

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.  
 BRAND : Home  
 PROJECT : PLDT Home ISP Complaints Dashboard  
 CE. NO. : PLDT-HOME-2026-0007  
 DATE : 18 February 2026

16/F Two World Square,  
 #22 Upper Mckinley Road,  
 Mckinley Hill, Fort Bonifacio,  
 Taguig City, 1634  
 Tel.: 8856-7888

	SERVICE	NET	VAT	COST IN PHP
I	<b>Data Integration &amp; Processing</b> Google sheets auto-sync, data cleaning, geocoding, categorization	150,000.00	18,000.00	168,000.00
II	<b>Interactive Map &amp; Visualization</b> Smart clustering, heat maps, complaint details	120,000.00	14,400.00	134,400.00
III	<b>Analytics &amp; Charts</b> Classification, time-series analysis, provider comparison, charts	50,000.00	6,000.00	56,000.00
IV	<b>Advanced Search &amp; AI-Sales Intelligence</b> Multi-field complaint filtering with real-time geographic insights, plus competitor analysis that identifies top opportunities, market trends and targeted campaign hotspots	80,000.00	9,600.00	89,600.00
V	<b>Dashboard UI/UX</b> Responsive design, theming, accessibility	80,000.00	9,600.00	89,600.00
VI	<b>Security &amp; Reliability</b> HTTPS encryption, uptime guarantee, error recovery	50,000.00	6,000.00	56,000.00
VII	<b>Data Cleaning &amp; Maintenance</b> Daily data cleaning, server hosting, OpenAI API access and dashboard maintenance Cost is per year	420,000.00	50,400.00	470,400.00
VIII	<b>ASF</b> On items number I, II, III, IV, V, VI, VII	142,500.00	17,100.00	159,600.00
	<b>SUB TOTAL</b>	<b>1,092,500.00</b>	<b>131,100.00</b>	<b>1,223,600.00</b>
	<b>GRAND TOTAL</b>	<b>1,092,500.00</b>	<b>131,100.00</b>	<b>1,223,600.00</b>

**ATTENTION :**

**NOTE: Total Cost inclusive of one-year data cleaning and maintenance**

SUBMITTED BY: <i>C. Lumayad</i> <b>Claire Lumayad</b> Exec. Assistant / CE Traffic Manager	PREPARED BY: <i>C. Lumayad</i> <b>Claire Lumayad</b> Exec. Assistant / CE Traffic Manager	VERIFIED BY: <i>[Signature]</i> <b>Lalyn Morete</b> Senior Finance Analyst
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NOTED BY: *Diane Chua*

**Diane Chua**  
**Managing Director**

APPROVED BY:

*Enrique M. Quizon II*  
**Enrique M. Quizon II**  
**Head - Digital Marketing & Operations**

APPROVED BY:

*Marizel Borromeo*  
**Marizel Borromeo**  
**Head - A&P & Logistics Management**

APPROVED BY: Feb 2026

*Regina Pineda*  
**Regina Pineda**  
**VP & Head - Marketing Communications &  
Services and Fixed Wireless Broadband**