

# GLOBALLINKER

By Digivation

[www.globallinker.com](http://www.globallinker.com)

## Welcome to the future of SME networking

A platform to

**Learn** from our 10,000+ content resources

**Network** with 270,000+ SMEs

**Grow** along with 210 curated industries



# FINANCE INDUSTRY SPOTLIGHT

## It's tough for SMEs to grow their business. Enter GlobalLinker.

SMEs are constantly faced with the challenges of growing revenue, managing expenses, and business expansion, leading to survival and growth anxiety. On the other hand, progressive Corporations, Trade Associations, Governments find acquiring, engaging, servicing & doing business with SMEs difficult & uneconomical. GlobalLinker solves this challenge with the power of Azure behind them, and it's over 350,000 registered SMEs, 8+ issuers across 3 countries prove that. Here's a few of our Finance partners in Asia:



### Other target industries:

FINANCE & BANKING

HEALTHCARE &  
MEDICAL SUPPLIES

MANUFACTURING &  
AUTOMOTIVE

### SME CHALLENGES

- **Banks and corporates find it hard** to engage with SME's in a positive and non-selling manner
- **Lack of brand awareness** with target markets and customers
- **High cost of acquisition** given the fragmented nature of the segment
- **Lacking a unique value proposition** making it difficult to sell in saturated markets

### GLOBALLINKER'S SOLUTION

- SMEs: Global network of like-minded individuals
- SMEs: Opportunity to sell online (ecommerce)
- SMEs Digital presence (even if not selling online)
- Corporates: Platform to onboard their SME's onto, engage with them, and help them grow

### DESIRED OUTCOMES

- One unified space for selling, learning, networking for SMEs
- SME: Find leads easier, simple engagements with corporates
- Corporate: engage with SMEs in a trusted environment in order to help them achieve their big business dreams. Access meaningful insights of the SME segment.



# GLOBALLINKER

GlobalLinker, an AI enabled SME networking platform allows members to digitize and connect – in a short time and at no cost.

Activate your community of SMEs, facilitate learning series, build trust, and strategically & seamlessly digitize core business components.

## LEARN

Utilize the collective brain of 270,000 SMEs around the world by getting access to:

- Industry tips and hacks by entrepreneurs
- Event & workshops by domain experts
- Inspirational success stories

## NETWORK

GlobalLinker provides enough learning opportunities that drive efficiency and save expenses, allowing them to draw upon this collective pool of resources.

- Get matched with potential suppliers and buyers
- Meet fellow business owners
- Post business requirements and receive proposals from SME's

## GROW

SMEs are free to explore business opportunities through making new connections, assisted by GlobalLinker's algorithms. Further, SMEs get access to economies of scale, using a wide range of business tools and services pre-created especially for them.

- Create an online store to sell products and services; B2C or B2B

# TECHNOLOGY INNOVATION

## *The GlobalLinker Platform*

Microsoft's world-class breadth of technology products have empowered GlobalLinker to deliver a best-in-class, globally viable solution to facilitate the growth and prosperity of SMEs and Corporates alike. With multiple avenues for purchasing options, GlobalLinker on Azure is secure, accessible, always-on, and flexible – suitable for all levels of buyers.



### **KEY VAULT FOR CDE**

Data privacy and security is a priority for GlobalLinker. With Azure's Key Vault, you can protect and manage your cryptographic keys with easy to manage cloud storage. GlobalLinker trusts Azure to safeguard and manage the importing encryption keys in minutes.

### **AZURE MONITORING**

Azure Monitor is a platform capability for monitoring your Azure resources. GlobalLinker utilise these capabilities to optimize their resource allocation and remain consistent in collecting data. Azure Monitor allows you to collect granular performance and utilisation data, activity and diagnostics logs, and notifications from your Azure resources.

# Customer success

## *ICICI launches mobile banking app “InstaBIZ” for SMEs*

ICICI and GlobalLinker are working together to bring SMEs the opportunity to learn, network, and grow.

As one of India’s largest banks, ICICI was seeking to provide a beyond banking experience to SMEs – this is where GlobalLinker came in. A business networking solution was created as part of the Mobile Banking app that enabled SMEs to spur their growth by connecting with other entrepreneurs and like-minded businesses.



### **42,000+ SME MEMBERS**

ICICI Bank have over 42,000 SMEs connected through their co-branding with GlobalLinker. A compounding effect advancing the overall quality and prosperity of digitizing and connecting SMEs.

- Digitize SMEs by creating online profiles, ecommerce stores & B2B listings
- Opportunity now open to access rich SME insights to offer relevant banking solutions

### **BUSINESS NETWORK FEATURE**

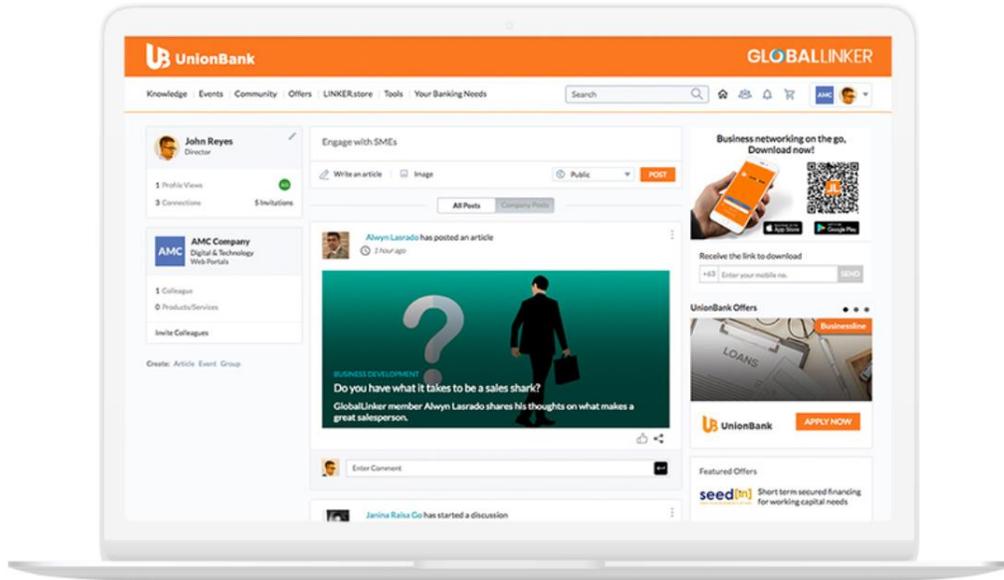
One of the most prominent tabs within ICICI Banks Mobile App links through to GlobalLinker’s SME community.

- Direct to sign up & acceptance of terms & conditions
- Highlighting the ‘beyond banking’ capabilities of ICICI
- Connecting SME customers with SMEs across the globe

### **DIGITIZATION OF CORE SME COMPONENTS**

SMEs can increase economies of scale, reach a large global community, and generate genuine leads through digitizing their business.

- Find more suppliers, clients, and advisors
- Sell through an ecommerce store
- Access rich insights based on SME activity



Co-creating the largest SME community in the Philippines

## GlobalLinker & UnionBank

The **Asset Triple A Digital Awards 2020** names UnionBank *Digital Banker of the Year* for Asia Pacific, due in part to their channel partnership with GlobalLinker and Microsoft.

“We applaud UnionBank’s vision and transformational impact on the industry as a whole here in the Philippines—a direct result of the quality of its leadership,” said **Microsoft Philippines Country General Manager** Andres Ortola. “We are privileged for the opportunity to work alongside [Mr. Bautista] and his team as we drive towards a more financially inclusive and empowered nation,” he added.

Several UnionBank initiatives were lauded by The Asset including UnionBank’s GlobalLinker Trade Connect initiative which was recognized as the Best Social Media Project.



Eugene  
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John Lapiña  
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Founder/CEO



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# Digitize & Connect your SME customers with GlobalLinker

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