The Resurgence of MSMEs.. Upcoming Trends 2024



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- Home
- Introduction 1
- PLDT's Role 2
- Trends in 2024 3
- The Resurgence 4
- End 5



EUAN REX D. TORALBALLA
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The Role of AI



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Home
Introduction 1
PLDT's Role 2
Trends in 2024 3
The Resurgence 4
End 5



Offering tools that elevate efficiency and decision-making processes. Automating routine tasks, optimizing supply chains, or harnessing data for strategic insights, AI empowers MSMEs to compete on a broader scale

As we look ahead to 2024, it is evident that AI will continue to be a driving force, shaping the very core of how MSMEs operate and grow.

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Home
Introduction 1
PLDT's Role 2
Trends in 2024 3
The Resurgence 4
End 5



PLDT's Role in MSME landscape

As of the end of March this year, PLDT has expanded its **fiber footprint to over 1.1 million kilometers**, comprising more than **231,000 kilometers of international fiber and over 874,000 kilometers of domestic fiber**. This infrastructure also supports Smart's mobile network. Smart has deployed around **76,600 total base stations nationwide, supporting its 3G, 4G/LTE and 5G customers**

PLDT's investment in infrastructure and technology has allowed MSMEs to access high-speed internet, bridging the digital divide and unlocking new possibilities. The company's initiatives, such as affordable business packages and tailored solutions, have empowered MSMEs to leverage technology effectively, fostering innovation and competitiveness.



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Home
Introduction 1
PLDT's Role 2
Trends 2024 3
The Resurgence 4
End 5

Trends influencing the Trajectory of MSMEs in 2024

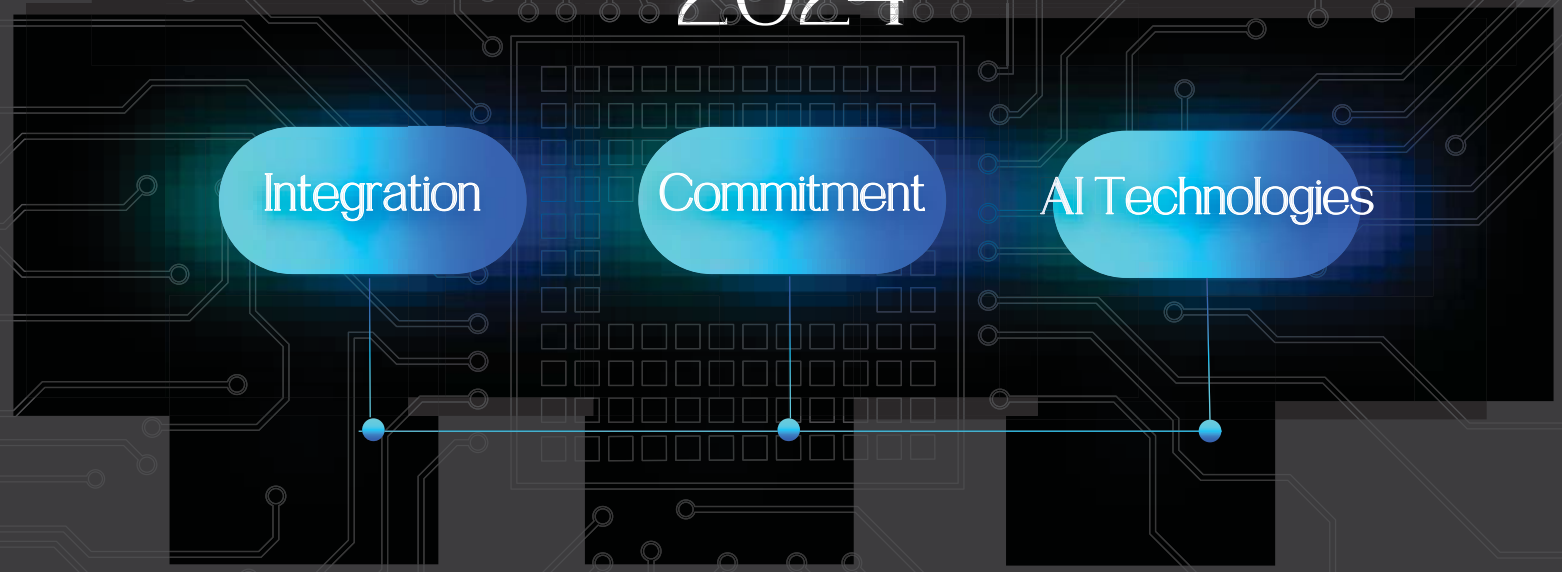
- Integration
- Commitment
- AI Technologies



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Home
Introduction 1
PLDT's Role 2
Trends 2024 3
The Resurgence 4
End 5

Trends influencing the Trajectory of MSMEs in 2024



Vitro Data Center, Sta. Rosa Laguna



Integration

13K + SQM
White space

36 MW
IT Load Capacity

1.4
Design PUE

20%
Min Renewable Energy

Rated-3 Certified
Rated-4 ready

Dedicated Substation

3 points of entrance for cable diversity









Commitment

PLDT's commitment to fostering digital literacy and skills development aligns with the needs of MSMEs navigating the evolving business landscape.



AI Technologie

REAL-WORLD APPLICATIONS OF AI

AI's reach extends across various sectors:

1. **Healthcare:** Enhances patient outcomes through faster medical diagnoses and pandemic prediction.
2. **Business:** Revolutionizes analytics, customer relationship management, and generative AI technologies like **ChatGPT**.
3. **Education:** Automates grading, personalizes learning, and aids educators in crafting course materials.
4. **Finance:** Disrupts personal finance applications and trading on Wall Street.
5. **Law:** Automates legal processes, from document review to outcome prediction.
6. **Entertainment and Media:** Enhances targeted advertising, content, recommendation, and script creation.
7. **Software Coding and IT Processes**: Introduces generative AI tools for application codde production and automates IT tasks.
8. **Security:** Applies AI for anomaly detection, threat analytics, and cybersecurity.
9. **Manufacturing:** Utilizes robots and AI for enhanced workflow automation.
10. **Banking:** Implements chatbots for customer service and compliance improvements.



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Home
Introduction 1
PLDT's Role 2
Trends in 2024 3
The Resurgence 4
End 5



LionHeart Farms

AutoKid

The Resurgence of MSMEs in the Philippines



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Home
Introduction 1
PLDT's Role 2
Trends in 2024 3
The Resurgence 4
End 5

Thank you!