ECLOUDVALLEY

Cloud Education for Philippine MSMEs



24 April 2025

About eCloudvalley

eCloudvalley (ECV) is a Digital Transformation and Innovation Service Provider and an AWS Premier Tier Services Partner that focuses on providing complete end-to-end cloud services to customers.

Founded in 2013 as a born-in-the-cloud partner, eCloudvalley has grown to 800+ employees across 11 countries in the Asia Pacific region.















Our Competencies



AI & ANALYTICS SERVICES

Harness the power of data with AI-driven insights and advanced analytics



MODERNIZATION

Reimagine legacy systems with cloud-native architectures for future-ready innovation



CLOUD MIGRATION SERVICES

Accelerate your journey to the cloud with a seamless transition



NEXT GEN. MANAGED SERVICES

Intelligent, automated cloud operations for peak performance and cost efficiency



CONSOLIDATED BILLING

Gain full visibility and control over your cloud spend with simplified billing



SAP SERVICES

Elevate your SAP workloads with cloud-native agility, scalability, and reliability



CLOUD SECURITY

Fortify your cloud infrastructure with enterprise-grade security and compliance



CLOUD EDUCATION

Upskill your team with expert-led training for cloud excellence

Why Cloud for MSMEs?

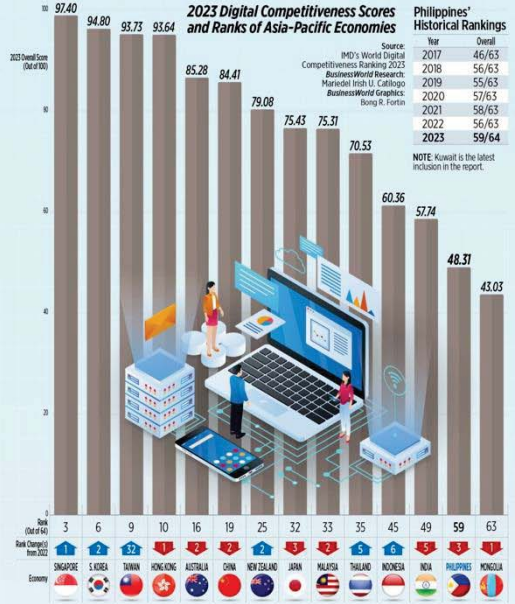
The Role of MSMEs in the Philippine Economy

1. 99.5% of all businesses in the Philippines are MSMEs.
2. MSMEs contribute around 36% to the Philippines' total GDP
3. They employ 63% of the country's workforce, making them the backbone of employment in the Philippines.
4. Only 23% of MSMEs have a strong online presence.
5. In a global ranking of digital competitiveness, the Philippines is ranked 56th out of 64 countries, showing the urgent need for digital skills development.

Cloud Adoption in the Philippines

PHILIPPINES FALLS IN IMD's DIGITAL COMPETITIVENESS LIST

The Philippines dropped three spots to 59th out of 64 economies with an overall score of 48.31 (out of 100) in the 2023 IMD World Digital Competitiveness Ranking by IMD World Competitiveness Center. This was its lowest ranking in the index since the report's debut in 2017. The index ranks economies based on the capacity of an economy to adopt and explore new digital technologies to transform government practices, business models, and society in general. The Philippines ranked 13th out of 14 economies in the Asia-Pacific.



Philippines' Historical Rankings

Year	Overall
2017	46/63
2018	56/63
2019	55/63
2020	57/63
2021	58/63
2022	56/63
2023	59/64

Source: IMD's World Digital Competitiveness Ranking 2023
BusinessWorld Research: Mariedel Irish U. Catilogo
BusinessWorld Graphics: Bong R. Fortin

NOTE: Kuwait is the latest inclusion in the report.



Top 10

2023 Rank (Out of 64)	Economy	Rank Change(s) from 2022	Score (Out of 100)
1	USA	▲ 1	100.00
2	Netherlands	▲ 4	98.10
3	Singapore	▲ 1	97.40
4	Denmark	▼ 3	96.93
5	Switzerland	◆ 0	96.24
6	South Korea	▲ 2	94.80
7	Sweden	▼ 4	94.12
8	Finland	▼ 1	94.05
9	Taiwan, China	▲ 2	93.73
10	Hong Kong SAR	▼ 1	93.64

Bottom 10

2023 Rank (Out of 64)	Economy	Rank Change(s) from 2022	Score (Out of 100)
64	Venezuela	▼ 1	22.55
63	Mongolia	▼ 1	43.03
62	Colombia	▼ 2	45.09
61	Argentina	▼ 2	46.33
60	Botswana	▲ 1	47.51
59	Philippines	▼ 3	48.31
58	South Africa	◆ 0	48.61
57	Brazil	▼ 5	49.70
56	Peru	▲ 1	50.17
55	Bulgaria	▼ 7	50.66

Philippines' 2023 Performance (64 economies)

Overall: 59

Factors: 63 Knowledge; 56 Talent

Sub-Factors: 62 Training and Education; 58 Scientific Concentration

51 Technology; 63 Regulatory Framework; 41 Capital; 43 Technological Framework

59 Future Readiness; 59 Adaptive Attitudes; 50 Business Agility; 60 IT Integration

▲ Improved or Stable
▼ Declined

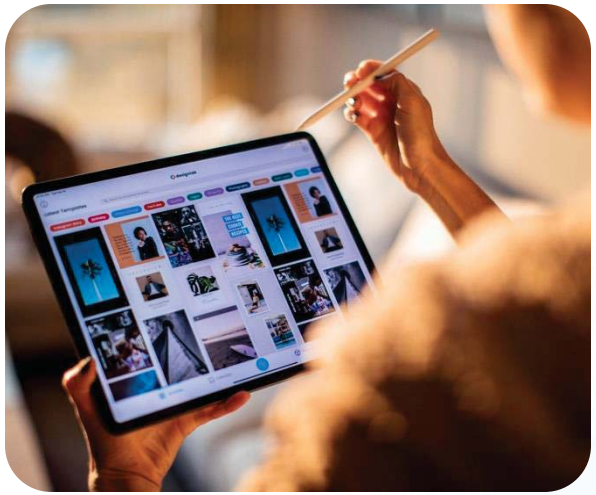
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The Challenges MSMEs Face in Digitalization



84% of Philippine MSMEs see digital technology as important, **but only 10% are fully digitalized.**

(Source: Asian Development Bank, 2023)



60% of MSMEs say lack of digital skills is a key barrier to adopting technology.

(Source: Department of Trade and Industry Philippines, 2022 survey)



52% cite **cost and lack of understanding** of technology as major hurdles.

(Source: Philippine Institute for Development Studies, 2023)

Cloud Computing Market in the Philippines

Market Size (2023): Estimated at USD 1.8 – 2.2 billion

Projected CAGR (2023–2028): 13–16%

Primary Growth Drivers:

1. Accelerated digital adoption post-COVID
2. Expansion of data centers (e.g., AWS, Microsoft Azure, and Google Cloud investments)
3. Government's Cloud-First Policy and Digital Transformation Strategy
4. Rise of remote work, e-commerce, fintech, and digital-native businesses



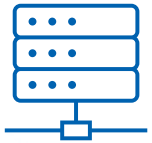
CLOUD-FIRST GOV'T POLICY

The Philippine government mandates agencies to prioritize cloud over on-prem infrastructure. This increases public sector demand for cloud services (especially IaaS and SaaS).



HYBRID & MULTI-CLOUD ADOPTION

Enterprises are moving toward hybrid and multi-cloud strategies to avoid vendor lock-in, enhance resilience, and meet compliance requirements.



DATA CENTER BOOM

New hyperscale data centers are under construction by PLDT, Globe Telecom, STT, and YCO Cloud.



SME ADOPTION

SMEs are rapidly moving to the cloud for cost efficiency and scalability, particularly using SaaS products (e.g., Microsoft 365, Google Workspace, Salesforce).

Why Cloud for MSMEs?

Cloud computing adoption can reduce IT costs by up to 30% for small businesses.

MSMEs using cloud services experience an average of 26% revenue growth faster than those who don't.

83% of businesses globally say cloud technology has improved their operational efficiency.



Image Source: https://serp-p.pids.gov.ph/feature/public/index-view?feauredtype_id=1&slug=micro-small-and-medium-enterprises

Bridging the Gap through Cloud Education



Only 18% of MSME workers in the Philippines have basic digital skills (e.g., using online collaboration tools, cloud apps).

(Source: World Bank Philippines Digital Economy Report, 2023)



Workers with cloud-related skills command a 20-30% higher salary — showing the value of cloud education for career and business growth.

(Source: LinkedIn Global Skills Report, 2023)



Companies that invest in cloud training are 2.5x more likely to successfully complete their digital transformation.

(Source: AWS Digital Skills Survey, 2022)

eCloudvalley Philippines

Our overarching dream in the cloud computing industry is to **empower individuals and businesses** by democratizing technology, **provide equal access to cloud computing**, and produce a sustainable number of Cloud Practitioners to meet the industry demand, **making the Philippines as the Cloud Computing Skills Capital of the World**.

GOVERNMENT

TESDA

Commission on Higher Education

DepED Department of Education

Gaps:

Outdated curriculums taught in school

Under-skilled graduates

Low employability

aws

ENTERPRISES

Gaps:

Evolving technology

Talent pool does have not required skill set

Expensive and scarce resources with the needed capabilities

Benched resources

Jollibee

SM

Globe

UB

Philippine Airlines

Industry & Association:

IBPAP IT & Business Process Association PHILIPPINES

PSiA Philippine Software Industry Association

PCTA Philippine Cable and Telecommunications Association, Inc.

65 Ramon Magsaysay Awards Asia's Premier Prize and Highest Honor


CollaboraTVET:
TESDA
1994
MELCO FACTORY AUTOMATION PHILS (MELAP)






ECV

Talk to Our Experts Today



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