

New Revenue Streams



Discover our innovative partnership model and increase your market share



Telecom success story



One of 5 largest operators in the Asia-Pacific region with ~85M subscribers

"We've had a highly successful collaboration with GMS for international A2P messaging through our portfolio company m360 for several years. Now, we are excited to extend our partnership because we believe GMS' redefined business strategy aligns with Globe's goal to empower each Filipino with every day digital solutions."

- Ernest Cu, President and CEO of the Globe Group

Goal

Revolutionize the landscape of customer experience for enterprises across the country through AI-driven communications solutions

Solutions

GMS New Revenue Streams Program including CPaaS and AI solutions

Benefits

Increased up-sale and cross-sale
Increased B2B client retention
Enhanced market positioning

Value

Innovation

Retention

Growth

Partnership beyond solutions

MNO goals

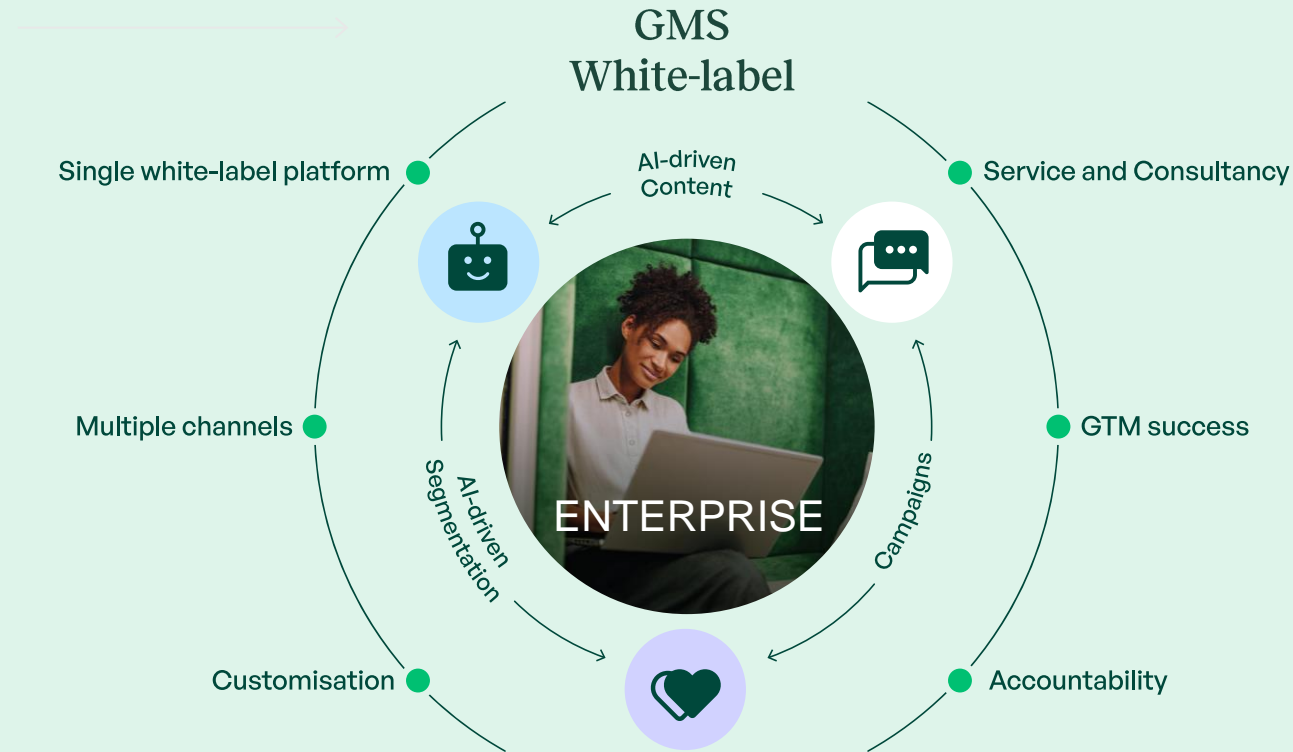
Growth in:

Revenue

Retention

Market share

Reputation



MNO results

Diverse, expanded enterprise portfolio

New income stream

Increased enterprise stickiness

Unmatched quality of service

Leveraging economy of scale

GMS Partnership model

Value discovery



- Business and market analysis
- Use-case co-creation and mapping
- Bespoke AI-first solution design

Value delivery



- Tailored product offering
- Market success through co-creation

Continuous partnership



- Performance analytics and iterations
- Technical support
- Offer expansion

MARKET ENTRY SUCCESS

MARKET GROWTH

White-label without worries



MNO GOALS



**Retain and grow
enterprise customer base**



**Increase revenue through
portfolio expansion**



**Increase customer
satisfaction and market
stickiness**



**Build brand authority
by driving innovation**



GMS SOLUTION

Go to market faster with a
white-labeled solution

Empower enterprises with AI
and CPaaS solutions

Deliver customisable platforms
to meet your customers' needs

Ensure easy deployment with
support from the GMS team

Tap into the booming markets

Tactically address emerging
communication needs

Choose solutions created for
Mobile Operators

Rely on GMS' expertise in
both telecoms and enterprise
markets

Address emerging enterprise
needs

Strengthen your market
positioning with a robust offer

Get market entry guidance and
assistance from the GMS team

Leverage GMS' 24/7 expert
support

Ensure brand consistency
through customisation

Maintain recognisable brand
voice and authority

Increase customer trust and
build loyalty

CPaaS White-label

For omnichannel engagement

- Simple onboarding
- Intuitive campaign builder
- Support for major channels
- Enhanced security



Hi, Tom! Spice up your weekend plans with our new fruity flavors. Now 30% off at beveragesite.com/promo!



Omnichannel engagement

Customer insights

Campaign orchestration and fallback

Performance

Throughput -> 5000 messages per second
Availability -> 99.99%

Single API and GUI



CHANNELS AND INTEGRATIONS



SMS



Viber



WhatsApp



RCS



Push



Email



Alternative
channels



Telegram

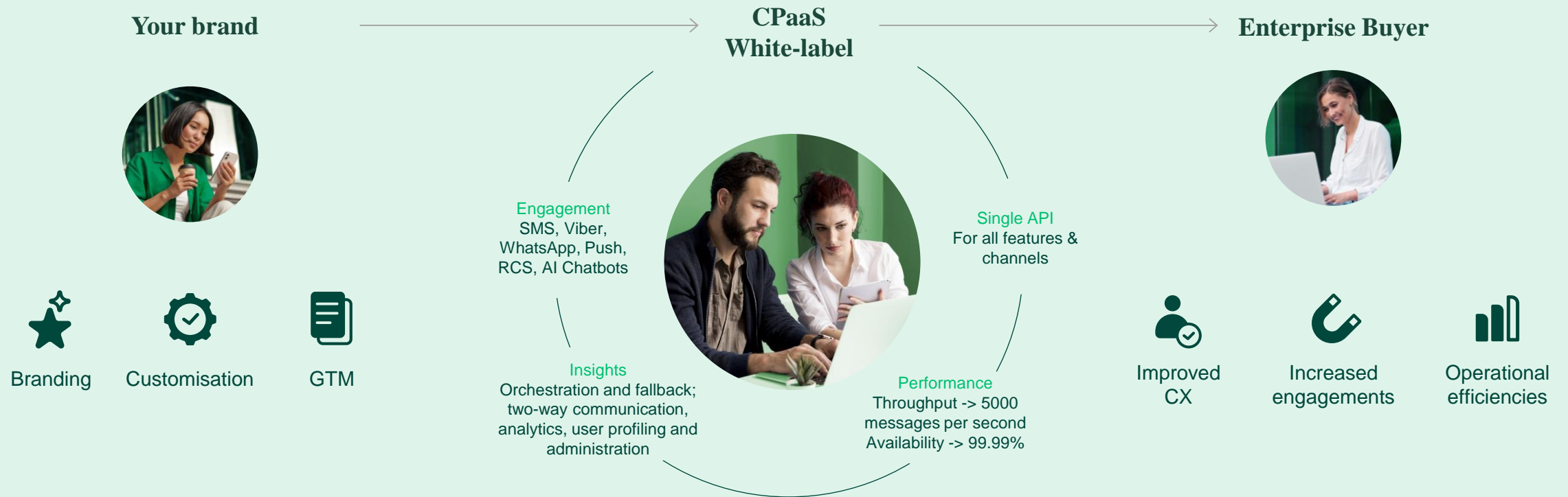


Instagram



Facebook

An engagement one-stop shop



Conversational AI White-label



Funnel optimisation

Use AI chatbots to drive consumers further down the sale funnel



Product discovery

Enable easy product discovery with promotional pop-up messages



Lead qualification

Easily qualify leads by asking relevant questions based on context



Feedback collection

Make it convenient for your customers to share feedback

Can be
deployed for:



Web



Voice



WhatsApp



Viber



Telegram



Facebook

- ✓ Goal-driven conversations
- ✓ Intent recognition
- ✓ Self-learning



Hi there! I'm CashBot,
TopBank's chatbot.
How can I help you today?

Check balance

Manage account

Manage overdraft

Transfer money

Report fraud



AI market entry success



Greenlight Tomorrow.

