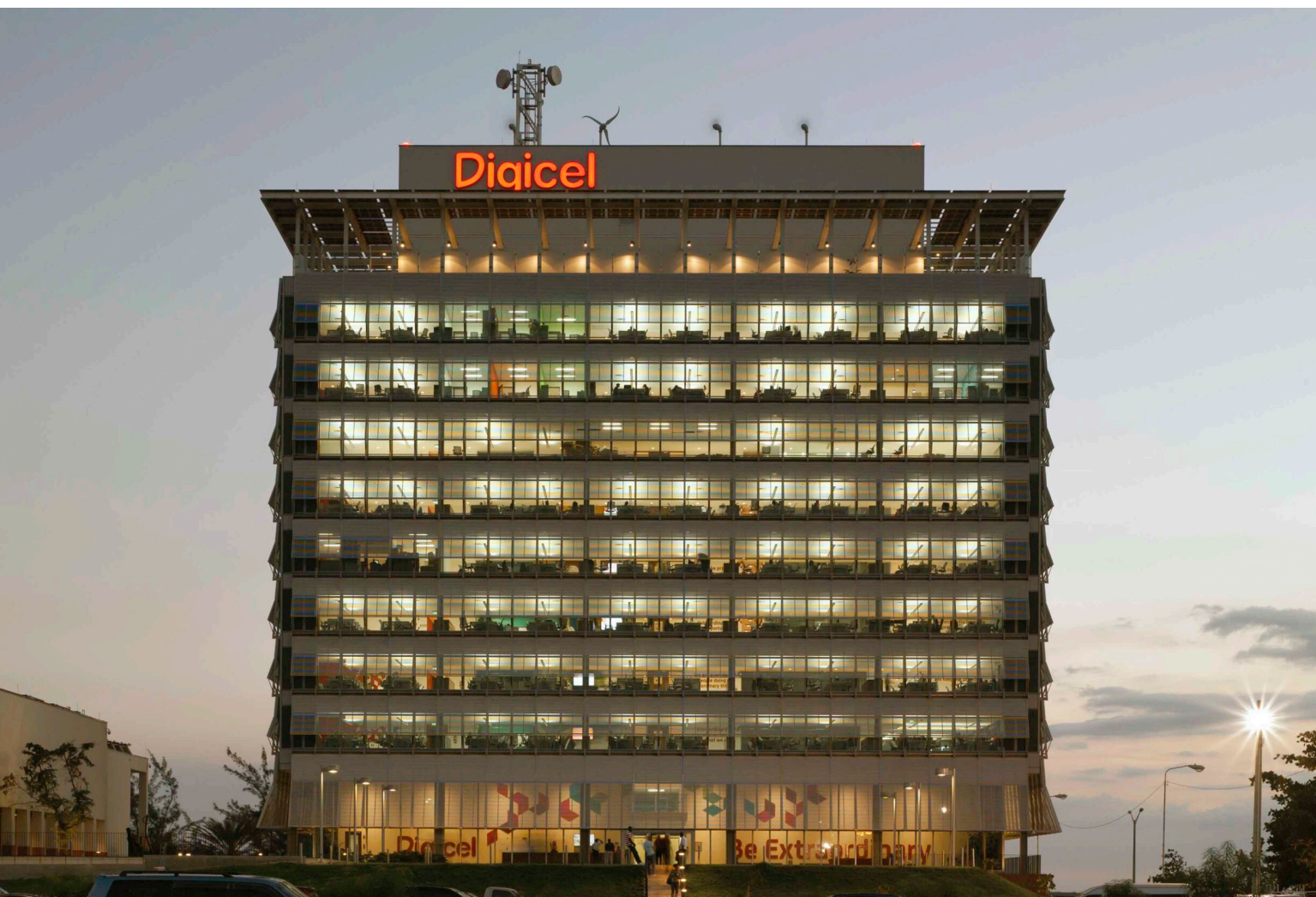


# Digicel Jamaica

PIONEERING A NEW ERA IN  
CARIBBEAN TELECOMMUNICATIONS





DIGICEL

# DIGICEL JAMAICA

Pioneering a New Era in Caribbean Telecommunications

RESEARCH BY TAYO AKANBI



## **N**avigating Jamaica's Competitive Telecom Market

Jamaica's telecommunications industry is a critical driver of the island's economic growth and social development. With the mobile sector accounting for 82% of internet connections and the lion's share of sector revenues, the demand for faster, more reliable data services is at an all-time high. For over two decades, Digicel Jamaica has stood at the forefront of this transformation, consistently challenging the status quo through innovation and customer-centric services.

As the island's telecom market matures, competition between Digicel and its main rival, Flow, has intensified. Both companies have heavily invested in infrastructure, but it is Digicel's strategic vision and bold technological advancements that continue to push the boundaries of what is possible.

Digicel's long-term strategy isn't just about offering faster speeds or wider coverage. As CEO Marcelo Cataldo states, "For us, it's about shaping the future of Jamaica's connectivity and playing a pivotal role in transforming the lives of every single customer."

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**Digicel is more than a telecom provider. We are a company deeply embedded in the communities we serve, and I am committed to continuing this legacy while driving the next phase of digital transformation in Jamaica.**

is poised to bring fresh perspectives and a renewed focus on customer experience and operational efficiency.

Cataldo shares his vision: “Digicel is more



than a telecom provider. We are a company deeply embedded in the communities we serve, and I am committed to continuing this legacy while driving the next phase of digital transformation in Jamaica.”

**A Service Portfolio that Transforms Lives**

Digicel Jamaica offers a full spectrum of services, from mobile communications and home broadband to television and business solutions. The company has built a reputation for delivering fast, reliable mobile data services across Jamaica, bolstered by a nationwide 4G LTE network and the introduction of 5G technology, further cementing its leadership in the market.

What sets Digicel apart is not just the range of services but the customer-centric approach that drives everything it does. Through Digicel Business, the company provides end-to-end solutions to enterprises, regardless of size or industry,

helping them navigate the digital age with ease. From cybersecurity to cloud computing, Digicel supports businesses in the hospitality and financial services sectors, among others, empowering them to grow and thrive.

“We know that businesses rely on us to stay connected and competitive,” says Cataldo. “Our goal is to be their trusted partner in every sense, providing the technology and support they need to succeed.”

**The Digicel Difference: Pioneering Innovation and Connectivity**

What makes Digicel Jamaica truly stand out is its relentless focus on innovation. The company was the first to introduce 5G in Jamaica, giving consumers access to unprecedented speeds and bandwidth. This move is just one example of Digicel’s commitment to staying ahead of the curve in a rapidly changing digital landscape.

**A Global Telecom Giant with Deep Roots in Jamaica**

At the heart of Jamaica’s digital revolution lies Digicel Group, a global telecommunications powerhouse with operations spanning 33 markets across the Caribbean, Central America, and the Asia Pacific. Jamaica has always held a special place in Digicel’s story, being one of its earliest and most successful markets since its founding in 2001.

With Digicel’s vast regional influence, Jamaica benefits from the group’s cutting-edge technologies and expertise. The company’s recent appointment of Marcelo Cataldo as Group CEO marks the beginning of a new chapter, one focused on innovation and growth across the entire region. With his experience steering growth at Tigo Colombia, Cataldo





Solutions (PBS) and Phoenix Tower International (PTI) has enhanced network reliability, while partnerships with Huawei, ZTE, and Ericsson have allowed Digicel to deploy state-of-the-art mobile and broadband technologies across the island. “We’ve built strong alliances with some of the biggest names in the telecom world,” Cataldo explains. “These partnerships enable us to provide world-class services while adapting to the specific needs of the Jamaican market.”

With HPE Aruba, Digicel has strengthened its position as a leader in secure and scalable network solutions, giving businesses the tools they need to operate efficiently in the digital age. Digicel’s ability to leverage these global relationships while maintaining a local focus is one of the key reasons for its continued growth and success in Jamaica.

Moreover, Digicel’s embrace of financial technology has been a game-changer. While competitors launched their digital wallets earlier, Digicel’s MyCash mobile wallet has quickly gained popularity for its ease of use and secure transactions, providing a safe alternative for consumers seeking to avoid carrying cash in a time of rising security concerns.

Beyond technology, Digicel has consistently prioritized community involvement and support. Whether in the aftermath of natural disasters like Hurricane Beryl or in everyday life, Digicel is there for its customers when they need it most. “At Digicel, we are not just a service provider—we’re a partner in the lives of our customers,” says Cataldo. “We pride ourselves on being there in the good times and the bad.”

**Strategic Alliances: Powering a Robust Network**

Digicel Jamaica’s success has been underpinned by strategic partnerships with leading global suppliers and contractors. Its collaboration with Productive Business

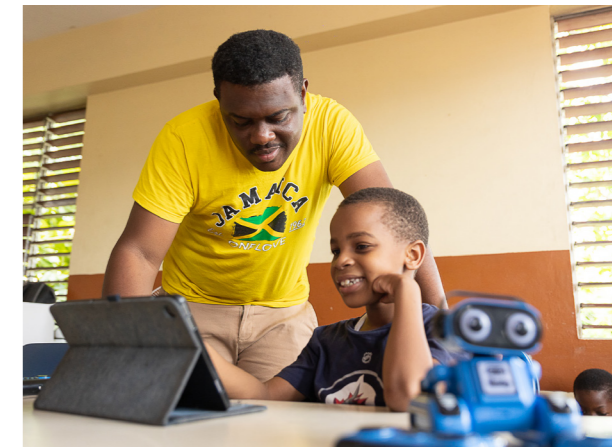


**In 2024, the Digicel Jamaica Foundation celebrates its 20th anniversary**

**Empowering Jamaica’s Digital Economy**

As Jamaica strives to become a more digitally integrated economy, Digicel plays a vital role in this transformation. Its investments in high-speed internet, mobile connectivity, and digital services have provided the infrastructure necessary for the country’s continued economic growth.

The company’s digital financial service, MyCash, has helped to bridge the financial inclusion gap by offering easy-to-use mobile banking solutions. This service



aligns with Jamaica’s broader efforts to foster economic inclusion, particularly for underserved communities.

“We’re not just enabling communication; we’re creating opportunities,” says Cataldo. “Through our digital services, we’re helping Jamaicans participate in the global economy like never before.”



### Digicel Foundation: Two Decades of Impact

In 2024, the Digicel Jamaica Foundation celebrates its 20th anniversary, marking two decades of commitment to uplifting communities across the island. Since its inception, the foundation has invested US\$46.4 million in over 1,600 projects, positively impacting the lives of more than 800,000 Jamaicans.

The foundation focuses on education, special needs, and community development, aligning its initiatives with the United Nations Sustainable Development Goals. Its work has included building 231 Enrichment Rooms, renovating 13 science labs, and constructing 21 special-needs institutions across the island.

Foundation CEO Charmaine Daniels proudly reflects, “Our mission from day one has been to empower communities



through education and opportunity. We’re immensely proud of the impact we’ve made, but there’s so much more to be done.”

### Building the Future: Digicel’s Infrastructure and Smart City Initiatives

At the core of Digicel Jamaica’s operations is its investment in telecommunications infrastructure. The company operates a vast network of mobile towers and fiber-optic connections, ensuring reliable connectivity for millions of Jamaicans.



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Additionally, Digicel’s role in building smart cities and smart infrastructure is helping transform urban life by integrating data-driven technologies into public services, energy management, and city planning.

Digicel’s commitment to long-term growth is exemplified by its investment in Deep Blue One, a subsea fiber cable that connects Jamaica to the rest of the Caribbean. This advanced cable network provides essential connectivity for industries ranging from telecommunications to offshore energy, driving economic growth across the region.

“Our investments in infrastructure aren’t



just about today,” says Cataldo. “We are laying the foundation for Jamaica’s future as a digital leader in the Caribbean.”

### Looking Forward: A Bold Vision for the Future

As Digicel Jamaica moves into the next decade, its future looks brighter than ever. Under Cataldo’s leadership, the company is well-positioned to lead the digital transformation of the region, continually enhancing its services while staying deeply rooted in the communities it serves.

Rajeev Suri, Digicel Group Chairman, captures the company’s momentum: “We’ve returned to growth, and it’s full speed ahead. With Marcelo and our dedicated team, Digicel is ready to continue leading the way in innovation and service excellence.”

For Digicel Jamaica, the future isn’t just about providing telecommunications—it’s about connecting, empowering, and inspiring a nation.

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Digicel Jamaica  
14 Ocean Boulevard, Kingston  
Jamaica

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