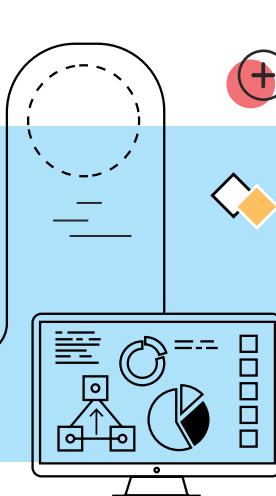
NALYTICS

WELCOME THE CHIEF DATA OFFICER

When it comes to analytics, more businesses are investing in both people and machines. This is because smarter tools that know and learn, combined with expert personnel dedicated to analytics operations, supports a more solid data-driven strategy.

MACHINE LEARNING BECOMES MAINSTREAM

"Machine learning" advances a more accurate analytics environment, where algorithms allow devices to "learn from experience" in real time. Machines can autonomously learn how to perceive the world on their own, to ably analyze tons of data, and to accurately create predictions. All this spells a true competitive advantage for enterprise organizations.



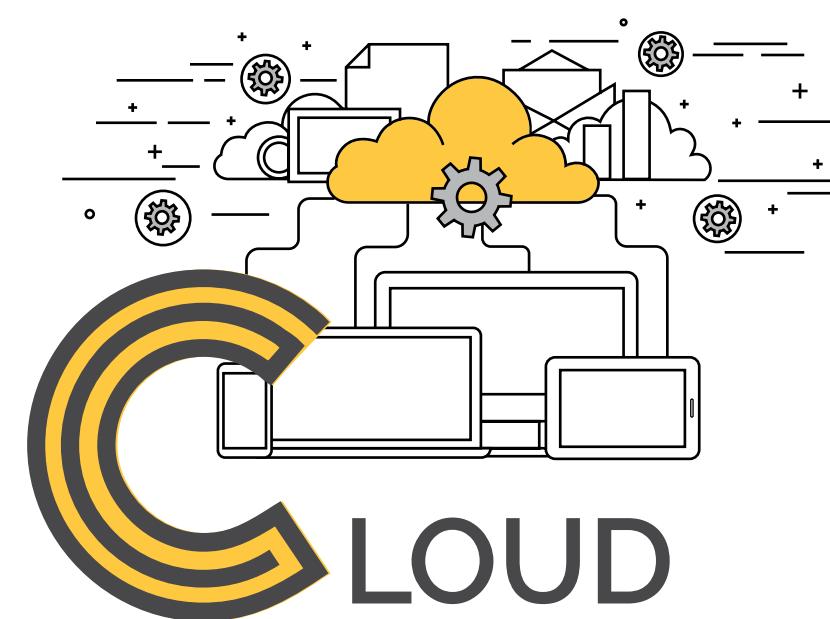
S

ECURITY

Guaranteeing security for other digital technologies is absolutely vital for businesses. This has prompted enterprises to develop methods of defending valuable data from a growing number of threats.

SECURING THE INTERNET OF THINGS

As more devices are interconnected to relay essential data, these smarter objects



CLOUD-NATIVE APPS AS THE NORM

Forrester Research notes that we are on the verge of a second wave for cloud computing. This newer, application-focused phase stands apart from the first wave



that was centered on meeting IT needs from a network/computer infrastructure perspective. Providers are also looking at how to offer services for next-generation apps that need time-based analytics and omnichannel support.

A MORE AGILE CLOUD FOR A MORE AGILE WORLD

Demand for cloud services is running hotter for its known power to increase efficiency, lower costs, enable employee mobility and availability, and foster product innovation. As a next step, providers are increasingly considering hyper-converged platforms to accelerate scalability and cut maintenance costs.

Barriers to cloud are also vanishing as governments adjust; this comes as 97% of enterprises in the United States and seven other countries across Europe and Asia have eagerly adopted the technology. And soon, the focus will be on managing the existing cloud environment rather than regulatory adjustments. Cost allocations will also shift from acquisitions and operations to assessment and design.

In addition, new companies and solutions specializing in IoT security have risen to the call. One of these is Phantom, a startup that both mitigates attacks and addresses system resource scarcity.



ERIC R. ALBERTO
PLDT/Smart
Executive Vice President
and ePLDT President and CEO

SHIFT

HAPPENS

HOT JOE
Last Say

of “death by doing nothing wrong”. The lesson is clear: if we disregard the voice of a changing market for new and better experiences, we perish.

However, there are also numerous success stories of understanding and winning in the modern — and vocal — marketplace. Nordstrom, Taco Bell, Tom’s shoes, Bernie Sanders, Hilary Clinton, and The Donald, just to name a few, have millions of new followers. Notably, millennials have moved beyond Facebook and into other Social Media sites like Vine, Instagram, and Snapchat, expanding platforms of engagement and activism. The winning companies and brands of tomorrow will follow them there.

Through empathy and insight, winners get the clicks or go viral. This is not the case for some large companies landlocked by weighty history, size, and “tradition”. If there’s one great danger in becoming too big, it’s arrogance. It makes for deaf ears and numbed inner circles. In these privileged sanctums, it is only too easy to lose the public pulse.

We know today that it pays to recognize reality and change for what they are: urgent wake-up calls. And who will better expose reality or change to us but our customers on vocal public platforms?

Aside from social media, Big Data analytics also holds the power to reveal insights and trends. This and other tools

such as integrated CRM are here at our disposal. So why not use it and respond? Some corporate “institutions” are sadly falling behind the wave of tech changes and are slow to digitally pivot. They have not leveraged on innovative tools for a new way of doing business, to establish a stronger, more intimate, and stickier bond with ever-changing — and more empowered — digital customer.

The marketplace can be quite noisy, especially when it’s furious. When we do the customer wrong, we pay for it in spades, as our two initial case study subjects will perhaps be doing for the next decade (if they last that long). And whether we want to admit it or not, anger has real power. It can be harnessed correctly if we act proactively, responding with grace and competence; or it can be disastrous if we simply ignore it and pretend it will just go away.

Shifts must happen when a business gets too big for its britches, when it is stuffed with self-importance, when it just plain loses touch with the customers it has to serve. The eternal task for successful organizations is to return again and again to that fundamental sense of service. Because in the end, it won’t just be agile thinking that wins the day in a blazing digital marketplace, but also quiet and realistic humility.

In a more transparent digital marketplace, we’ve seen a few corporate giants make serious fumbles. A major automaker is caught with its pants down cheating. Netizens have promptly dubbed it “dieselgate”. A cell phone manufacturer, once a giant in the field and a household name, has become the latest poster child

ONE HOTLINE ACROSS THE COUNTRY

Drive sales, build your brand, and enhance customer experience through your own unique hashtag number that is accessible nationwide.

PLDT ALPHA Enterprise's #MyNumber centralizes enterprise hotlines into one unique number. Your organization can rely on one convenient nationwide vanity number that starts with a hashtag sign. Now, customers can reach you by simply dialing # followed by your brand. With this, you optimize your customer engagement across the nation, improving your market reach in a highly competitive market landscape.

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