

Application: 4687

## Globe Data Lake Modernization Program

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> Globe Telecom, Inc.
<b>Additional Contacts</b> I would also like to have others receive emails about the disposition of our entries.
<b>Page: Entry Information</b>
<b>Entry Title</b> Globe Data Lake Modernization Program
<b>Category</b> Q08e. Technology Team of the Year - Information Technology - Infrastructure
<b>Technology Team Submission Format</b> Written Answers
<b>a. Briefly describe the nominated technology team: its history and past performance (up to 200 words). Required</b> Globe Telecom, Inc. ("Globe") is a leading digital solutions platform in the Philippines, with major interests in telecommunications, venture capital and venture building, shared services and digital marketing solutions. The company serves the telecommunications and digital solutions needs of consumers and businesses across an entire suite of products and services including mobile, home broadband, corporate data, and fixed line voice.  Globe generates a large volume of data from multiple customer touch-points. In order to unlock maximum benefits and dismantle data silos within these assets, the organization prioritized democratizing data and insights. This involved enabling seamless data integration and fostering data sharing to ensure value is realized from Globe's data assets.  In 2022, Globe faced a burning platform. The data lake on-premise infrastructure had reached end-of-life status, requiring a very costly and complex upgrade process, coupled with little benefits to be gained from the project. This prompted Globe to consider moving into a cloud-native architecture that aims to achieve scalability, agility, cost-effectiveness, and meet growing data and analytics needs.
<b>b. Outline the technology team's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required</b> In 2022, Globe achieved a major milestone by transitioning from an on-premise platform to a cloud-native architecture, completing the move to Data Cloud. This improved scalability, heightened data security and reduced cost. But more than a technology move, the migration to cloud enabled Globe's neophyte and expert data practitioners to access data they need for their day to day operations and analytics, now mostly experienced via self-serve.  A key aspect of this transformation was migrating the legacy data warehouse to the cloud, accomplished in just 53 days. This involved moving 6 Petabytes of historical data and 125 Terabytes of daily incremental data. The broader migration encompassed over 3,000 jobs, including data ingestion, integration, enterprise reporting, machine learning models, and various operational workloads. This comprehensive modernization was completed in just over nine months.  With the Data Cloud transition and an effective enablement program, Globe empowered over 250 data and analytics practitioners to directly explore, wrangle, and analyze data. This significantly improved time to insight, decision-making processes, time to market/value, with minimal external dependencies.  By democratizing data access and enabling actionable insights, Globe revolutionized its decision-making processes, empowering the entire organization to leverage data effectively. This transformative journey underscores Globe's commitment to innovation and excellence in data management, making it a prime contender for the Technology Team of the Year for Data Management.

**c. 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 team's past performance (up to 250 words). Required**

Streamlined Data Migration- Migrated 7.2 PB of Hadoop data in 53 days despite network and hardware limitations. Post-migration, achieved a 58% reduction in integration jobs, a 68% reduction in reports, improved security, and a 30% faster job processing, enhancing the analytics and business team's time to insight.

Cloud Migration of ML Models- Migrated Machine Learning Models to the cloud, maintaining a scalable and cost-effective infrastructure. Now supporting 56 active models across 28 use cases, these models enable event-triggered NBO (+3.25ppt higher uplift vs standard CLM campaigns), customer intelligence vector calibration, subscription fraud detection (50% reduction on turn-around-time), and customer segmentation (+34% higher than target).

Operationalizing FinOps- Through FinOps, achieved a 19% reduction in operational infrastructure costs and a 39% reduction in services costs in 2023 compared to 2022, while delivering on business requirements with a simplified architecture.

Elastic Compute Platform powered near real-time Globe 917 rewards campaigns which achieved 220% of campaign targets, engaging over 40 million customers in 2022.

Customer Engagement and Personalization- making data accessible, real time, accelerated personalization efforts of the Customer Relationship Management team, resulting in +2.8% increase in engagement and a 5% growth in incremental revenue compared to the previous year.

Data & Analytics Community of Practice (DACoP)- migration to the cloud enhanced engagement among Globe's 1,000 data practitioners across 15 business units, facilitating best practice sharing, collaboration through events, speaking engagements, and forming 7 university partnerships.

These achievements highlight our commitment to excellence in data management, driving innovation, and operational efficiency.

**d. 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). Optional**

How Globe Telecom used AWS DataSync at scale to migrate 7.2 PB of Hadoop data - describes the challenge Globe overcame during migration of the voluminous historical data and racing against the daily incremental data before settling into the data cloud.

Globe Telecom partners with Snowflake as scalable, cost-effective, and unified platform in the cloud - describes our vision for data cloud to enable decision-making powered by data possible to as many job functions in the least possible time.

Globe Integrated Report 2023 - Overview of the company, our reach and latest business performance.

Globe 917 2022 - This year's Globe 917 #ExtraGDayEveryday celebrations focus on the extraordinary  
Globe 917 is an important annual celebration for Globe honoring our loyal subscribers. The celebration for 2022 is more special as Covid restrictions slowly eased. It is very important that rewards, reminders and surprises to our subscribers are received and participated by our subscribers. Near-real-time detection empowered this campaign's success with 40M subscriber engagement!

Data and Analytics Community of Practice University Speaking event on Generative AI - In partnership with Mapua University, a Premier Engineering School in the Philippines, Globe's DACoP member, Francis Pugeda talked about Generative AI in a free webinar with 3.6K views.

Data and Analytics Community of Practice (DACoP) Events (attached file)  
([https://drive.google.com/file/d/1cW-MoRZohJOgaU\\_7S0xc-gU2J80l7mn](https://drive.google.com/file/d/1cW-MoRZohJOgaU_7S0xc-gU2J80l7mn))  
Overview of events organized for Globe Analytics practitioners to foster collaboration, knowledge sharing and encourage proliferation of analytics culture including Inter-University AWS Deep Racer, Globe Streaming Day

**Webpage Link**

<https://aws.amazon.com/blogs/storage/how-globe-telecom-used-aws-datasync-at-scale-to-migrate-7-2-pb-of-hadoop-data/> (<https://aws.amazon.com/blogs/storage/how-globe-telecom-used-aws-datasync-at-scale-to-migrate-7-2-pb-of-hadoop-data/>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://www.channelasia.tech/article/702420/snowflake-steps-into-filipino-market-globe-telecom/> (<https://www.channelasia.tech/article/702420/snowflake-steps-into-filipino-market-globe-telecom/>)

**Would you like to add an additional webpage link?**

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**Webpage Link 3**

<https://www.globe.com.ph/sites/globe.com.ph/files/2024-04/2023-Globe-Integrated-Report.pdf> (<https://www.globe.com.ph/sites/globe.com.ph/files/2024-04/2023-Globe-Integrated-Report.pdf>)

**Would you like to add an additional webpage link?**

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**Web Page Link 4**

<https://mb.com.ph/2022/09/14/this-years-globe-917-extragdayeveryday-celebrations-focus-on-the-extraordinary/> (<https://mb.com.ph/2022/09/14/this-years-globe-917-extragdayeveryday-celebrations-focus-on-the-extraordinary/>)

**Would you like to add an additional webpage link?**

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**Web Page Link 5**

[https://www.facebook.com/watch/live/?ref=watch\\_permalink&v=7207412986022356](https://www.facebook.com/watch/live/?ref=watch_permalink&v=7207412986022356) ([https://www.facebook.com/watch/live/?ref=watch\\_permalink&v=7207412986022356](https://www.facebook.com/watch/live/?ref=watch_permalink&v=7207412986022356))

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**Supporting Document**

Download File (<https://stevies-tech.secure-platform.com/file/67443/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NzQ0MywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbm9DzU4haJn0z-cQrs1tWffO4w8?Data%20and%20Analytics%20Community%20of%20Practice%20%28DACoP%29%20Events.pdf>)

**Would you like to add an additional supporting document?**

No

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition (<https://www.asia.stevieawards.com/rules-and-terms-conditions-competition>).

**Terms and Conditions**

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