



Kevin Tan, First Vice President and Division Head of Megaworld Commercial stands in front of a scale model of their Taguig City project in McKinley Hill. Megaworld credits their fast project turnover to clients to Meralco's fast energization.

Meralco business solutions aid Megaworld to keep the Philippines' competitive edge in the BPO market

Indicative of their flourishing partnership, premier property developer and business process outsourcing (BPO) office space lessor, Megaworld Corporation, acknowledges Meralco as an important ally in its success story.

Megaworld aggressively diversified their portfolio of entertainment, residential, commercial, retail, and office spaces knowing Meralco can hook up the sites to power quickly and be made available for occupancy.

Kevin Tan, First Vice President and Division Head of Megaworld Commercial Division explains: "Meralco contributed to our success through the timely energization of our various developments. It is through this that we are able to turn over our facilities in time to our clients so that they may start their businesses as soon as possible."

But apart from energization, the utility's involvement goes beyond providing quick power access. Meralco pitched a gamut of business solutions as well. MServ, one of the country's premiere energy service companies, can provide vertically integrated energy solutions on the customer's side of the electrical network such as installation and maintenance of transformers, switch gears, generators, UPS and voltage regulators for a monthly retainer fee instead of a big capital expenditure up front, allowing customers to reduce their CAPEX.

Largest Philippine BPO landlord

With about a 30 percent market share, Megaworld is currently the largest BPO landlord in the country. Their success in the BPO sector is where the property giant feels its greatest sense of accomplishment.

"We are proud of our contribution in the business process outsourcing industry. We were the first company ever to apply for PEZA (Philippine Economic Zone Authority) accreditation. We have 470,000 square meters of BPO offices. This is an achievement that we are very, very proud of," said Tan.

The Philippines finally supplanted India in voice services. As an advantage against the competition and as its selling point to their clients, BPOs located in Mega Manila enjoy reliable and dependable power courtesy of Meralco.

Meralco can also provide business solutions to BPOs by accommodating power management issues inherent in the industry's late hours of operation. BPOs field calls from different time

zones, so they keep odd work schedules. An apparent solution is to enroll in the Peak/Off-Peak (POP) Program. The POP is a pricing scheme that gives customers an option to increase their power consumption during off-peak hours when the cost of electricity is lower.

Yet if more than 50 percent of the occupants of a BPO building are not consumers during off-peak hours, then the entire building becomes ineligible for enrollment in the POP.

One BPO facility that Megaworld recently built in its 50-hectare development at McKinley Hill, Taguig is 8 Upper McKinley. That, to date, is Megaworld's largest township development.

To qualify the building for the POP, Meralco suggested that this development's tenant mix be pre-arranged so that more than half of the lessees were off-peak consumers.

Meralco was further consulted during the planning, construction and electrification of the project. Details on specific types of elevators to install, the kind of lighting the building required, where best to place these, and the size of the building entrances as it relates to the building's cooling systems were discussed. Monthly energy costs for 8 Upper McKinley were reduced by 15 percent as a result.

With this partnership, Megaworld, through the 8 Upper McKinley development, was awarded as the outstanding 2012 Corporate Commercial Luminary – a customer appreciation program which recognizes top customers from the private and public sectors who share Meralco's vision of a brighter Philippines.



Kevin Tan, First Vice President and Division Head of Megaworld Commercial Division (middle) stands with the 2013 Meralco Luminary award for Corporate Commercial category with Meralco CEO & President Oscar Reyes (extreme left), Meralco Chairman Manny Pangilinan (2nd left), Philippine Ambassador to Japan and Meralco Director Manuel Lopez (2nd right), and SM Prime Holdings President Hans Sy (extreme right).

Property development visionaries

Megaworld has gone a long way since its daring idea of building a commercial complex along E. Rodriguez Jr. Avenue. In the 1990s, there was nothing around the Libis area except for factories and warehouses, alongside sleepy residential villages.

"We look at Meralco as a partner. As we grow together, we hope to build more energy-efficient buildings, hotels, offices, and commercial centers. And we can only do this by working hand in hand with Meralco."

- Kevin Tan

First Vice President and Division Head of Megaworld Commercial Division

Today, Eastwood City is one of the country's pre-eminent commercial and residential developments. More importantly, it is the home of Eastwood City Cyberpark, a business process outsourcing office complex and an IT Center duly certified by the Philippine Economic Zone Authority.

With Meralco in tow, Megaworld Corporation continues to explore new locations and study opportunities. Iloilo, Mactan, Tagaytay and Boracay are blue printed. "We look at Meralco as a partner. As we grow together, we hope to build more energy-efficient buildings, hotels, offices, and commercial centers. And we can only do this by working hand in hand with Meralco," Tan said.

"Each client engagement is always more than just to provide electricity," said Meralco Vice President and Head of Corporate Business Group, Victor S. Genuino. "We look at this from a macro view – of improving the economy. And we're all in this together. So we see every engagement as a way towards economic progress."

As the firm continues to expand its empire, Megaworld Corporation will always have Meralco at its side – truly, partners of progress paving the way for a brighter tomorrow.