



Globe GFiber Prepaid: Making Fiber Broadband Accessible to All Filipinos

A LotusFlare Customer Story



Summary

- Globe and LotusFlare partnered to deliver GFiber Prepaid which empowers Filipinos to experience fiber-strong internet connectivity, democratizing access to Globe connectivity services across more market segments.
- In less than 7 months from idea to launch, Globe created a market-changing business line using LotusFlare DNO™ Cloud, the new GlobeOne app and GCash to offer the first fully-digital prepaid fiber broadband service in the Philippines.
- For the fully-digital experience, GFiber Prepaid functionally is delivered through the GlobeOne website and the GlobeOne App which manages all Globe services combined with GCash for easy and secure payments.

“GFiber Prepaid changes the game for Filipinos, empowering them to experience the power of fiber-strong internet connectivity for the needs of the entire family. This is part of Globe’s thrust to democratize access and make our reliable connectivity services more accessible across market segments.”

Issa Cabreira, Chief Commercial Officer
Globe Telecom



Nandito na ang NEW
Prepaid Fiber WiFi
para sa bahay



RELOADABLE UNLI INTERNET **AS LOW AS P299 FOR 7 DAYS** **WALANG LOCK-IN!**

PA-INSTALL NA SA


INSTALL GFIBER PREPAID NOW FOR P1499, COMES WITH FREE 7 DAYS UNLI FIBER
PROMO RUNS FROM MAY 20 - JULY 20, 2023. PER DTI FAIR TRADE PERMIT NO. FTB-166282 SERIES OF 2023.

Challenges

When it comes to the consumption of mobile communication services, the Philippines is a “prepaid first” market. The vast majority of Filipinos prefer having the freedom to manage how they pay for mobile services - voice, SMS, data and other value-added services.

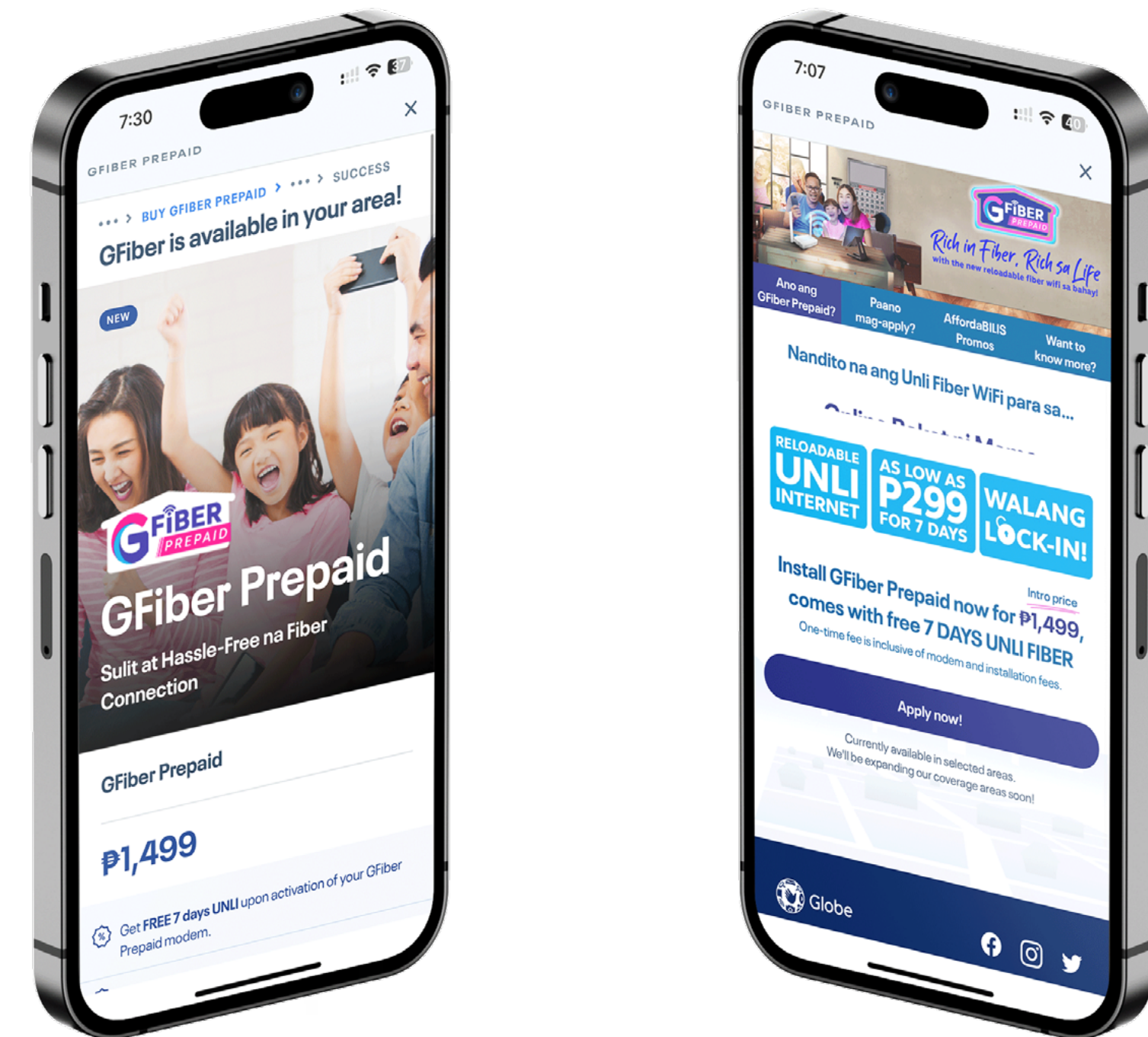
Consumer fiber broadband services, however, are primarily postpaid services where customers must commit to year-long contracts to secure fiber services that enable voice, TV, OTT services and broadband internet access. This mismatch in payment preference is significant for the Filipino market.

In the Philippines, only a relatively small portion of the population would commit to postpaid fiber so, in effect, access to fiber broadband has been curtailed for most of the Filipino population. Not surprisingly, the small postpaid segment of the market has become crowded with many competitors. Globe Telecom CEO Ernest Cu in May 2023 described the postpaid segment as “nearing saturation, if not already saturated.”¹

With postpaid saturated and slower than anticipated fiber broadband adoption, Globe leadership sought ideas to boost access to fiber broadband in the majority of their mobile customer base. Their idea was to bring prepaid to the fiber broadband market, a simplified prepaid offering within GFiber, Globe’s consumer fiber broadband brand.

Globe also faced a systems challenge. The BSS and IT stack that supported GFiber postpaid could not be changed quickly or at a reasonable cost to support prepaid fiber broadband offerings.

In light of these circumstances, Globe solidified its commitment to coming up with a different approach to fully utilize its fiber network and expand access. CEO Ernest Cu laid out the vision simply of what would become GFiber Prepaid: “It will be very easy to sign up for, and most of all, it would be very affordable to the general public...”²



1 “Globe to offer prepaid fiber service”, Jekki Pascual, ABS-CBN News, May 8 2023.

2 Ibid.

Solution

Globe reached out to LotusFlare with whom they had recently partnered to achieve two valuable business outcomes - the replatforming of 3 million GOMO Philippines customers onto LotusFlare DNO™ Cloud in April 2023, and the development of the new GlobeOne SuperApp in March 2022.

In assessing the challenges to deliver a fully-digital prepaid offering, LotusFlare encouraged Globe to go for agility first and foremost. Teaming with Globe, LotusFlare worked to understand requirements and then recommended Globe bypass complexity and deploy a new software foundation for the following reasons:

- **Speed-To-Market:** A fresh new business line on a greenfield environment could be deployed, configured and launched within half a year.
- **Operational Cost Reduction:** Globe could free itself from the high operational costs, outages and lack of agility that plagued the postpaid fiber BSS and IT stack.
- **Leverage Prior IT Investment:** Globe could gain greater systems efficiency by creating a second tenancy next to and logically separated from Globe GOMO tenancy deployed on the same instance of LotusFlare DNO Cloud.
- **Utilize Network Integrations:** Globe could still utilize the same fiber broadband infrastructure used by the postpaid offering due to the APIs and Integration Framework of LotusFlare DNO Cloud.

Work on the new GFiber Prepaid deployment and configuration using LotusFlare DNO Cloud began in late 2022. Going with the recommendation to create a second tenant on the GOMO instance of LotusFlare DNO Cloud, Globe reduced the deployment time and operational cost as it did not need to maintain or manage two different infrastructures.

As in previous engagements with Globe, LotusFlare's approach began with helping Globe to think about and build the GFiber Prepaid service from the 'customer experience down.' Globe wanted GFiber Prepaid to be part of the digital experience it has created for all customers, namely, the GlobeOne channel. For both mobile customer experience and website, GFiber Prepaid functionally is delivered through the GlobeOne website and the GlobeOne app (iOS and Android), which LotusFlare helped Globe develop and roll out in early 2022.

Globe and LotusFlare determined that customer acquisition flow would be critical to the GFiber Prepaid experience. Integrations to third-party systems would figure prominently in delivering the desired customer experience.

For new customers, GFiber Prepaid begins with a serviceability check. LotusFlare DNO Cloud is integrated with Google Maps to check locations based on latitude and longitude. If the address is not serviceable, DNO Cloud captures the information and redirects the prospect to other Globe services or saves the information for marketing when the service becomes available in their area.

Other key integrations include:

- To deliver and activate the broadband modem after serviceability is confirmed, LotusFlare DNO Cloud is integrated with Globe’s proprietary OSS and workflow management systems for appointment scheduling for fiber broadband modem installation.
- C-Axis and Handyman are integrated for payment transactions and to locate and validate reported service outages.
- Verification of email addresses is provided through integration to ZeroBounce.

After-sales customer support is another key element of the experience as the fiber broadband service will be new to many customers. For support of customer inquiries, LotusFlare DNO Cloud has integrated with Facebook Messenger to provide links to customer help, and FAQs and provide the ability to reach out to and chat with the customer service agent.

LotusFlare also recommended keeping the initial set of customer offers simple. Globe opted to take a “sachet pricing” approach by utilizing LotusFlare Product Catalog. GFiber Prepaid offers four sachet promos at launch.

The first promo is the fiber broadband modem (which includes installation by a technician at the customer premises). The other three promos are subscription packages of 7 days, 15 days and 30 days of access to the fiber broadband service. New customers are only allowed to purchase the modem promo. Then once the modem is installed and activated, customers with modems are able to purchase one of the three subscription promos.



Outcomes (so far)

GFiber Prepaid was launched to friendly customers in late April 2023. The full commercial launch took place on June 1st, 2023. The Globe team was pleased to be able to deliver an entirely new business line in less than 6 months from idea to launch.

More importantly, this project showed that Globe, with the right enabling software foundation, had the agility to change its offerings to meet the preferences of its customers. GFiber Prepaid now serves the underserved segment of the market that wants fast internet but does not want to be tied to a lock-in period. This change in the way services are paid alone reduces barriers to accessing this increasingly important digital service for every Filipino.

Globe's Consumer Mobile Business Head, Darius Delgado, confirmed this shortly before launch by saying "This (GFiber Prepaid) will feature a fully digital experience coupled with sachet pricing and financing options that's most relevant and accessible to the mass market."³

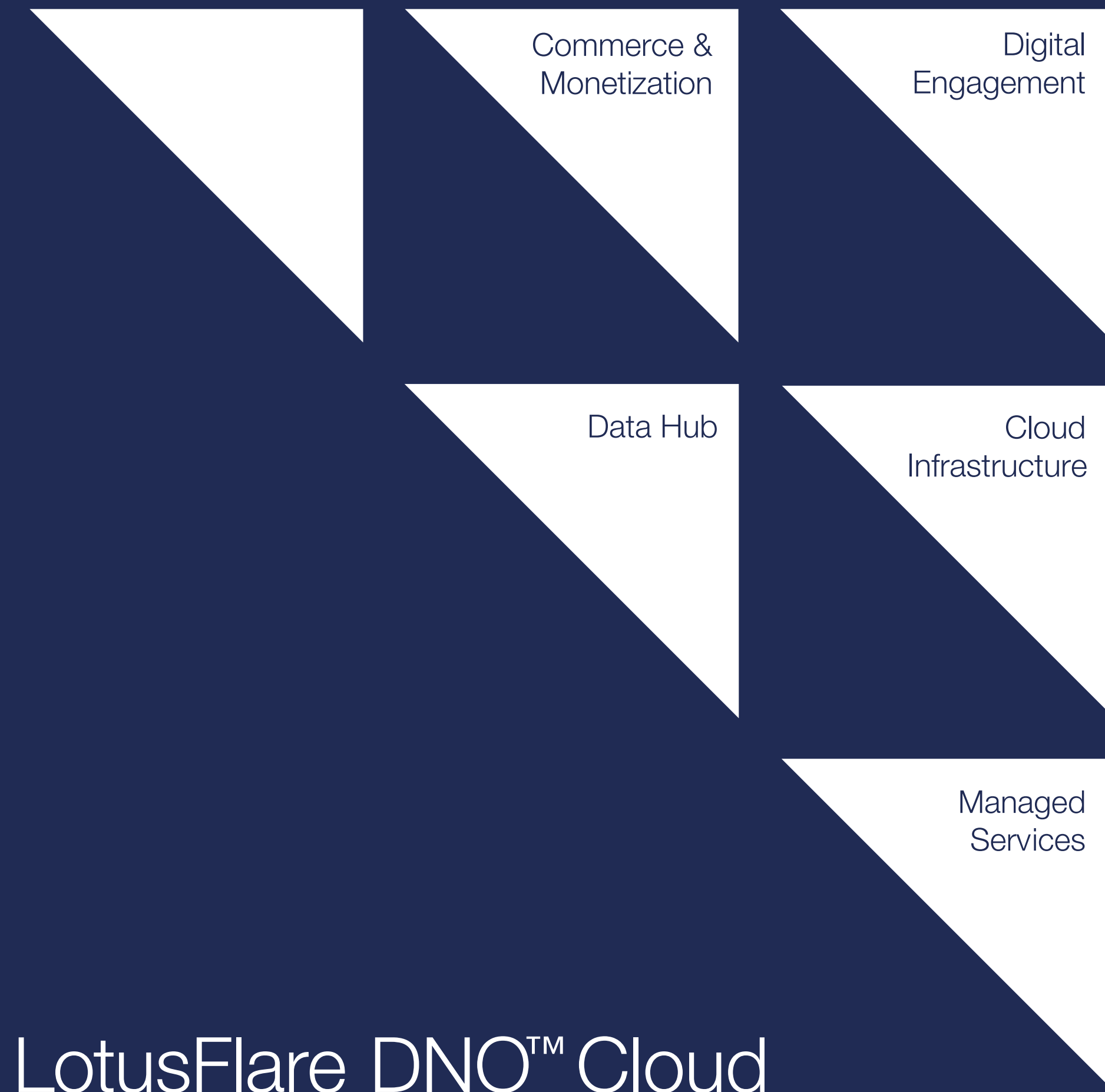
Globe, supported by LotusFlare and its MVP approach, will continue to test, tune and advance the GFiber Prepaid service to increase access and deliver a simple and rewarding customer experience.



"Globe At Home has always championed the spirit of the madiskarteng Pinoy— the hardworking and opportunity-seeking head of the family. The launch of GFiber Prepaid is a testament to our commitment to providing fiber internet connection that empowers everyone to seize new opportunities. Whether it's for work, education, or setting up an online business, GFiber Prepaid is here to make that leap possible, all while staying within budget."

Raymond Policarpio, Vice President of Globe at Home Broadband Business





LotusFlare designed, built and continuously advances LotusFlare Digital Network Operator® (DNO™) Cloud to address the business innovation challenges of CSPs. LotusFlare DNO Cloud is a fully-managed cloud-native commerce and monetization service that provides an all-digital BSS to deliver valuable business outcomes to consumer and enterprise customers of CSPs. Developed from “customer experience down”, LotusFlare DNO Cloud enables CSPs to:

- **Create A Business Innovation Engine**

LotusFlare DNO Cloud allows CSPs to test, tune and launch new business on the same DNO Cloud instance in months rather than years. CSPs can integrate a single DNO Cloud instance on top of multiple networks to serve multiple lines of business.

- **Lower IT Total Cost of Ownership**

LotusFlare DNO Cloud enables CSPs to significantly reduce CAPEX and OPEX expenditure. Its cloud-native architecture is designed to run on the public cloud at a fraction of the total cost of traditional legacy stacks and provide greater agility to roll out new businesses.

- ▲ **Move At Internet Speed**

LotusFlare DNO Cloud removes the burden of maintaining and upgrading a BSS stack, letting CSPs move at the speed of internet players. LotusFlare’s “un-vendor” MVP mentality drives rapid deployment and the testing and tuning of new business while in production.

- **Deliver Valuable Business Outcomes**

Whether B2C or B2B customers or wholesale partners, LotusFlare DNO Cloud is proven to quickly move a project to completion and deliver a valuable outcomes to CSPs in service of their consumer and enterprise customers.



Based in the heart of Silicon Valley, LotusFlare's mission is to design, build and continuously advance a digital commerce and monetization platform that simplifies technology and customer experience to deliver valuable outcomes to enterprises. Developed from "customer experience down", LotusFlare Digital Network Operator® (DNO™) Cloud is a fully-managed cloud-native commerce and monetization service that provides an all-digital BSS to deliver valuable business outcomes to consumer and enterprises customers of CSPs.

Learn more at lotusflare.com



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