

## COMPANY PROFILE

**Driving business growth by providing practical, reliable, and cost-effective IT outsourcing**



# ABOUT US

Xentra is an IT outsourcing firm with headquarters in Nevada, USA, and development centers in the Philippines.

Xentra implements a competitive business model that offers many options for IT services that you can choose from. We focus on your business needs and requirements to improve revenue, profitability, and employee productivity. This enables us to provide industry-specific solutions that drive business growth.

Our frictionless principle guides our philosophy. Our aim is to get the best talents in the Philippines and provide both clients and our staff the flexibility and agility in delivering solutions efficiently.



## OUR STORY

A group of Manila-based professional web developers, graphic artists and software developers wanted to put together their existing client and supplier base. This aspiration gave birth to Xentra in 2014.

Although still small, the new company was able to maintain its previous clients. Attributing to more than 20 years of their experience in the IT industry though, the founders were able to add more interested parties to hire its existing services.

With the volume of projects they received, and with their pool of skilled and talented teams, Xentra expanded and now comprises different companies that offer varying services. Each division focuses on different IT outsourcing solutions: Stergo for Salesforce, PinoyWallet for money remittance, and Sinagtek for mobile payments solutions.

To date, and because of its diverse services, Xentra is now providing IT outsourcing services to clients abroad.

# OUR MANAGEMENT TEAM

Meet the people behind Xentra Infotech Solutions, Inc.

The experience they have in different fields of IT and business and passion for business empowerment keep clients happy and Xentra running.



## MANER PUYAWAN

CHAIRMAN AND FOUNDER

Maner is the Chairman and Founder of Xentra Infotech Solutions, Inc. He is a veteran in the IT profession, with over 20 years of extensive experience under his belt. His main expertise is in the payments technology domain, planning, designing, and building electronic and mobile payment systems for businesses of all sizes.

Even at the early part of his career, Maner was already able to showcase his adeptness in information technology, designing systems and solutions for companies in different industries. He was instrumental in the migration of several companies from manual to digital processes, as well as in helping multiple organizations achieve the coveted ISO 9002 Certification by applying his technical skills to streamline business processes.



He continued to work his way up the corporate ladder by using his IT and technical expertise in various industries. Working for LBS e-Recruitment Solutions, Inc., Maner led the way in revolutionizing the Philippines' global manpower and recruitment industry, by designing the country's first web-based recruitment system that enabled employers and professionals to connect online. This recruitment system won the company the People's Choice Award at the 7th Philippine Web Awards, and paved the way for the establishment of LBS e-Business Solutions, Inc. and for providing the blueprint for future e-recruitment solutions in the country.

Maner's solutions went international after that, when Australia-based global payment solutions company Rechargeplus International Ltd. acquired a license of the online recruitment system of LBS. He later joined the company as its IT Manager. From there, he expanded his IT knowledge by learning about the electronic payments industry, including the fundamentals of payment security, compliance, Visa-MasterCard processing, and more. He soon became the company's Global Chief Technology Officer, designing several solutions including the first-ever Prepaid Visa Debit card linked to and managed via SMS using a mobile device.

Other notable highlights of Maner's career include serving as:

- President and CEO of i-Payment Solutions, a local subsidiary company of Rechargeplus, where one of his primary roles was to support the company's operations in 14 different countries through technology development. Their product "m-bux" was nominated in the Mobile Money for the Unbanked Award category of the Asia Mobile Awards in 2009.
- Co-Founder and CIO of GO3 Solutions, Inc., a New York-based technology company specializing in gift cards, loyalty, and rewards programs.
- Co-Founder and CEO of Pyx Payments Corporation (Formerly Payments Network Corporation), a mobile wallet payment provider
- Founder and Chairman of Xentra Solutions Inc.
- Chief Solutions Architect of Epoint Payment Corp.
- Senior Solutions Architect of Paysign, Inc
- Chief Technology Officer of Marker Trax LLC
- Chief Product and Technology Officer of Koin Mobile LLC

Maner is also Winner of the 2022 Top Tech Award (Las Vegas) for Startup Category, representing Marker Trax.







## MARICEL MEDEL

### PRESIDENT/CO-FOUNDER

Maricel is the management and administration brains behind Xentra Solutions. She is currently at the helm of the company as its president, where she oversees the day-to-day operations to ensure everything is sailing smoothly.

She has extensive background in managing organizations in different industries, including IT, construction, and talent recruitment. Her administration skills cross borders and industries, having worked for the Embassy of the Federal Republic of Nigeria, the US-based non-profit World Affairs Forum, as well as the Kenya-based media outlet The Diplomatic POST.

In her years of working, Maricel has been able to learn, develop, and hone her skills in:

- Business resource planning
- Communication skills
- Team leadership
- Organizational management
- Strategic planning

Her proven excellence in office administration and management is highlighted in her agile ability to work in companies in different industries. Her solid leadership, time management, communication, and organizational skills ensure that everyone is efficient and performing well, projects are on time and on budget, and that the team and clients are happy.

Throughout her career, Maricel has worked with some of the brightest minds in information technology who have successfully executed digital transformation strategies in some of the most competitive industries online. With her background in the construction and other industries, along with the help of the rest of the Xentra team, they are to build top-rated digital solutions that bridge the gap between businesses and their customers.

# RANDY ESTEBAN

## CHIEF OPERATING OFFICER

Randy is an expert and passionate about Engineering and Technologies. He has more than 20 years of experience in the field of Information Technology. He is currently the Chief Operating Officer of Xentra Solutions, heading the organization's ongoing operations and procedures.

Randy started his IT journey as an educator and eventually ended up as a school director. He then ventured off as a Software Developer, and worked his way up the ranks, rising quickly to Analyst, Project/Program Manager and eventually heading up various Delivery Centers and IT Operations across North America and Asia. Because of this, he has successfully launched Enterprise Solutions with big brands both local and abroad.



Randy's experience covers providing outstanding professional services to a long list of household logos – ensuring the seamless delivery and growth of their businesses. As part of his previous work, he has successfully helped launch enterprise solutions for local big names such as Ayala, Resort World Manila, Smart, and PLDT. His strength however, goes beyond what he can do for local brands. He has also successfully launched enterprise solutions for multinational brands and organizations such as Revlon, Fonterra, and Yamaha.

Randy also worked in different industries including the banking industry, for BPI and BDO, and the air travel industry, for Changi Airport and Malaysian Airlines. Locally, we've also provided enterprise solutions for Resorts World Manila, a world-class luxury resort and casino.

Randy's most recent achievements include:

- **SunCash** - a mobile wallet and voucher platform based in the Bahamas. He was instrumental in the growth of the platform by leading the integration with Bahamas Central Bank and other leading Bahamian payment platforms such as Western Union.
- **Paysign** - a publicly listed company specializing in card payment solutions and integrated payment processing. Randy did the Salesforce Core implementation for Sales and Service Clouds. He also built a Copay Card Management Platform that serves the top Fortune 100 pharmaceutical companies.

- **Marker Trax** - offers regulatory-compliant casino marker technology that reduces the risk of issuing funds. Randy did the Salesforce Core implementation for Marker Trax, particularly Service Cloud.

Throughout the years, he has expanded his skill sets to include:

- IT outsourcing
- Enterprise applications
- Architecting solutions
- Process re-engineering
- Open source development
- .Net development
- Java development
- ERP
- Global IT operations
- Offsite team management
- Shared services management
- Vendor management
- Financial Systems (Core Banking, Loan Processing, Mobile Wallet)
- Data Security (PCI DSS, OWASP)
- Cloud Service (PaaS/SaaS)
- CRM - MCA



## LEMMUEL CABUHAT

### VP SOFTWARE DEVELOPMENT

Lemmuel is the Vice-President of Software Development at Xentra Infotech Solutions, Inc. His extensive experience in the IT industry has been cultivated by his 17 years working for various IT companies, both local and abroad. His main expertise is in providing planning, designing, and providing support for the development of payment technology solutions.

Over the years, Lemmuel worked his way up the ranks from a software developer, project manager, support engineer, to senior software developer, managing his own team of junior developers until finally, as Xentra's head of software development.

Lemmuel exhibited his knowledge in information technology even early in his career. First, as part of Ripple E-Business Int'l Inc. 's Research and Development Team, he focused on POS (point of sales) and Inventory System and was responsible for integrating the company's POS system with numerous POS hardware. Because of his instrumental work with the company, he had enough experience to start managing a team of software developers with his next employer, Altonda Business Solution.



It was when Lemmuel worked for PyxPay that he truly showcased his expertise in payment technology solutions. For several years, he helped the company develop payment technology solutions that included a remittance system, mobile top-up (mobile loading), bills payments, loan system, credit card payments, and even featured SMS and email messaging. The project was successfully launched in the United States to the delight of the Filipino-American community.

Knowing his professional background and experience, Lemmuel managed to lead several companies' IT team thereafter; including GO3 Solutions, Inc., Alpha IT Services, Inc., and finally, Xentra Infotech Solutions Inc. where he soon became Vice-President of Software Development.

Throughout the years, Lemmuel has expanded his skill sets and knowledge in the IT industry including:

- Programming languages: HTML, HTML5, Javascript, CSS, PHP, ASP.net, Ruby on Rails, CakePHP, CodeIgniter, JQuery, MS VB6, C#, C++, Java, VB.net
- Database: MS SQL Server, MySQL, MS Access, IBM Db2, Oracle 10g, PostgreSQL
- .Net Core
- Wordpress Development
- iOS Development (Swift)
- Android Development
- Ionic Mobile Development
- SAP R3 (Integration)
- Webpage Development
- Unified POS Hardware
- Enterprise applications
- Team management
- Financial Systems (Core Banking, Loan Processing, Mobile Wallet)
- CRM
- Project development

## AILEEN AGBADA

### SVP PROGRAM MANAGEMENT

Aileen has an extensive background in working for various organizations in the Information Technology industry. Aileen's proven excellence in project and people management ensures that employees, executives, and stakeholders are doing their tasks and duties well, if not more efficiently. She has brought her extraordinary and outstanding skills in IT service management, operations management, and business development skills to the table at Xentra Group where she is the organization's Senior Vice President Program Management.



Aileen's expertise and diligence is highlighted in her ability to work in different companies. She started as a Research Analyst for Optel Ltd. where she was responsible for the research, documentation, report and marketing presentation requirements of the company; with focus on project support aspects of the Philippine IT-Enabled Services Industry. Through Optel, she was also able to write articles for international magazines, and assist the company's international clients in the start up of their own BPO and Call Center facilities and businesses.

From there, Aileen led the Administration and Reporting Teams at Merlin Information Systems. After a few years of office administration and coordination of business support processes, she became Bestminds Executive Search's Associate Consultant.

With Bestmind, Aileen further enriched her knowledge and skills in account, people, and HR management. However, it wasn't until her stint at Volenday that introduced her to project management focused on IT services. She was able to manage a team of software developers and software QA engineers. From there, she moved to other tech companies handling deliveries of solutions and software development projects. She has successfully managed projects for ADEC Group, Envirosite Corp., and ADEC Innovations.

Aileen's expertise in handling IT projects paved the way for her to consecutively serve as HaelthTech's Program Director, Chief Operations Officer, Chief Executive Officer, and Regional COO.

In her years of working, Aileen has been able to learn, develop, and hone her skills in:

- People Management
- HR Management
- HRIS
- Operations Management
- IT Service Management
- End to End Recruitment
- Industry Study and Market Research
- Project Management
- Account Management
- Agile Methodology
- Rapid Application Development
- Out Systems Engagement Management
- Software Development Proposals
- Business Development
- Resource Management

In her years of working, Aileen has been able to learn, develop, and hone her skills in:

- For Optel, Aileen was involved in the research and publication of The Philippine IT-Enabled Services (ITES) Industry Perspective, the company's industry report.
- For Volenday, Aileen managed the implementation of RASCI within the organization, ensuring all processes were aligned and efficient.
- Again for Volenday, Aileen spearheaded and managed the launch of the Volenday Circle of Excellence program, an internal project.
- For Envirosite, Aileen managed the development of the Envirosite Workbench Web Application, earning the organization the Oracle Technology Company of the Year in 2014
- For HaelthTech, implemented and rolled out a cloud-based end-to-end insurance system within the ASEAN region



## **MELLANIE ALPAY**

### **VP PROJECT MANAGEMENT**

Mellanie is an expert in IT service management and IT asset management, focusing on project management, program management, and quality management. This enables her to lend her expertise to Xentra, where she is currently the VP for Project Management. Her long and extensive background in service delivery, program management, business analysis, disaster recovery, and IT strategy proves she is more than capable to lead an organization into scaling and transforming itself.

For more than two decades, she has worked for the BPO and IT industries in some of the country's leading companies such as Sykes and Hewlett-Packard to name a few. She started as a Technical Support Engineer for Sykes Asia, working her way up, eventually becoming the

company's Quality Coordinator, a position in which she showcased her skills in leading and managing projects.

Because of her instrumental work at Sykes, Mellanie was able to upgrade as SDEX Capability Lead when she later moved on to Hewlett-Packard. While working for HP, Mellanie became an expert in IT Service Management, with certifications on ITIL (ITIL Expert) and ISO 20000 (Certified Internal Auditor). With HP, Mellanie was able to own business processes including Business Relationship, ISO 20K, Continuous Improvement Plan (CIP), and finally, Problem Management. This allowed her to lead the regional deployment of PCs for HP Enterprises as Regional Project Manager for PC Deployment.

After her huge role at HP, Mellanie took on the new role of Global Program Manager for End-User Computing at DXC Technology, a Fortune 500 global IT services leader. This role gave Mellanie the opportunity to handle a project setting up a call center and support system for their client. The setup included transformation and implementation of all IT related processes including incident, problem, and change management. It also involved resources, location, and knowledge transfer.

After setting up a call center for a DXC client, Mellanie led the provision of on-going support and transformation. For on-going support, she was responsible for deploying and implementing core ITIL processes, specifically Incident Management, Change Management, Problem Management, Escalation Management, and Continuous Improvement Program.



Before taking on the role of VP for Project Management at Xentra, Mellanie was HR Business Analyst for Failure Demand at global financial services leader, Macquarie Group. Here, Mellanie worked with data to identify and apply root cause analytics tools in the assessment of eliminating Failure Demand. She also provided project management coordination support to assist delivery of the project plan. She also coordinated project meetings and workshop logistics across multiple locations (AU, Manila, AMS, EMEA).

In her more than 20 years of working, Mellanie was able to learn, develop, and hone her skills in:

- IT asset management
- Service Delivery
- Program Management
- IT Service Management
- Business Analysis
- Process Improvement
- Project Management
- Troubleshooting
- Disaster Recovery
- IT Strategy

Notably, Mellanie is certified in the following:

- Data Storytelling using Microsoft PowerBi
- Enterprise Risk Management
- ITIL EXPERT Certified: Managing Across the Lifecycle
- ITIL V3 Intermediate: Operational Support and Analysis
- Lean Six Sigma White Belt Training
- Lean Six Sigma Yellow Belt Training
- ITIL V3 Intermediate: Release, Control, and Validation
- ITIL V3 Intermediate: Planning, Protection, And Optimization
- ISO 20K Lead Auditor Certified
- ITIL V3 Intermediate: Service Offerings and Agreement
- ISO 27001 Information Security Management System: Implementation Course
- ITIL V3 Foundations
- Six Sigma Training

## BRIAN BRON

### CREATIVE DIRECTOR

Brian is the creative brains behind Xentra Group. As the Creative Director of UI/UX Design Team at Xentra Infotech Solutions, Inc. His extensive experience in the IT industry has been cultivated by his 20 years working for various IT and design companies, both local and abroad. His main expertise is in providing planning, designing, and providing support for the visual design solutions and creative branding.

As a creative director, Brian's responsibilities include overseeing the creative vision and direction of the company and the organization as a whole. He leads a team of designers, writers, and other creatives to ensure that all branding, marketing, and advertising efforts are aligned with the company's objectives and values.

Brian also ensures that the creative team is able to stay up-to-date with industry trends and technologies. He makes sure that the team is using the latest tools and techniques to create innovative and effective campaigns.

Over the years, Brian worked his way up the ranks from a Graphic Designer, Senior Designer, Frontend Website Developer, Senior UI Designer, Lead UIUX Designer managing his own team of junior designers until finally, as Xentra's Creative Director. His versatility in working across various industries showcases his exceptional skills in Visual Design and Team Management.

As a Creative Director, Brian demonstrates solid leadership, effective time management, and excellent communication, ensuring optimal efficiency and performance across the team. Satisfactory outcomes of his projects, delivered within the designated timeframe and financial constraints, have resulted in contented clients and a delighted teams.



# OUR VALUES



## MISSION

To reimagine how we transact with money, make banking and finances easier for everyone, and help businesses improve payment collections and processing through cutting-edge mobile payment solutions.

As a leading and trusted name in the mobile payment solutions sector, Xentra believes in providing simple, secure, and reliable financial services and digital payment solutions that support the hopes, dreams, and goals of millions of merchants and consumers around the world.

Our custom payment software solutions and premium digital technologies drive business growth and fosters a strong partnership with clients.

## VISION

To be the premier provider of custom payment software solutions and premium digital technologies to companies across the world.



# SERVICES WE OFFER



## Where smart solutions meet real-life needs.

Constant innovation is crucial for businesses not only to survive, but to thrive, especially with the numerous one-size-fits-all solutions available today. And that's why Xentra is here to provide much-needed support. We offer:

01.

### **Dedicated Team (Extended Teams)**

Our specialists provide support to your team, acting as additional resources where necessary.

02.

### **Staff Augmentation (Delivery Teams)**

Our specialists take over your IT team, allowing your staff to focus on other business functions.

03.

### **Software Outsourcing**

Our specialists customize pre-existing systems or develop custom, full-cycle software, delivering reliable, high-quality solutions.



# WHAT OUR TEAMS DO

We offer Premium Software Development Services and a suite of other digital solutions for demanding clients and complex projects. We offer the following services:



Custom Software Development



Web Development



Mobile App Development



Content Management



Database Integration



E-Commerce Solution



Salesforce Implementation



Software Testing and Quality Assurance



Maintenance and Support



Migration Services



Regulatory and Compliance



Project Management



Cybersecurity



Internal Enterprise Solutions



Customer Support

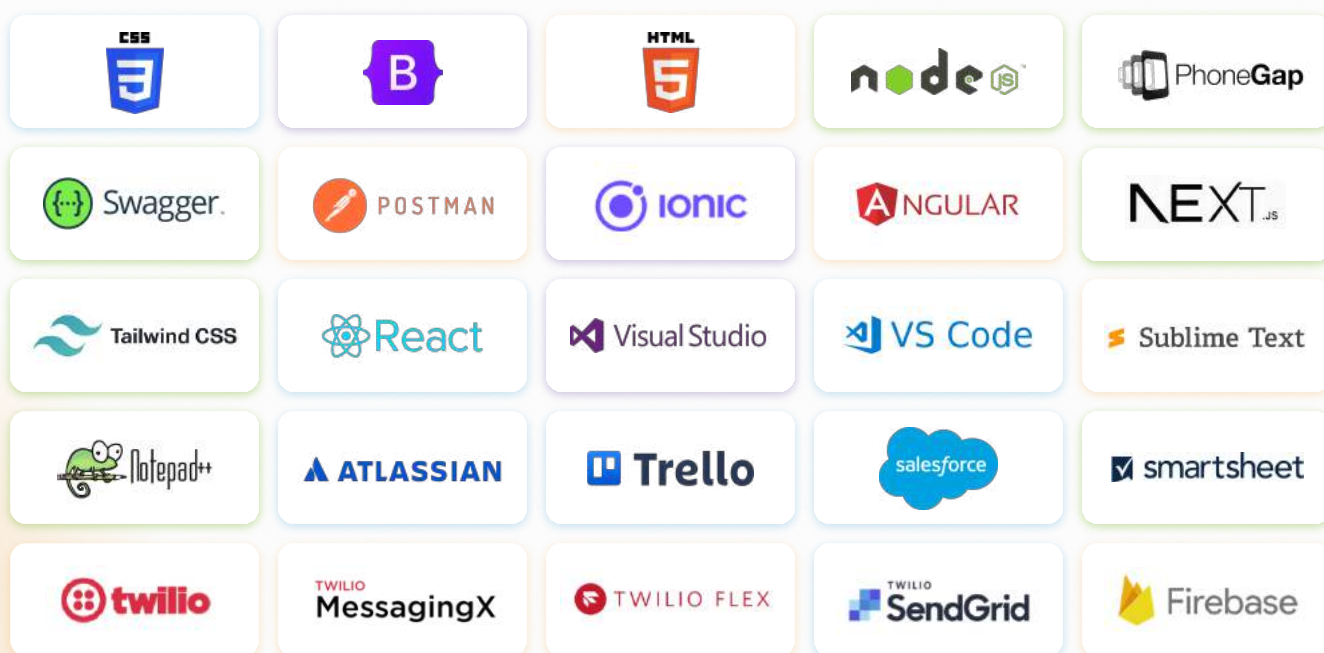


Quality Assurance and Software Testing

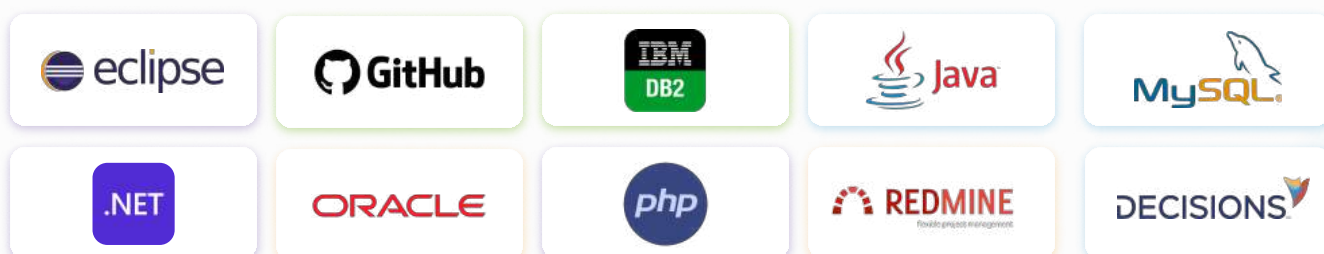
# TECHNOLOGIES WE USE

Being frictionless is staying current with the times and being adaptive to your needs

Xentra's principle is to provide up-to-date technologies and methods that our clients can treat as valuable investments. With the use of various technologies that are adaptable to our clients' systems, we not only provide their requirements but also modernize processes to adjust to the changing and fast needs of customers.



As technologies evolve, businesses must also continuously adjust to the changing business landscape. Xentra, as a partner, will ensure that your company is equipped with creative and interactive solutions, innovative strategies and expert advice on what can work in the industry.





# SUCCESS STORIES

At Xentra, we like our work to speak for themselves. Here are some of our recent projects showcasing our expertise in custom payment software solutions and premium digital technologies.



Paysign, Inc., a NASDAQ-listed payment solutions provider based in Nevada, USA.

## THE CHALLENGE:

Paysign needed to improve their processes and offer more convenient customer journeys for their end users.

## WHAT WE DID:

Xentra provided outsourcing development services to help Paysign: design and launch new customer portals and mobile apps; and to develop custom software for a copay and medical benefits system.

Our team also worked closely with Paysign to set up, configure, and integrate Salesforce Sales and Service Cloud. This allowed Paysign to hit the ground running

with a fully integrated 1:1 customer journey across web, social, email, and mobile. We also made sure the client isn't left on their own after implementation by providing them a 12-month roadmap on how to make the most out of the Salesforce products and how to continue evolving their digital transformation.

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SunCash (under Sun Island Transfers Ltd.), a leading mobile wallet and payments provider headquartered in the Bahamas.

#### THE CHALLENGE:

SunCash needed a way to streamline their services to give their customers a faster, easier, and more secure money transfer service.

#### WHAT WE DID:

SunCash bought a license for our Mobile Wallet platform to better engage and retain their customers with exceptional digital payment experiences, all within a single wallet.

We also offered continuous system updates and improvements, as well as continuous development of new modules that cater to their new products and services.

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SugaPay, a mobile wallet and payments company in Antigua, Barbuda, Trinidad and Tobago

#### THE CHALLENGE:

SugaPay needed a more convenient and integrated electronic payment processing system designed to fit their operations.

#### WHAT WE DID:

SugaPay licensed our mobile wallet platform, allowing their end users to manage their finances in an all-in-one, intuitive platform.



CellFunds USA ([CellFunds.com](https://CellFunds.com)), an up-and-coming digital wallet service based in the US.

#### THE CHALLENGE:

CellFunds needed a convenient way to let its clients handles their finances and pay for purchases without carrying anything more than their smartphone and card.

#### WHAT WE DID:

CellFunds bought a license for our mobile wallet platform. This allowed the company to bring the cost-efficiency of mainstream banking to the convenience of their clients' mobile phones.



# THE XENTRA STRATEGY

## Why hire us?

Because we're not like any other IT service provider.

What makes us stand out among other service providers is that whether you are a startup or an enterprise, in the private sector or government, we tailor our solutions to your needs.

Our digital solutions, for mobile and other channels, starts with a business- and customer-centric blueprint.

We make sure to have your business needs and your customers in mind as the foundations of all the work we do. Working with us means you get solutions that are robust, consumer-focused, and secure all-around.

In addition, offering and following an IT as a service (ITaaS) model provides:



- ✓ Standardization and simplification of products delivered
- ✓ Improved financial transparency
- ✓ More direct association of costs to consumption, and
- ✓ Increased IT operational efficiency

Companies opting to adopt an ITaaS solution have been known to show improved levels of business agility for the enterprise as a whole.





# WORK WITH US.



**We are excited to  
hear your story  
and help you  
reach your  
business goals.**

Visit us at [www.xentrasolutions.com](http://www.xentrasolutions.com)

Send a direct message [here](#).

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