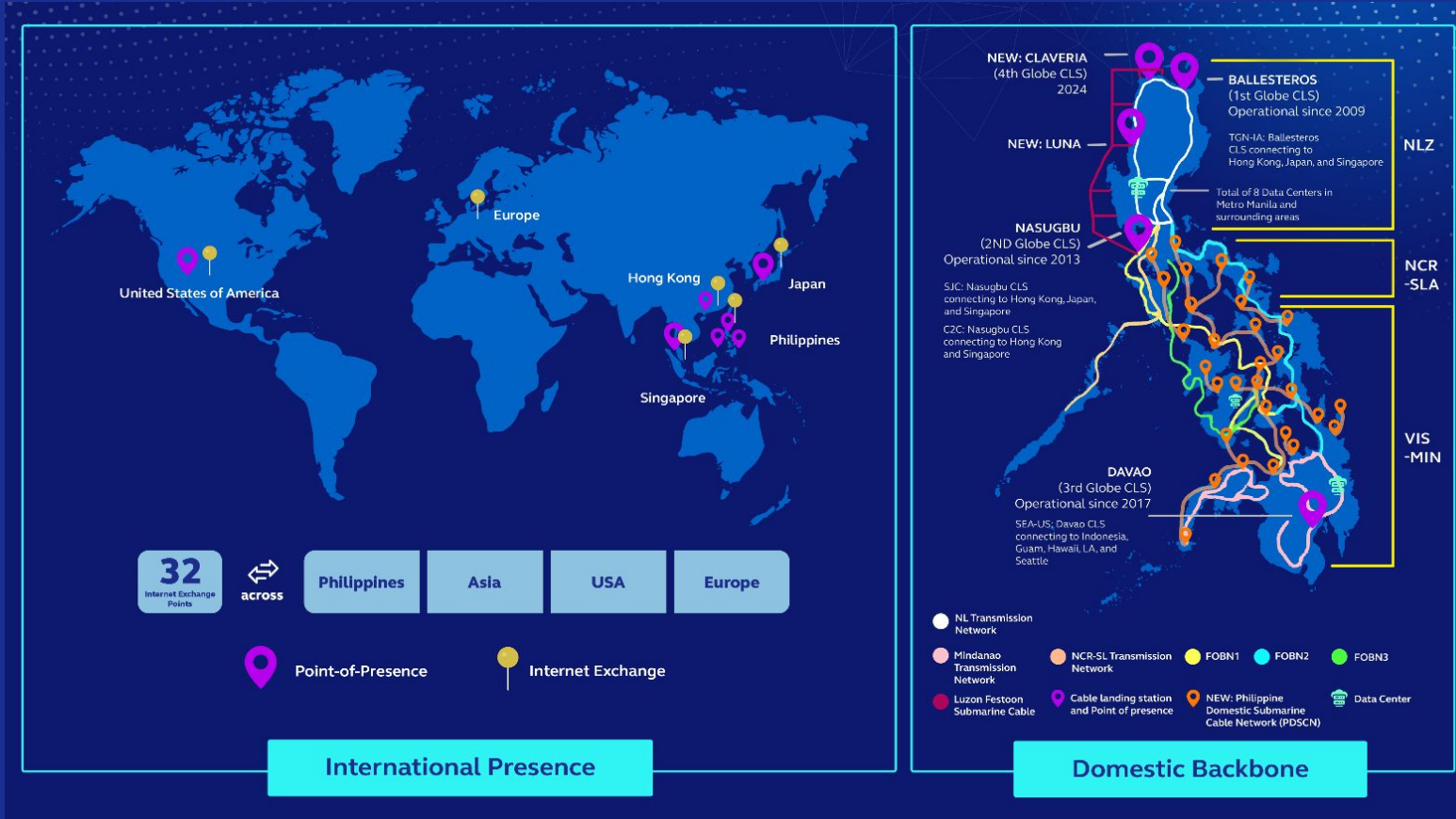Globe BUSINESS

Resilience & Growth: Empowering Microfinance with Operational Efficiency and Engagement
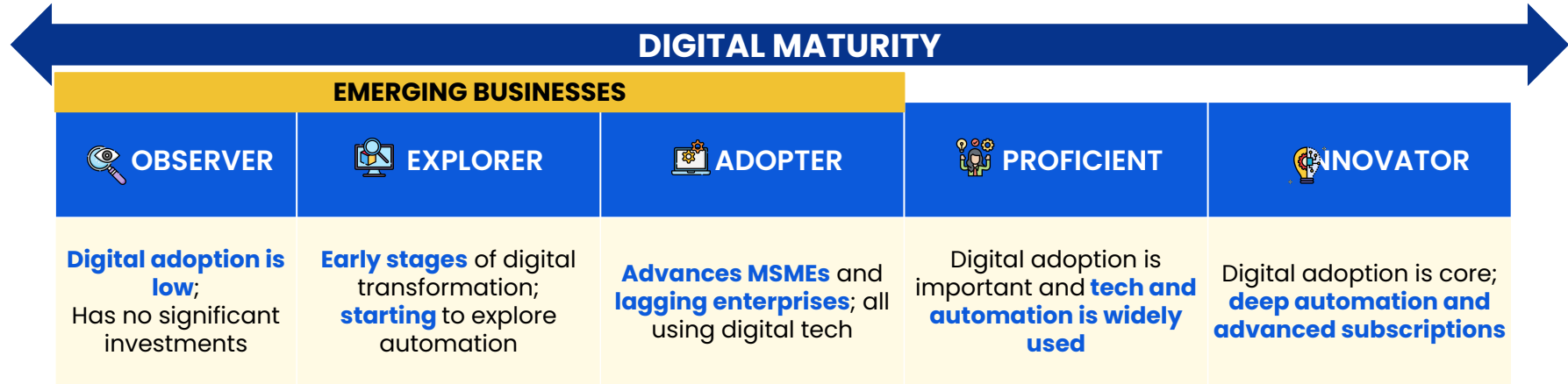
The Foundation: A Network that Reaches Every Corner of the Philippines

Our robust domestic backbone and international presence ensure that you can operate efficiently
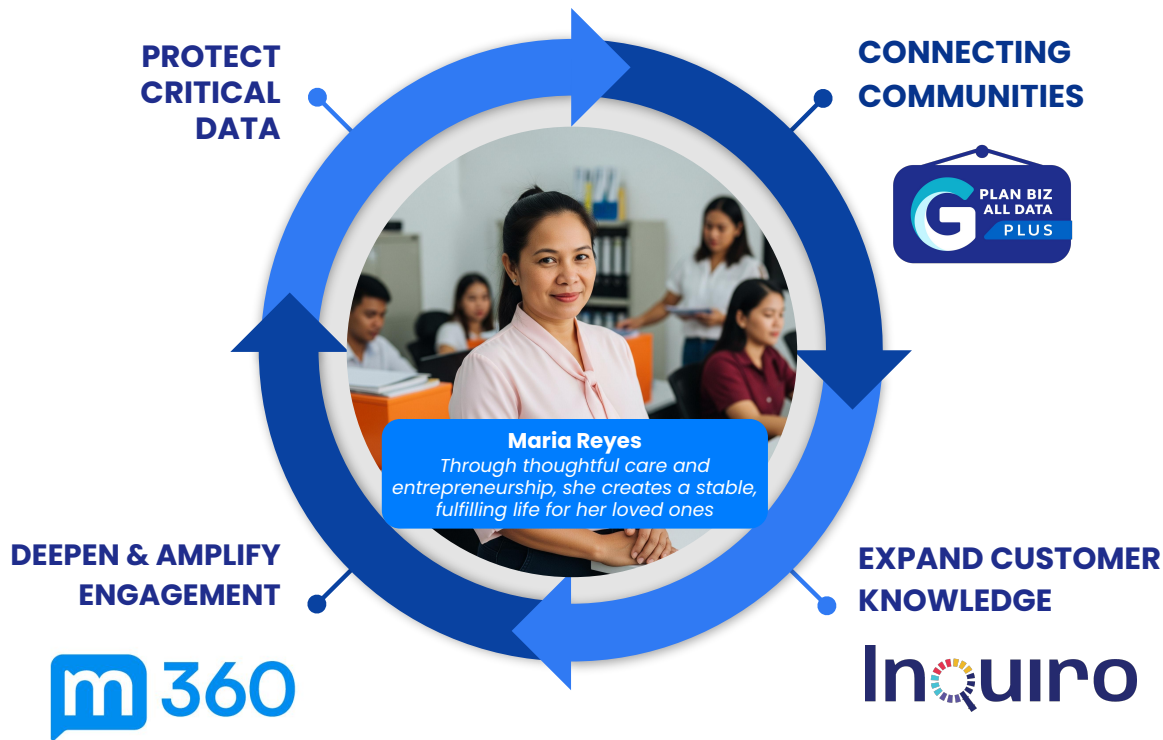

International Presence (map)

- Europe
- United States of America
- Hong Kong
- Japan
- Philippines
- Singapore

32 Internet Exchange Points

across

| Philippines | Asia | USA | Europe |

- Point-of-Presence
- Internet Exchange

International Presence

Domestic Backbone (map)

- NEW: CLAVERIA (4th Globe CLS) 2024
- NEW: LUNA
- BALLESTEROS (1st Globe CLS) Operational since 2009
  - TGN-IA: Ballesteros CLS connecting to Hong Kong, Japan, and Singapore
  - Total of 8 Data Centers in Metro Manila and surrounding areas
- NASUGBU (2ND Globe CLS) Operational since 2013
  - SJC: Nasugbu CLS connecting to Hong Kong, Japan, and Singapore
  - C2C: Nasugbu CLS connecting to Hong Kong and Singapore
- DAVAO (3rd Globe CLS) Operational since 2017
  - SEA-US: Davao CLS connecting to Indonesia, Guam, Hawaii, LA, and Seattle

- NLZ
- NCR-SLA
- VIS-MIN

Legend:
- NL Transmission Network
- Mindanao Transmission Network
- NCR-SL Transmission Network
- FOBN1
- FOBN2
- FOBN3
- Luzon Festoon Submarine Cable
- Cable landing station and Point of presence
- NEW: Philippine Domestic Submarine Cable Network (PDSCN)
- Data Center

Domestic Backbone

Tailored Digital Strategies for Microfinance with varying maturity levels and strategic priorities

DIGITAL MATURITY

EMERGING BUSINESSES				
OBSERVER	EXPLORER	ADOPTER	PROFICIENT	INNOVATOR
Digital adoption is low; Has no significant investments	**Early stages** of digital transformation; **starting** to explore automation	**Advances MSMEs** and **lagging enterprises**; all using digital tech	Digital adoption is important and **tech and automation is widely used**	Digital adoption is core; **deep automation and advanced subscriptions**

Globe BUSINESS

Connectivity as an Enabler for Intelligent Customer Engagement

✅ **Enables you to elevate existing customers engagements**

✅ **Attract new clients through secured and hyper-personalized, exceptional experiences**

PROTECT CRITICAL DATA

CONNECTING COMMUNITIES

PLAN BIZ ALL DATA PLUS

DEEPEN & AMPLIFY ENGAGEMENT

EXPAND CUSTOMER KNOWLEDGE

m360

Inquiro

Maria Reyes
Through thoughtful care and entrepreneurship, she creates a stable, fulfilling life for her loved ones

Globe BUSINESS

Powering Financial Inclusion, One Secure Connection at a Time

THE FOUNDATION

DIRECT INTERNET ACCESS & BROADBAND

Establish a rock-solid, high-speed internet backbone for your business operations. Your gateway to the digital world.

ENABLE MOBILITY

MOBILE CONNECTIVITY

Oversee your business operations even while on the go and enable your employees in the field to stay connected
as low as 399 per month.

VOICE EVOLUTION

SIP TRUNK

Make and receive calls over the internet to simplify operations. Enjoy lower costs, stronger reliability, and effortless scalability.

TOTAL UNIFICATION

UCAAS
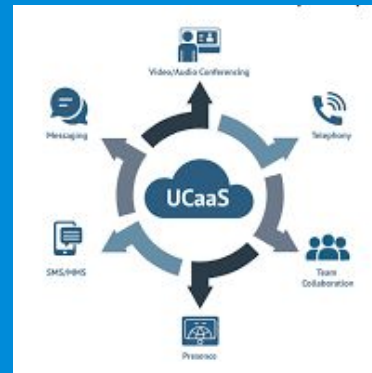
Combine voice calls and instant messaging into a cloud-based platform, enabling your team to work seamlessly across different devices.

Globe BUSINESS

Inquiro

Consolidating data across industries for a **holistic customer view**

- **Mobile Number**
- **Device ID**
  (MAID, UID2.0, PanoramaID)

Demographics
Lifestage (student, adult)
Gender
Affluence
Home Location (city, province, region)

Persona
Bank Account Owners
Financially Literate
E-wallet Users
Online Bankers
Users with Personal Loans

Interest
Credit Card Enthusiasts
Family Oriented Users
Social Media Addicts
Tech Savvy Individuals

Purchase Intent
Online Shopaholics
Car Owners
House Owners
Insurance Advisees

Points of Interest
Bank Visitors
Insurance Office Visitors
Workplace Regulars
Car Dealership Visitors

Internet, Telco & Device
Device Brand
Device Model
Data Usage
Telecommunications

Market Analytics

Audience Builder
Self-service, intelligence dashboard for a holistic 360 view of your own customers
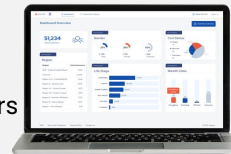
Footfall Analysis
Agile, affordable and actionable market research across various deterministic behavioral and location data

Targeting & Acquisition

Acquisition Suite
Acquire new customers beyond your existing base through any channel

- SMS
- Social Ads
- Programmatic Ads
- GCash

Scoring Products

Credibility Score
Measure the overall trustworthiness of a consumer using alternative behavioral datapoints

m360

A flexible, scalable multi-channel messaging solution designed for diverse business needs.

Unify Your Communication Channels

Multi-Channel Integration
Consolidate SMS, email, WhatsApp, and Viber communication onto a single platform.

Cross-Channel Synchronization
Ensure consistent customer experiences by synchronizing interactions and data across all channels.

Streamline and Optimize

Automation
Automate routine tasks like responses, campaigns, and transactional messages (such as order confirmations and shipping notifications) to improve efficiency.

Real Time Tracking and Scalability
A scalable, wallet-based messaging solution for SMS, ISMS, email, WhatsApp, and add-ons like Viber Business Messaging—seamlessly integrated via One API. Designed for businesses seeking flexible, cost-effective ways to expand reach and boost customer engagement.

Deliver with Confidence

Reliability
Benefit from guaranteed message delivery across all channels, backed by failover mechanisms for uninterrupted service.
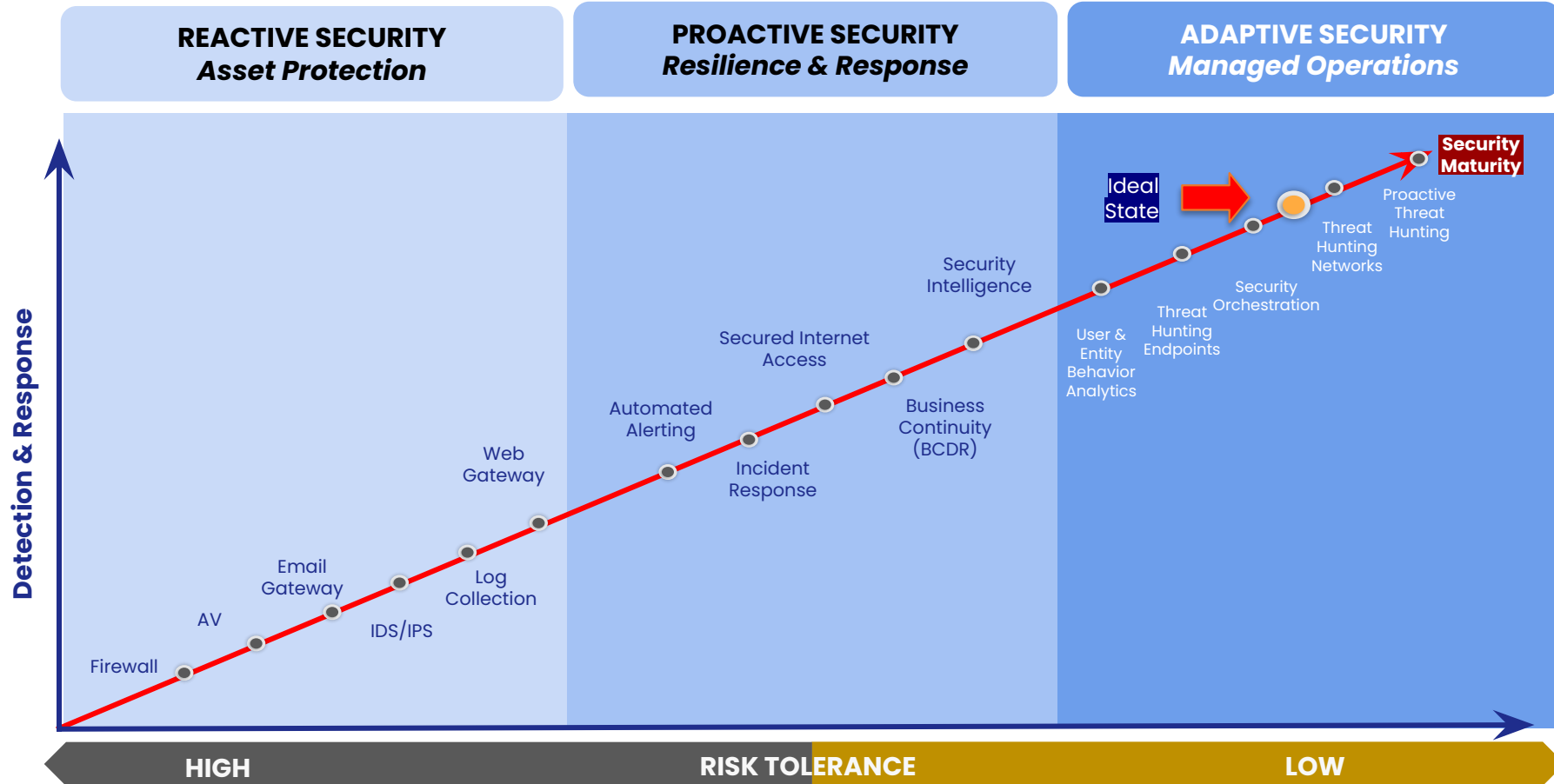
Security
Protect sensitive information with a platform that complies with data privacy and security regulations.
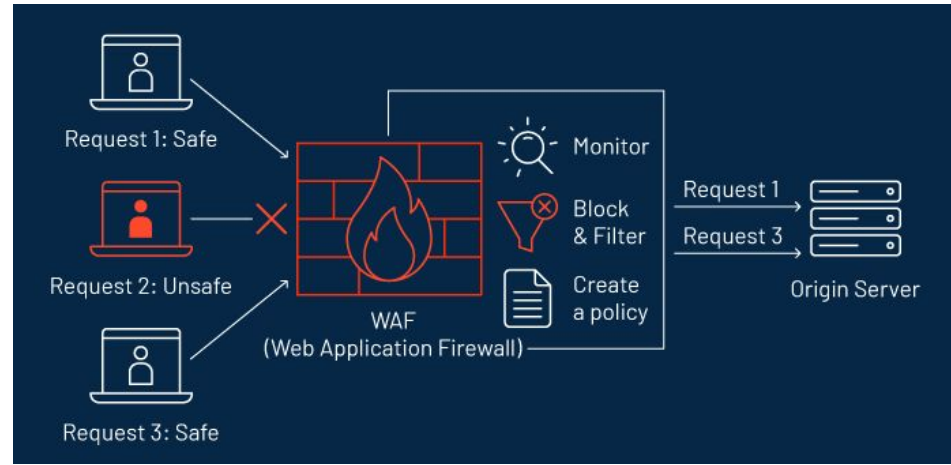
Globe BUSINESS

A Phased Approach to Building a Robust Cybersecurity Framework

Protecting Your Digital Platforms with Web Application Firewall

Protect Sensitive Data

Prevents attackers from stealing sensitive information submitted through websites or applications.

Integration with Other Security Stack

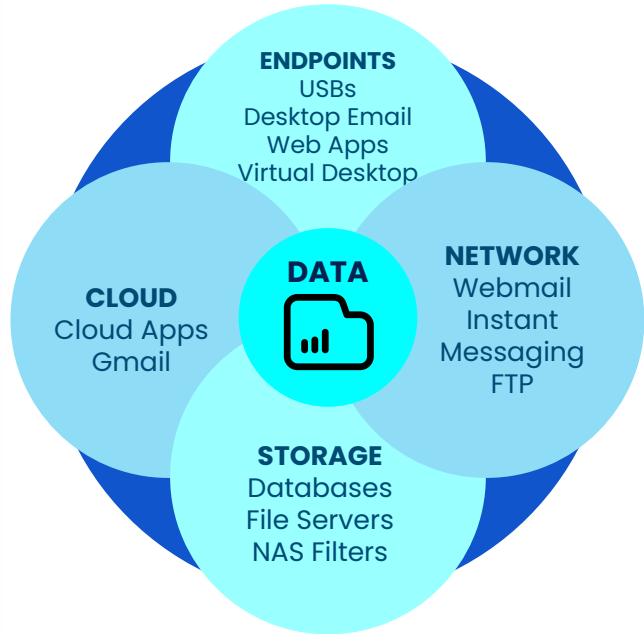Teams up with other protection tools, monitoring systems to share threat info and streamline response.

Compliance & Risk Management

Meets regulatory requirements by preventing data leaks and minimizing downtime from attacks like DDoS.

Globe BUSINESS

Securing your Most Valuable Asset with Data Loss Protection

DATA

ENDPOINTS
USBs
Desktop Email
Web Apps
Virtual Desktop

NETWORK
Webmail
Instant
Messaging
FTP

CLOUD
Cloud Apps
Gmail

STORAGE
Databases
File Servers
NAS Filters

Monitoring & Enforcement

Continuously monitor data usage and enforce policies to prevent unauthorized activities

Encryption & Access Controls

Employ encryption to protect data at rest, in transit, and in use. Ensure that only authorized users and devices can access data
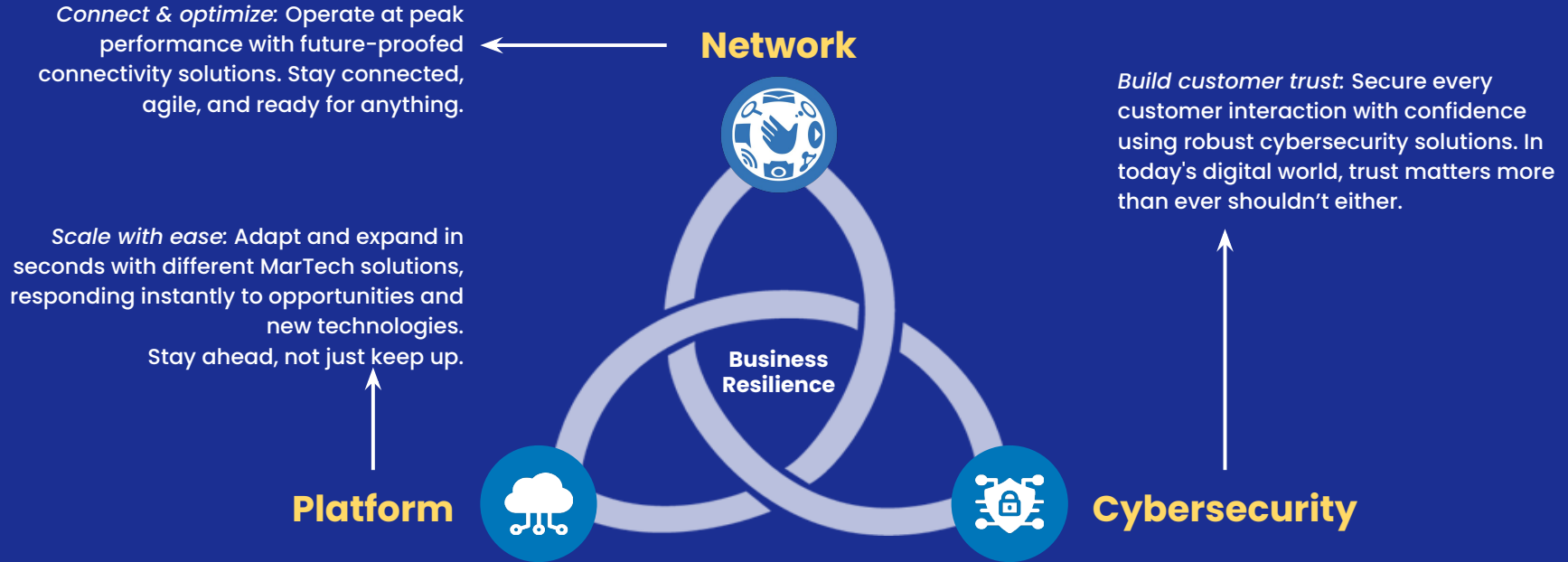
Prevention

Block or alert users about risky activities and mitigate risks effectively

Compliance & Reporting

Achieve compliance by monitoring data handling practices, generate audit trails, and enhance overall data governance

Globe BUSINESS

Building the Foundation to Sustainability & Resiliency

Connect & optimize: Operate at peak performance with future-proofed connectivity solutions. Stay connected, agile, and ready for anything.

Network

Build customer trust: Secure every customer interaction with confidence using robust cybersecurity solutions. In today's digital world, trust matters more than ever shouldn't either.

Scale with ease: Adapt and expand in seconds with different MarTech solutions, responding instantly to opportunities and new technologies. Stay ahead, not just keep up.

Business Resilience

Platform

Cybersecurity

Globe BUSINESS

Choose the Courage to Transform

Globe **BUSINESS**

Please scan the QR code to know more about our solutions.

f https://www.facebook.com/globebusiness

https://twitter.com/Globe_Business

https://www.globe.com.ph/business/enterprise.html

Karlmarx Rubia
Business Development Director, Business Solutions Consulting
Globe Business