



**group of
companies**

PRESS KIT

About Us

Asticom Group of Companies is a Philippine-based shared services company under the Globe Group. As a partner, we are focused on providing a superior customer experience through the consistent delivery of high-quality responsive services. This is made possible by innovative co-created value-driven solutions that are tailor-made to fit the client's business needs.

Our Vision

To contribute to the economic recovery of the Philippines by supporting businesses and providing opportunities to the Filipinos through our diverse portfolio.

Our Mission

We exist to improve people's lives. We do this by providing the best people, the right technology and responsive service that help fulfill our client's aspirations for a better future.

Our Values

We believe in:

- Doing the right thing even when no one is looking
- Making the customer at the center of what we do
- Focusing resources to what can change the future
 - Welcoming and nurturing ideas
- Building and genuinely caring for passionate teams



Key Milestones

4 subsidiaries, P3B revenue mark in 7 years,
200+ clients, 5,000+ employees



Our Companies

Shared Services



Asticom Technology Inc.

Launched in 2015

Asticom Technology Inc. is a Philippine-based shared services company under the Globe Group. As a partner, the company is focused on providing superior customer experience through the consistent delivery of high-quality responsive services.

Asticom has four subsidiaries that contribute to realizing its purpose of improving people's lives: Asti Business Services Inc. (ABSI), HCX Technology Partners Inc. (HCX), Fiber Infrastructure and Network Services Inc. (FINSI), and Acquiro Solutions and Tech Inc.

Asticom believes in bridging people and fueling passions

200+

Clients from the Telecommunications, IT, Logistics, E-commerce, and Finance/Banking

5000+

Employees



www.asticom.com.ph



[/asticominc](https://www.linkedin.com/company/asticominc)



Our Companies

Business Services and Outsourcing



Asti Business Services Inc (ABSI)

Launched in January 2021

Asti Business Services Inc. (ABSI) is a business services and outsourcing company offering managed services with Centers of Expertise in Customer Experience, Corporate Services, Finance, Human Resources, and Information Technology to help improve client business performance and internal culture of transformation.

Through Above and Beyond Service Innovation, ABSI aims to become the number one shared service provider in the Philippines and in Asia by 2029.

- Customer Experience
- Finance
- Corporate Services
- IT
- Human Resources

50+

Clients from
Telecommunications, IT,
Banking, Finance, Logistics,
and E-commerce industries

1,500+
Employees

1

New company acquisition:
HCX Technology Partners
Inc.



www.absi.ph



[/WeAreAbsi](https://www.facebook.com/WeAreAbsi)



[/weareabsi](https://www.linkedin.com/company/weareabsi)



Our Companies

Digital Business Solutions



HCX Technology Partners Inc.

Launched in November 2021

HCX Technology Partners Inc. is a digital business solutions provider company committed to delivering high-powered tech solutions and services in human resources, customer relationship management, and digital solutions. Guided by values of People-centricity, Excellence and Innovation, HCX aims to become the preferred Technology Partner of the Philippine market.

- Customer Relationship Management (CRM)
- Digital Solutions
- Managed Services
- Human Capital Management (HCM)

30+

Customers

80+

Employees



<https://hcx.com.ph/>



[/HCXTechnologyPartners](#)



[/hcstechnologypartners](#)

Our Companies

Engineering and Technology Solutions



Fiber Infrastructure and Network Services Inc. (FINSI)

Launched in October 2021

Fiber Infrastructure and Network Services Inc. (FINSI) is an engineering and technology solutions provider that caters to businesses in the Telecommunications, Energy, and Infrastructure industries.

FINSI bridges the gap in connectivity with its leading edge local solutions to help both businesses and Filipinos thrive in the digital age.

- Engineering Services
- Enablement and Advisory Services

Serving the following industries:

Telco

Energy

Infrastructure

133,000+

Fiber lines built

2,000+

Employees

60+

Build Teams



<https://finsi.com.ph>



/wearefinsi

Our Companies

Workforce and Talent Platform Solutions



Acquiro Solutions & Tech Inc

Launched in January 2023

Acquiro is an end-to-end workforce solutions company that helps top talent and businesses of all sizes adapt to the ever-changing modern workplace.

Acquiro aims to leverage the power of technology to build modern workplaces and talent solutions.

Our Services

Non-Tech Services

- Marketing Support
- Operations Support
- Sales and After Sales Support
- Corporate Support

IT/Tech Services

- Software Development
- Project Management
- Infrastructure and Build
- Information Security
- Engineering Support

Through Acquiro's tech platform, NXT, jobseekers can find their next opportunity and businesses can match with the next best talent, all in one place.



creating
New
eXperiences
Today



<https://acquiro.com.ph>



<https://nxt.acquiro.com.ph>



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[/acquiro.ph](#)

Our Clients

Our expertise is trusted by clients from several industries including telecommunications, technology, finance, IT, health and wellness, food and beverage, and e-commerce. With our highly-skilled manpower and innovative solutions, we have helped businesses grow and thrive in a fast-paced and highly dynamic environment.



“Asticom has been a trusted partner of Globe for the past five years and once again, they have proven to be crucial to Globe’s operations during the pandemic.

Their focus on relentless innovation while prioritizing health and safety of our people has helped us adapt to the ever-changing work conditions. They continue to add value to the entire Globe Group not only by supplying highly-skilled talent, but by finding new ways of managing end to end operations for some of our most critical functions.

With Asticom’s digital solutions and new logistics services, we are alongside a very capable and long-term partner who can help us rise to any challenges and unlock bigger opportunities ahead of us.

Asticom’s proven track record with Globe is shown in their commitment to excellence through their people who continuously perform above and beyond our service expectations.”

Renato Jiao, Chief Human Resource Officer
Globe Telecom Inc.

Our Milestones

Hit 3B revenue in just seven years of operations

Grew to over 5,000+ employees

Served over 200+ clients

In the News



[Globe says unit Asticom posted P2 billion in revenues in 2021](#)



[Asticom Group to triple workforce to 15k](#)



[Empowered women in workplace behind Asticom's growth](#)



[Globe's Asticom Group sets sights on international expansion for shared services](#)

Our Awards and Recognitions



Gold Winner
Stevie Awards 2022

*Innovation in Human Resources
Management, Planning &
Practice*



Gold Winner
Stevie Awards 2022

*Innovative Use of Technology in
Human Resources*



Silver Winner
Stevie Awards 2022

Innovative Achievement in Growth



Gold Winner
Titan Business Awards 2022
Best Health & Wellbeing Strategy



Gold Winner
Titan Business Awards 2022
*Company & Organization
Category*



Gold Winner
Titan Business Awards 2022
IT Category



**Women in FinTech
Leadership Awards 2022**
Top 3 Winner - Cai Reyes



**Best Employers of
2023**
*Philippine Daily Inquirer x
Statista*



**Great Place to Work
Certified**



**Best in Digital
Transformation
Finalist**
Ayala IncrediBiz Awards



**Manage HR Network
Top 10 Professional
Employer Organization
Award in APAC**



Bronze Winner
Stevie Awards 2021
*Most Valuable Corporate
Response*
*Most Exemplary Employer
Stevie Awards 2021*
Under COVID-19 Response Category



**HRD Asia 2021
Employer of Choice**
*For enterprises with more
than 1,000 employees*



**Social Media Award
Star Brand**



**group of
companies**

OUR LEADERSHIP

Our Leadership



Mharicar Castillo-Reyes

President and CEO



General Manager (Interim)



Mharicar Castillo-Reyes is a seasoned leader whose expertise in HR and shared services spheres brought growth and success to companies.

On top of having a degree in Psychology from the Philippine Normal University, Mharicar is also a chartered business administrator and has earned several HR certifications in compensation and benefits, Labor Relations and Talent Acquisition. She also completed the Ayala Group Leader's Program under Harvard Business School, Digital Business Strategies under Columbia Business School, and Executive Development Program under Kellogg School of Management at Northwestern University.

Mharicar began her career in an HR consulting and headhunting firm. Ten years later, she rose to become its Chief Operating Officer. Equipped with a wealth of experience in HR, she then moved on to head the Talent Acquisition group of Globe Telecom, a leading telecommunications company in the Philippines. Later on, she became Director of HR Shared Services of the said company, serving for almost five years. In 2015, she took over Asticom Technology Inc. as General Manager and three years later, became President and CEO of Asticom Group of Companies (AGC) up to the present.

With Mharicar as its chief, AGC has seen vigorous growth within seven years of operations. It spawned four subsidiaries:

- Asti Business Services Inc. (ABSI) which services the IT-BPO industry;
- Fiber Infrastructure and Network Services Inc. (FINSI) which provides engineering solutions to telco, energy and infrastructure industries;
- HCX Technology Partners Inc. which offers digital business solutions;
- and lastly, launched only in 2023, Acquiro Solutions and Tech Inc. which aims to revolutionize staffing solutions in the country.

In 2022, Asticom also reached its 3 billion revenue mark.

A visionary and people-focused leader, Mharicar brings Asticom's purpose to life: supporting businesses in their growth and creating opportunities for Filipinos through its diverse business portfolio.

Our Leadership



Marc Kerveillant

General Manager



Marc Kerveillant is a telecommunications solutions expert with more than 15 years of experience leading business operations of companies from various industries. Before joining Asticom, he was a Consultant for Globe Telecom's Premium Tech Squad service, a team of experts dedicated to provide end-to-end support for intelligent devices, wifi coverage and home entertainment. Prior to this, he oversaw operations and development in a US IP-based telecom company. A proven leader, Marc has also managed operations of businesses in the call center and hospitality industries for several years.

With his long-standing leadership and expertise in telecom and tech, Marc is expected to steer FINSI into the direction of a leading local solutions provider for the telecommunications, energy, and infrastructure industries in the Philippines.

In leading FINSI, Marc hopes to continue his mission and passion in creating value and making a positive impact for Filipinos.



Ged Gutierrez

Deputy General Manager



Ged is the Deputy General Manager of Acquiro Solutions and Tech Inc. which aims to be a game-changer for the workforce industry worldwide by creating flexible job opportunities and meeting businesses where they are.

Ged started his career at the Globe Store in Puerto Princesa in 2008 as a Customer Service Assistant (CBU) prior to becoming a Retail Specialist in 2013. As part of the pioneering team of Premium Dealer stores, he grabbed the opportunity to support the PDs nationwide as he joined the Category Management Team under the Retail Transformation and Management Group in 2015.

After 8 fruitful years at Globe, Ged was given a chance to lead the Retail Business under the Client Services Management vertical of Asticom's staffing business in 2016. His role expanded as he took on a bigger scope, handling all the non-tech and tech businesses in 2021 and 2022 respectively.

Armed with expertise in client services management, market insight, trade marketing, and program management, Ged's impactful leadership and proven experience continue to drive Asticom Group's accelerated growth and expansion.

Our Leadership

With more than two decades of experience in the IT and services industry, Froilan Rabatan is an established leader whose passion for transformative technology propelled many businesses forward.

Before Asticom, Froi was a Managing Director at Accenture. He was also the VP for Software Development and Delivery at Cortex Technologies Corporation, a subsidiary of Concepcion Industrial Corporation, where he led the platform and software roadmap of the company, as well as its implementation and management. For over 13 years, he was responsible for the end-to-end delivery of IT infrastructure projects and run services as Senior Service Delivery Manager for Hewlett-Packard Enterprise ITO Global Delivery Center Philippines.

Froi earned his degree in Computer Engineering from the University of the Philippines, where he also graduated as Cum Laude.

An advocate of change, Froi's passion and expertise in IT Strategy, Technology Transformation, Business Operations, and Program Management continue to be a cornerstone for HCX as it delivers valuable digital solutions for Filipinos and businesses alike.



Froilan Rabatan

Managing Director



Melboy Pangan

Head of Strategy and Business Development

A strategist at heart, Melboy Pangan has worked with local and international companies delivering and executing impactful business strategies.

With a bachelor's degree in International Business and Economics, Melboy then finished his postgraduate studies in Strategic Management at the Rotterdam School of Management in the Netherlands.

Years prior to joining Asticom Technology Inc., Melboy led strategy for companies based in the Netherlands and the Philippines. His wide-ranging experience encompasses various industries, including management consulting, human resources, and tech start-ups. His expertise in corporate strategy and business development helped companies level up their competitiveness in their respective industries.

With his passion for building businesses and the right capabilities to complement them, Melboy contributes to bridging Asticom to greater opportunities. And through Asticom, create an ideal and thriving environment for Filipino businesses to grow and develop.





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Reach out to us



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