



# BANKING

**On Cloud and Cybersecurity**



**“Banking is just bits and bytes.”**  
– John Reed, CEO/Chair, Citibank, 1984  
– 1998



**2.5 Quintillion bytes**  
of data daily

1,000,000,000,000,000,000



The **MONEY** is in  
the data.

**DATA** is the  
new money.



**It is no longer a brick-and-mortar business**







**The delivery of financial services is  
changing**





# ACCELERATE





# Mobile Ubiquity





# New entrants and financial service models

**Greenfield digital  
banks**

**Social  
insurance**

**Social  
investing**

**Social Lending and  
Saving**

**Crowdfunding**







# Cryptocurrency Phenomenon



# Virtual economies in-app gaming








Digital Wallets



**Do we still need branches  
in this digital age?**






The image features three interlocking gears held by three hands. The hands are positioned at the top, bottom-left, and bottom-right, with their fingers gripping the edges of the gears. The gears are dark in color, and a bright, glowing light emanates from the central point where all three gears meet. The background is a soft, out-of-focus sunset or sunrise scene with warm orange and yellow tones. The text is overlaid on the image in a clean, white, sans-serif font.

**Manufacturer  
of products**

**Processor  
of transactions**

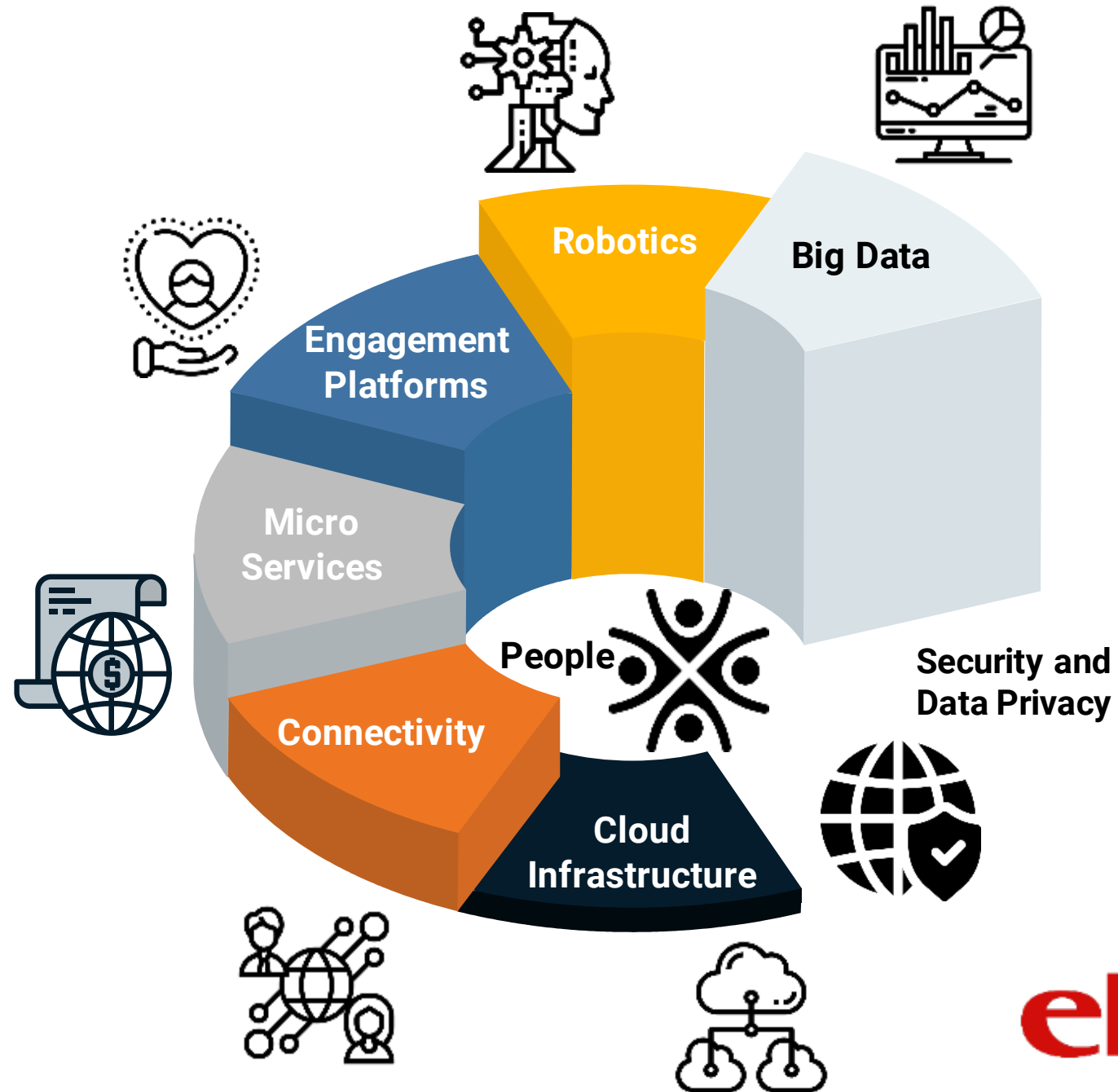
**Retailer  
of services**



A black and white photograph showing several hands of different skin tones pulling on a thick, textured rope. The hands are positioned in a line, with the fingers wrapped around the rope, suggesting a team effort or a relay race. The background is a blurred outdoor setting with trees and grass. The text "Overcome the pull and shackles of legacy systems and structures" is overlaid in the upper right quadrant in a bold, white, sans-serif font.

**Overcome the pull and  
shackles of legacy systems  
and structures**

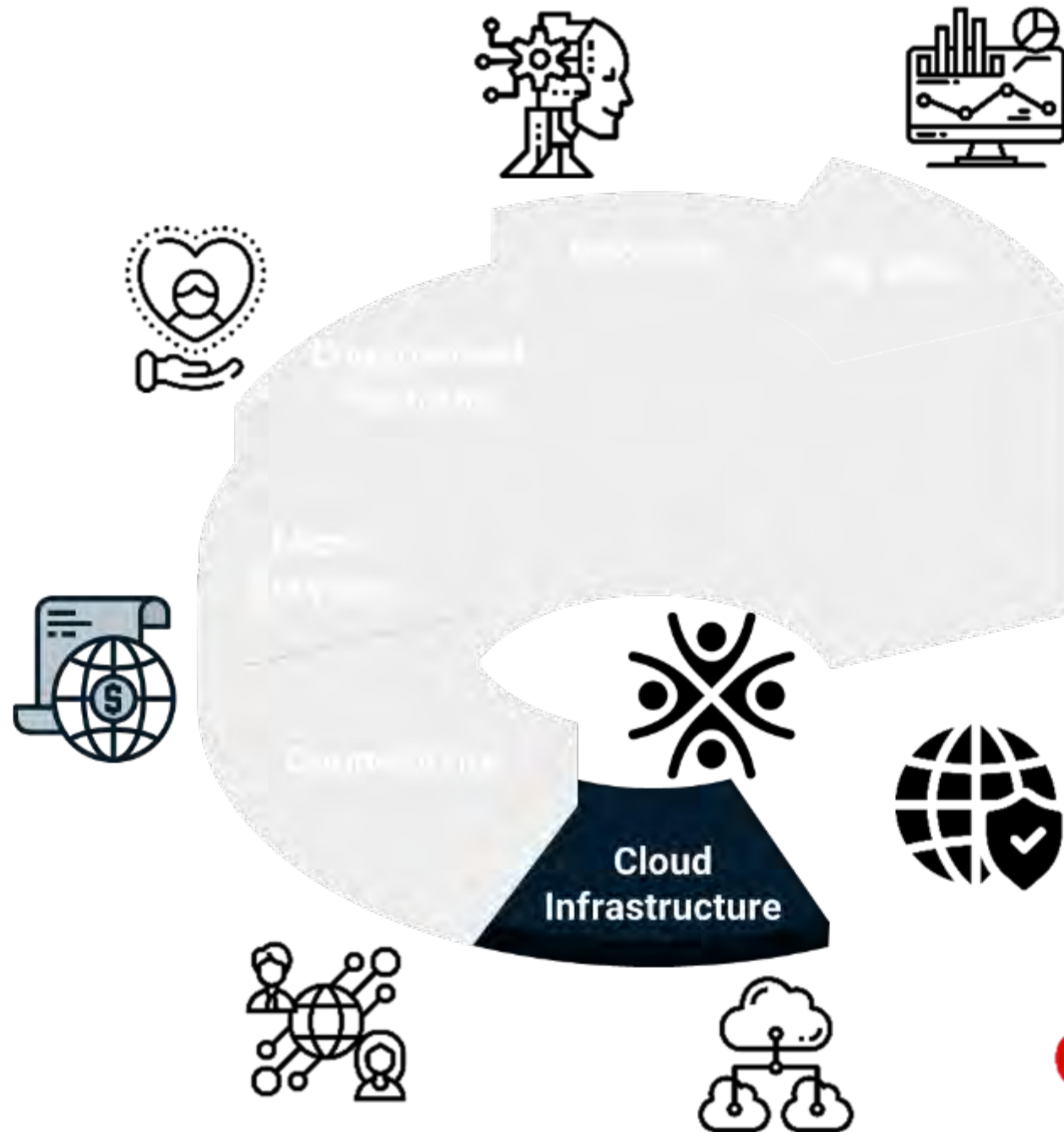
# Critical Components of your Digital Architecture



**ePLDT**



# Critical Components of your Digital Architecture



**ePLDT**

Managed  
Services

Control

ePLDT



## Cloud Infrastructure



**Hyperscaler-Grade  
Vitro Data Centers**

**Cloud IaaS, PaaS**

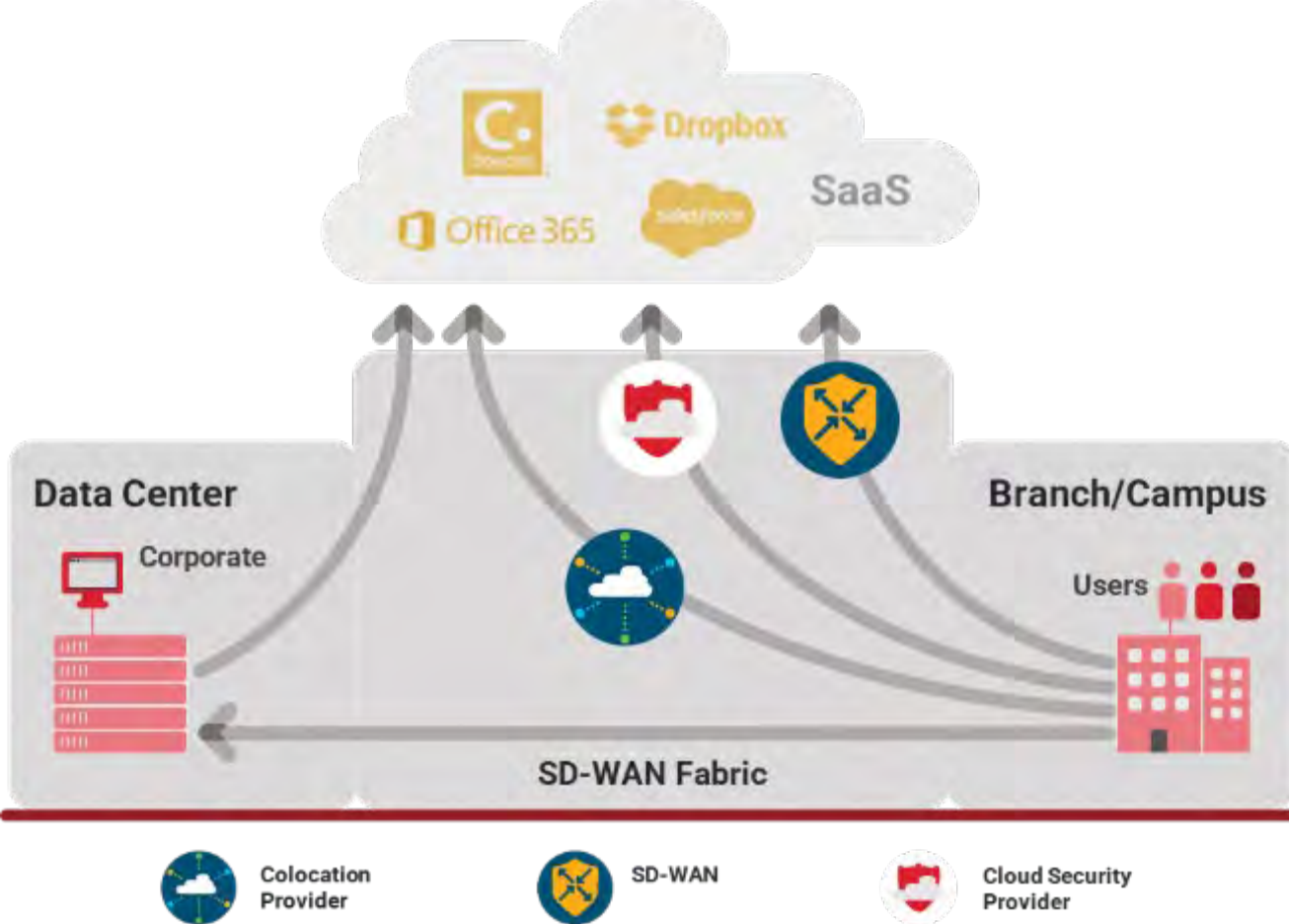




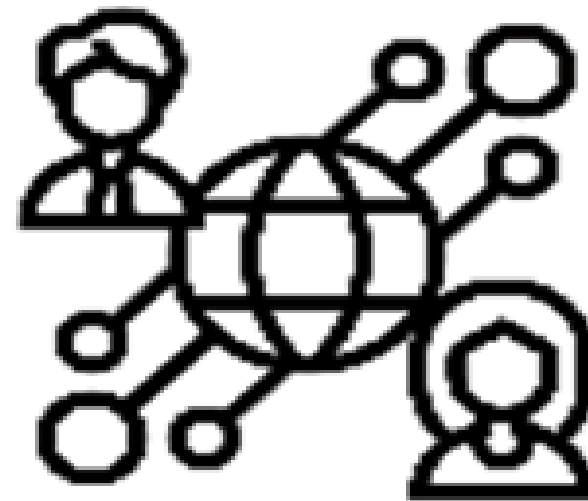
# Critical Components of your Digital Architecture



**ePLDT**

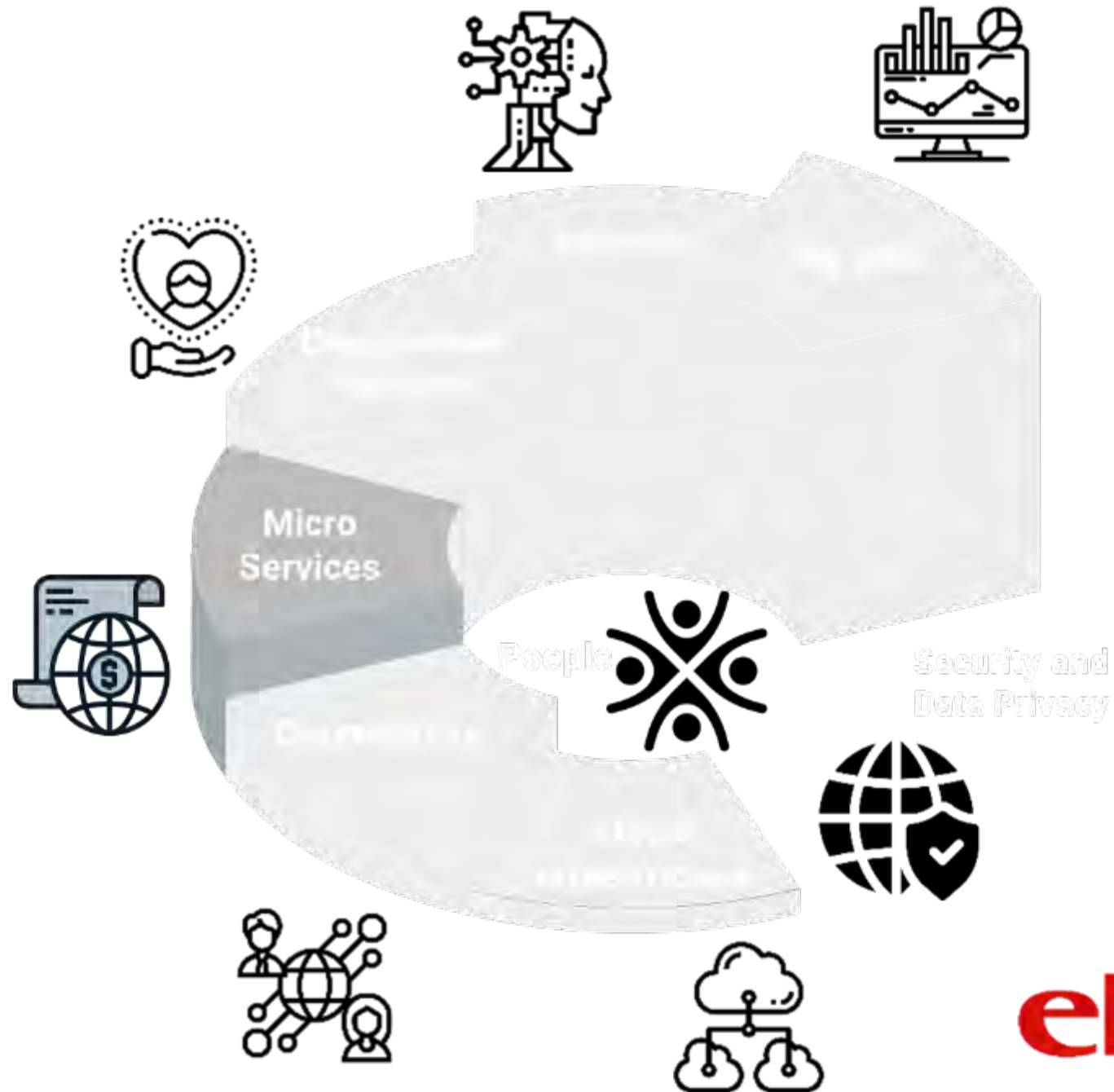


**SDWAN, 5G**





# Critical Components of your Digital Architecture



**ePLDT**

## **API Management**

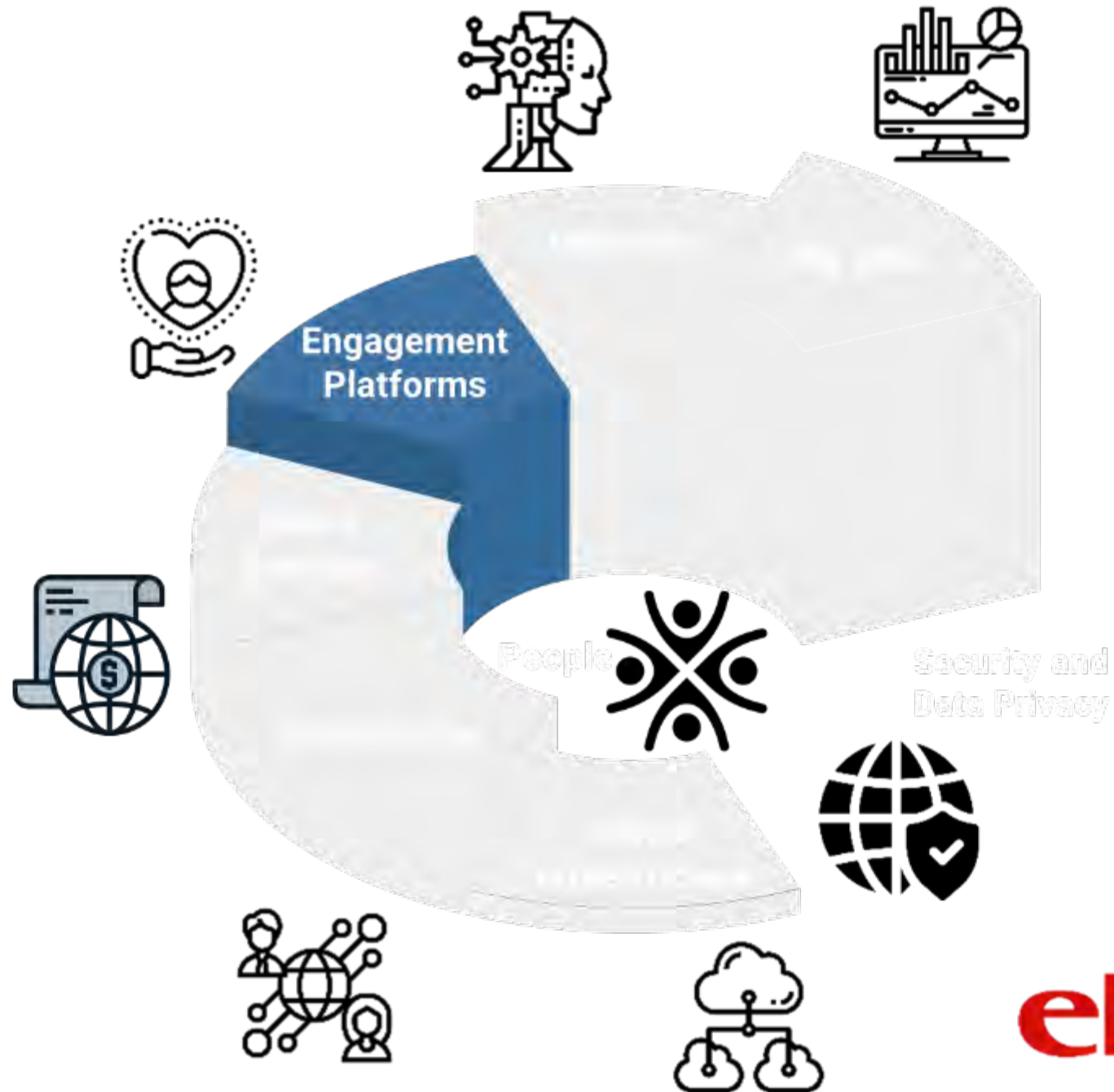


Micro  
Services

Control



**Critical  
Components  
of your  
Digital  
Architecture**



**ePLDT**

# Customer, Sales, Employee, Partner Touchpoints

## SaaS, Bespoke



Engagement  
Platforms

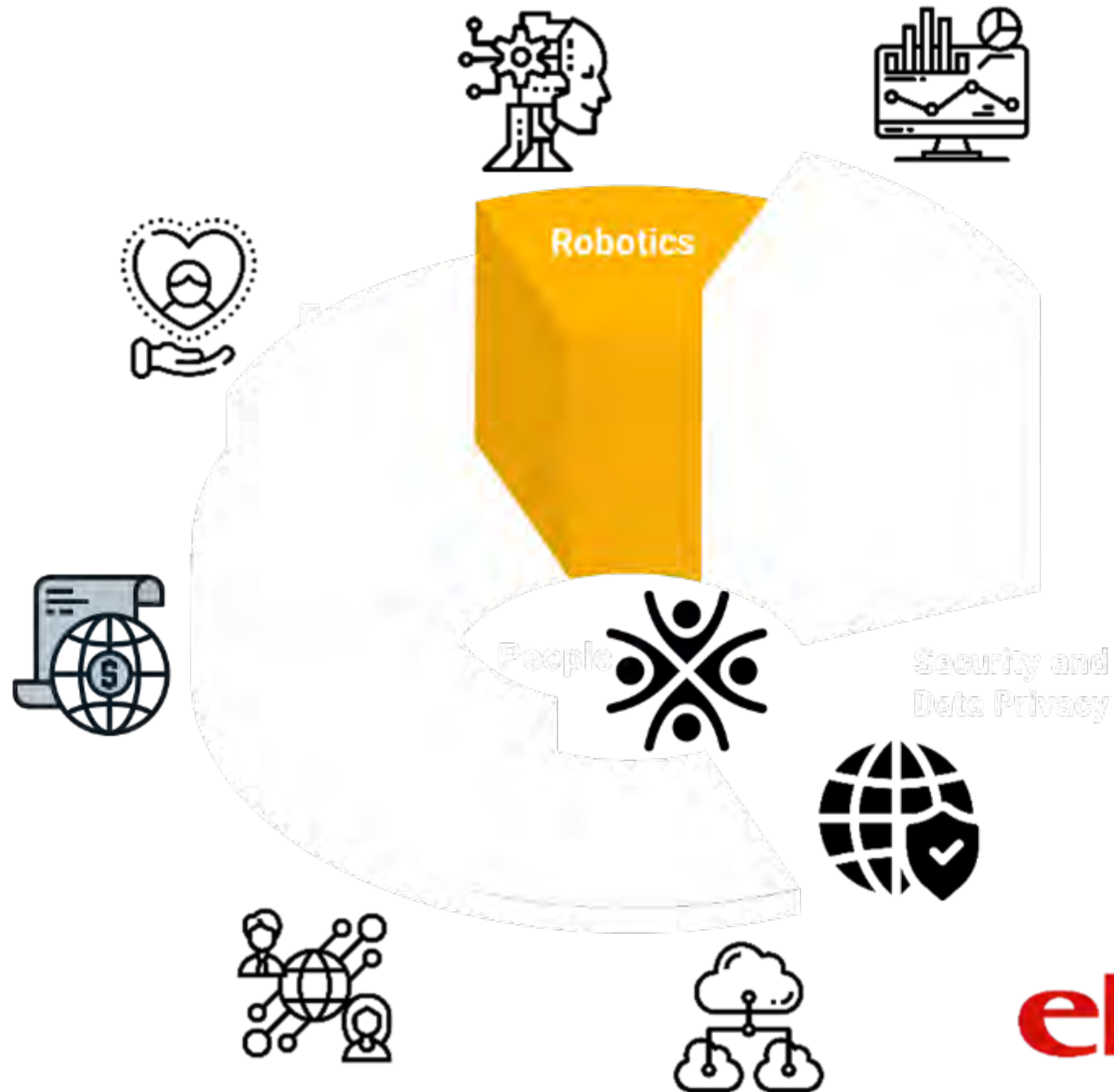
Micro  
Services

People





# Critical Components of your Digital Architecture



**ePLDT**



**CR Bots,  
Virtual Agents**



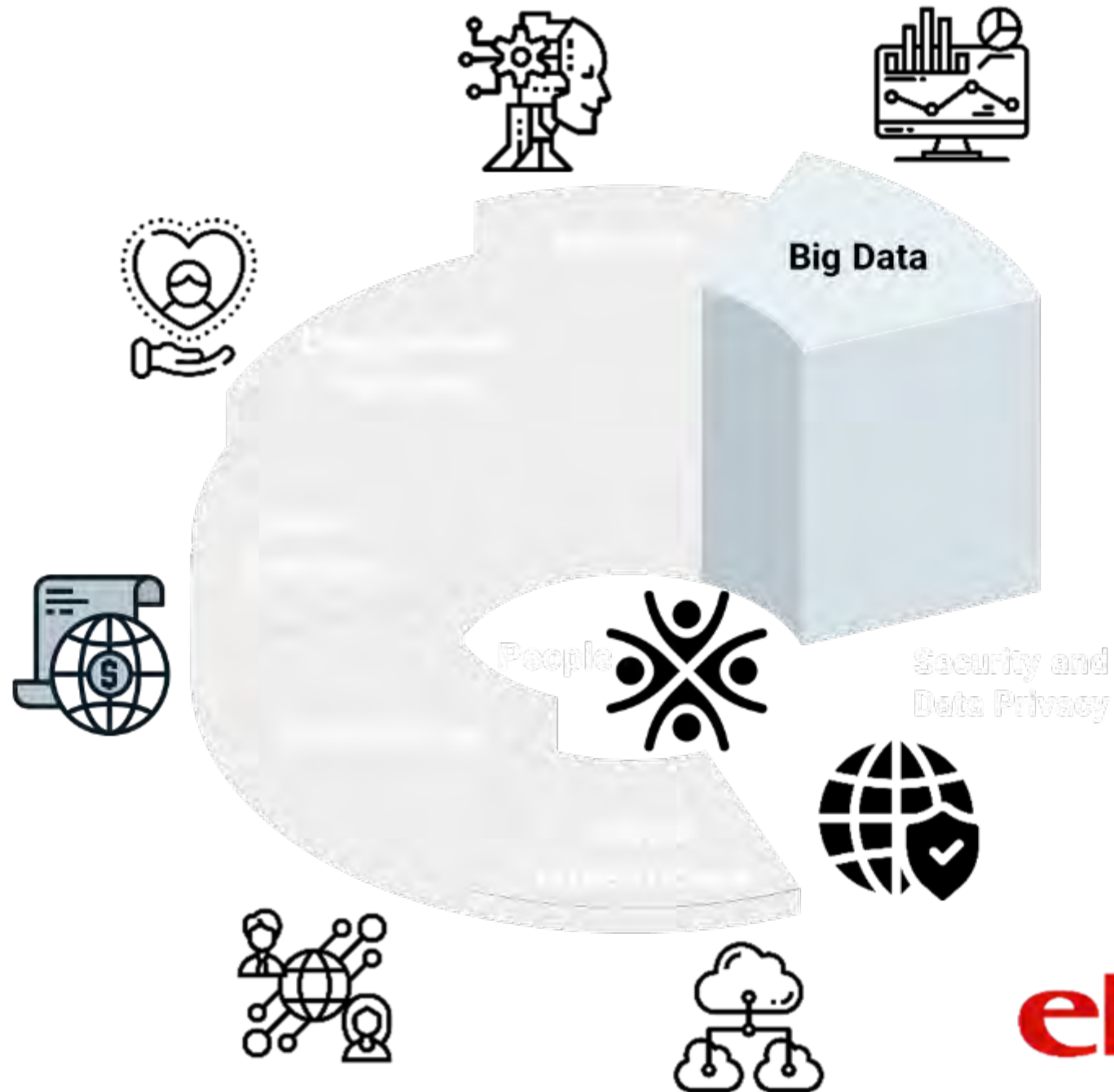
**Robotics**

Meet **DEX** our Virtual Assistant





# Critical Components of your Digital Architecture



**ePLDT**

# Data Lake, Data Collection, Visualization, Intelligence



Security and  
Data Privacy





**Critical  
Components  
of your  
Digital  
Architecture**



**ePLDT**



# Security and Data Privacy



**Assess, Plan, Protect,  
Operate, Assure, Govern**



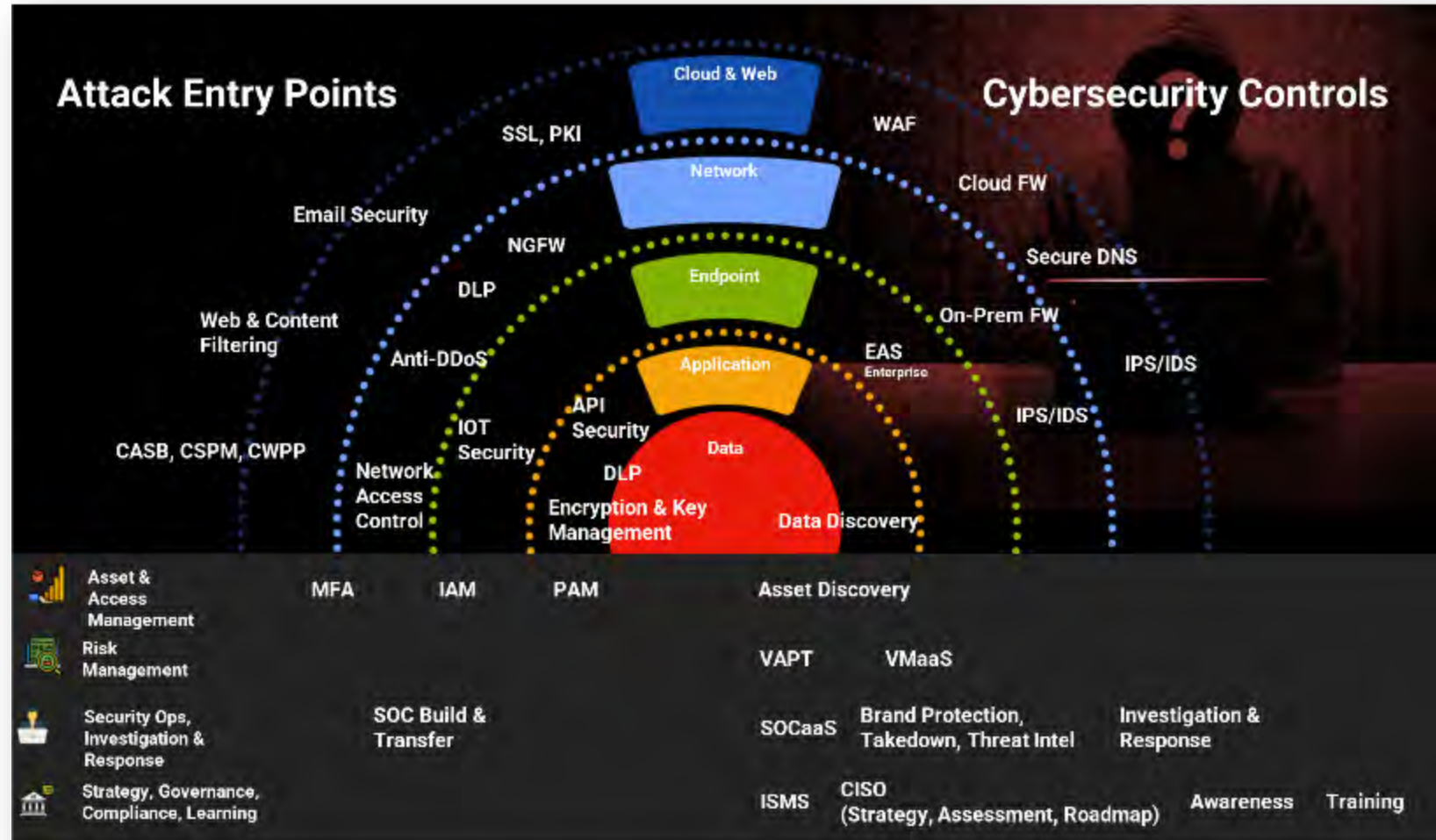
**intrinsic. integral. intelligent.**



# Security and Data Privacy

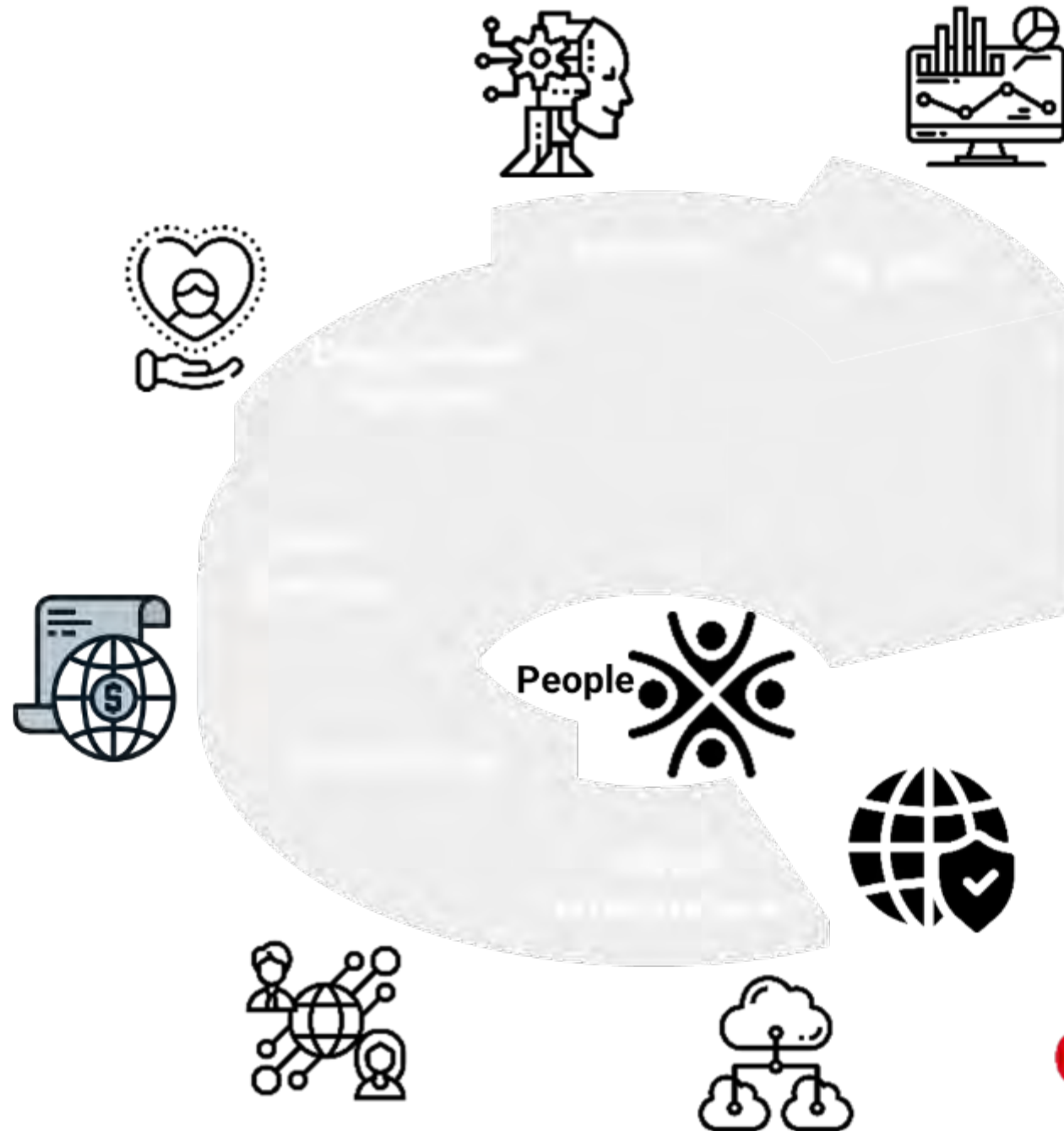


intrinsic. integral. intelligent.



**Assess, Plan, Protect, Operate,  
Assure, Govern**

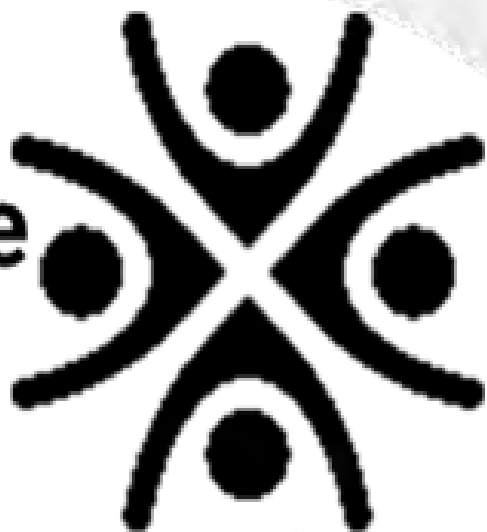
**Critical  
Components  
of your  
Digital  
Architecture**



**ePLDT**



**People**



**eNABLE**

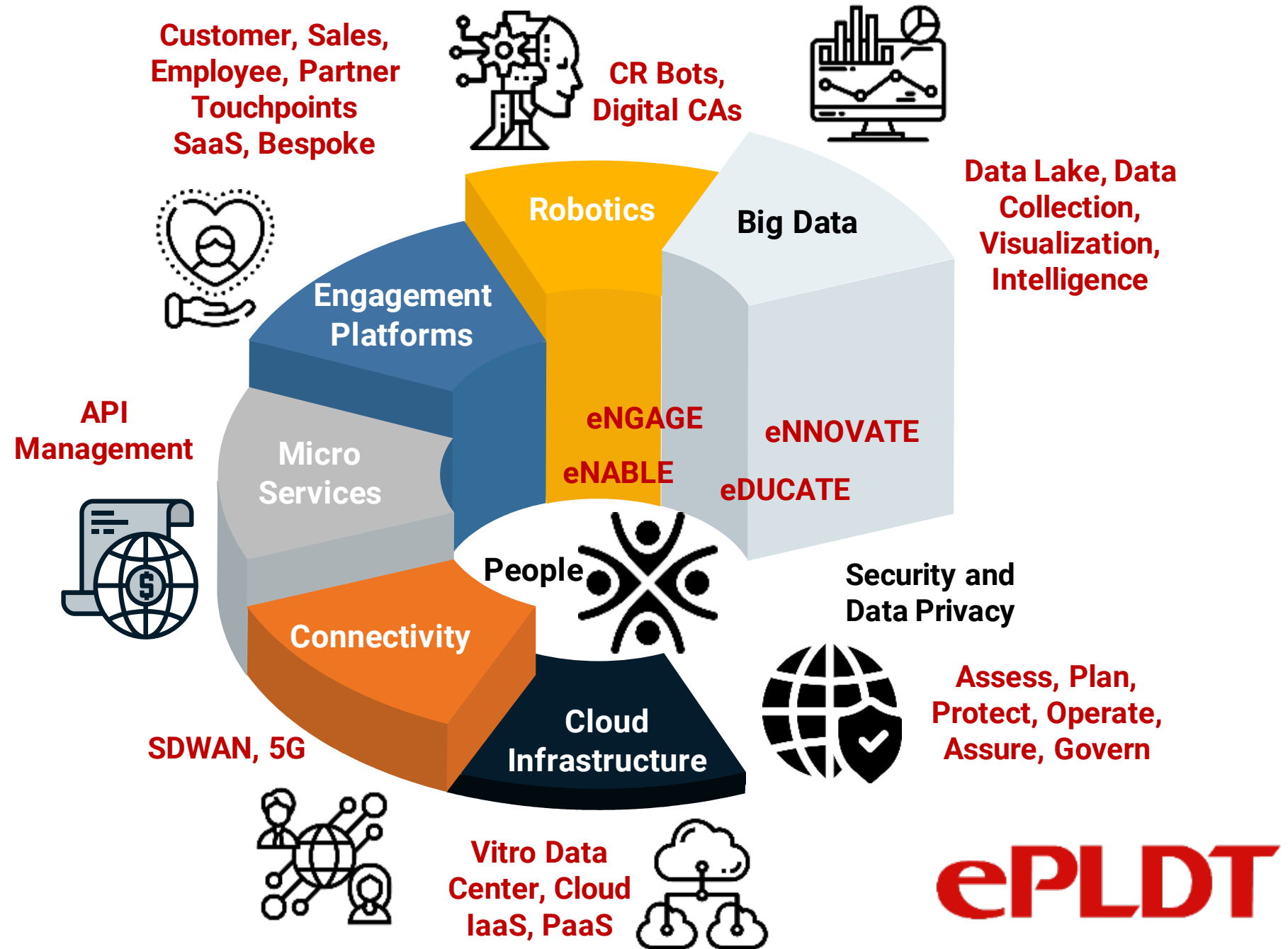
**eDUCATE**

**eNGAGE**

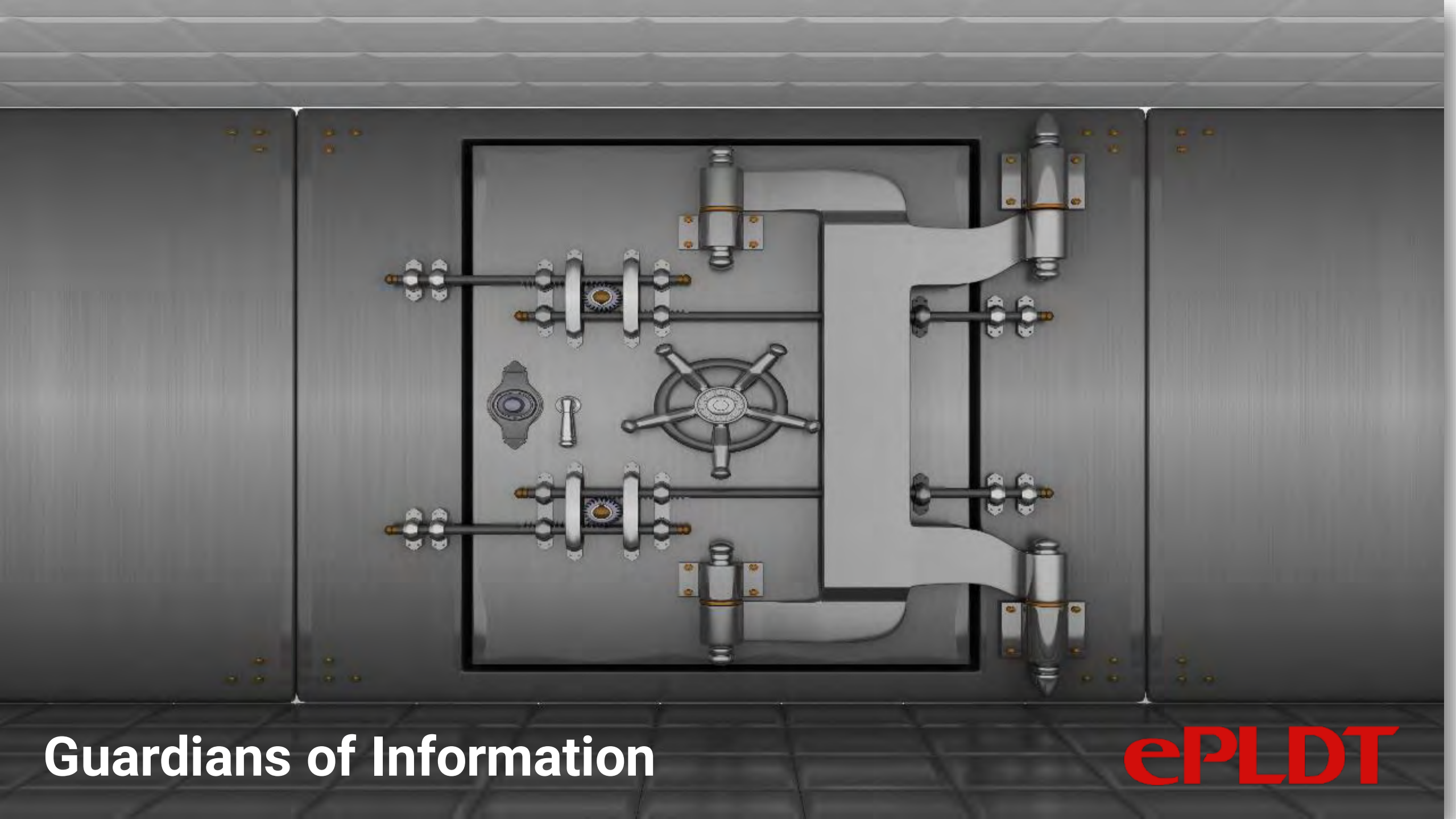
**eNNOVATE**



# Critical Components of your Digital Architecture







**Guardians of Information**

**ePLDT**

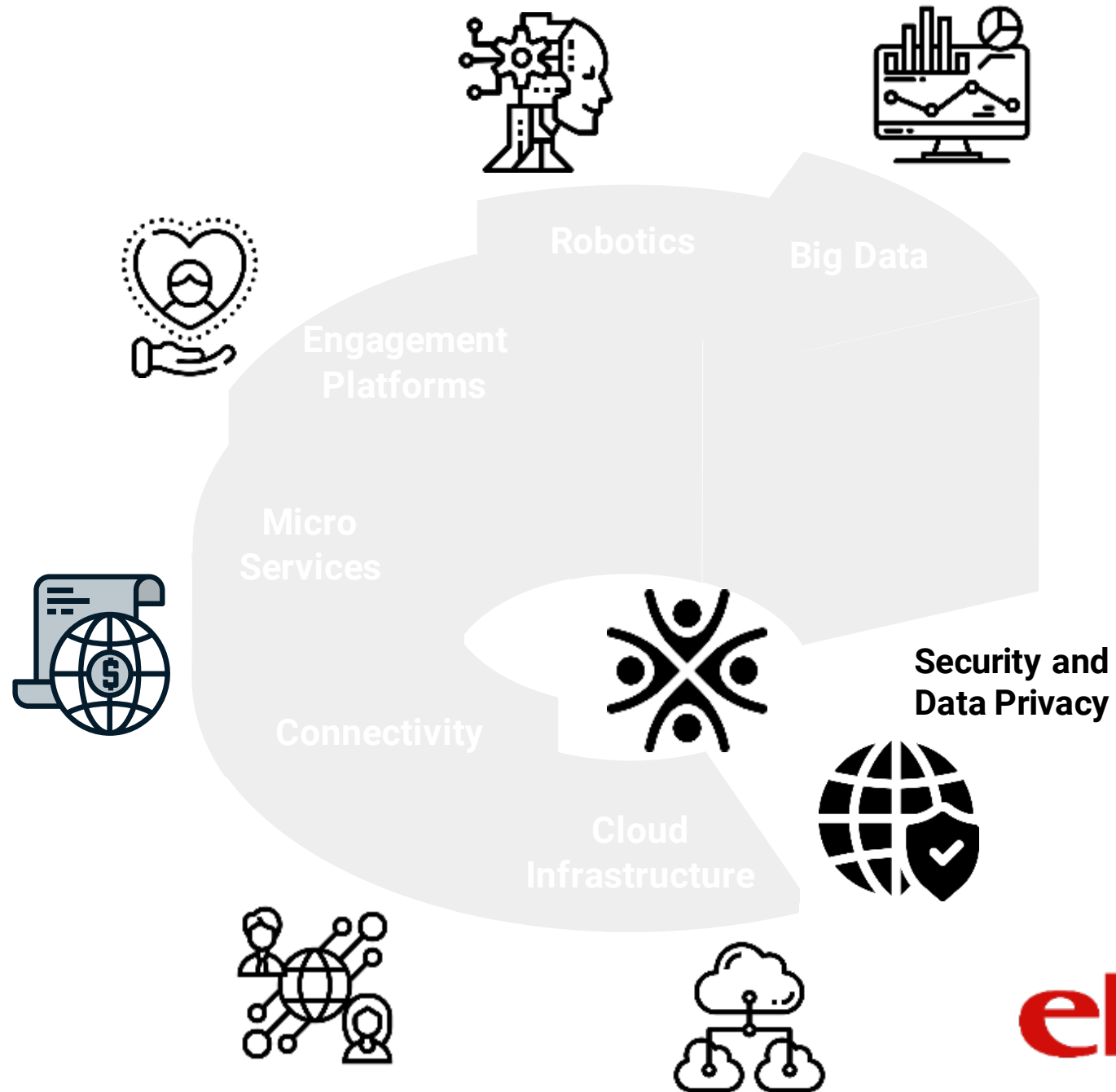
A woman with long, wavy brown hair, wearing a white blazer, is smiling and clinking a champagne glass with another person's glass. The background is filled with golden confetti and bokeh lights, creating a festive atmosphere.

**Cheers to Martini Banking!**

*Bank anytime, anyplace, anywhere*

*Thank You!*

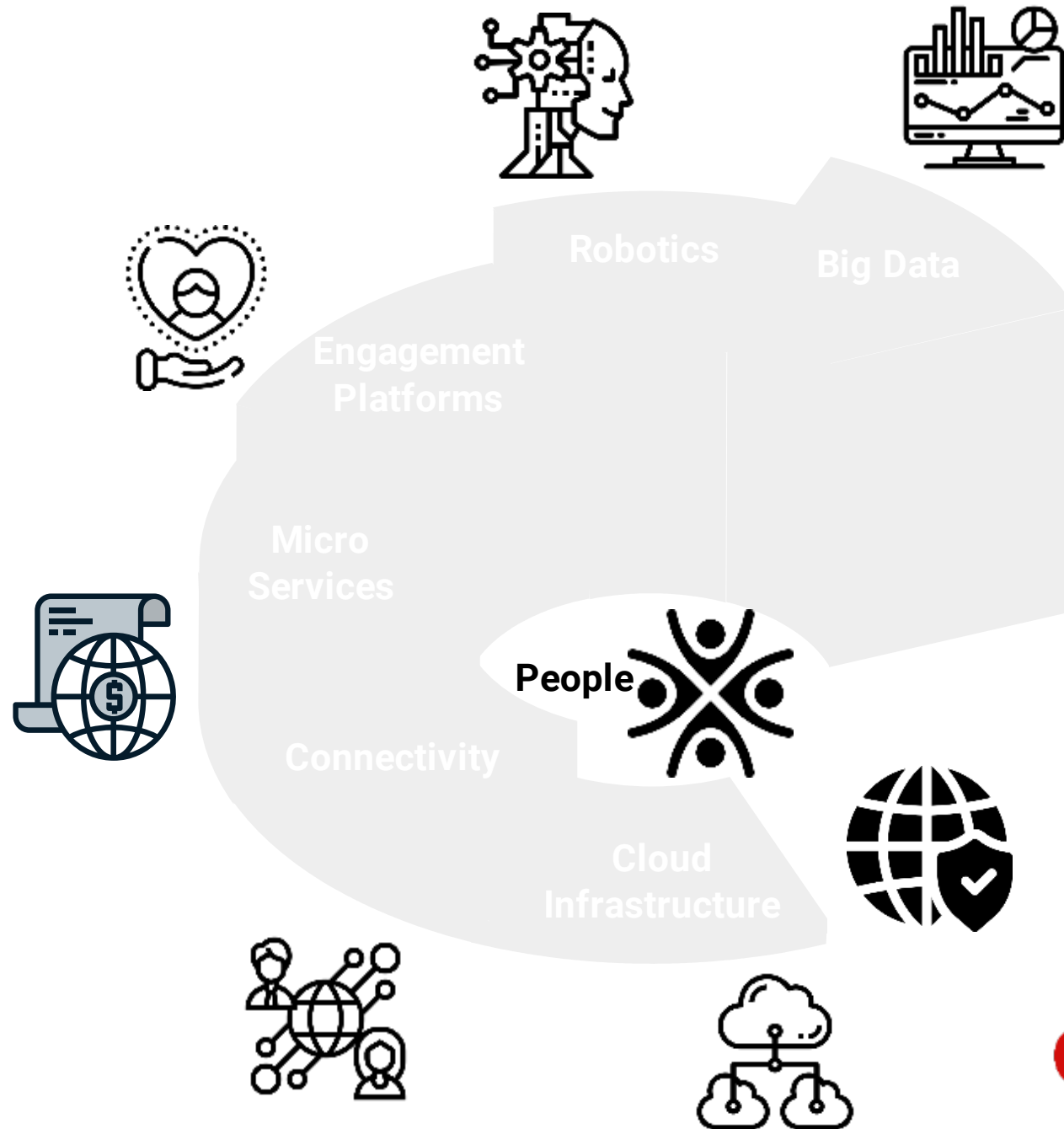
# Critical Components of your Digital Architecture



**ePLDT**



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**ePLDT**