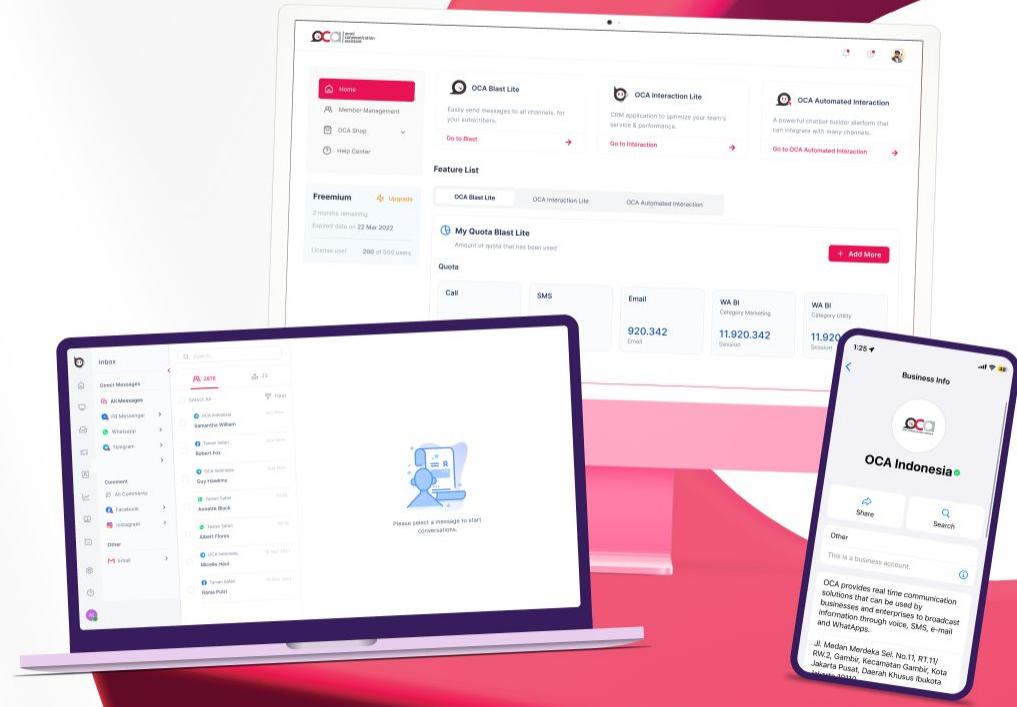




# OCA Blast Lite

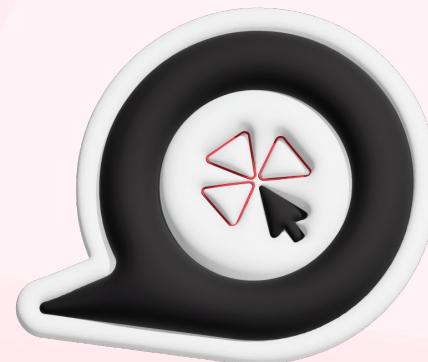
Version 1.2  
2025



# OCA Indonesia

**OCA Indonesia** merupakan produk digital Telkom Indonesia dibawah naungan Divisi Digital Business and Technology (DBT) dan telah menjadi bagian dari **Telkom Digital Solution**, dimana berperan membantu perusahaan dan instansi dalam digitalisasi komunikasi serta meningkatkan produktivitas dan efisiensi bisnis melalui penyediaan solusi komunikasi digital yang lengkap dan terintegrasi.

Bersama **Telkom Indonesia**, OCA terus melakukan inovasi seiring dengan perkembangan teknologi digital untuk kemajuan bisnis di skala nasional dan internasional.



# Executive Summary

**OCA** menawarkan solusi komunikasi dengan fitur yang bervariasi untuk mempermudah komunikasi internal dan eksternal. **OCA** sebagai **one-stop-solution** terpercaya memberikan layanan yang sangat fleksibel untuk **kebutuhan bisnis mulai dari UMKM hingga Enterprise.**

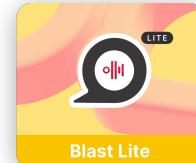
The logo for COMOT features the word 'COMOT' in a large, bold, 3D-style font. The letters are primarily red with a black shadow effect. The 'O' has a gradient from red at the top to black at the bottom.

COMOT

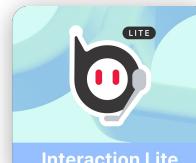
**Cepat . Otomatis . Mudah . Optimal . Terjadwal**

# OCA Mendukung Berbagai Skala Bisnis

Untuk skala  
**Bisnis Kecil**  
(UMKM)



Blast Lite



Interaction Lite

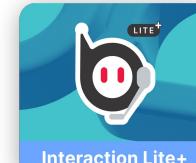


Breaker

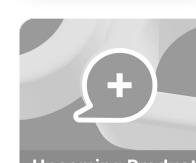
Untuk skala  
**Bisnis  
Menengah** (Medium  
Enterprise)



Blast Lite+



Interaction Lite+



Upcoming Product

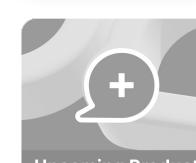
Untuk skala  
**Bisnis Menengah Ke Atas**  
(Big & Medium Enterprise)



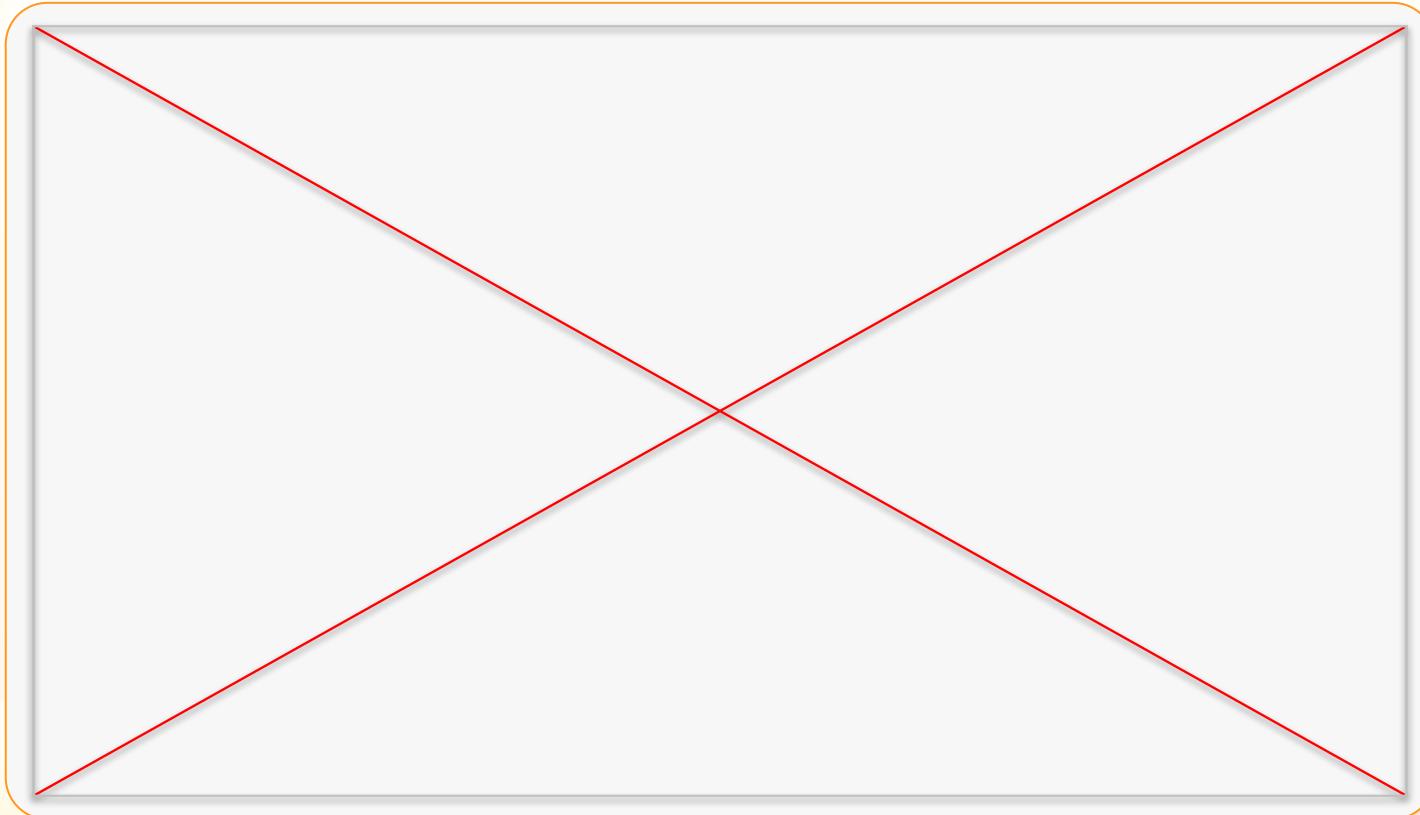
Blast



API



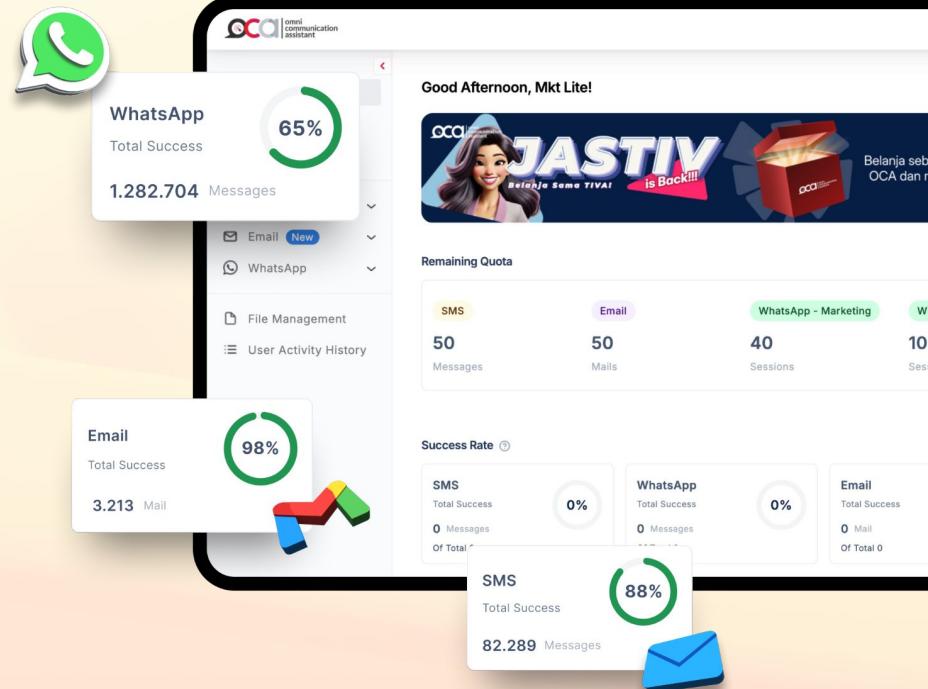
AI



 **OCA Blast Lite**

OCA Blast Lite memungkinkan penggunanya untuk mengirimkan pesan massal ke berbagai saluran komunikasi hanya dari satu dashboard.

Dengan OCA Blast Lite, bisnis dengan skala interaksi kecil dapat lebih mudah menjangkau pelanggan secara cepat dan efisien. Dari promosi produk, pengumuman, hingga pemberitahuan penting — semua bisa dikirim dalam hitungan detik, kapan saja dan di mana saja.

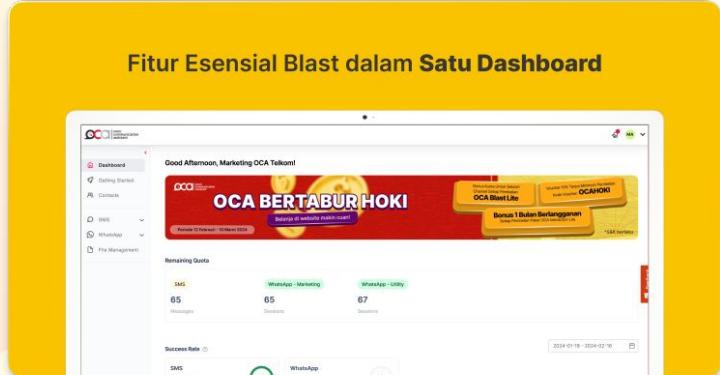
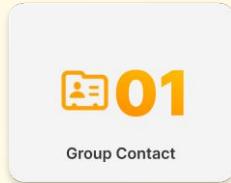


The dashboard displays the following metrics:

- WhatsApp:** Total Success 1.282.704 Messages, 65% success rate.
- Email:** Total Success 3.213 Mail, 98% success rate.
- SMS:** Total Success 82.289 Messages, 88% success rate.
- Remaining Quota:** SMS 50, Email 50, WhatsApp - Marketing 40, WhatsApp - Marketing Sessions 10.
- Success Rate:** SMS 0%, WhatsApp 0%, Email 0%.

A promotional banner for "JASTIY" is visible on the right side of the dashboard.

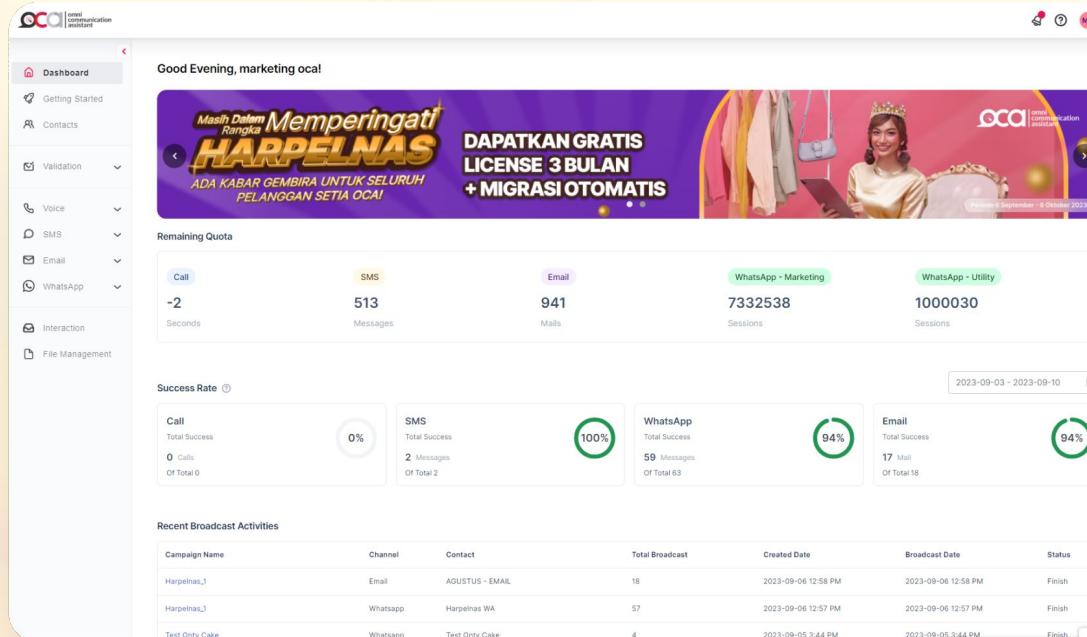
# Fitur Lengkap OCA Blast Lite



# Dashboard Overview

Pantau keseluruhan aktivitas blast pada dashboard OCA Blast Lite. Pada halaman ini anda dapat melihat rangkuman seputar akun OCA Blast Lite anda.

Anda dapat melihat informasi tentang sisanya kuota masing-masing channel, persentase keberhasilan pengiriman pesan, serta riwayat aktivitas blast terakhir.



The screenshot displays the OCA Blast Lite dashboard interface. At the top, there's a promotional banner for 'Memperingati HARPELNAS' (Harvest Festival) with the text 'DAPATKAN GRATIS LICENSE 3 BULAN + MIGRASI OTOMATIS'. Below the banner, the 'Remaining Quota' section shows the following data:

Channel	Quota	Used	Remaining
Call	-2		
SMS	513	Messages	941
Email	941	Mails	
WhatsApp - Marketing	7332538	Sessions	1000030
WhatsApp - Utility	1000030	Sessions	

Below this is the 'Success Rate' section, which includes four cards:

- Call:** Total Success 0 / Of Total 0 (0%)
- SMS:** Total Success 2 / Of Total 2 (100%)
- WhatsApp:** Total Success 59 / Of Total 63 (94%)
- Email:** Total Success 17 / Of Total 18 (94%)

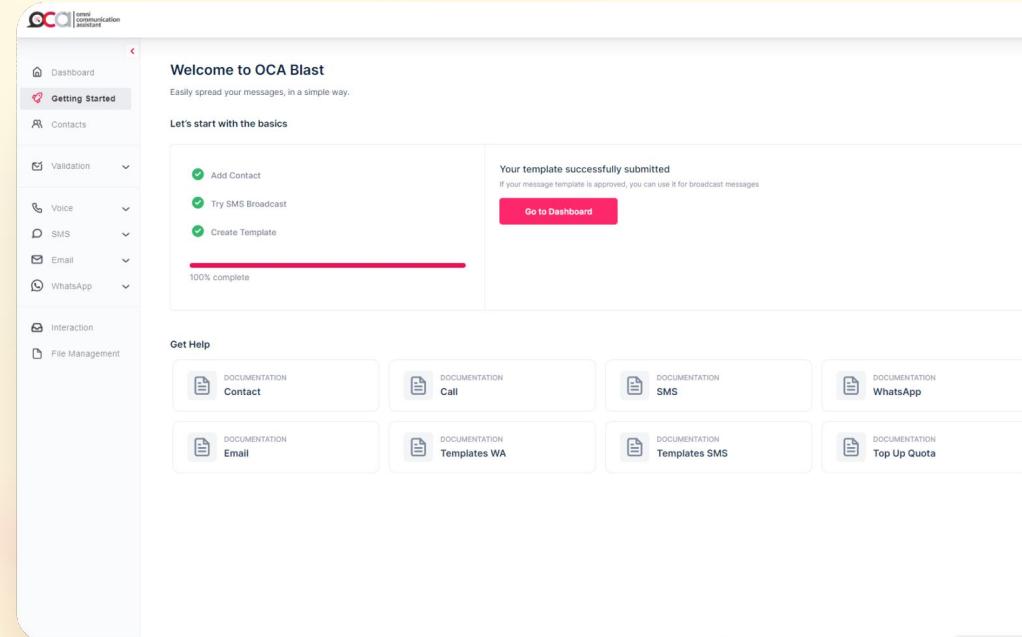
The 'Recent Broadcast Activities' section lists three recent campaigns:

Campaign Name	Channel	Contact	Total Broadcast	Created Date	Broadcast Date	Status
Harpelnas_1	Email	AGUSTUS - EMAIL	18	2023-09-06 12:58 PM	2023-09-06 12:58 PM	Finish
Harpelnas_1	Whatsapp	Harpelnas WA	57	2023-09-06 12:57 PM	2023-09-06 12:57 PM	Finish
Test Only Cake	Whatsapp	Test Only Cake	4	2023-09-05 3:44 PM	2023-09-05 3:44 PM	Finish

# Getting Started

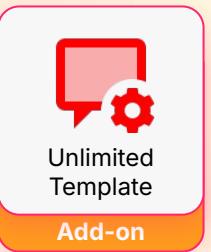
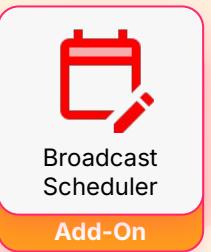
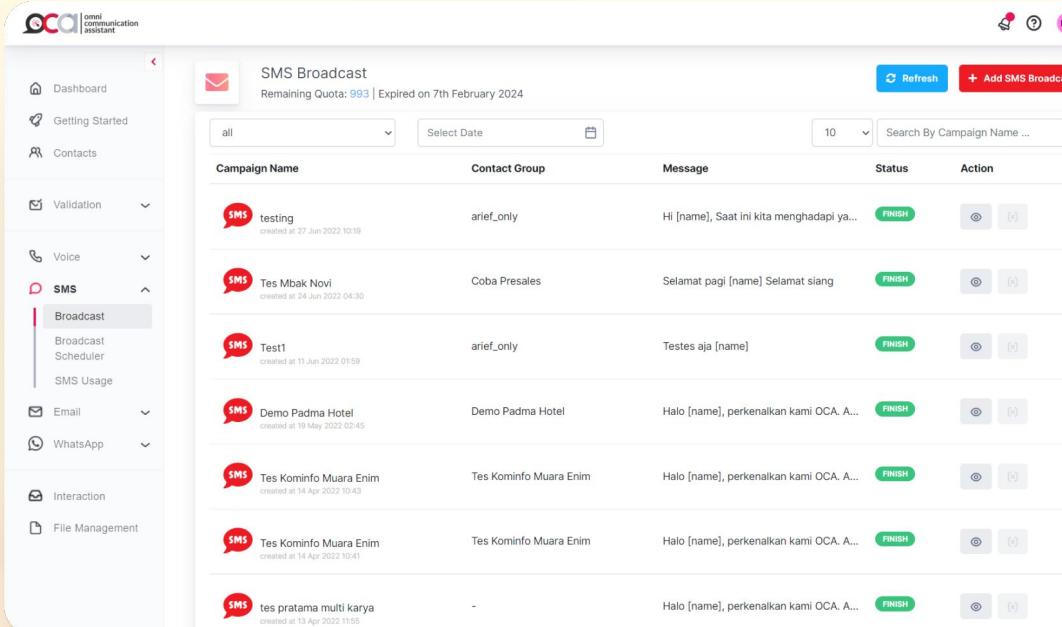
OCA Blast Lite dirancang dengan tampilan yang sederhana agar mudah dioperasikan oleh siapapun serta tanpa mengurangi fungsi fitur yang lengkap.

Jika membutuhkan panduan yang lebih lengkap, Anda dapat mengakses menu **Getting Started** untuk mempelajari dashboard OCA Blast Lite secara lebih dalam.



# SMS Blast

Sebarkan pesan SMS ke ribuan kontak menggunakan OCA Blast Lite. Channel SMS memiliki fitur berikut:

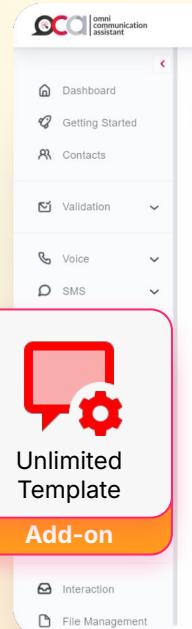
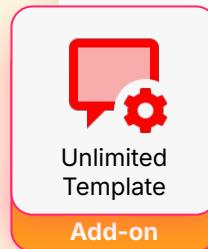
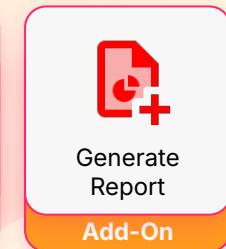



The screenshot shows the OCA Blast Lite software interface. On the left, there's a sidebar with navigation links: Dashboard, Getting Started, Contacts, Validation, Voice, SMS (selected), Broadcast Scheduler, SMS Usage, Email, WhatsApp, Interaction, and File Management. The main area is titled "SMS Broadcast" and shows a table of broadcast campaigns. The table includes columns for Campaign Name, Contact Group, Message, Status, and Action. Each row in the table represents a broadcast message with details like creation date, recipient group, message content, status (e.g., FINISH), and action buttons.

Campaign Name	Contact Group	Message	Status	Action
testing	ariefl_only	Hi [name], Saat ini kita menghadapi ya...	FINISH	(refresh) (view)
Tes Mbak Novi	Coba Presales	Selamat pagi [name] Selamat siang	FINISH	(refresh) (view)
Test1	ariefl_only	Testes aja [name]	FINISH	(refresh) (view)
Demo Padma Hotel	Demo Padma Hotel	Halo [name], perkenalkan kami OCA. A...	FINISH	(refresh) (view)
Tes Kominfo Muara Enim	Tes Kominfo Muara Enim	Halo [name], perkenalkan kami OCA. A...	FINISH	(refresh) (view)
Tes Kominfo Muara Enim	Tes Kominfo Muara Enim	Halo [name], perkenalkan kami OCA. A...	FINISH	(refresh) (view)
tes pratama multi karya	-	Halo [name], perkenalkan kami OCA. A...	FINISH	(refresh) (view)

# WhatsApp Blast

Sebarluaskan pesan WhatsApp ke ribuan kontak menggunakan OCA Blast Lite. Channel WhatsApp memiliki fitur berikut:



The screenshot shows the OCA WhatsApp Blast Lite interface. On the left is a sidebar with navigation links: Dashboard, Getting Started, Contacts, Validation (with a dropdown arrow), Voice (with a dropdown arrow), and SMS (with a dropdown arrow). At the bottom of the sidebar are Interaction and File Management. The main area is titled "Whatsapp Campaign" and shows a table of campaigns. The table columns are Campaign Name, Contact Group, Template Name, Status, and Action. The table lists several entries, each with a green "FINISH" button and a "details" icon.

Campaign Name	Contact Group	Template Name	Status	Action
testing_demo_dbs	demo_dbs	sample_template_oca4	FINISH	(details)
testing	ariefl_only	sample_template_oca4	FINISH	(details)
presales	Coba Presales	sample_template_oca4	FINISH	(details)
tes presales	Coba Presales	sample_template_oca4	FINISH	(details)
tes presales	Coba Presales	sample_template_oca4	FINISH	(details)
test rabu	test gea rabu	sample_template_oca4	FINISH	(details)
Test Innocent	Test Fikri	promo_haji	FINISH	(details)

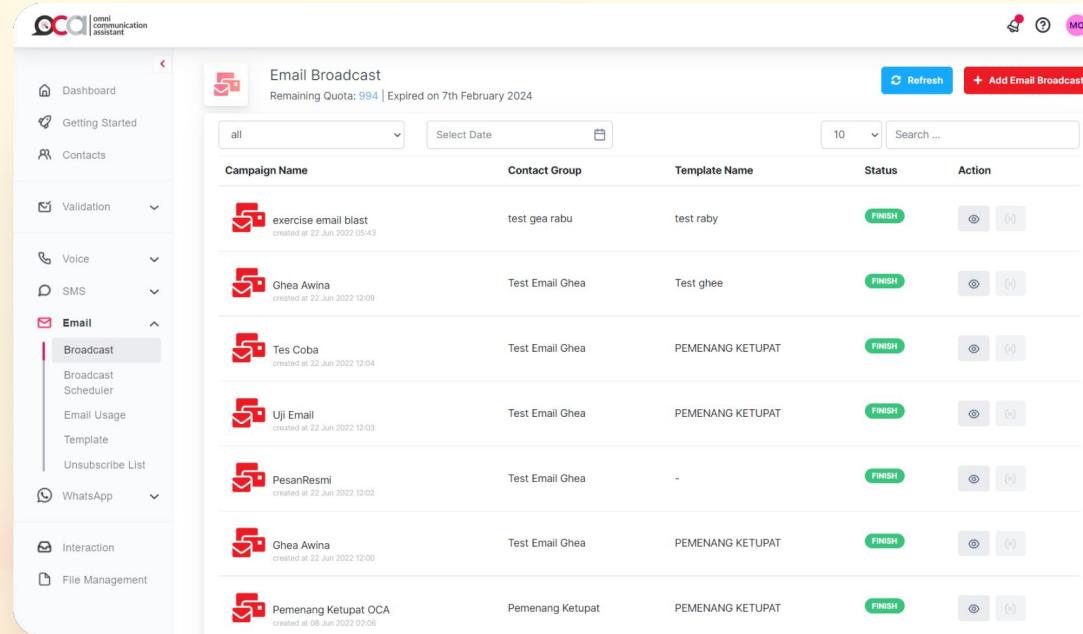
# Email Blast

Sebarkan pesan Email ke ribuan kontak menggunakan OCA Blast Lite. Channel Email memiliki fitur berikut:



Add-On

Add-on



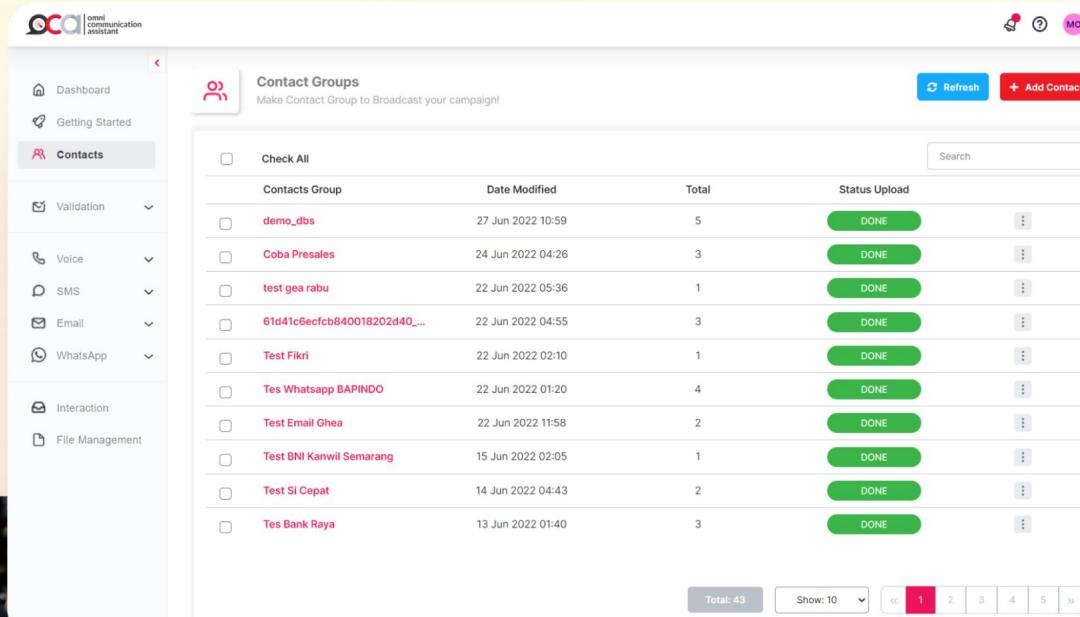
The screenshot shows the OCA Blast Lite software interface. On the left, there's a sidebar with navigation links: Dashboard, Getting Started, Contacts, Validation, Voice, SMS, Email (selected), Broadcast Scheduler, Email Usage, Template, Unsubscribe List, WhatsApp, Interaction, and File Management. The main area is titled "Email Broadcast" and shows a list of campaigns. The columns are Campaign Name, Contact Group, Template Name, Status, and Action. There are 10 results per page, with a search bar at the top. Each campaign entry includes a small thumbnail, the creation date, and a green "FINISH" button.

Campaign Name	Contact Group	Template Name	Status	Action
exercise email blast created at 22 Jun 2022 05:43	test gea rabu	test raby	FINISH	(eye) (refresh)
Ghea Awina created at 22 Jun 2022 12:09	Test Email Ghea	Test ghee	FINISH	(eye) (refresh)
Tes Coba created at 22 Jun 2022 12:04	Test Email Ghea	PEMENANG KETUPAT	FINISH	(eye) (refresh)
Uji Email created at 22 Jun 2022 12:03	Test Email Ghea	PEMENANG KETUPAT	FINISH	(eye) (refresh)
PesanResmi created at 22 Jun 2022 12:02	Test Email Ghea	-	FINISH	(eye) (refresh)
Ghea Awina created at 22 Jun 2022 02:00	Test Email Ghea	PEMENANG KETUPAT	FINISH	(eye) (refresh)
Pemenang Ketupat OCA created at 08 Jun 2022 02:06	Pemenang Ketupat	PEMENANG KETUPAT	FINISH	(eye) (refresh)

# Contact Management

Atur data konsumen secara efektif dengan contact management.

Win back lost customer dengan promo khusus serta upscale basket size pelanggan prioritas anda menggunakan fitur Contact Management. Manfaatkan fitur **Group Contact** untuk mengirim pesan promo khusus pada kelompok pelanggan tertentu.

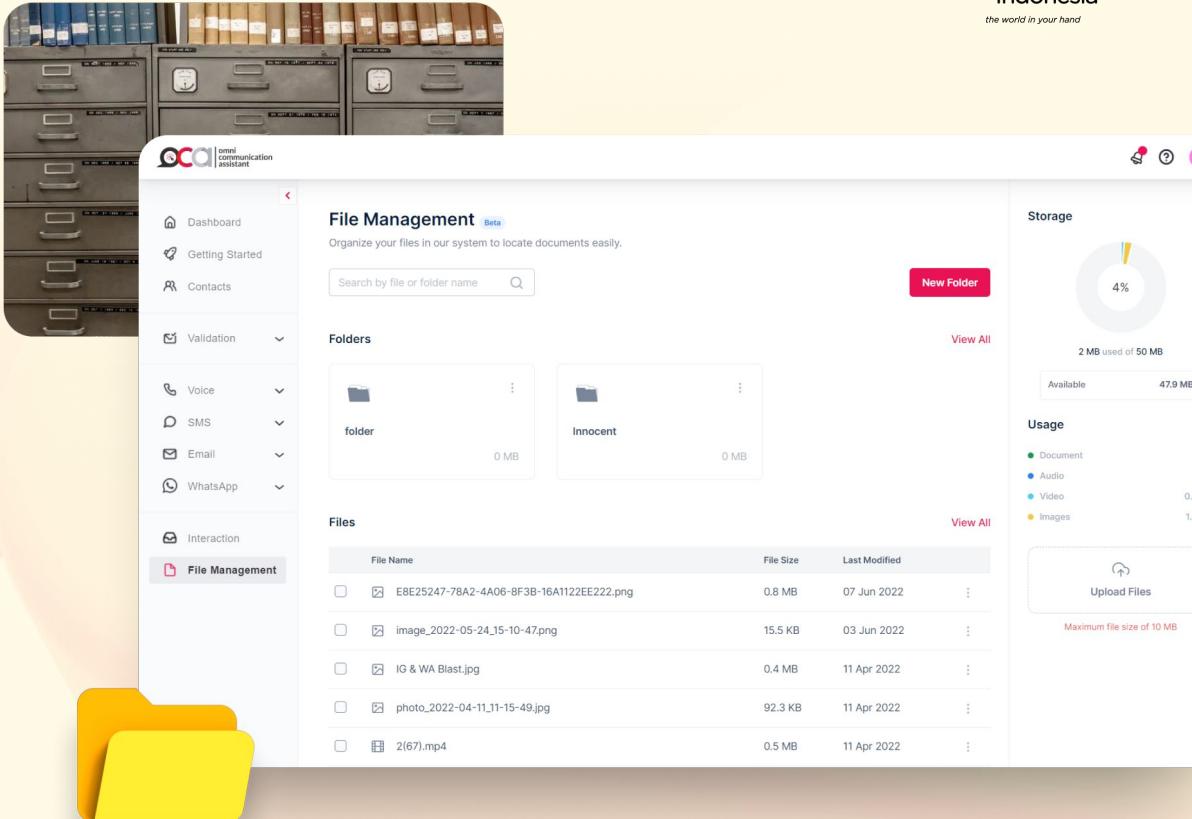



The screenshot shows the 'Contact Groups' section of the OCA platform. It displays a table of contact groups with columns for 'Contacts Group', 'Date Modified', 'Total', and 'Status Upload'. Each row includes a checkbox, the group name, the modification date, the number of contacts, and a green 'DONE' button with three dots. At the bottom, there are buttons for 'Total: 43', 'Show: 10', and page navigation (1, 2, 3, 4, 5, 39).

<input type="checkbox"/> Check All	Contacts Group	Date Modified	Total	Status Upload
<input type="checkbox"/>	demo_dbs	27 Jun 2022 10:59	5	<span style="background-color: green; color: white; padding: 2px;">DONE</span> ...
<input type="checkbox"/>	Coba Presales	24 Jun 2022 04:26	3	<span style="background-color: green; color: white; padding: 2px;">DONE</span> ...
<input type="checkbox"/>	test gea rabu	22 Jun 2022 05:36	1	<span style="background-color: green; color: white; padding: 2px;">DONE</span> ...
<input type="checkbox"/>	61d41c6ecfc840018202d40... ...	22 Jun 2022 04:55	3	<span style="background-color: green; color: white; padding: 2px;">DONE</span> ...
<input type="checkbox"/>	Test Fikri	22 Jun 2022 02:10	1	<span style="background-color: green; color: white; padding: 2px;">DONE</span> ...
<input type="checkbox"/>	Tes Whatsapp BAPINDO	22 Jun 2022 01:20	4	<span style="background-color: green; color: white; padding: 2px;">DONE</span> ...
<input type="checkbox"/>	Test Email Ghea	22 Jun 2022 11:58	2	<span style="background-color: green; color: white; padding: 2px;">DONE</span> ...
<input type="checkbox"/>	Test BNI Kanwil Semarang	15 Jun 2022 02:05	1	<span style="background-color: green; color: white; padding: 2px;">DONE</span> ...
<input type="checkbox"/>	Test Si Cepat	14 Jun 2022 04:43	2	<span style="background-color: green; color: white; padding: 2px;">DONE</span> ...
<input type="checkbox"/>	Tes Bank Raya	13 Jun 2022 01:40	3	<span style="background-color: green; color: white; padding: 2px;">DONE</span> ...

# File Management

Atur dan simpan file media kebutuhan broadcast yang terintegrasi dan terstruktur melalui satu sumber menggunakan fitur File Management.



The image shows a composite view. At the top, there's a photograph of several filing cabinets filled with papers. Below it is a screenshot of a software interface titled "File Management Beta". The interface includes a sidebar with navigation links like Dashboard, Getting Started, Contacts, Validation (with Voice, SMS, Email, WhatsApp dropdowns), Interaction, and File Management (which is selected). The main area has sections for "Folders" and "Files". Under "Folders", there are two entries: "folder" and "Innocent", both with 0 MB size. Under "Files", there's a table with five rows:

File Name	File Size	Last Modified	Actions
E8E25247-78A2-4A06-8F3B-16A1122EE222.png	0.8 MB	07 Jun 2022	⋮
image_2022-05-24_15-10-47.png	15.5 KB	03 Jun 2022	⋮
IG & WA Blast.jpg	0.4 MB	11 Apr 2022	⋮
photo_2022-04-11_11-15-49.jpg	92.3 KB	11 Apr 2022	⋮
2(67).mp4	0.5 MB	11 Apr 2022	⋮

To the right of the main interface, there's a "Storage" section showing a pie chart with 4% usage (2 MB used of 50 MB) and a table of "Usage" showing document, audio, video, and images counts and sizes. At the bottom right, there's a "Upload Files" button with a note about the maximum file size of 10 MB.

# Paket Indibiz x OCA Blast Lite

## HSI Bisnis (HSIE) Bundling OCA Blast Lite

 <b>50</b> Mbps	ONT Standart + OCA Blast Lite	<b>Rp668.900/ Bln</b>
 <b>75</b> Mbps	ONT Standart + OCA Blast Lite	<b>Rp746.900/ Bln</b>
 <b>100</b> Mbps	ONT Premium + OCA Blast Lite	<b>Rp891.900/ Bln</b>
 <b>150</b> Mbps	ONT Premium + OCA Blast Lite	<b>Rp1.036.900/ Bln</b>
 <b>200</b> Mbps	ONT Premium + OCA Blast Lite	<b>Rp1.261.900/ Bln</b>
 <b>300</b> Mbps	ONT Premium + OCA Blast Lite	<b>Rp1.708.900/ Bln</b>

<b>Add On OCA Blast Lite</b>	<b>Rp263.000/ Bln</b>
------------------------------	-----------------------

**Fitur:**

- 5 Template SMS
- 5 Template WhatsApp
- 5 Template Email
- 1 Contact Group
- 50MB Storage
- 50 Kuota WhatsApp
- 50 Kuota SMS
- 50 Kuota Email



## HSI Bisnis Basic (HSIEF) Bundling OCA Blast Lite

 <b>50</b> Mbps	ONT Standart + OCA Blast Lite	<b>Rp623.900/ Bln</b>
 <b>75</b> Mbps	ONT Standart + OCA Blast Lite	<b>Rp676.900/ Bln</b>
 <b>100</b> Mbps	ONT Premium + OCA Blast Lite	<b>Rp781.900/ Bln</b>
 <b>150</b> Mbps	ONT Premium + OCA Blast Lite	<b>Rp916.900/ Bln</b>
 <b>200</b> Mbps	ONT Premium + OCA Blast Lite	<b>Rp1.094.900/ Bln</b>
 <b>300</b> Mbps	ONT Premium + OCA Blast Lite	<b>Rp1.470.900/ Bln</b>

**Note:**

- i. Biaya belum termasuk PPN;
- ii. Paket aktif / dapat diorder untuk seluruh Regional
- iii. Registrasi paket dilakukan melalui SC One, NCX EBIS, Landing Page Creator EBIS, web myIndibiz.co.id, myIndibiz Partner, dan LPC (IFB) EBIS
- iv. Setiap komponen paket (kecuali perangkat) tidak dapat dilakukan order terpisah (ala carte), hanya berlaku dalam penawaran paket bundling.

# Perbandingan Paketisasi OCA Blast

	Integrasi Channel	Template Message	123 Quota	Masking	Group Contact	File Management
<b>Blast</b>	<p>Price Start from Rp1.800.000,-/Month</p> <p>Suited for Big and Medium Enterprise (Perusahaan Besar &amp; Menengah) dan Government (Pemerintahan)</p> <p>GTM NCX</p>	<p>Omnichannel</p> <ul style="list-style-type: none"> <li>IVR Call</li> <li>SMS</li> <li>Email</li> <li>WhatsApp</li> </ul>	<p>Unlimited for All Channel</p>	<p>Based on Usage for All Channel</p>	<p>Custom</p> <p>Masking WhatsApp: Additional Fee (WhatsApp Business Verified Account)</p>	<p>Unlimited for All Channel</p> <p>✓</p>
<b>Blast Lite+</b>	<p>Price Start from Rp900.000,-/Month</p> <p>Suited for Medium Enterprise (Perusahaan Menengah)</p> <p>GTM NCX</p>	<p>Single Channel</p> <ul style="list-style-type: none"> <li>IVR Call</li> <li>or SMS</li> <li>or Email</li> <li>or WhatsApp</li> </ul>	<p>Unlimited for Selected Channel</p>	<p>Based on Usage for Selected Channel</p>	<p>Custom</p> <p>Masking WhatsApp: Additional Fee (WhatsApp Business Verified Account)</p>	<p>Unlimited for Selected Channel</p> <p>✓ (for Selected Channel)</p>
<b>Blast Lite</b>	<p>Price Start from Rp263.000,-/Month</p> <p>Suited for SME (UKM) seperti online shop, bimbingan belajar, restoran rumahan, koperasi</p> <p>GTM Bundling Indibiz</p>	<p>Omnichannel</p> <ul style="list-style-type: none"> <li>SMS</li> <li>WhatsApp</li> </ul>	<p>5 Template Add-On for more</p>	<p>50 Quota per Channel Add-On for more</p> <p>WhatsApp Channel: 40 Template Marketing + 10 Template Utility</p>	<p>Indibiz</p> <p>Masking SMS: Indibiz Info Masking WhatsApp: Indibiz Partner by Telkom Indonesia</p>	<p>1 Group Add-On for more</p> <p>50 MB Add-On for more</p>

	Broadcast Scheduler	Generate Report	Usage Report	Session Report	Alternate Broadcast	API Integration	
	✓	✓ (for WhatsApp Channel Only)	✓	✓ (for WhatsApp Channel Only)	✓ (from WhatsApp Channel to SMS Channel)	✓	<b>Blast</b>
	✓ (for Selected Channel)	✓ (for WhatsApp Channel Only)	✓ (for Selected Channel)	✓ (for WhatsApp Channel Only)	✗	✓ (for Selected Channel)	<b>Blast Lite+</b>
Add-On	Add-On	✓	✓ (for WhatsApp Channel Only)	✗	✗		<b>Blast Lite</b>



**Price** Start from Rp1.800.000,-/Month

**Suited for** Big and Medium Enterprise  
(Perusahaan Besar & Menengah) dan Government (Pemerintahan)

**GTM** NCX



**Price** Start from Rp900.000,-/Month

**Suited for** Medium Enterprise  
(Perusahaan Menengah)

**GTM** NCX



**Price** Start from Rp263.000,-/Month

**Suited for** SME (UKM) seperti online shop, bimbingan belajar, restoran rumahan, koperasi

**GTM** Bundling Indibiz



Scan untuk terhubung  
dengan kami

# Contact Us



OCA Information 



@OCA.Indonesia



fb.me/OCA.IDN



[www.ocaindonesia.co.id](http://www.ocaindonesia.co.id)