



OSF | DIGITAL



PLDT



TRANSFORMING PLDT'S COMMERCE  
ECOSYSTEM FOR DTC INTERACTIONS

OSF Digital – PLDT Inc.

OSF.DIGITAL

# ABOUT PLDT Inc.



PLDT Inc. is the largest integrated telecommunications and digital services provider in the Philippines. Through its principal business segments – fixed line, wireless, digital and others – PLDT offers the most diversified range of communications and digital services across the Philippines’ most extensive fiber optic, wireless and fixed line networks.

# PLDT PROJECT AT A GLANCE



**Target Audience:** Students and faculty of partner universities, offering exclusive products and pricing via dedicated portal site



**Product Offering:** Pocket Wi-Fi packages, load cards, SIM cards



**Go Live Date:** November 26, 2020



## **Integration and Customization Overview:**

- QuickStart D2C with additional integrations
- Integration with partner university SSO (G Suite, SAML) via Salesforce IDP and Community
- Only authenticated users can browse the site and make purchases
- Unauthenticated users cannot navigate beyond the login screen
- Integration with existing fulfillment system (managed by BSS/OSS systems)
- Purchase quantity limitation on cart
- COD only



# OBJECTIVES / OPPORTUNITIES

## *Need to open a DTC channel*



PLDT planned to launch a partner program with educational institutions that will allow students at partner universities and schools to purchase physical and digital goods at a preferred price.

The company wished to:

- Boost its DTC part of business through technological enhancements
- Create a marketplace exclusive to partner universities to offer special product packages and pricing
- Launch a direct-to-consumer ecommerce website within a short time frame
- Integrate its ecommerce website with partner university single sign-on environment
- Create a customized ecommerce solution to offer exclusive access only to students from partner universities
- Integrate its ecommerce platform with its existing logistics system
- Implement a local payment service provider

# OSF DIGITAL'S SOLUTION

## *Quick Start D2C*



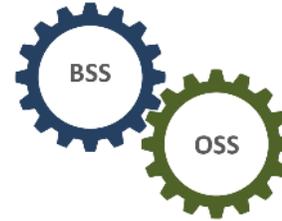
OSF Digital installed its Quick Start Direct to Consumer commerce solution to help PLDT rapidly set up a digital selling channel and launch an online shop fast.

With the implementation and customization of this commerce solution, powered by Salesforce Commerce Cloud, OSF Digital set the foundation for the digital transformation of PLDT's DTC business.



# OSF DIGITAL'S SOLUTION

## *Third-party Integrations*



BSS/PSS



LDAP

Availment  
API

Availment API



PayMaya

# RESULTS

## *An Exclusive Ecommerce Website*

Leveraging OSF's Quick Start Direct to Consumer commerce solution, PLDT was able to:

- Open a new sales channel with an emphasis on quick time to market
- Create an exclusive experience for the partner university portal



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THANK YOU!

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