

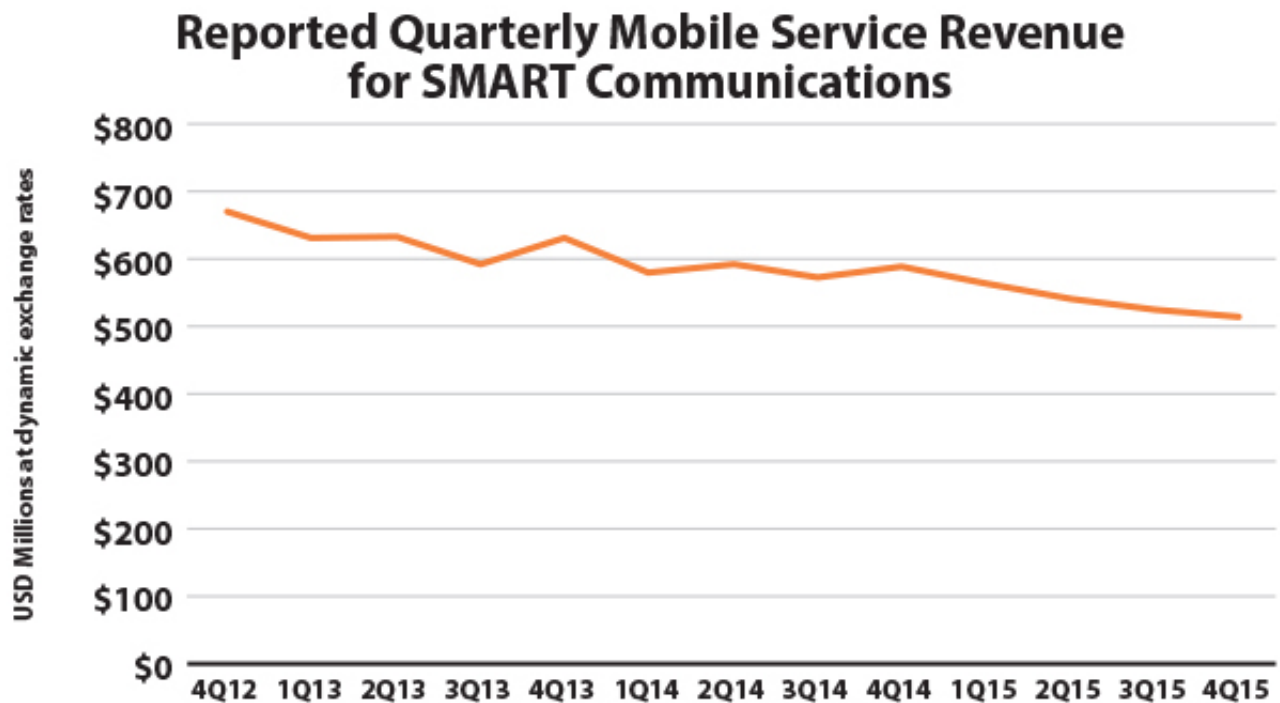


NOW INSIGHT

MATRIXX Software Receives \$5m from Philippines' PLDT

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BY RICH KARPINSKI (/BIOGRAPHY?EID=669)



Source: 451 Research's Asia-Pacific Mobile Carrier Monitor, March 2016



Philippine Long Distance Telephone Company (PLDT) has announced it has invested \$5m in MATRIXX Software, which provides real-time software for digital service providers. MATRIXX has also recently been tapped by SMART Communications, a PLDT subsidiary of and the country's largest mobile network, to help deploy its digital commerce platform.

SMART Communications said it decided on MATRIXX because it needed to implement a real-time, customer-centric platform that could speed its entry into the digital market, avoiding a lengthy IT project. Within weeks, MATRIXX is said to have installed and integrated SMART's platform, designed so mobile subscribers can individually purchase and customize lifestyle services and content. PLDT Group has nearly 70 million wireless subscribers.

451 Research Principal Analyst Rich Karpinski comments

"The story here is both a forward-looking digital services strategy by Philippine's mobile operator PLDT, and a solid endorsement and new reference customer for MATRIXX Software. On the PLDT side, the investment in and deployment of MATRIXX's digital commerce and services platform follows the appointment last May of Silicon Valley technology and venture capital veteran Winston Damarillo to the position of chief strategy officer. Damarillo's charter was to accelerate PLDT's transition from telecom to full digital services provider. PLDT did a rapid set up of MATRIXX's platform as a separate IT software stack to rapidly support the delivery of those new services at PLDT and its mobile arm, Smart Communications. PLDT joins MATRIXX's growing list of reference customers, including Telstra, Swisscom and Carphone Warehouse. The vendor recently announced its Go Digital solution stack (<https://451research.com/report-short?entityId=88193>), which combines its traditional back-office functions (rating, charging, billing, policy and more) with front-end service catalog and CRM capabilities from partner Vlocity."

M&A ACTIVITY BY SECTOR

Mobility (2346) (https://makb.the451group.com/results?basic_selected_sectors=188)

M&A ACTIVITY BY ACQUIRER

Philippine Long Distance Telephone Company [dba PLDT] (7) ([https://makb.the451group.com/results?basic_acquirers=Philippine+Long Distance Telephone Company \[dba PLDT\]](https://makb.the451group.com/results?basic_acquirers=Philippine+Long+Distance+Telephone+Company+[dba+PLDT]))

Figures shown indicate number of transactions

COMPANY MENTIONS (PRIMARY)

MATRIXX Software, Philippine Long Distance Telephone Company, Smart Communications (/search?company=Smart+Communications)

CHANNELS

Mobile Telecom (/dashboard?view=channel&channel=14)

SECTORS

All / Mobility (/search?sector=188)