

# 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

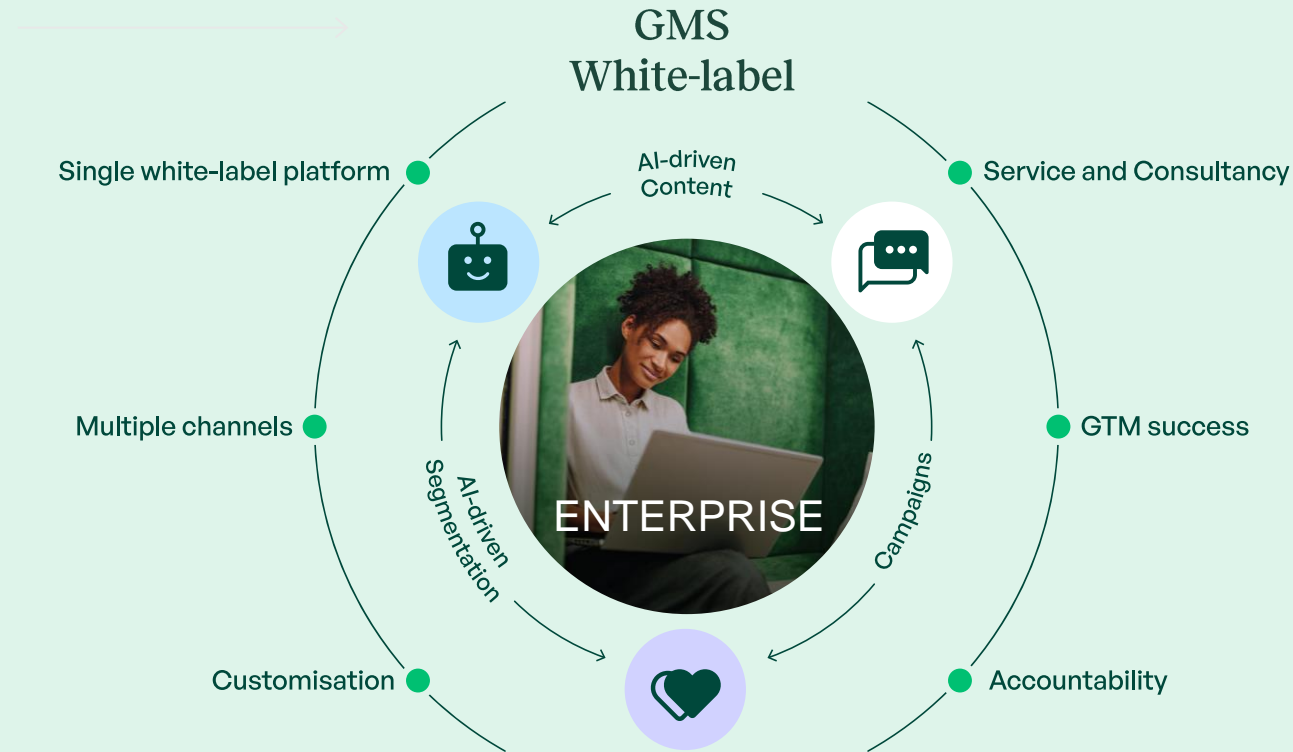
### Growth in:

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

# 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



# 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](https://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



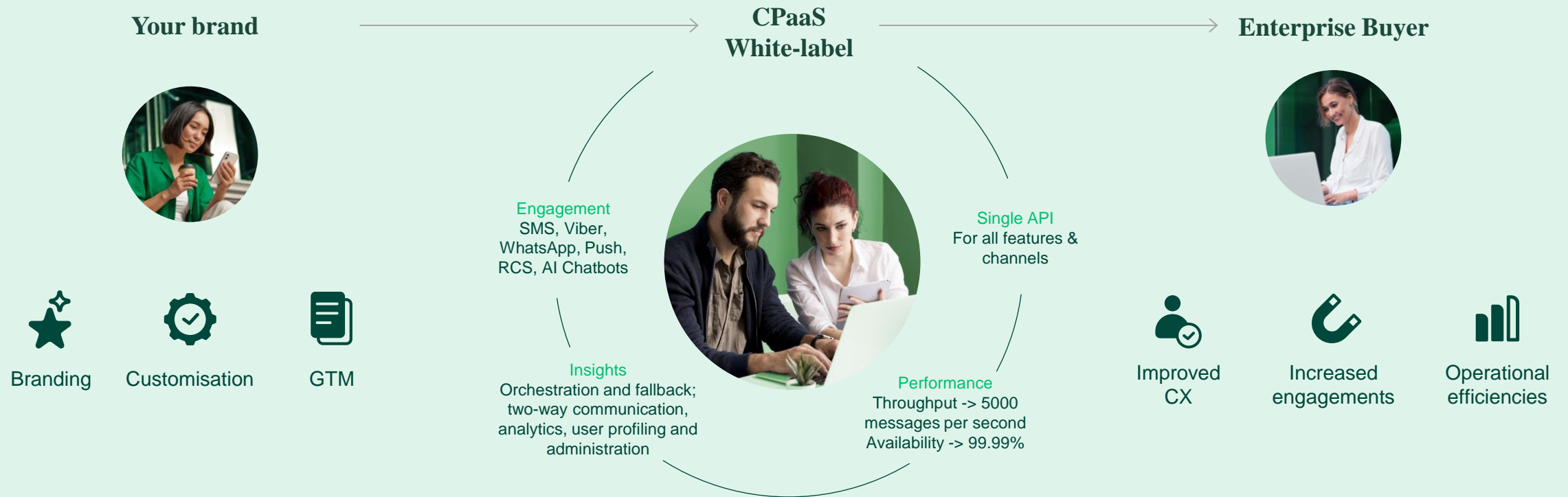
Instagram



Facebook



# An engagement one-stop shop



# Greenlight Tomorrow.

