

**Company:** MYBUSYBEE, INC.

**Company Description:** MyBusybee, Inc. has garnered a formidable reputation as a leading service provider of comprehensive solutions, including complex systems, Artificial Intelligence, automation, web application development, software customizations, information systems, messaging platforms, e-learning platforms, payment gateways, virtual event platforms, ERPs, cloud services, and cyber security services.

**Nomination Category:** Company / Organization Categories

**Nomination Sub Category:** Company of the Year - Computer Software - Medium-size

**Nomination Title:** MyBusyBee Inc

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

**Total 207 words used. If the word count is more than 25 words over the limit, please deduct one (1) point from your score.**

MyBusyBee Inc. is a Philippine-based IT solutions company committed to empowering businesses and institutions through innovative, high-impact digital technologies.

Founded in 2009, MyBusyBee has evolved into a leading service provider offering a full suite of solutions, including AI, automation, complex systems, software customization, messaging platforms, e-learning tools, ERPs, cybersecurity, website development, and more. With a client base spanning over 3,000 enterprises and SMEs globally, it has built a strong reputation for reliability in digital transformation. MyBusyBee is a 100% Filipino-owned SMS aggregator with a VAS license from the National Telecommunication Commissions--NTC, cybersecurity accreditation from Department of Information and Communications Technology--DICT, National Privacy Commission--NPC registration, and an OPS license from Bangko Sentral ng Pilipinas--BSP. As an early innovator in A2P SMS technology, the company is also an active member of several industry organizations, including iIMAP, Philippine Software Industry Association PSIA, Employers Confederation of the Philippines--ECOP, Philippine Chamber of Commerce and Industry--PCCI, and more. With a team of 50 skilled developers, MyBusyBee has consistently demonstrated strong revenue growth. It ranked among the Top 10 Fastest-Growing Companies in the Philippines--2022--2024, Philippine Daily Inquirer & Statista, won Silver Stevie and People's Choice Awards--2023, and was named one of the Top 500 High-Growth Companies in Asia-Pacific--2024 by the Financial Times.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 249 words used.**

Since the beginning of 2023, MyBusyBee Inc. has achieved significant milestones that reflect its innovation, growth, and leadership in enterprise communication and digital transformation.

One of the most impactful achievements is the launch of Busybee BrandTxt, a state-of-the-art SMS messaging platform developed over two years. As the cornerstone of the company's success, BrandTxt empowers businesses to connect with the Philippines' 106 million mobile users in a cost-efficient and seamless way. Its competitive edge lies in its simplicity, delivering a 99% improvement in client

productivity. Since its release in 2023, 44 enterprise clients have adopted the platform, further cementing MyBusyBee's leadership in mobile-based enterprise communication.

MyBusyBee also delivered several transformative digital projects for key sectors. In government, it led initiatives such as the Pasig City Job Portal, Philippine Competition Commission--PCC Knowledge Hub, Department of Trade and Industry--DTI website redesign, and Coastal and Marine Ecosystems Management Program--CMEMP System for Department of Environment and Natural Resources Biodiversity Management Bureau--DENR-BMB, advancing transparency, employment, and environmental conservation. In the financial sector, its collaboration with United Coconut Planters Bank--UCPB upgraded the bank's digital infrastructure for enhanced security and user experience. Organizationally, MyBusyBee's growth has remained strong:

2023: Ranked 7th, with revenues reaching ₱84 million and a 50.9% CAGR.

2024: Maintained a top 10 ranking at 9th.

2025: Advanced to 6th place, affirming sustainable growth from 2020 to 2023

Additionally, MyBusyBee achieved dual ISO certifications:

ISO 9001:2015 – Quality Management System

ISO 27001:2022 – Information Security Management System

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 244 words used.**

MyBusyBee's achievements stand out for their innovation, scalability, and direct impact on government digitalization and enterprise communication in the Philippines.

Unlike competitors such as Twilio and EngageSPARK—who offer limited API-focused messaging services—MyBusyBee delivers a fully integrated ecosystem that spans bulk SMS and Viber, web/app development, chatbot solutions, email marketing, Customer Relationship Management--CRM, Enterprise Resource Planning--ERP, Human Resource Information System--HRIS, and Beepay, a government-compliant payment gateway. This breadth of solutions allows clients to centralize operations under one local provider—something multinational players

and niche local vendors cannot match.

Customer support is a critical differentiator. MyBusyBee offers culture-aligned, localized customer service, contributing to an 82% client retention rate in 2023—a benchmark well above the B2B industry average of ~70%. Clients benefit from quarterly reviews, proactive support, and relationship-based management, unlike offshore call centers or ticketing-only systems.

Technical performance also exceeds industry norms. With direct telco integration with Smart and Globe, MyBusyBee boasts a 98.5% SMS delivery success rate, with Viber campaign open rates as high as 65%—figures rarely achieved by third-party routed providers.

In the public sector, MyBusyBee has made a transformational impact. From 2019–2024, it has served 100+ government agencies and LGUs, securing over PHP 100 million in contracts. Its proprietary Beepay system is now used by 30+ agencies, bridging the gap in local government digital finance infrastructure.

These achievements show not only growth, but also market leadership in digital transformation, government trust, and a clear edge over more expensive or narrowly focused competitors.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

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**A. [www.mybusybee.net](http://www.mybusybee.net)**

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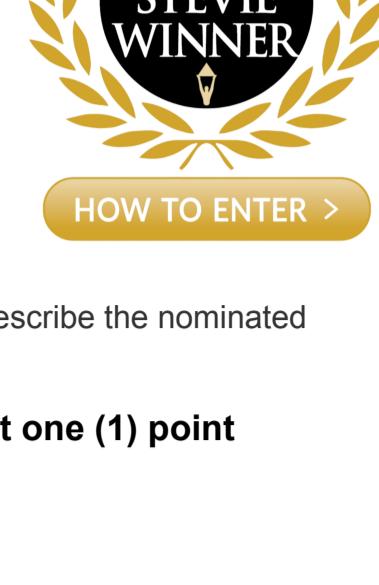
**B. Product Launch Deck** - MyBusyBee provides localized customer service through email, phone, and Viber, ensuring accessible and responsive support. Key accounts are handled by assigned Client Success Officers--CSOs, with quarterly performance reviews conducted to sustain client engagement and promptly address concerns.

• 82% client retention rate for annual contracts, based on the 2023 internal audit.

**C. Client Testimonials** : <https://www.mybusybee.net/our-clients/> This section features feedback from public and private sector clients highlighting their satisfaction with our product value, responsiveness, and trustworthiness.

[https://www.mybusybee.net/press\\_releases/mybusybee-recognized-as-the-7th-philippines-growth-champion-for-2023](https://www.mybusybee.net/press-releases/mybusybee-recognized-as-the-7th-philippines-growth-champion-for-2023) Statista identified MyBusyBee as the 34th fastest-growing company in the Philippines--2023, with a CAGR of 50.9% and ₱84M revenue, representing the 34th growth since 2018.

**E. Media Coverage and Awards**: [https://www.mybusybee.net/press\\_releases/](https://www.mybusybee.net/press-releases/) This compilation includes official press releases, recognition from prestigious industry awards example Stevie Awards, our dual ISO 9001:2015/2022, ISO 27001:2022, and other third-party validations. These materials substantiate MyBusyBee's strategic growth, client impact, and technological leadership, as outlined in this nomination.



HOW TO ENTER >

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Attachments/Videos/Links:

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