



**DOES ANYONE  
CARE?**



**We Do!**

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Stergo is a leading provider of end-to-end CRM Solutions, leveraging the power of Salesforce, Twilio, and AI technology. With a team of CRM experts, we offer a comprehensive range of CRM implementation services, tailored to the unique needs of each organization. From the initial design phase to ongoing support, our clients receive unparalleled support at every stage of their CRM journey. Our expertise in mobile wallet integration and finance services helps us deliver exceptional results for businesses across a variety of industries. With our deep understanding of Salesforce customization and configuration, we help organizations maximize the potential of their CRM to achieve their goals.



# About Stergo

We at Stergo Innovations are driven by a purpose larger than just delivering technology solutions. We believe that technology has the power to inspire and connect people and businesses to a brighter future.

Our focus on building custom applications using Salesforce, Twilio, mobile wallets, and other financial tools is driven by our commitment to help our clients achieve their goals and transform their businesses. With over two decades of combined experience in software development and cloud computing, our team of experts has the knowledge and expertise to deliver outstanding results.



We are proud to now offer our services in four continents – North America, Latin America, Europe, and Asia. Our ability to serve clients globally allows us to bring innovative solutions to businesses in different regions and help them succeed. Our team has worked with brands like Paysign, Marker Trax, Abena, and Kamet to help launch innovative solutions that have made a real difference in their businesses and the lives of their customers.

We believe that great things can be achieved when you start with why. That's why we are dedicated to understanding the unique challenges and goals of our clients. We work closely with them to design and build solutions that meet their specific needs, whether it's in the health, finance, manufacturing, or gaming industry.

At Stergo Innovations, our people are at the center of everything we do. We believe in investing in our team, providing them with the training and support they need to grow and succeed. As an equal opportunity employer, we value diversity and inclusiveness, recognizing that it is our differences that make us stronger and more innovative.

We are on a mission to empower our clients with the tools and expertise they need to succeed. We are passionate about what we do, and we are committed to delivering results that make a real impact.

So if you're ready to start with why and transform your business with cutting-edge technology, join us at Stergo Innovations. Let's work together to create a better future, one project at a time.



# Why Stergo

We believe we're in the business of uplifting lives. We uplift the lives of our customers and their customers by providing quality service. Other than this, Customers should choose Stergo for several reasons:

1. Expertise in CRM solutions: Stergo specializes in Salesforce solutions, offering a full-service approach to CRM implementation. With a team of Salesforce experts, we have extensive knowledge of Salesforce customization and can help businesses understand and create solutions for their specific needs.
2. Comprehensive services: Stergo provides a complete service offering, from initial design to system implementation and ongoing support. This means customers can count on us at every stage of their CRM implementation, reducing the stress and time involved in this complex process.
3. Tailored solutions: Our team takes the time to understand each customer's specific requirements, and our solutions are tailored to their specific business needs. This helps customers to maximize the benefits of their CRM system and improve their overall customer experience.
4. Strong industry experience: Stergo has extensive experience in mobile wallet integration and finance services, making us well-equipped to help customers in these industries. Our ability to help companies of all sizes and across industries highlights our versatility and expertise in the CRM solutions field.
5. Commitment to customer satisfaction: We understand that customer satisfaction is key to building long-lasting relationships. We are committed to providing high-quality services, and our team works closely with customers to ensure their needs are met and expectations exceeded.

One of the main advantages of CRM software is that it keeps all historical data in one place, allowing organizations that use it to better manage relationships with their customers. To be truly customer-centric, businesses should know its customers' preferences and how to engage with them. Businesses need a CRM solution to achieve this.

The advantages of CRM are not limited to that. It can also:

- simplify collaboration between teams,
- optimize business processes,
- support proactive customer interactions,
- allow customer-centric automation,
- provide actionable data dashboards, and
- enable cross-functional insights and reporting.

Figuratively speaking, organizations that use CRM, particularly Salesforce, have seen improvements in their productivity and revenue. According to Salesforce data, their clients have experienced +38% increase in sales forecast, +26% increase in closed deals, +36% increase in sales productivity, and +28% increase in revenue.

At Stergo, you'll get to enjoy all of these benefits. We want to help companies take their business, whether small or large, to the next level with CRM solutions to help them scale faster and boost digital transformation ROI. We'll help you grow your business with customized CRM solutions.



# Founders' Story

Stergo Innovations was founded by Randy Esteban and Maner Puyawan with a shared passion for empowering entrepreneurs and businesses to achieve their goals and reach new heights. Their vision was to create a company that could help startups get off the ground and accelerate the growth of small and medium-sized enterprises (SMEs).

Randy and Maner bring a wealth of experience to Stergo Innovations, with over two decades of combined experience in software development and over a decade of expertise in cloud computing. They have a proven track record of delivering innovative solutions across various industries, including B2B, B2C, and enterprise implementations.

The founders have a deep understanding of the challenges that businesses face, especially SMEs, and the importance of having the right tools and support to succeed. That's why they created Stergo Innovations, a company that provides cutting-edge technology solutions to help businesses achieve their goals and reach new heights.

Their passion for enabling entrepreneurs and businesses with fresh ideas to move forward from conception to creation is what drives them. Here are their portfolios:





## Maner Puyawan Co-Founder

Maner is the Chairman and Founder of Xentra Group. 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, including planning, designing, and building electronic and mobile payment systems for businesses of all sizes.

In the early part of his career, Maner designed 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 also 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, providing the blueprint for future e-recruitment solutions in the country.

Maner's solutions went international after that. 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 also designed several solutions including the first-ever Prepaid Visa Debit card linked to and managed via SMS using a mobile device.

Here are some of the international brands that Maner has worked with:







## Randy Esteban

### Co-Founder and Chief Executive Officer

Randy Esteban is a seasoned IT professional with over two decades of experience in the field. He has a diverse background, having started his IT journey as an educator and eventually working his way up to managing Delivery Centers and IT Operations. His expertise in software development and enterprise solutions has allowed him to work with big brands both locally and internationally.

Randy's track record of delivering outstanding professional services has earned him a long list of satisfied clients, including Ayala, Resort World Manila, Smart, PLDT, Revlon, Fonterra, Yamaha, BPI, BDO, Changi Airport, and Malaysian Airlines. He has a proven ability to launch enterprise solutions that drive growth and success for his clients, and he is known for his ability to lead cross-functional teams and ensure seamless delivery of projects.

Randy is passionate about engineering and technology, and he is always looking for new and innovative ways to help his clients succeed. He is dedicated to delivering results that make a real difference in the lives of his clients and their customers.

Here are some of the local and international brands that Randy has worked with.



# Our Products and Services

At Stergo, we offer a comprehensive suite of products to help businesses drive growth, improve customer engagement, and streamline their operations. Our portfolio of CRM solutions has been designed to address a wide range of business needs and requirements, making sure that we have a solution that fits every need.



## Service Cloud

Our Service Cloud solution helps businesses improve their service operations, enabling them to connect with customers across multiple channels and devices. With Service Cloud, companies can ensure that their customers receive the best possible support, improving their overall satisfaction and building brand loyalty.



## Sales Cloud

The Sales Cloud solution is designed for sales teams, helping them to sell more efficiently and effectively. It automates many of their daily tasks and provides a centralized platform for managing customer communication, so salespeople can focus on what they do best – selling!



## Field Service Lightning

This solution is designed to help customer support teams manage their field service operations. It provides real-time visibility into field technicians, allowing the team to allocate work intelligently and ensure that customers receive the best possible service.



## CPQ (Configure, Price, Quote)

Our CPQ solution helps businesses generate quotes for orders quickly and accurately, improving the speed and efficiency of the sales process. It integrates seamlessly with other business technology, ensuring that data is accurate and up-to-date.



## Marketing Cloud

The Marketing Cloud solution helps businesses manage customer engagement and drive revenue through marketing campaigns. It provides a comprehensive suite of tools for email and marketing automation, social media engagement, customer analytics, and more, helping businesses to reach their customers wherever they are.



## Marketing Cloud For Account Management

Formerly Pardot, this solution is designed specifically for B2B marketers, providing them with the tools they need to execute complex campaigns and drive revenue. It offers a centralized platform for all marketing activities, so marketers can work more efficiently and effectively.



## Twilio

The Twilio platform is a communication platform-as-a-service (CPaaS) that provides businesses with flexible communication solutions. It enables businesses to choose the communication strategy that works best for their customers and implement it into their chosen Salesforce solution. With Stergo, clients can use the Twilio for Salesforce app to improve their overall customer experience and communication.



## Salesforce Einstein

Salesforce Einstein is the first comprehensive AI for CRM. It's an integrated set of AI technologies that makes the Customer Success Platform smarter. It enables businesses to become an AI-first company so they can get smarter and more predictive about their customers. It is available through Sales Cloud, Service Cloud, Marketing Cloud, Salesforce Platform, Analytics Cloud, and Community Cloud.



## ChatGPT

OpenAI ChatGPT is an artificial-intelligence (AI) chatbot. It can perform a variety of tasks — from producing text pieces to responding to inquiries and even developing codes. Its advantages offer users human-like interactions, quick and accurate responses, customizable, and scalable. It can be used for customer service, virtual assistance, content creation, and even research.

At Stergo, we are committed to providing our clients with the best possible solutions and services to help them succeed. We work closely with our clients to understand their needs and requirements, and tailor our solutions accordingly, ensuring that we always deliver the best possible outcome.

Aside from specializing in customizing and implementing Salesforce for your business, our experts make sure that you know how to use the platform and continue to use it in the optimum way to benefit your business. Our services include:

## FlexServe

Our unique flexible support, a.k.a. FlexServe, provides adaptable, adjustable, and open-ended support to accommodate every need of our client at a very cost effective price point. Through FlexServe, we will continue to deliver value long after launch.

FlexServe is an all-in-one virtual resource that can deliver support for the select products that we offer (example: Salesforce and Twilio Administration). Instead of hiring two resources, you get FlexServe to do both services.

Our team offers administration and maintenance, which will help you realize a higher return on investment (ROI) with your Salesforce implementation. This will save your company time, money and efforts (and headaches) associated with perfecting and supporting your chosen Salesforce Solutions.





# Clients and Partners

Our clients are also our partners who have benefited from our industry knowledge and experience by implementing best practice solutions within their business – quickly and efficiently.

As Stergo, we've landed in the US and Europe where we have implemented Sales Cloud, Service Cloud and Pardot for companies in the health, finance, gaming, and manufacturing industries.



Paysign is a nationally recognized card payment solutions provider and integrated payment processor based in Henderson, Nevada in the US. For the past 20 years, it has grown to become a well-known provider of tailored card programs to the healthcare, pharmaceutical, and source plasma industries.



Marker Trax™, also based in Nevada, is a patented casino advance line system. It reduces the risk of issuing markers to patrons, which makes the gaming experience more convenient and accessible to players. It provides patented financial technology solutions to help operators optimize their offerings, whether it's evaluating risk, ensuring compliance, analyzing data or creating a frictionless solution to the gaming industry.



Koin Mobile, an associate of Market Trax, is a financial wallet for the gaming and hospitality industry. It is a complete Omni channel and bilateral payment solution that delivers for both the Casino Operators and the Players. With its fully integrated financial wallet features, it allows casino patrons to have access to funds any way they choose; anywhere, anytime.



Abena is a Danish manufacturer and wholesaler of health care and medical products for industries including restaurants and hotels, cleaning and waste management solutions, protective wear, skin care, most notably, diapers for infants and adults. It operates in +90 markets around the world, with subsidiaries in 13 countries, and production facilities in Sweden, France, and its hometown in Denmark.



Kamet is a financial technology company based in Mexico. It provides financial products, with an estimated setup time of less than five minutes, to its customers without them having to leave their homes. It is powered by an app that allows its customers to do all day to day services like paying for your Light, Water, gas, TV, and many more, allowing its customers to control their expenses.



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