

SLT-MOBITEL introduces ‘Unleash Your Business Potential’



SLT-Mobitel during the campaign.

SLT-MOBITEL has launched a groundbreaking national campaign, ‘Unleash Your Business Potential,’ aimed at empowering Small and Medium Enterprises (SMEs) in Sri Lanka. This initiative offers innovative cloud, cybersecurity, and business applications, making advanced digital solutions accessible to help SMEs thrive in an evolving digital landscape.

In today’s rapidly changing business and digital environment, SMEs face significant operational challenges that threaten their survival and growth. Manual record-keeping leads to data inconsistencies and loss of crucial business information. Traditional on-premise systems burden companies with high maintenance costs and limited scalability. Most concerningly, inadequate cybersecurity measures leave businesses vulnerable to data breaches, ransomware attacks, and potential financial losses.

SMEs form the cornerstone of Sri Lanka’s economic growth, contributing significantly to the country’s GDP. SLT-MOBITEL, understanding the transformative power of digitalization, is positioned as a key enabler for the sector’s digital evolution. Providing accessible and innovative digital solutions, SLT-MOBITEL is helping these vital businesses modernize operations, improve productivity, and strengthen their role as primary drivers of national economic growth. Understanding these challenges, SLT-MOBITEL has introduced a comprehensive suite of trailblazing offerings for SMEs that directly addresses these challenges and is also designed to accelerate digital transformation. The solutions with cutting-edge cloud technologies, cybersecurity services and business applications, aim to support businesses in the digital age.

The newly launched portfolio includes advanced cloud services such as CloudFusion powered by Huawei, CloudPulse & Secure Storage. CloudFusion powered by Huawei enables SMEs to access enterprise-grade public cloud infrastructure with pay-as-you-use flexibility, eliminating heavy upfront IT investments while ensuring scalability and business continuity.

For businesses struggling without having proper business applications and remote work challenges, SLT-MOBITEL’s WorkFlow X powered by Zoho enable seamless collaboration and communication. WorkFLow X streamlines business operations by integrating CRM, Marketing, Finance and other primary business functions in one

platform. It helps to solve SME remote work challenges and reducing the complexity of using multiple applications, ensuring business continuity regardless of physical location.

CloudPulse offers simplified cloud services specifically designed for small businesses, featuring automated backups and secure remote access, making digital transformation accessible for companies with limited IT expertise.

The campaign also highlights robust security solutions, including SLT Secure Storage which provides encrypted data storage with automated backups, protecting SMEs from data loss, while ensuring business continuity and secure accessibility of critical information.

The rising threat of cyberattacks particularly affect smaller businesses, which often lack robust security measures. EdgeDefend Firewall services safeguards SMEs against cyber threats through real-time detection and prevention, offering enterprise-level security for businesses without dedicated IT security teams.

CyberSight proactively identifies security vulnerabilities through comprehensive system assessments, helping SMEs strengthen their security posture before breaches occur. These solutions also provide enterprise-grade security at an affordable cost, safeguarding both business operations and customer trust.