



REPUBLIC OF THE PHILIPPINES

PHILIPPINE CONSULATE GENERAL

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## Global Technology Creators Leverage on “PHL Advantage”



Above screenshots were taken while the speakers were delivering their presentations.

02 October 2020, Los Angeles – The 7<sup>th</sup> installment of the *Global Business Processes Powered by the Philippine Webinar Series* revealed the attractive, yet overly competitive world of technology creation. The session entitled, “*Creating Technologies that Deliver Value Leveraging on Philippines,*” was held on 25 September 2020 and was moderated by Vice Consul Marco Angelo Felix L. Lopez of the Philippine Consulate General in Houston.

In the world of technology creation, companies rise and fall based on the value created by their innovations. To outsourcing businesses, this means keeping their operations dynamic and responsive to the needs of their clients. To customers, technology value means information at their fingertips, one-click service and the power to choose.

In this field, the Philippines has over 650,000 information technology professionals that have expertise on app development and modernization, creating digital solutions, and designing information technology (IT) platforms for industries such as healthcare and insurance, banking and finance, transportation and lodging and government systems, among others.

Filipinos dominate the field at every level, from being company owners to managers, business developers, as well as engineers. In fact, one of the webinar’s speakers Mr. Juanloz Botor, represents a 100% Filipino-owned information technology-business process management company called Pointwest Technologies Corp.

Pointwest, which holds offices in the United States, Japan, Singapore, New Zealand and Australia, is backed by 17 years of experience in digital transformation of many international brands such as Nestle, Maersk, Coca Cola and Sun Life Financial to name a few. It leverages on a home-court advantage being headquartered in “the third largest

English-speaking country and no. 1 in voice business processing services,” as described by Mr. Botor.

“The Philippines remains a top offshore I.T. location because it has scalable educated talent pool, it is cost competitive, it has excellent infrastructure, its government is supportive of public-private partnership, and it has a proven track record in the industry,” he added.

One of Pointwest’s most timely projects is the application development of self-service health pods, allowing non-contact medical transactions for patients, such as teleconsulting, securing approvals for laboratory procedures, getting vital signs checked including blood pressure, and having eligibility checked. These health pods are deployed in selected hospitals, clinics and malls in the Philippines.

The second speaker, Mr. Vincent Remo, is one of many Filipinos at a top I.T. management job, being the Vice President for Innovation and Development of Advanced World Solutions, Inc. (AWSI), another leading software company, serving as the conduit of Japan-based Uicom Holdings Incorporated.

AWSI is a two-time winner of the “Best Software Company” award in 2016 and 2017 by the International ICT Philippines Awards and has been partnering with top blue-chip companies in Asia for first-rate software development. Its offices in Alabang, Makati and Cebu, employing almost a thousand personnel with roughly 900 of them being Filipino engineers.

According to Mr. Remo, outsourcing should be seen as a partnership, instead of the commonly-held view of a mere provider-client relationship. As an ideal business strategy, this partnership should involve communications with well well-defined processes and well-structured mechanism for reporting and review.

The award-winning company’s client-partners enjoy the flexibility of choosing either the onsite-based business model, project-based development structure or complete offshore outsourcing model. Its 3A solutions, analytics, automation and artificial intelligence, help companies leverage data through smart and connected devices.

In the time of the CoViD-19 pandemic, such a view becomes even more vital as the world of technology creation and value delivery have transitioned from just business enabling to business recovery and continuity.

The session was second to the last of the Global Business Processes webinar series, which began on 13 August 2020 and will run until 01 October 2020. Representing the Consulate General were its economic diplomacy team composed of Consul Rea G. Oreta, Trade Commissioner Eric C. Elnar and Information Officer Mary Grace “Joss” D. Leaño.  
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