

# Cybersecurity top of mind for Filipino app users

FILIPINO users expect the best security against hacking, malware, and fraud from mobile applications, according to a survey by app development platform provider AppDome, Inc.

“Filipinos are putting security on top and prioritizing it on top of other features,” AppDome Founder and Chief Executive Officer Tom Tovar said in an interview with *BusinessWorld* last week.

The company, which provides a platform for mobile app security and development, conducted

the survey late last year and had 5,000 Filipinos as respondents.

“I think there’s a silver lining here for brands. We did ask what you would do if the app was breached and didn’t protect you. What we found is that consumers will leave, not surprisingly, a high number of them will leave,” Mr. Tovar said.

“If you’re building your mobile brand, and you’re interested in lowering your cost of customer acquisition, increasing your average revenue per user, increasing your lifetime value, and increasing your net promoter score...

you’ve got to pay attention to cyber [defense],” he added.

Filipinos believe that app security and features are equally important, with 68.1% of Filipino consumers showing that they have very high expectations in the class of protection, Mr. Tovar said.

“The bar is set pretty high, when you think about it, for brands that are serving the Filipino consumer because the Filipino consumer is... very keenly aware of the threats that are facing that when they use mobile applications,” Mr. Tovar said.

He said mobile app brands should take advantage of available technologies like cyber defense automation rather than doing it manually amid evolving online threats.

He added that developers should look at what works and doesn’t and stay updated about constant and emerging threats.

“The level of sophistication and the diversity of attacks are growing pretty much on a daily basis,” Mr. Tovar said.

He noted that in the making of a mobile app, developers should

bake in cybersecurity early and improve defenses as their app usage grows.

Mr. Tovar said app developers should also let users know how they are protected against cyberthreats. Developers should also inform their users whenever an attack or malfunction might be happening and assure them that they are safe.

“You have to communicate and be transparent with your end user so that they’re aware that your application is protecting them,” he said.

Meanwhile, the survey also showed that Filipinos use e-wallets and social media apps the most at 59.9% and 59.6%, respectively.

“In a lot of countries, social media will just be the highest app that people use. In the Philippines, e-wallets, social media were neck and neck. As you might expect, given that Filipinos are focused on transactional apps, the top fears that come out are fraud, malware, hacking, these are the things that kind of track that use,” Mr. Tovar said. — **Aaron Michael C. Sy**

## POCO launches X5 series phones

SMARTPHONE brand POCO earlier this month launched in the Philippines two new devices, the X5 Pro 5G and X5 5G.

“Designed for content creators to take things to the next level, we believe the POCO X5 Pro 5G is nothing short of the best smartphone in the \$300 segment,” said Angus Ng, head of product marketing at POCO Global.

“With a superb screen and performance, the POCO X5 5G also delivers amazing value and the best possible user experience for a smartphone under \$200.”

The two phones mark the fifth anniversary of POCO as a brand, the company said in a statement.

It said the POCO X5 Pro 5G features upgrades to its camera functions, processing speeds, and display, while the POCO X5 5G has a long battery life.

The X5 Pro 5G has a 6.67-inch Flow AMOLED screen with a 120Hz refresh rate and is the slimmest X series device so far.

“Photos and videos come to life with 100% DCI-P3 and 10-bit color depth, and Dolby Vision makes the viewing experience even better. Imagined to go with you anywhere, the POCO X5 Pro 5G has 1920Hz PWM dimming to protect eyesight when

reading and creating in low light if inspiration strikes late at night,” POCO said.

The phone has a Snapdragon 778G 5G chipset with advanced TSMC 6nm, offering both power efficiency and high performance, making its camera processing system faster than the previous model.

It has a 108-megapixel main camera for professional-level, ultra-high-resolution photography. It also supports 4K video shooting.

The X5 Pro 5G also has a 5,000mAh battery that supports 67-watt turbo charging.

It comes in three colors, namely black, blue, and yellow, and is available in two variants: a 6GB memory + 128GB storage model (with a recommended retail price of P16,999) and an 8GB+256GB variant (P18,999).

Meanwhile, the POCO X5 5G has a slim 6.67-inch AMOLED DotDisplay with a 120Hz refresh rate.

It is powered by a Snapdragon 695 chipset and also has a 5,000mAh battery that supports 33W fast charging.

The POCO X5 5G comes in three color options of green, blue, and black, with the 6GB+128GB model priced at P14,999 and the 8GB+256GB variant costing P15,999. — **BVR**

## How hybrid work can lead to sustainable practices

FILIPINOS now prefer to work in a hybrid setup and studies have shown that it not only opens many benefits for the employees, but new possibilities for the employers. This includes revisiting operations and embedding more sustainable business practices in ways that can dramatically change their consumption patterns such as reducing their environmental footprint by equipping employees with tools that are better for productivity and the planet, and appealing to worker preferences in an increasingly competitive labor market.

HP, for example, has outlined bold sustainable impact goals and commitments over the next decade. It aims to be the most sustainable and just technology company in the world by 2030, ushering a new era of progress where climate change is reversed, human rights are universally protected, and digital equity democratizes opportunity for all. Sustainable impact has been a part of the company’s DNA from the very beginning. It is proven to be one of the strategic drivers that accelerate and scale growth for the business.

an opportunity to adopt an “only-what-we-need-when-we-need-it” approach to resources, ranging from power to square footage.

“We’re now basing facilities decisions on utilization, not headcount,” says Rena Marin, country HR head of HP, Inc. in the Philippines. “We’re creating more choice for employees, including multifunctional areas that can be adapted to meet their needs.”

In some cases, that could mean moving walls to turn individual cubicle space into open collaboration areas, or incorporating movable, adjustable office furniture that employees can reconfigure as necessary. Organizations may also choose to eliminate personal workspaces altogether and replace them with hot desks, or shared workstations that employees can reserve for use when they’re in the office.

**SMART FACILITIES THAT CONSERVE RESOURCES**

A range of technologies can help companies pinpoint what resources they need, when and where they need them, increasing efficiency and conservation.

This includes a number of solutions that use Wi-Fi connectivity combined with sensors to determine how rooms and offices are being used, and how frequently. With that data, organizations can turn off power, heating, and cooling in empty spaces or implement a smart heating and lighting system.

Additionally, by tracking occupancy across the building, some software can also allow employees to check which rooms are available for an impromptu meeting; book a workstation in advance of their arrival; or see which colleagues are working from the office each day.

**DOING MORE WITH LESS (WASTE)**

Equipping hybrid employees with new tools and tech to do their jobs in a hybrid world not only helps them maintain productivity wherever they are, but also gives businesses a chance to choose more sustainable devices.

The most important piece of equipment for any hybrid employee is a powerful and portable laptop, such as the HP Elite Dragonfly, the HP Elite c1030 Chromebook, or the HP ZBook Studio mobile workstation, all of which include components made from recycled ocean-bound plastic and long-lasting batteries for seamless transition between home and office.

While many companies adapted quickly to remote work with more mobile devices and cloud solutions, one area that often posed a challenge for remote workers was printing — especially for those who didn’t have printers at home, or needed to print frequently.

“The pandemic has reinforced the idea that work is not a separate place, and for many people that involves printing where they are,” says Christian Edmond Reyes, Philippines managing director of HP, Inc. “Just like we’ve seen with computing, printing needs to adapt to hybrid work in terms of mobility.”

*HP, Inc. is a technology company that believes one thoughtful idea has the power to change the world. Its product and service portfolio of personal systems, printers, and 3D printing solutions help bring these ideas to life. For more information about HP, visit <http://www.hp.com>.*



Read the full story by scanning the QR code or by typing the link  
<https://bit.ly/3xPI0T1v>

## Elon Musk’s satellite internet unit now serves the Philippines

ELON MUSK’s Space Exploration Technologies Corp. (SpaceX) announced on Wednesday that its satellite internet unit will now be serving the Philippines.

In a tweet, SpaceX said that the start of Starlink’s local services makes the country one of the places where the company’s services are available.

Sought for comment, the Department of Information and Communications Technology, said that it is yet to inaugurate Starlink’s first earth station.

Meanwhile, Senate Minority Leader Aquilino Martin D. Pimentel III welcomed the announcement as it will help in providing

internet access in rural, remote, unserved, and underserved areas in the Philippines.

“The internet has become a basic necessity in this modern world. Hence, I am glad that with SpaceX, we have a better chance of improving internet connectivity in rural areas and poor communities in our country,” said Mr. Pimentel.

“Internet connectivity is crucial in remote learning, digital education, health care and other social services, banking services, as well as information on disaster and emergency preparedness,” he added.

In 2020, Mr. Pimentel wrote to SpaceX regarding how the country

could benefit from the internet service of Starlink, which was answered with a meeting with SpaceX’s Vice-President for Satellite Government Affairs Patricia Cooper in December 2021.

“Connectivity is very important for the Philippines given that we are a nation of around 100 million people populating more than 7,000 islands,” Mr. Pimental said. “Thus, it is a duty of the government to ensure a better and more equitable internet connection.”

At the beginning of February, the company announced that it was on track to enter the Philippine market

within the first quarter, after being delayed from the previous target of December 2022.

SpaceX partnered with Data Lake, Inc., a Philippine data company owned by Henry Sy, Jr. and Anthony L. Almada, for the distribution of SpaceX’s Starlink services in the country.

Data Lake previously said that Philippine customers would have to shell out an initial \$599 per unit and \$99 for monthly connectivity service for a download speed of 200 megabytes per second. — **Justine Irish D. Tabile**



**Mining stakeholders meet with Trade chief**

**TRADE Secretary Alfredo E. Pascual (2nd from right) meets with mining industry officials and executives to discuss the prospects of mineral processing for copper, gold, and nickel. He said the country can be a ‘vital partner’ for mining, not only as an exporter of raw ores like nickel and copper, but as a processor and producer of semi-finished and finished products. With him are (from left): Charmaine Olea-Capili, executive director of the Philippine Nickel Industry Association; Ronald S. Recidoro, executive director of the Chamber of Mines of the Philippines; Antonio L. Co, president of Carrascal Nickel Corp.; Eulalio B. Austin, Jr., president and CEO of Philex Mining Corp.; Joaquin C. Lagonera, president of Sagittarius Mines, Inc.; Michael T. Toledo, chairman of the Chamber of Mines of the Philippines and chief operating officer of Silangan Mindanao Mining Co., Inc.; and Gerard H. Brimo, vice-chairman of the Chamber of Mines of the Philippines and chairman of Nickel Asia Corp.**

## Tax court grants part of OceanaGold’s refund claim

THE Court of Tax Appeals (CTA) has partially granted OceanaGold Philippines, Inc.’s tax refund claim in the amount of P140 million representing its excess value-added tax (VAT) traced to zero-rated sales for the fiscal year 2018.

In a 32-page decision dated Feb. 20, the CTA Special Second Division said it proved its entitlement to refund the said amount through its official receipts and export sale documents.

“In sum, petitioner has sufficiently proven its entitlement to the refund of the lesser amount of P140 million representing unutilized input VAT attributable to its zero-rated sales for the 1<sup>st</sup> to 4<sup>th</sup> quarters of 2018,” according to the ruling penned by Associate Justice Jean Marie A. Bacorro-Villena.

The firm is a multinational gold producer with its Philippine office in

Makati City. It initially sought a total refund claim worth P161.96 million.

OceanaGold’s zero-rated sales were attributed to its shipments of gold and copper concentrate to its foreign clients, the tax court said.

Under the country’s tax code, zero-rated sales are transactions made by VAT-registered taxpayers that do not translate to any output tax.

If a sale is subject to 0% VAT, the term “zero-rated sale” must also be written on the company’s official invoices.

OceanaGold submitted original printouts of its single administrative document, statement of settlement duties and taxes, and bank payment details to prove that its sales were paid for in acceptable foreign currency in line with the Philippine central bank’s rules.

The documents also verified the firm’s payment of the subject input VAT in 2018. — **John Victor D. Ordoñez**

## ‘Tremendous’ demand seen for solar energy

SOUTHEAST Asia is poised to register a huge demand for solar energy, a China-listed solutions provider with projects in the Philippines said, as it forged a partnership in anticipation of more orders for solar modules.

In a statement, Trina Solar Energy Development Pte. Ltd. said on Wednesday that it had signed a memorandum of understanding with an entity that provides products required for solar installations.

The partnership with JJ-LAPP covers “strategic cooperation, and foresee tremendous demand

in Southeast Asia for solar energy,” it said. The partner is a joint venture between Jesben & Jesben Group and LAPP Holding Asia.

“Trina Solar will maintain its leadership and meet the increasing market demand for high-performance PV (photovoltaic) modules. Working together can deliver a lower BOS (balance of system) cost because JJ-LAPP and Trina Solar account for the bulk of the hardware that goes into a solar installation,” said Todd Li, president of Trina Solar for Asia Pacific.

Trina Solar provides solar modules, trackers, supervisory control and data acquisition (SCADA) systems and other products required for commercial, industrial and utility-scale installations. JJ-LAPP offers products required for solar energy systems such as AC and DC cabling and connectors.

“We can also help to reduce manpower costs for the customer’s project by coordinating our efforts and delivering greater efficiency in work processes,” Mr. Li added.

Trina Solar said the two entities have previously worked together on solar projects in Indonesia, the Philippines, and Thailand.

In the Philippines, they have been working on rooftop installations for a furniture retailer that has several large stores, it said, adding that each rooftop commercial installation is 120-300 kilowatts.

JJ-LAPP said it anticipates the number of solar modules ordered from Trina Solar this year to more than double from last year’s 21 megawatts.