

MANILA, Philippines--([BUSINESS WIRE](#))--ABS-CBN Corporation is delivering digital content as well as communications services to its mobile customers, with systems integration help from Accenture (NYSE:ACN). ABS-CBN is the Philippines' leading information and entertainment conglomerate.

Launched by ABS-CBN Convergence, the corporation's telecommunications subsidiary, the new service, ABS-CBNmobile, is expanding the company's market reach. It allows subscribers to use their mobile devices to access digital content online such as news, information and entertainment, in addition to their telecommunications services, which include voice and SMS (short messaging service) provided by ABS-CBN Convergence.

"Businesses are going digital, and customers want access to content and services on their mobile devices, so it is imperative for our company to stay ahead of the game by adopting the latest technological innovations to meet the evolving needs of our customers," said Mark Lopez, Group CIO, ABS-CBN Convergence. "Accenture helped us streamline and upgrade our core processes to be more customer-centric. We believe that Accenture's global experience in digital services will help us gain a foothold in the rapidly growing telco sector, expand our market presence, and enhance our leadership across our multi-media platforms."

ABS-CBNmobile was implemented by Accenture with a customer relationship management platform that incorporates customer care, billing, and revenue management capabilities. This platform, originally purchased in the first quarter of 2013, leverages Siebel Customer Relationship Management (CRM), Oracle Communications Order and Service Management, and Oracle Communications Billing and Revenue Management and supports ABS-CBNmobile's services for its prepaid customers. Later this year, ABS-CBNmobile will use the same platform to launch the service for its postpaid customers.

"Improving the customer experience is one of the most critical competitive factors for businesses today," said Lito Tayag, managing director, Accenture Philippines. "The collaboration between ABS-CBN, one of the country's pioneers and leaders in multi-media, and Accenture will enable ABS-CBN to optimize key digital solutions that allow its customers to use and enjoy ABS-CBNmobile's services to the fullest."

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 293,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is www.accenture.com.

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