

SAY HELLO TO THE FUTURE

BY
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01

HOW BINAR HELPS INDONESIA ON
DIGITAL TRANSFORMATION

Companies face difficulty to find digital talents as they remain scarce and expensive



Tech communities are fragmented and remain on grassroots level



Competition for acquiring IT talents resulted in high wage inflation and high turn-over rates



Scarcity of IT talents who have practical knowledge and experience

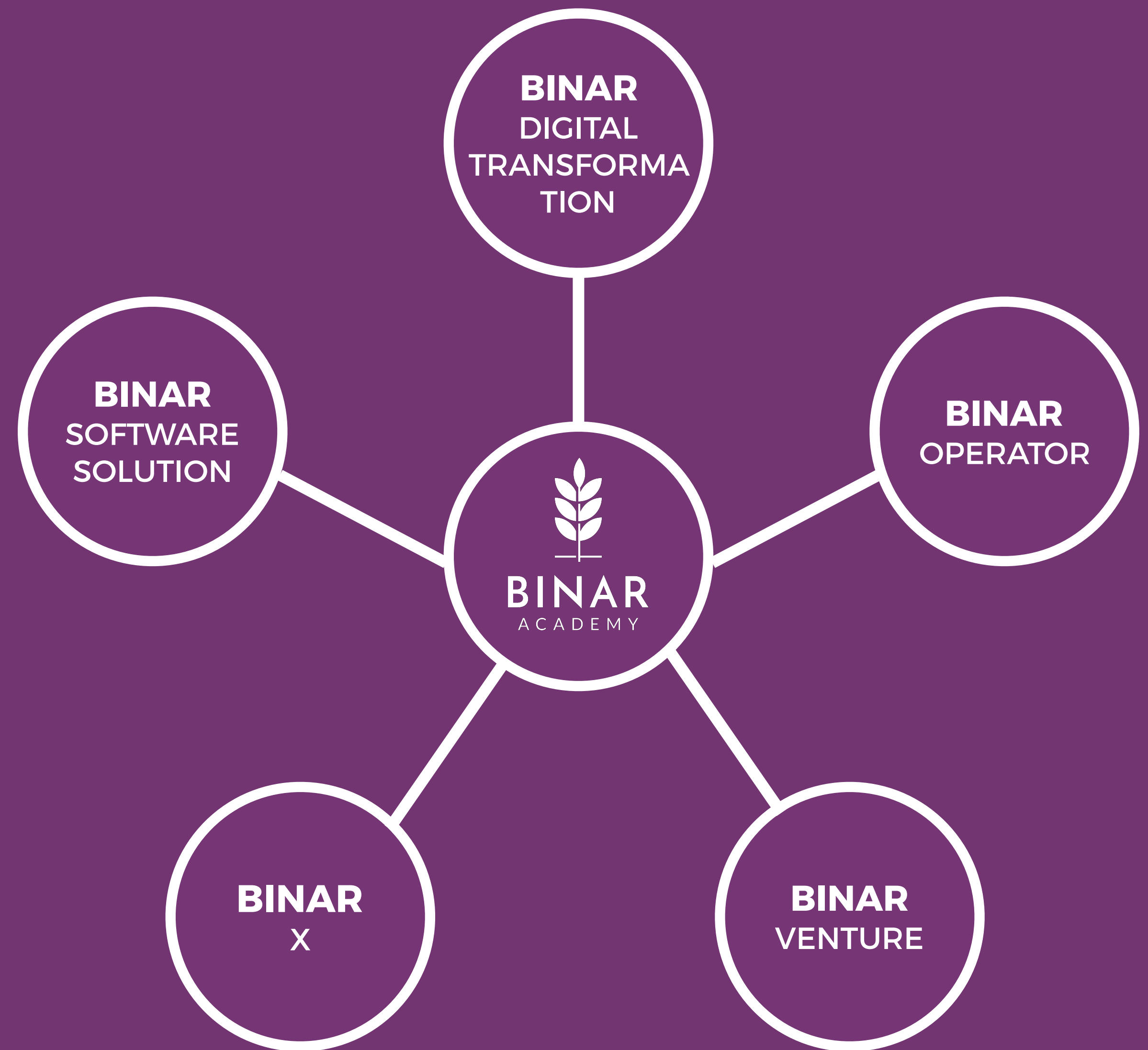


High dependency with foreign talents, especially with senior positions

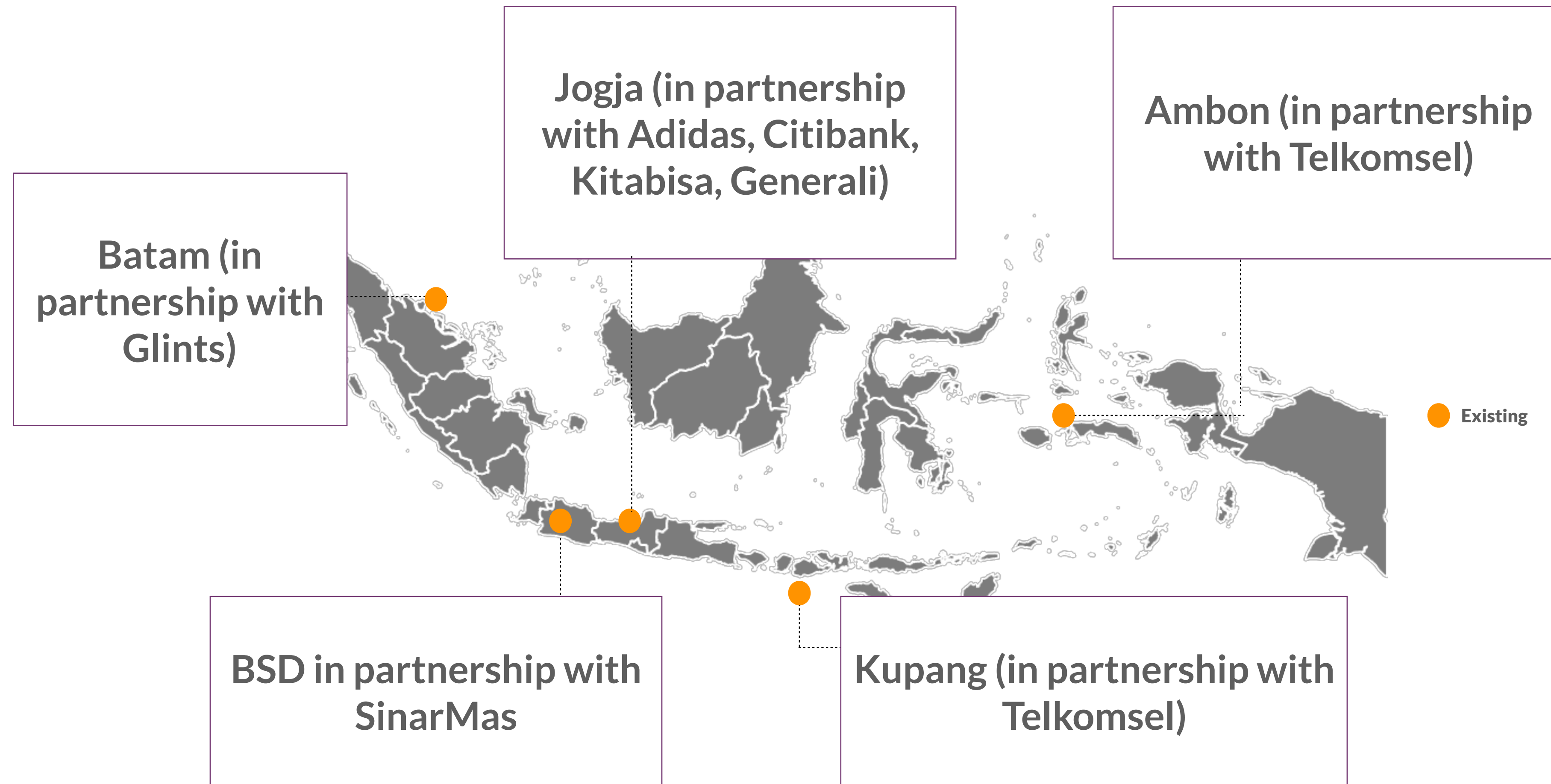


Abundance of untapped potential in second-tier cities

Binar as a **Social Enterprise** created an **ecosystem** that leads us to **sustainability**

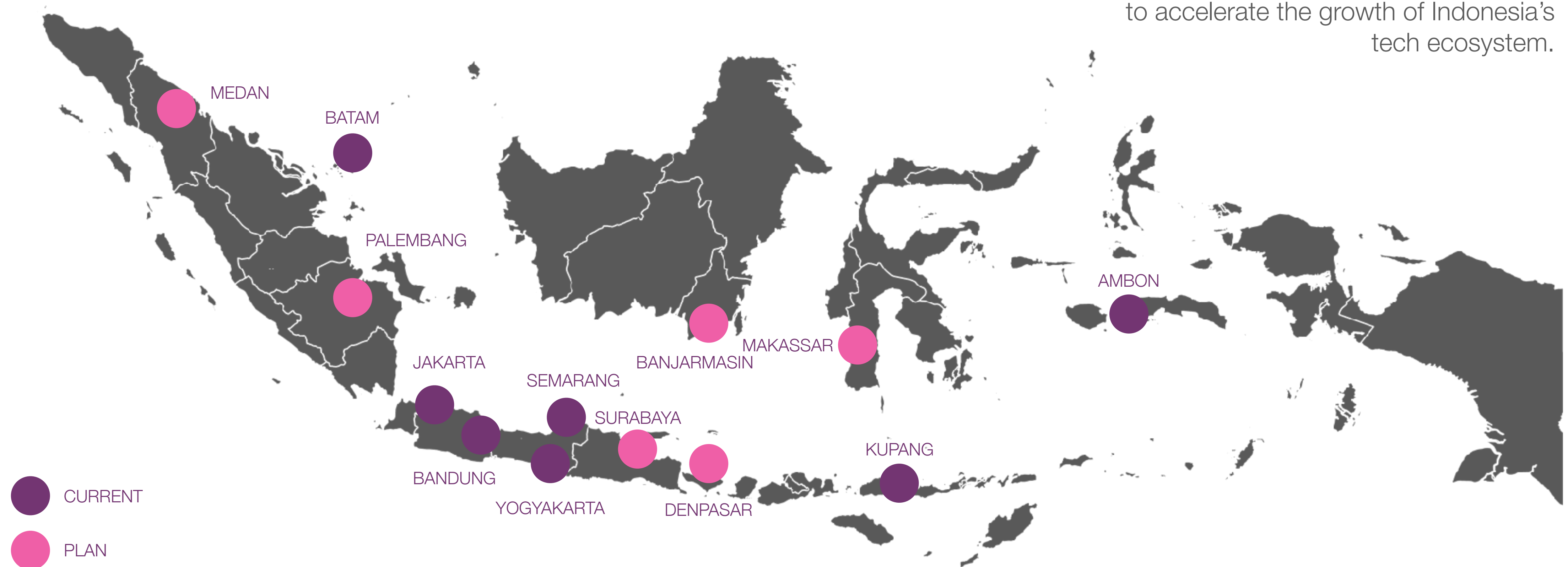


Our Academy Bootcamp is operating in 5 underdeveloped towns across Indonesia to cultivate hidden talents...



BINAR COMMUNITY

Binar Academy aims to be the catalyst to accelerate the growth of Indonesia's tech ecosystem.



The Story of Mistra, His Dreams and Resilience

Mistra is a student at Binar Academy. He is a hero and a hard worker who dreams to build an e-library for schools in his hometown village.

To make his dream come true, he dared himself to come to Jogja with no money and no relatives to fall back on to. Mistra believes that when one stops learning, that's when he/she turns stupid.

Binar Academy wants to spread that spirit of learning to people like Mistra and give birth to generations of leaders that can give social impact to the communities through technology.



We've matched graduates and partnering with companies where they solve real-world problems by applying what they've learned in Academy

30,461

Students Registered

777

Students Get Scholarship

659

Jobs Created

98

Mentors



WHEN WE ARE TALKING ABOUT
TECHNOLOGY AND EDUCATION
OUR CUSTOMER IS
THE FUTURE

AND THE FUTURE IS **PERSONALIZATION**

BINAR TECHNOLOGIES brings us
to the future of long life learning

WE ARE BUILDING AN
AUTOMATION,
MACHINE LEARNING,
AND **ARTIFICIAL**
INTELLIGENCE BASED APP

www.binar.co.id



TO CREATE
PERSONALIZED LEARNING
AND
TALENT MANAGEMENT
ARTIFICIAL INTELLIGENCE

@alamandas

02

DIGITAL TRANSFORMATION

DIGITAL TRANSFORMATION

MYTH:

“Digitalization means creating an app”

VS

REALITY:

“Digitalization means changing everything”

It is not about creating website or mobile app
or promote product through social media
or digital channel

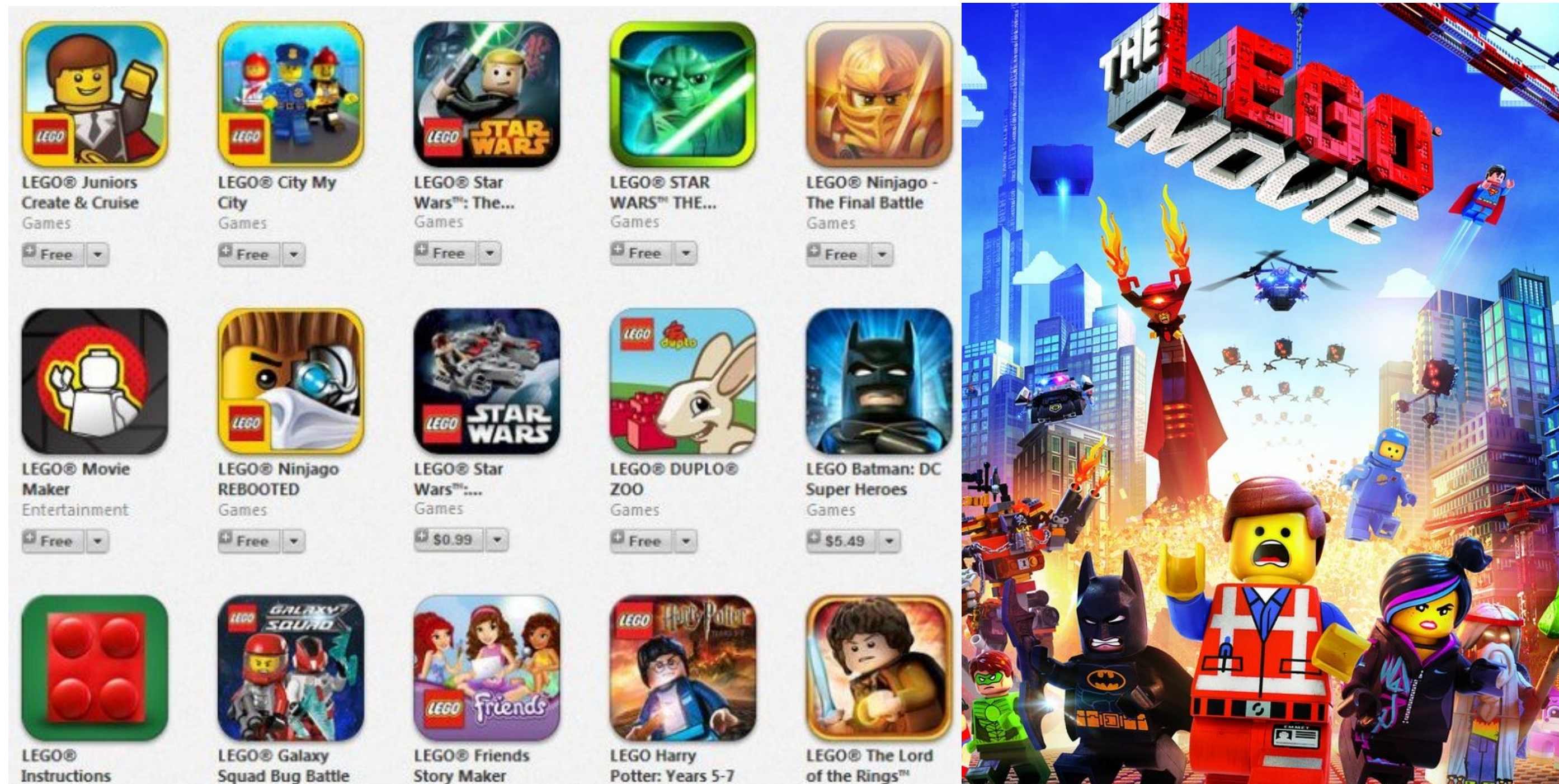
Transforming
INNOVATION
CULTURE
PEOPLE
through the use of technology

It's a journey of

STRATEGIC PLAN AND ORGANISATIONAL CHANGE

Starts by empowering the team with new methods to create
highly responsive data driven strategy, agility, and culture of Innovation

CASE STUDY



LEGO GROUP Digital Transformation

In 1992-2004, LEGO suffers steady declining and was near to bankruptcy on 2004. They transformed their revenue stream digitally by expanding its business into digital business as well such as;

- * Movies
- * Mobile Games
- * Mobile Apps

*Report from World Economic Forum

DIGITAL TRANSFORMATION

Through all technology advancement, there are more coming newborn companies, which we called startup, disrupting big companies.

SURVIVAL



COST EFFICIENCY

So many companies has failed to adapt with current condition, where most of user behavior now is shifted, every company needs to digitalize their business

GROWTH



REVENUE OPTIMIZATION

While for companies who is already at the top, it also needs to utilize technology to get exponential growth.

**“ONLY 12% OF THE FORTUNE 500 COMPANIES
FROM 1955 REMAIN SO TODAY.”**

- American Enterprise Institute, 2015

DIGITAL TRANSFORMATION

DIGITAL TRANSFORMATION EFFORTS HAVE BENEFITED COMPANIES WITH:

41%

INCREASE IN
MARKET SHARE

37%

INCREASE IN
CUSTOMER ENGAGEMENT

37%

INCREASE IN
EMPLOYEE MORALE

32%

INCREASE IN
MOBILE & APP
ENGAGEMENT

30%

INCREASE IN
CUSTOMER REVENUE

DATA IS THE CENTRAL PART OF DIGITALIZATION

DIGITAL TRANSFORMATION FORMULA

TECHNOLOGY THAT
WILL CAPTURE
DATA

+

NEW TECHNOLOGY
PRODUCT
INNOVATION AND
BUSINESS MODEL

=

PEOPLE AND
CULTURE, AND
CUSTOMER
ENGAGEMENT

TRANSFORMATION ELEMENTS

The following elements are to be transformed when a company want to shift digitally.

HUMAN CAPITAL

- Changing the mindset, work method, and culture that supports digital transformation

PRODUCT & TECHNOLOGY

- Integrating cutting-edge technology into products to solve existing business problems

COMMERCIAL & MARKETING

- Improving customer experience and applying growth strategies to increase traction

BUSINESS DEVELOPMENT & OPERATIONS

- Leveraging collaboration and automation to accelerate growth of product adoption

BUSINESS INTELLIGENCE & ANALYSIS

- Using data to gain insights for product development

PEOPLE AND CULTURE WILL BE SHIFTED

LEAN AND AGILE

CUSTOMER CENTRIC MINDSET

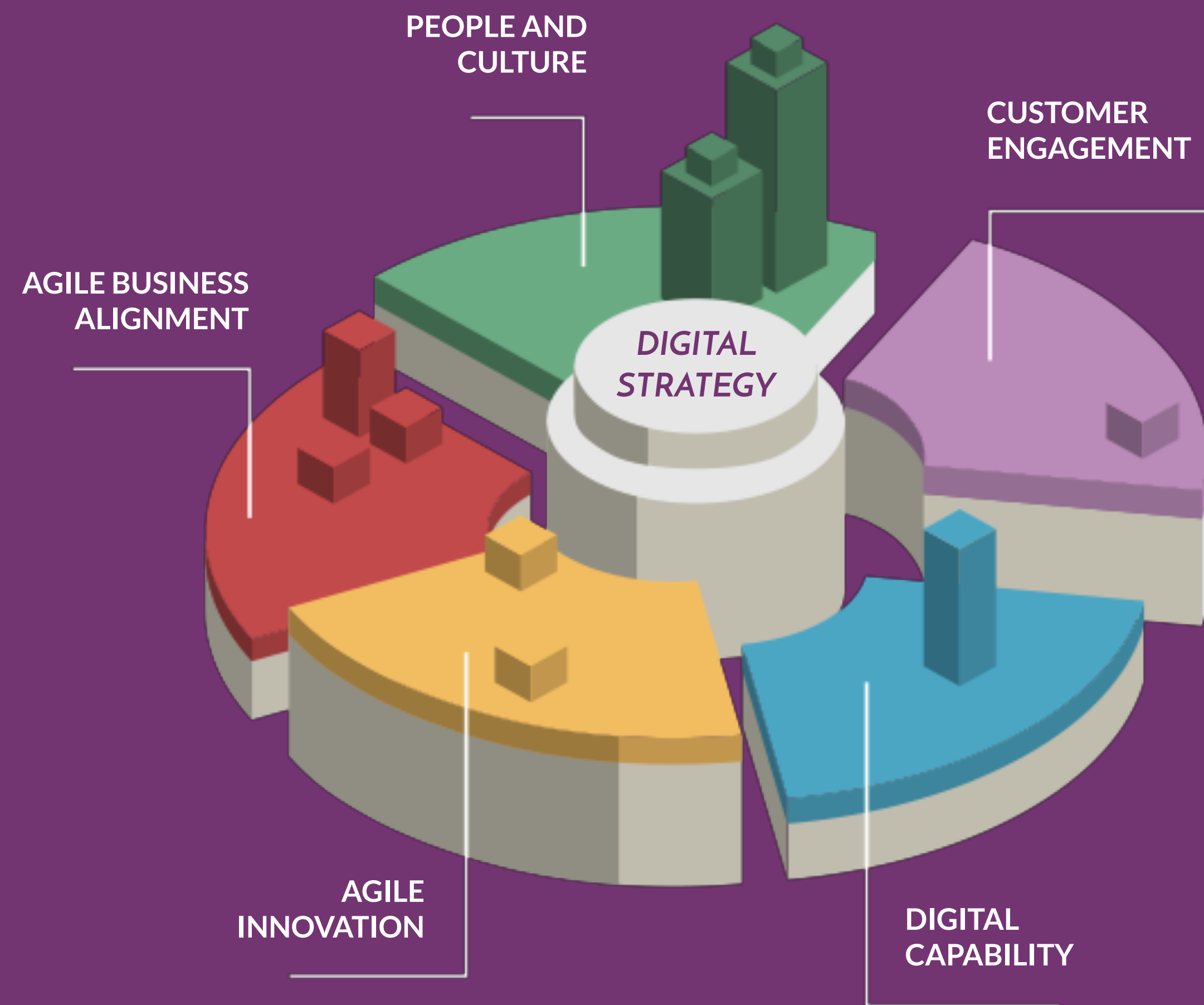
COLLABORATION

GROWTH MINDSET

PROBLEM SOLVER

IMPACT MINDSET

THE IMPACT OF DIGITAL TRANSFORMATION



	ENGAGED CUSTOMERS	LEADERS	PEOPLE
Level 3	INNOVATING	MEASURABLE PROGRESS	NEW AUTONOMY
Level 2	COLLABORATING	DATA DECISION	NEW CAPABILITIES
Level 1	FEEDBACK	ACTIONABLE STRATEGY	PURPOSE

03

INDUSTRY
4.0, 5.0, 6.0?

CURRENT **SITUATION**

FUTURE **SITUATION**

DESTROYING

CO-CREATING

DISRUPTION IS NO LONGER ENOUGH
CONSTRUCTION OF NEW ECOSYSTEM
THAT BRINGS FUTURE SUCCESS

THE PURPOSE OF INVENTING TECHNOLOGY,
WILL BE TO ADDRESS
MAKING THE WORLD A BETTER PLACE

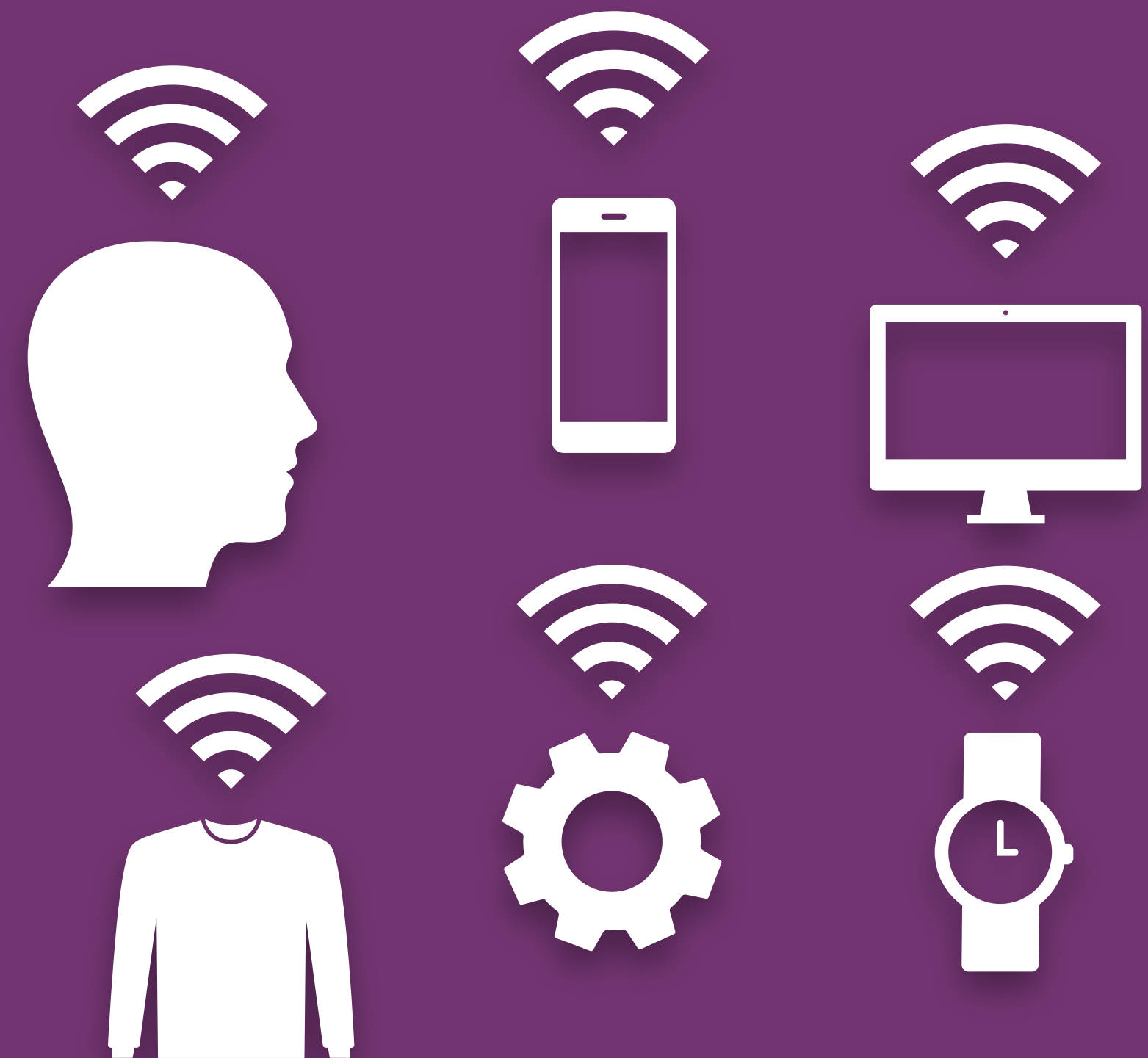
INNOVATIONS THAT DRIVE
VALUE, SOCIAL IMPACT, AND EFFICIENCY
AND SOLVE BIG PROBLEMS
WILL BE THE NEXT OPPORTUNITY

CURRENT **SITUATION**



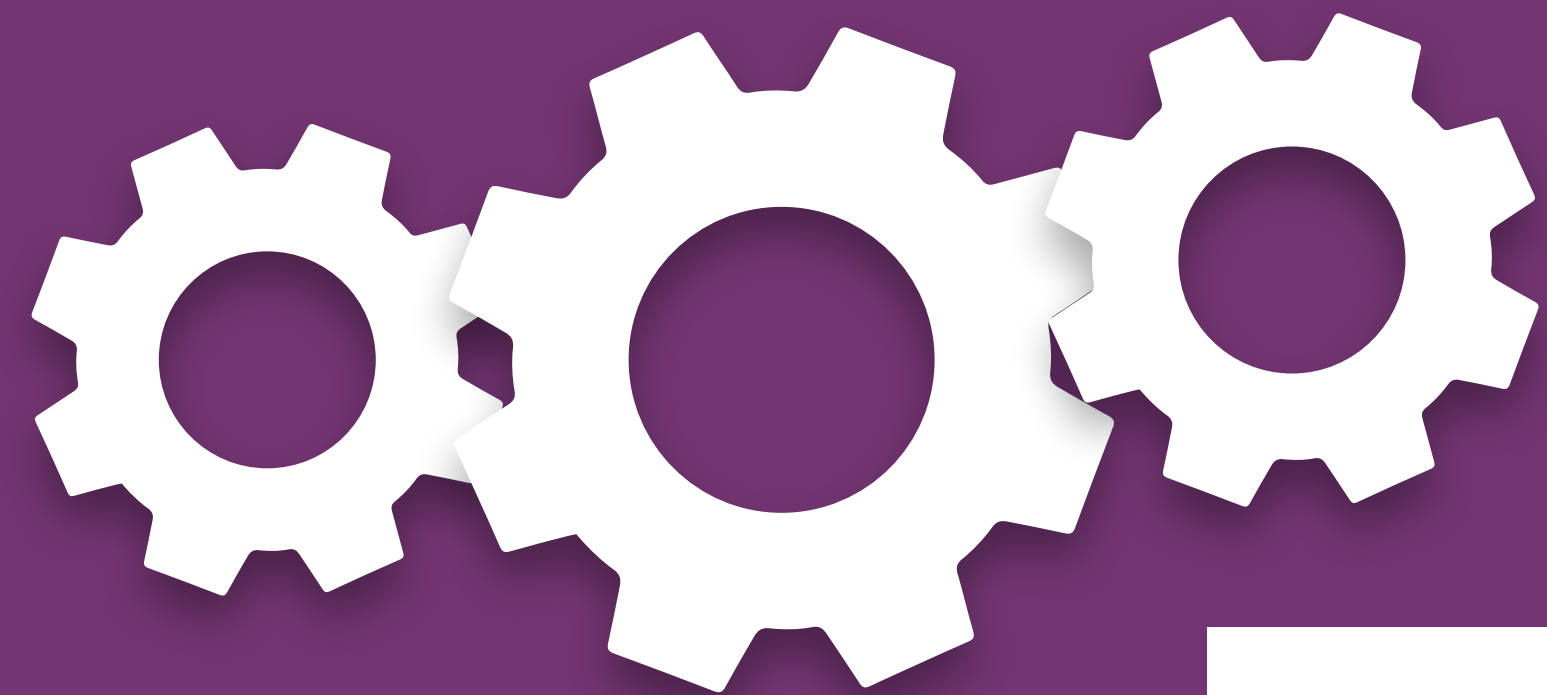
DIGITALISATION

FUTURE **SITUATION**



PERSONALISATION

CURRENT **SITUATION**

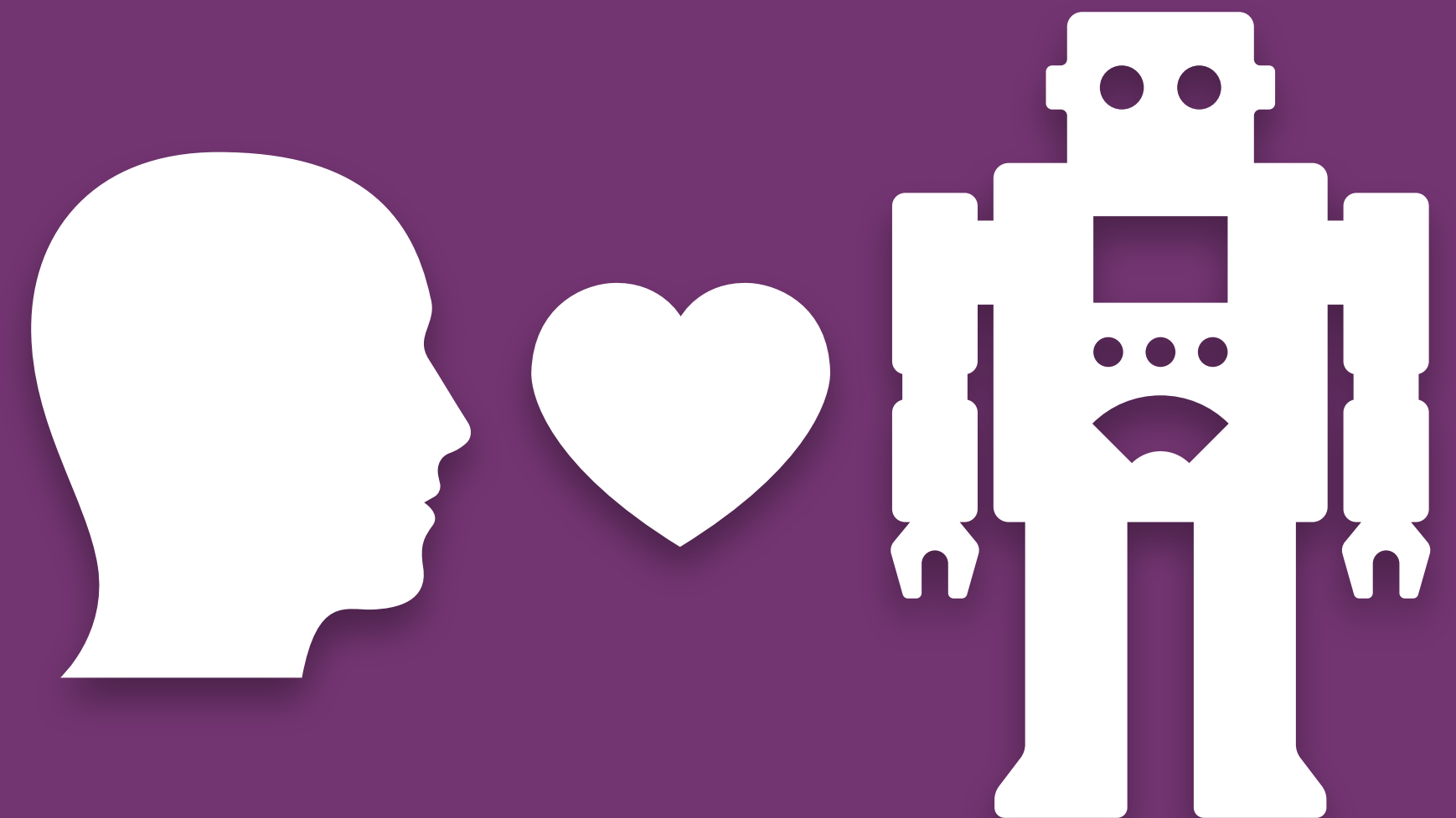


BIG DATA

AI

PREDICTION

FUTURE **SITUATION**



MAN AND MACHINE

CO-CREATING

COMMUNITY

- Crowdsourcing, energy usage Crowdfunding, Crowd-Enabling, Auto Sharing, Sharing Of Products

COEVOLUTION

- Technology And Humans Are On Coevolutionary Growth Path Of Collaboration

COGNITION

- Brains In A Box

CONCIOUSNESS :

- Someday Scientist And Emotional Intelligence In Machines Will Emerge As A Game Changing Trend



**“If you want your life to be
meaningful, you need
to know the meaning
of your life”**

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