

An aerial night view of a city, featuring a prominent Astra building with its name illuminated on the facade. The building is surrounded by other skyscrapers and a busy highway with light trails from traffic. A green circle is in the top right, and a yellow circle is on the left side.

A
INSIGHTFULL
SHARING

**UNLOCKING THE
POTENTIAL BUSINESS
VALUE BY
DATA DRIVEN ENTERPRISE**

AstraDigital



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AstraDigital

WHO IS ASTRA ?

7 Business Stream

229 Company

224.488 Employee

AstraDigital



Astra Digital Product

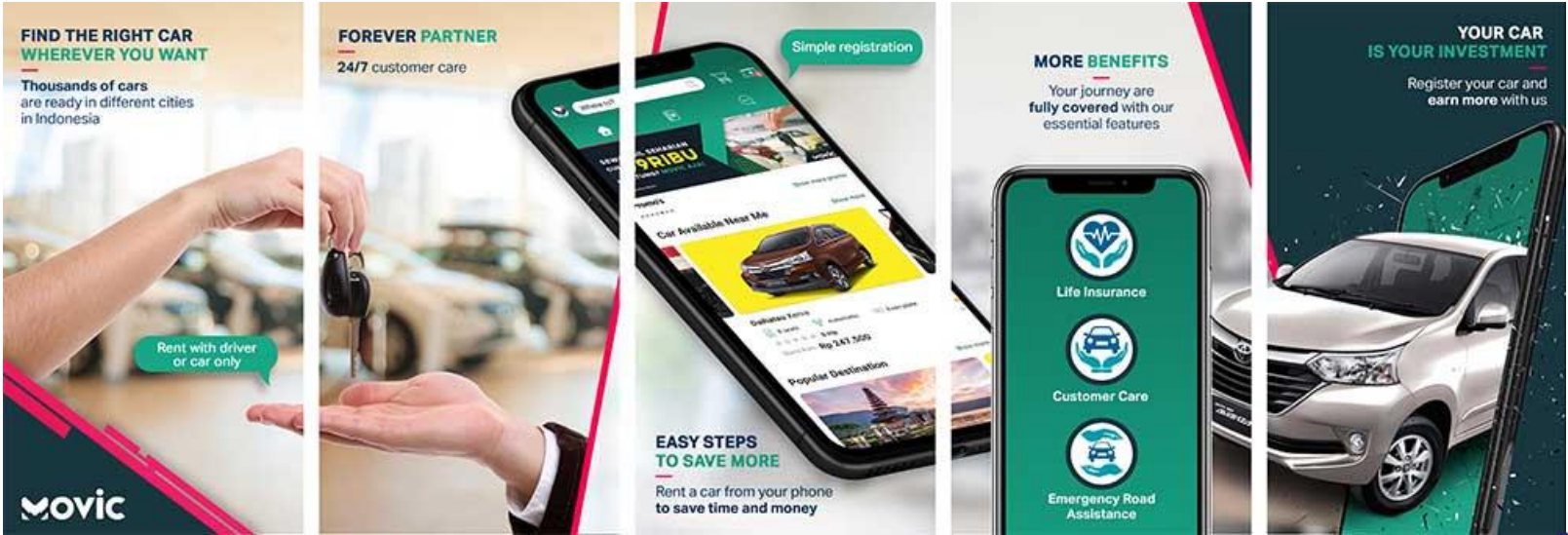


seva.ID
Smart Way to Upgrade

Lebih Sempel
Servis Prioritas
Hemat Waktu Anda

Lebih Cepat
Jual/Beli Mobil Baru/
Bekas di Satu Website

Lebih Baik
Layanan Berkualitas
dan Jaminan Garansi



**FIND THE RIGHT CAR
WHEREVER YOU WANT**
Thousands of cars
are ready in different cities
in Indonesia

FOREVER PARTNER
24/7 customer care

Simple registration

**EASY STEPS
TO SAVE MORE**
Rent a car from your phone
to save time and money

MORE BENEFITS
Your journey are
fully covered with our
essential features

**YOUR CAR
IS YOUR INVESTMENT**
Register your car and
earn more with us

Life Insurance

Customer Care

Emergency Road Assistance

movic

Astra Digital Product

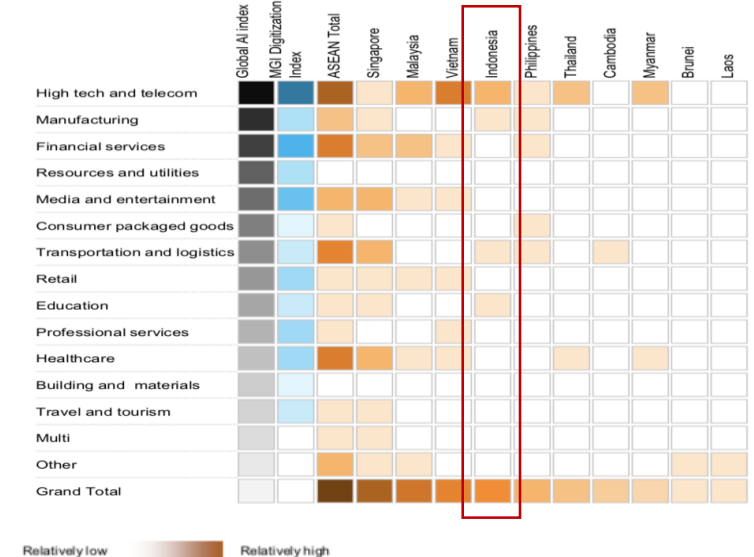
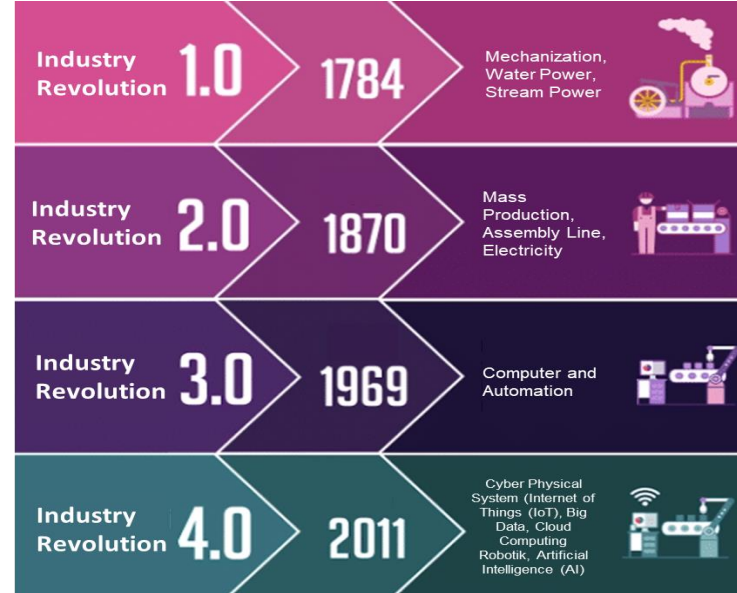
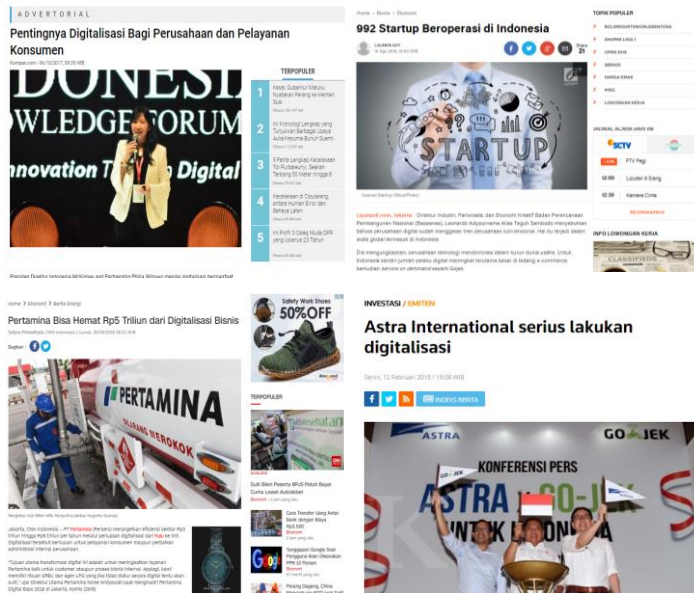


The world has change, digitalization bring great opportunities for business

Digitalization Trend in Indonesia

Industry Revolution 4.0

Green Field for AI Adoption Level



Source: McKinsey Global Institute AI Adoption Survey 2016

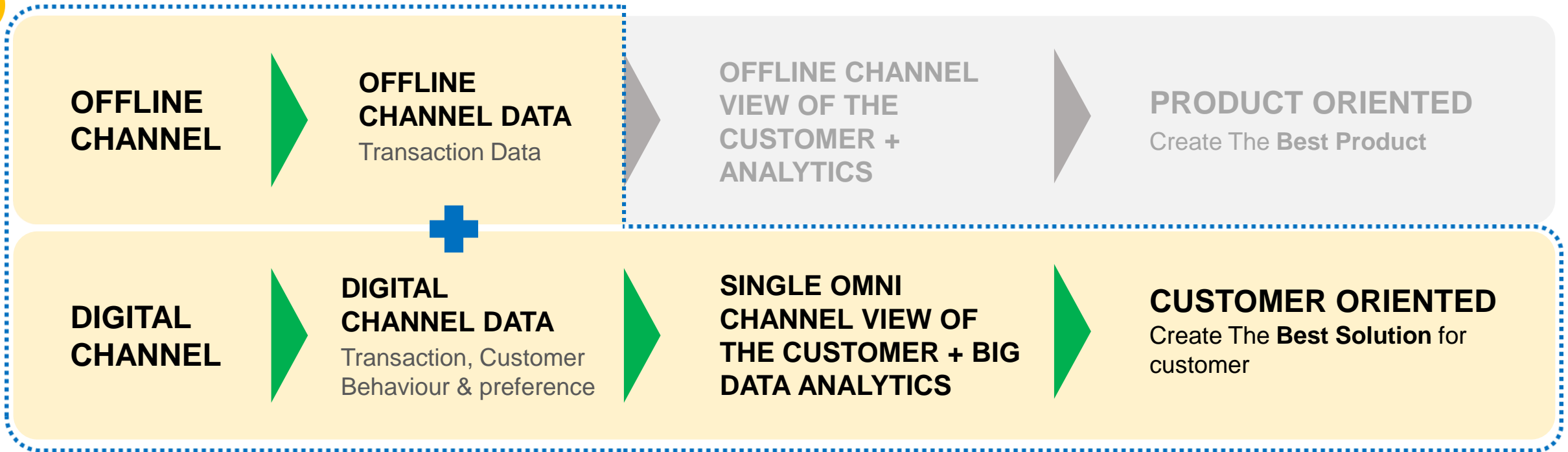
- BY 2022 Indonesia Economics will be digitized by 40% with total value 482Bn USD
- Over total Indonesia Digitalization project at least there will be 10% AI Adoption with total value 48Bn USD

- AI Technology has potential to automate about 50% of work activities at ASEAN four biggest economies (This activities Currently generate 900Bn USD Wages)
- Indonesia Government have formulated **"Making Indonesia 4.0"** Map and big data analytic will play a crucial role for its implementation

- Based on Adoption Level Survey Indonesia still having lot of green field in AI Implementation within **Financial Service**, Media and Entertainment, **Retail** and Health Care

Big Data Analytics as a pillar to create the Best Solution for Customer

Currently Astra have **digitalization** agenda in Astra group. **ASTRA DIGITAL** is our way of **strengthening Astra's value** and **responding to disruption** (by digital or principal). Astra Digital respond to disruption by shifting from **product centric company to customer centric**.





ANY IDEA WHICH ONE IS **THE BEST** FOR ME ?

The main goal of marketer is to offer the best value of product at the right place, right time and right price to a customer

A shortage of talent is a clear headwind for Indonesia's digital transformation and also for Astra

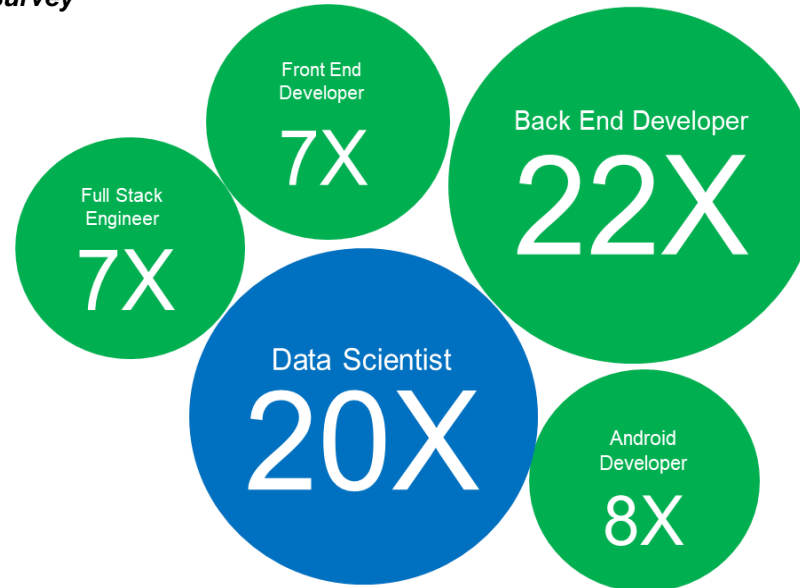
Digitalization Growth

→ Increase Digital Talent Needs

→ Short supply Digital Talent

- 72 per cent of Indonesians using their smartphones to get online. As organisations rush to meet the growing demands of Indonesia's mobile and digital middle class, **demand for tech skills will boom***.
- The emergence of unicorns (eg. Gojek, Bukalapak, Traveloka, Tokopedia) is **fuelling demands for digital talent****.
- Industry 4.0: **Traditional industries are turning to tech talent**. For example, a fifth of local government agencies in Indonesia **will use IoT** in infrastructure like roads, street lights, and traffic signals to gain insights by 2019**

Emerging Job
Growth Indonesia
versi LinkedIn
Survey



- Between 2015 and 2030, it's estimated that there will be a shortage of 9 million skilled and semi-skilled ICT workers in Indonesia. **Another challenge is that some ICT graduates aren't leaving training with the skills the industry needs**. A shortage of talent is a clear headwind for Indonesia's digital transformation.
- The Ministry of Communications and Informatics and five state universities in Indonesia have launched the **"Digital Talent Scholarship"**, which will be intensive courses to **rapidly bring talent into the market who have the skills relevant to the industries**

* <https://www.gigabitmagazine.com/company/how-telkom-indonesia-transforming-indonesia-global-digital-hub#>

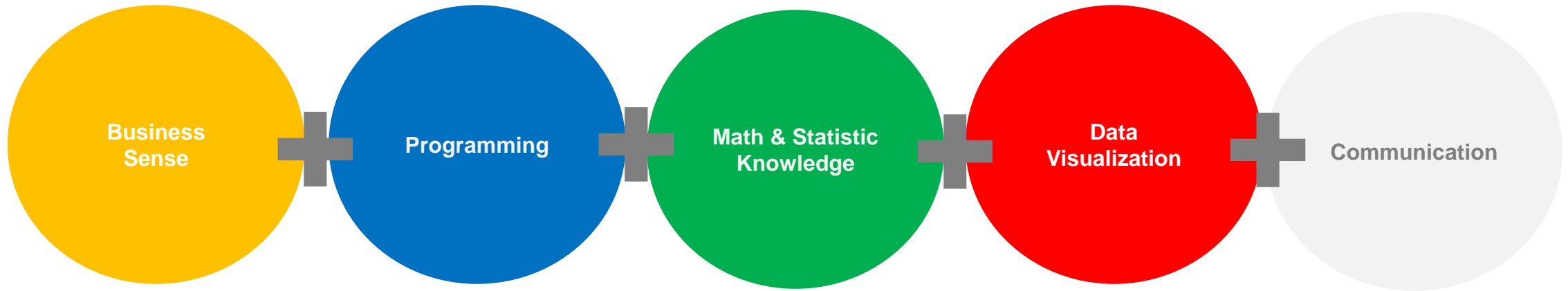
** <https://www.thinkwithgoogle.com/intl/en-apac/tools-resources/research-studies/e-economy-sea-2018-southeast-asias-internet-economy-hits-inflection-point/>

*** <https://www.questex.asia/article/idc-sees-govt-use-iot-indonesia-2019-1967761722/>

**** <https://www.opengovasia.com/digital-talent-scholarship-to-upskill-indonesians-for-digital-industry/>

***** https://blogs.worldbank.org/eastasiapacific/files/preparing_ict_skills_for_digital_economy-revised_7mar2018.pdf

How to become great data scientist for business



Accelerate Data Analytics Capability To Be **Pride Of The Nation**





“Without data
you’re just
another person
with an opinion.”

- W. Edwards Deming,
Data Scientist

Let's Play a Bit

You can use your phone, ask your friend, or anything

What is the **most populated country** in the world?



China

With 1.42 Bn in 2019



Distance from Jakarta to Tokyo?



5.786 KM

Based on Google data



How **Far** is The **Sun** to Earth?



149.6 Mn KM

It called astronomical unit (AU)



Who is the **winner** of FIFA World Cup 1982?



Italy

3-1 won against German in Spain



Who is President Director Of Astra International ?



**PRIJONO
SUGIARTO**

WWW.ASTRA.CO.ID



How many Indonesian gold medals in the Asian Games



31

Kompas.com



JAN
2019

TIME SPENT WITH MEDIA

AVERAGE DAILY TIME SPENT CONSUMING AND INTERACTING WITH MEDIA [SURVEY BASED]



AVERAGE DAILY TIME
SPENT USING THE
INTERNET VIA ANY DEVICE



we
are
social

8H 36M

AVERAGE DAILY TIME
SPENT USING SOCIAL
MEDIA VIA ANY DEVICE



global
web
index

3H 26M

AVERAGE DAILY TV VIEWING TIME
(BROADCAST, STREAMING
AND VIDEO ON DEMAND)



we
are
social

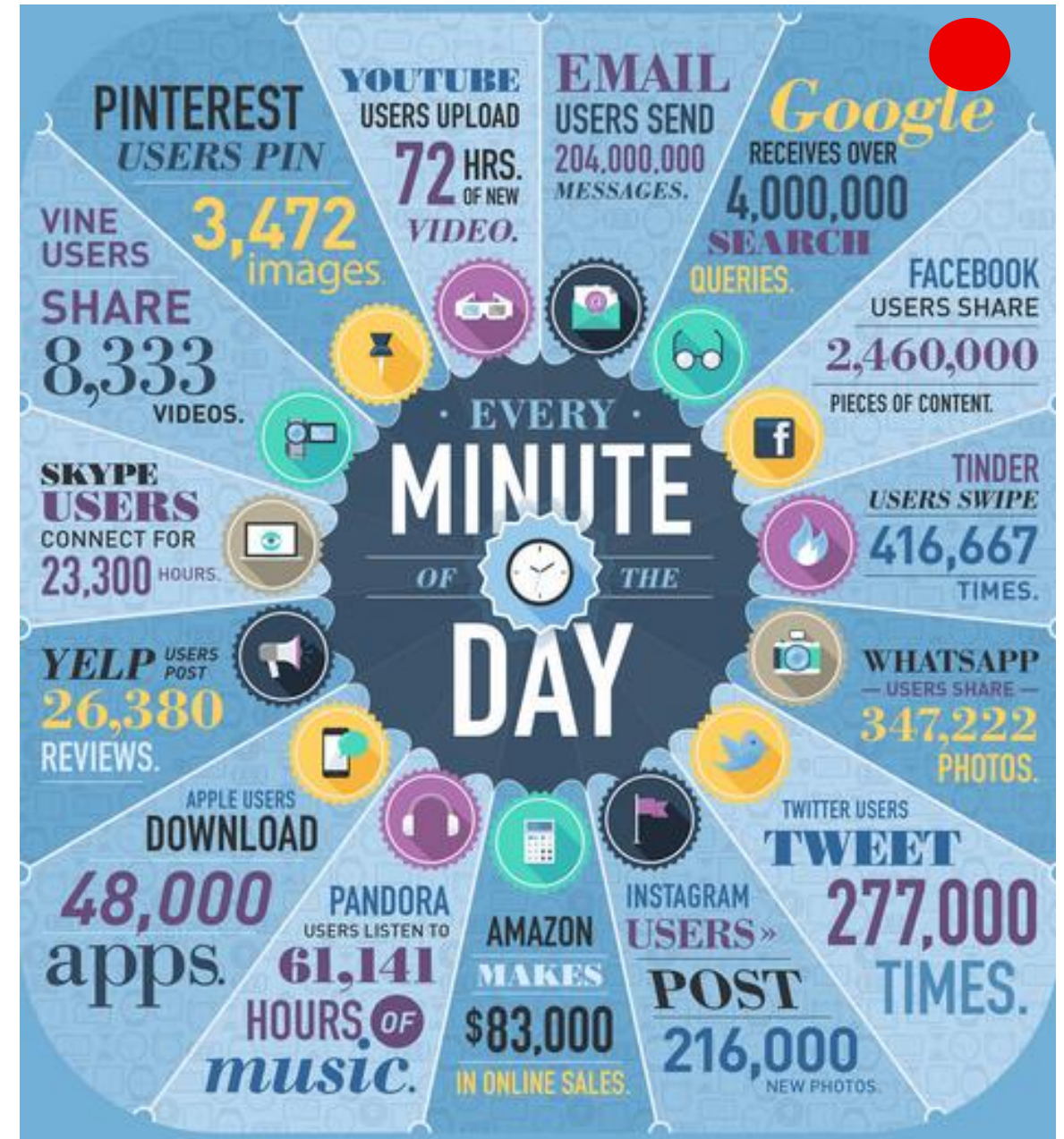
2H 52M

AVERAGE DAILY TIME
SPENT LISTENING TO
STREAMING MUSIC



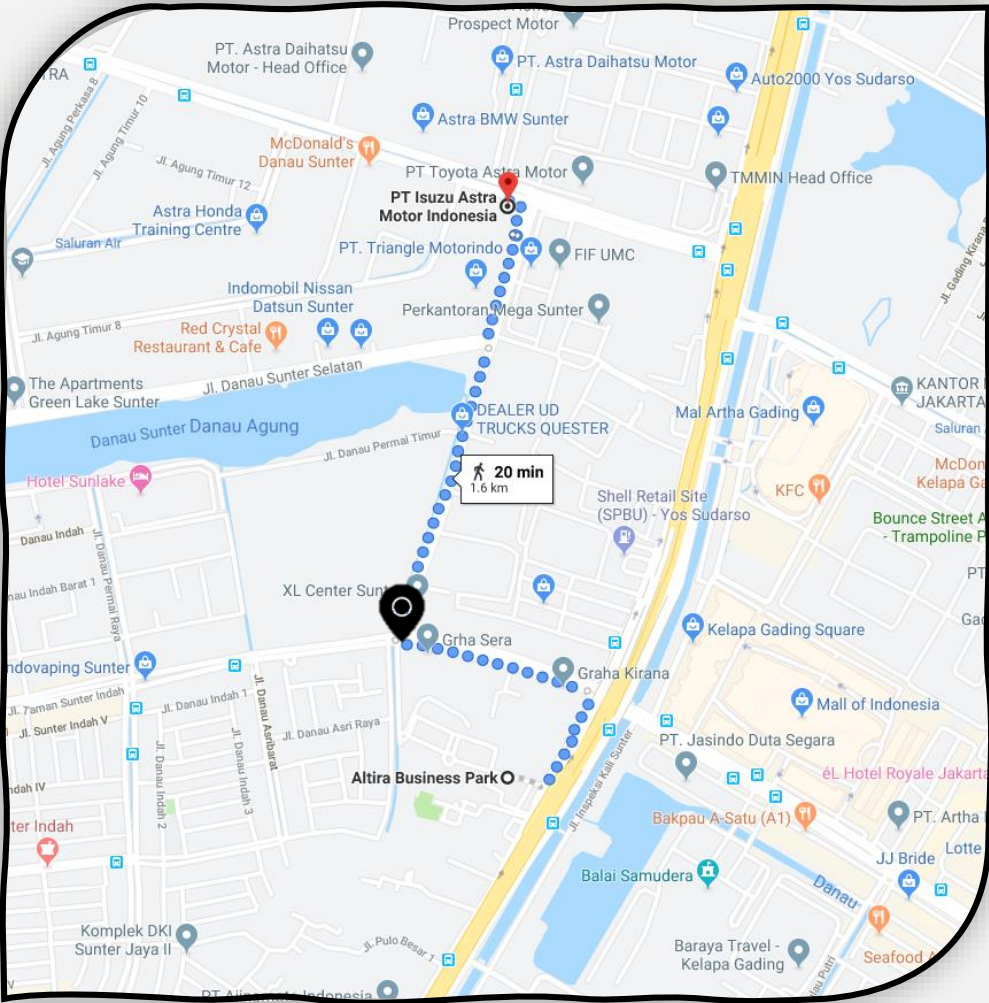
1H 22M

DATA NEVER SLEEP

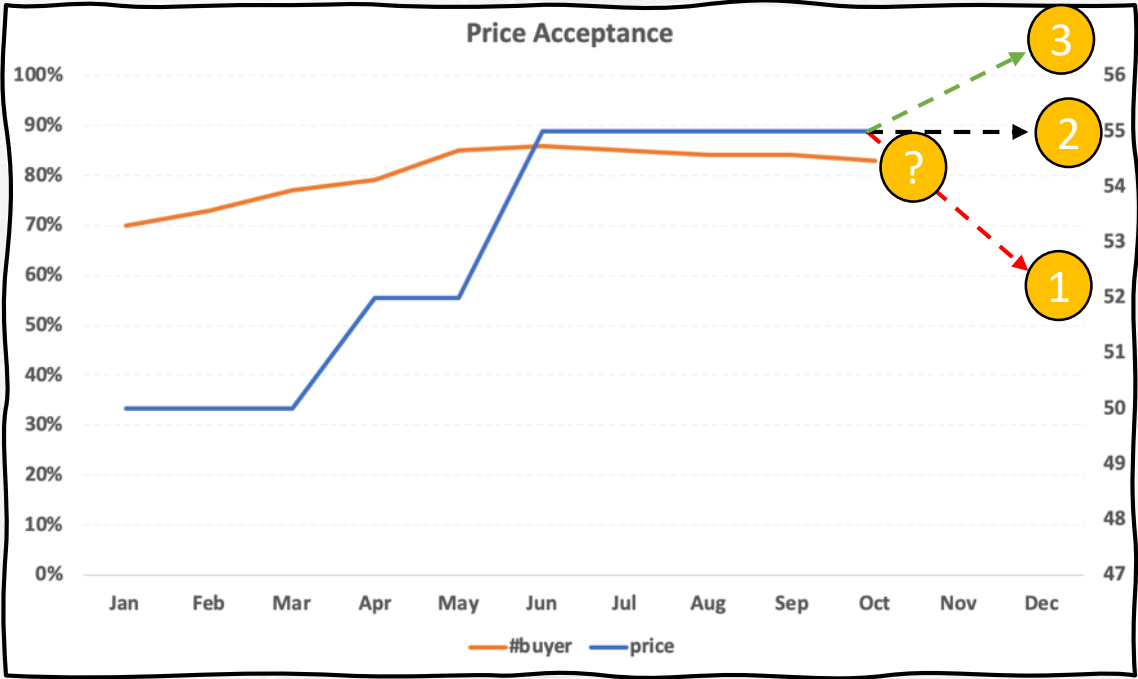


Knowing Our Goals is NOT Everything

You've get lost not because you don't know where is your GOAL, it is about **where you are now**



same thing happen on price engine mechanism



Where to Start?

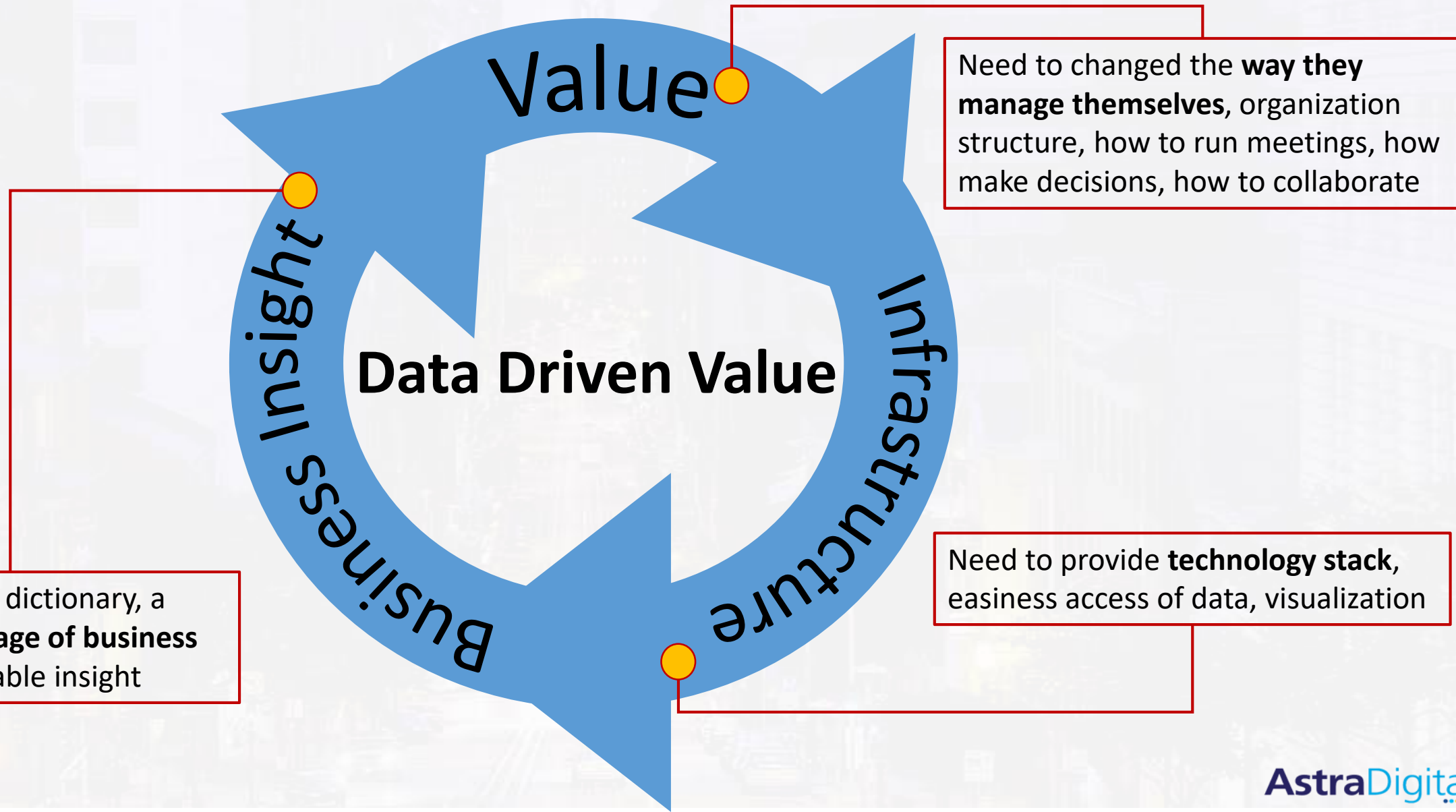
It Not Only About the Data

Data without Insight is useless. Moreover, Insight without Action is worse than useless



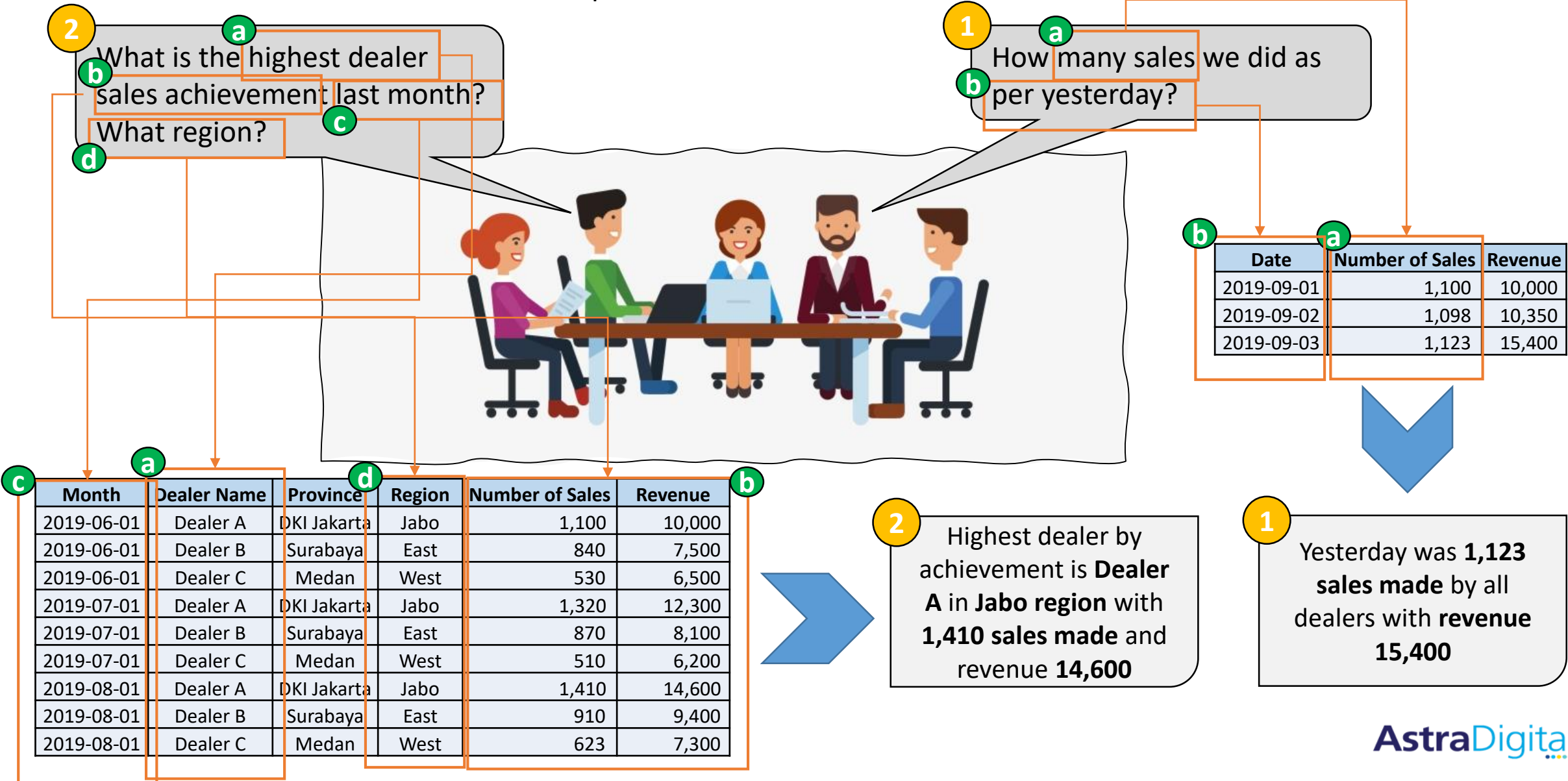
What We Need to be a Data Driven Company

Data Driven not only capturing the data, doing analysis and all technical things, more important is make organization ready



Simple Case on Build Data Structure from Business Question

How to build the data structure / table from questions?



The AI Driven Enterprise – Orchestra for Radical Collaboration

Crowd Counting

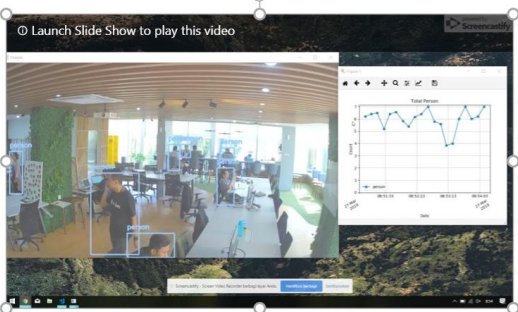


Plate Recognition



Free Slot Parking Detection



Age & Emotion Video Detection



Security Black List & White List



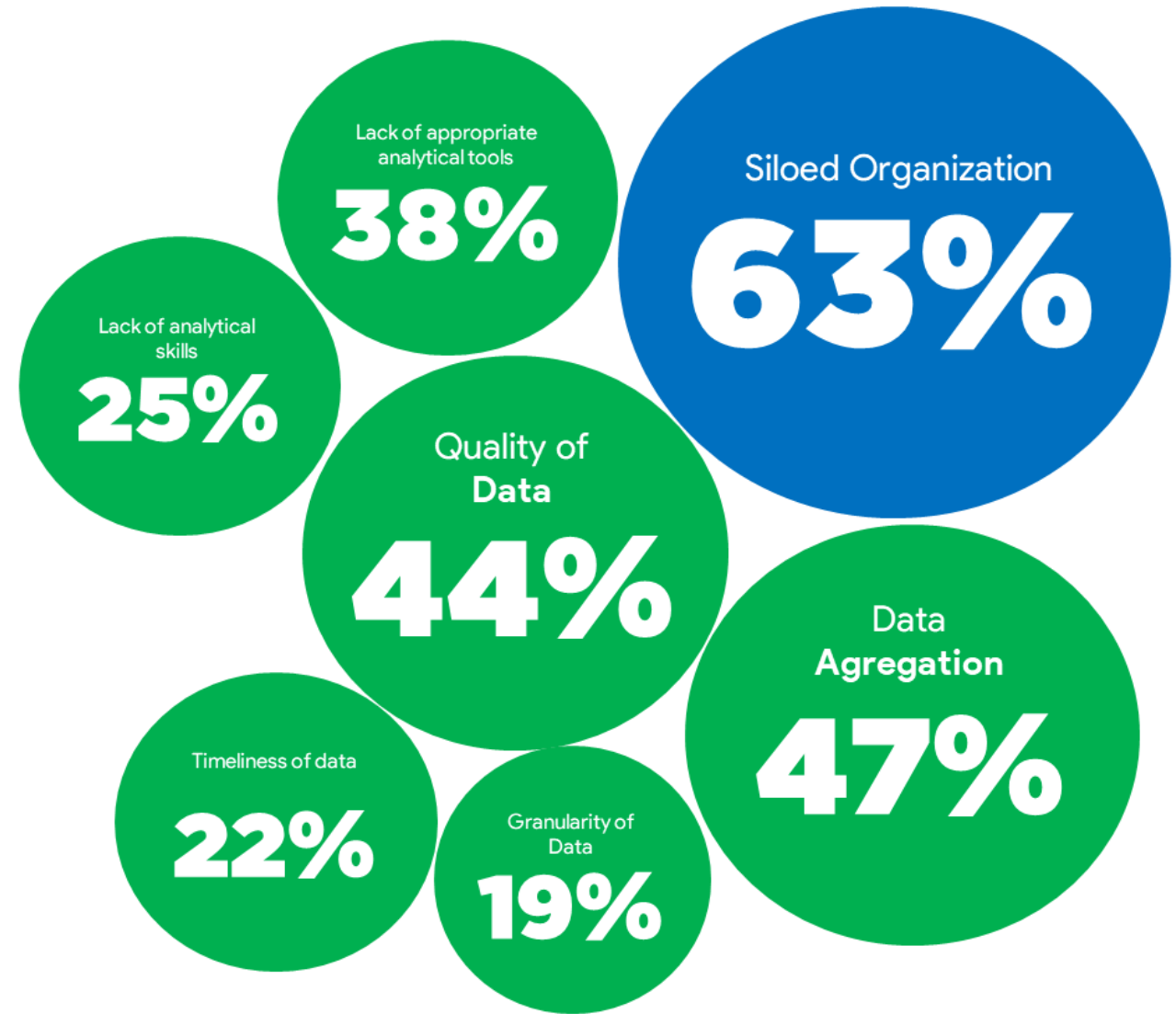
Live Traffic CCTV Video Analysis



Advanced Leads Management



Challenges when using Customer Data for Better Audience Targeting*





“As one retail executive explained,
“You’re in my store. You’re on my app
in my store. How do I engage you to
actually make sure you’re getting the
best experience? **Since the teams
that work in those spaces don’t talk
to each other, they can’t answer
that question.”**”

COLLABORATION IS A NEW COMPETITION

An aerial night photograph of a city skyline. The central focus is a tall, modern skyscraper with a curved facade, illuminated with blue and white lights. The word "ASTRA" is prominently displayed in large, white, sans-serif capital letters on its upper section. Above the text is a white, stylized arrow graphic pointing upwards and to the right. The building's top features a circular rooftop area. To the left of the Astra building, a multi-lane highway is visible, filled with cars whose lights create long, horizontal streaks of red and white. The surrounding city is densely packed with other buildings, many of which are also lit up, creating a vibrant urban scene. In the bottom right corner, the text "AstraDigital" is visible in a smaller font. There are also some decorative elements: a green circle in the top right and a yellow circle on the left edge.

ASTRA

A
INSIGHTFULL
SHARING

THANK YOU

AstraDigital