

Creating Creative Digital Lifestyle Society thru' Indonesia WiFi

Internet of Things Use Case (Mobility)

Head of Wireless Broadband Division

Pramasaleh Hario Utomo

(utomo@telkom.co.id)

PT. Telkom Indonesia

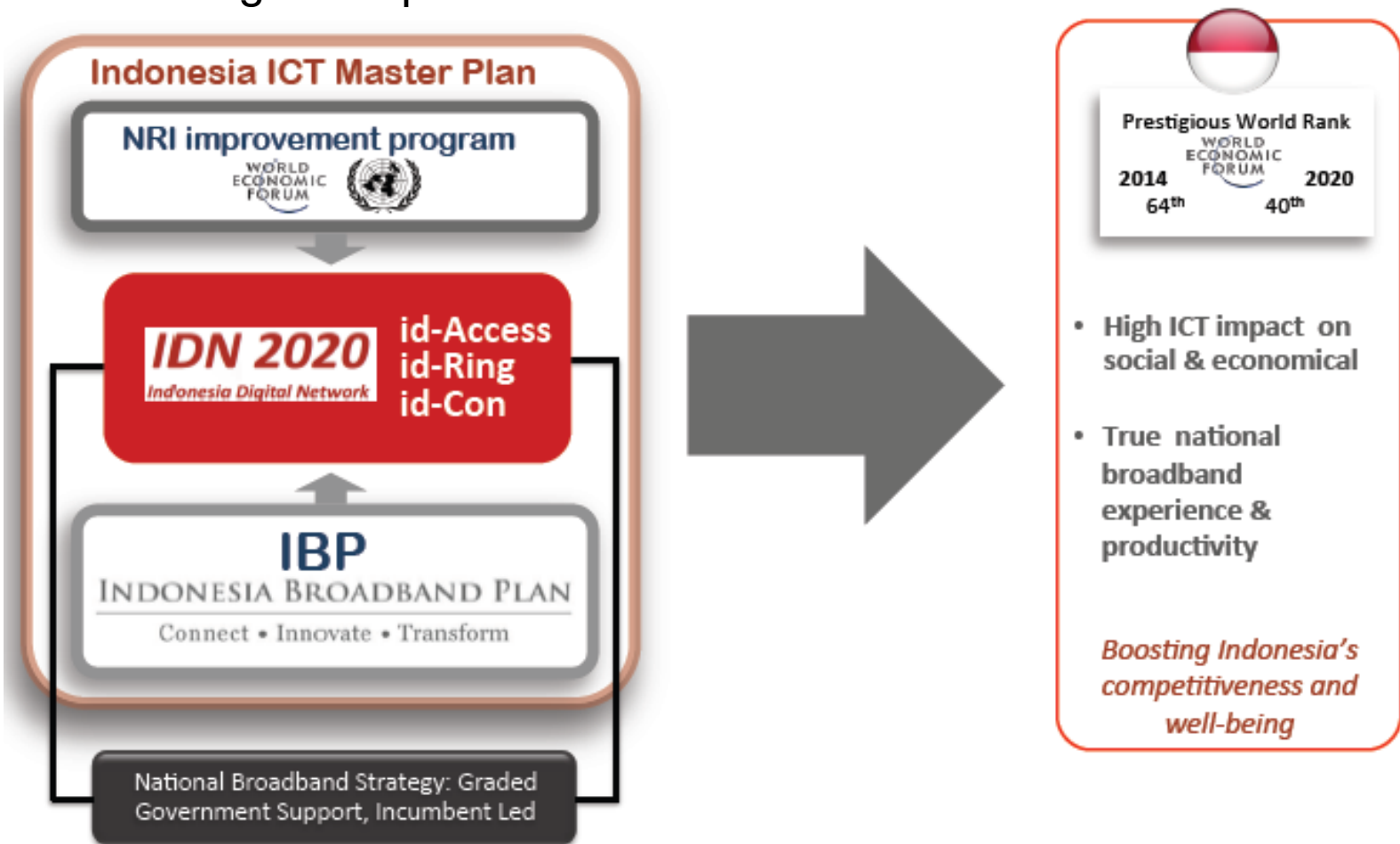


Indonesia ICT & TRUE Broadband Vision

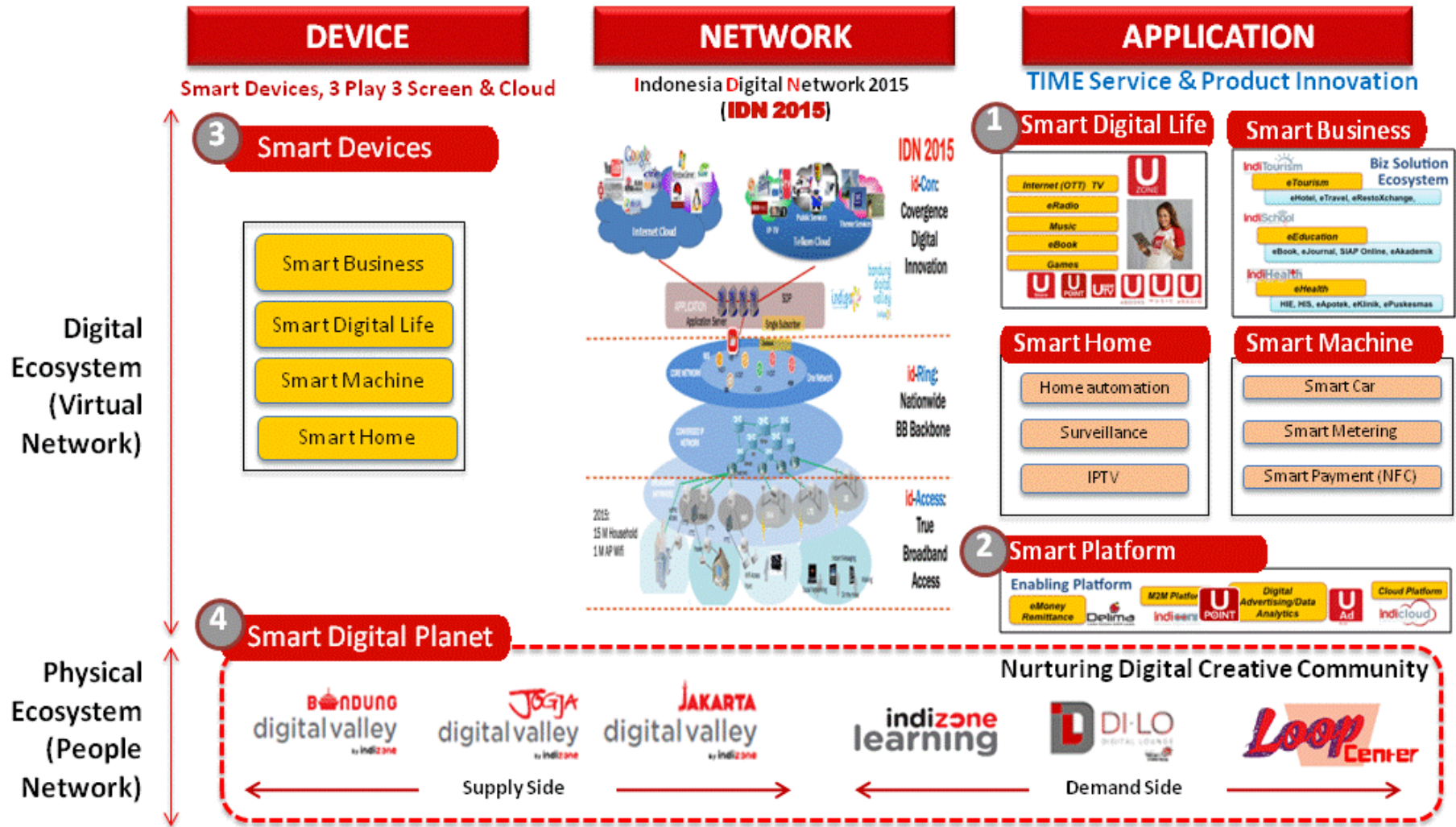
Indonesia ICT Master Plan Framework



Indonesia ICT Master Plan is consist of IBP “bone and flash”, a master plan to ensure true broadband infrastructure and experience, and NRI improvement “skin” to ensure great impact of IT



Telkom IT Innovation Framework (Device – Network – Application)



Digital Creative Community Implementation



INDONESIA DIGITAL SOCIETY

Government Sector



Provides **broadband infrastructure & cloud based solution** for Government to increase public services

Private Sector



Provides easiness for community in doing **micro finance transaction at 100K outlet**



Provides digital platform for Indonesia's 100K UMKM as an enabler for **online business**

Public Sector



Provides **broadband infrastructure & Cloud based solution** for tourism institution to unlock the value of Indonesia



Provides **broadband infrastructure & Cloud based solution** for health institution to increase health services



Provides **internet wifi services** for students in 100K schools nationwide

Local Government Initiative

Initiative or local government vision in order to build its territory uniqueness with ICT supports such as Yogyakarta with its Culture, Bandung with its Digital Creative, & Bali with its Tourism.

INDONESIA DIGITAL ECOSYSTEM



Provides integrated **e-channel Banking Platform** to increase banking productivity



Provides **Cloud Service & Data Center** to support Corporate Customer business needs



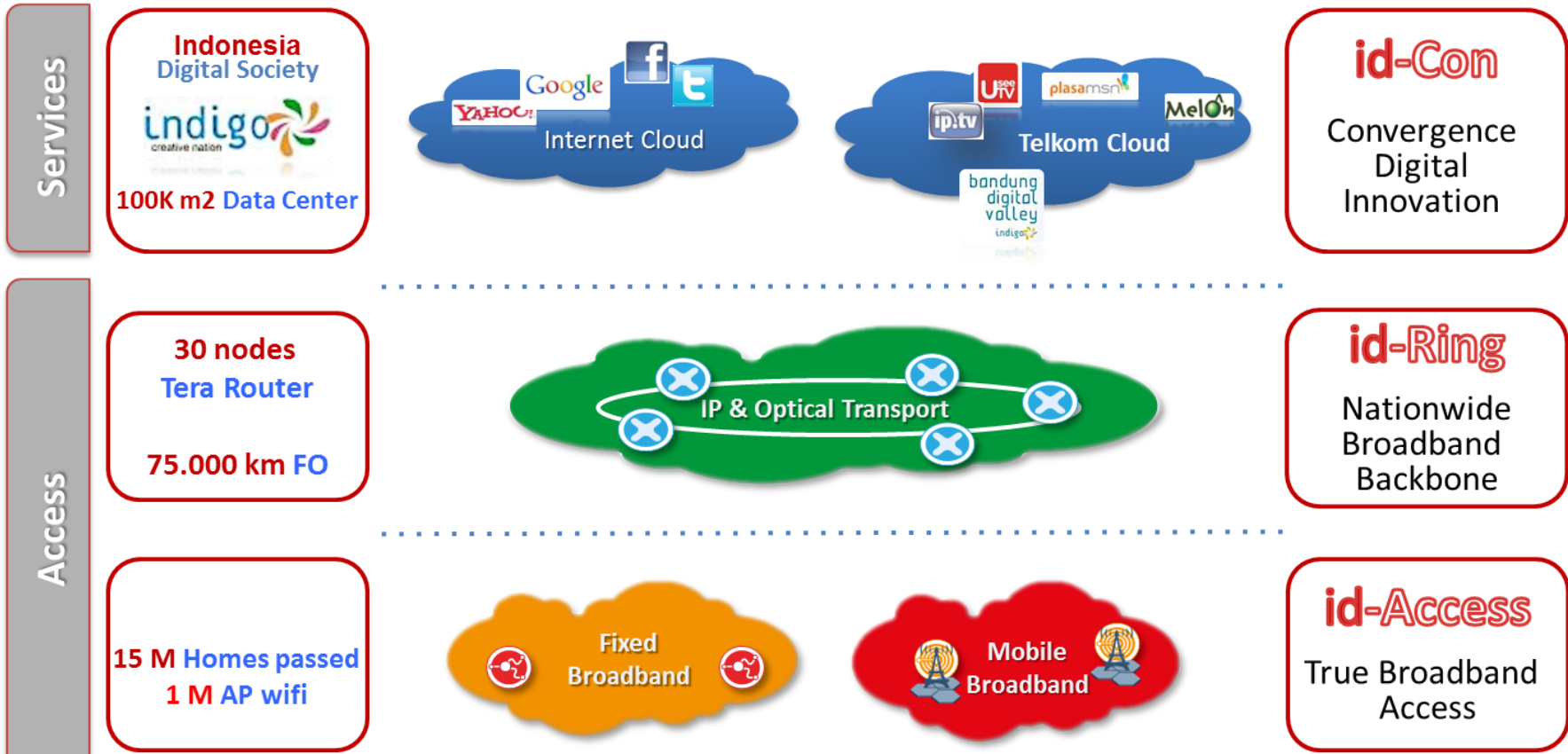
Provides **Machine 2 Machine Connections** to support corporate customer business productivity

Indonesia True Broadband Vision IDN-2015



**Vision:
Strengthen Broadband Based
Access & Services**

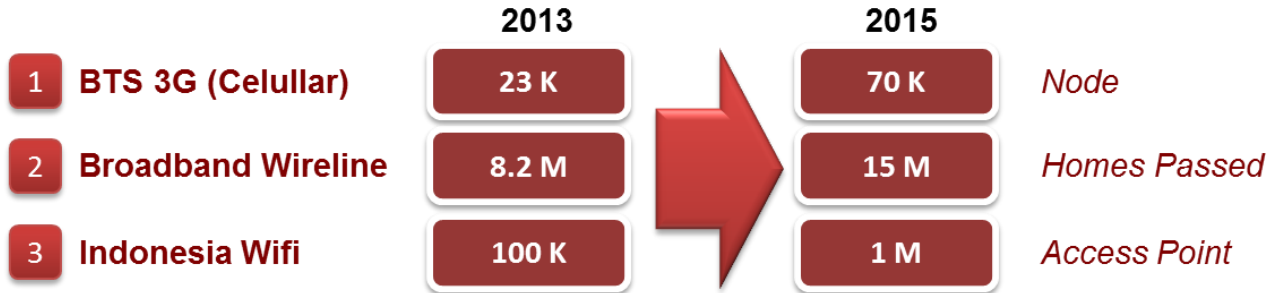
**Business Information, Media,
Edutainment & Services**



Telkom Commitment in Bridging Digital Divide

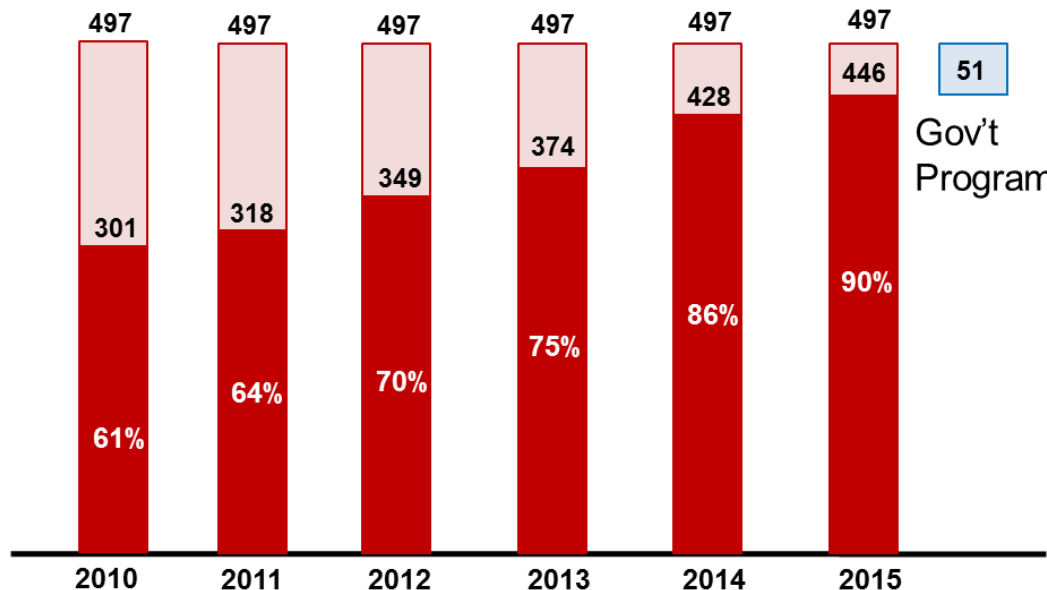


id-Access
True Broadband
Access

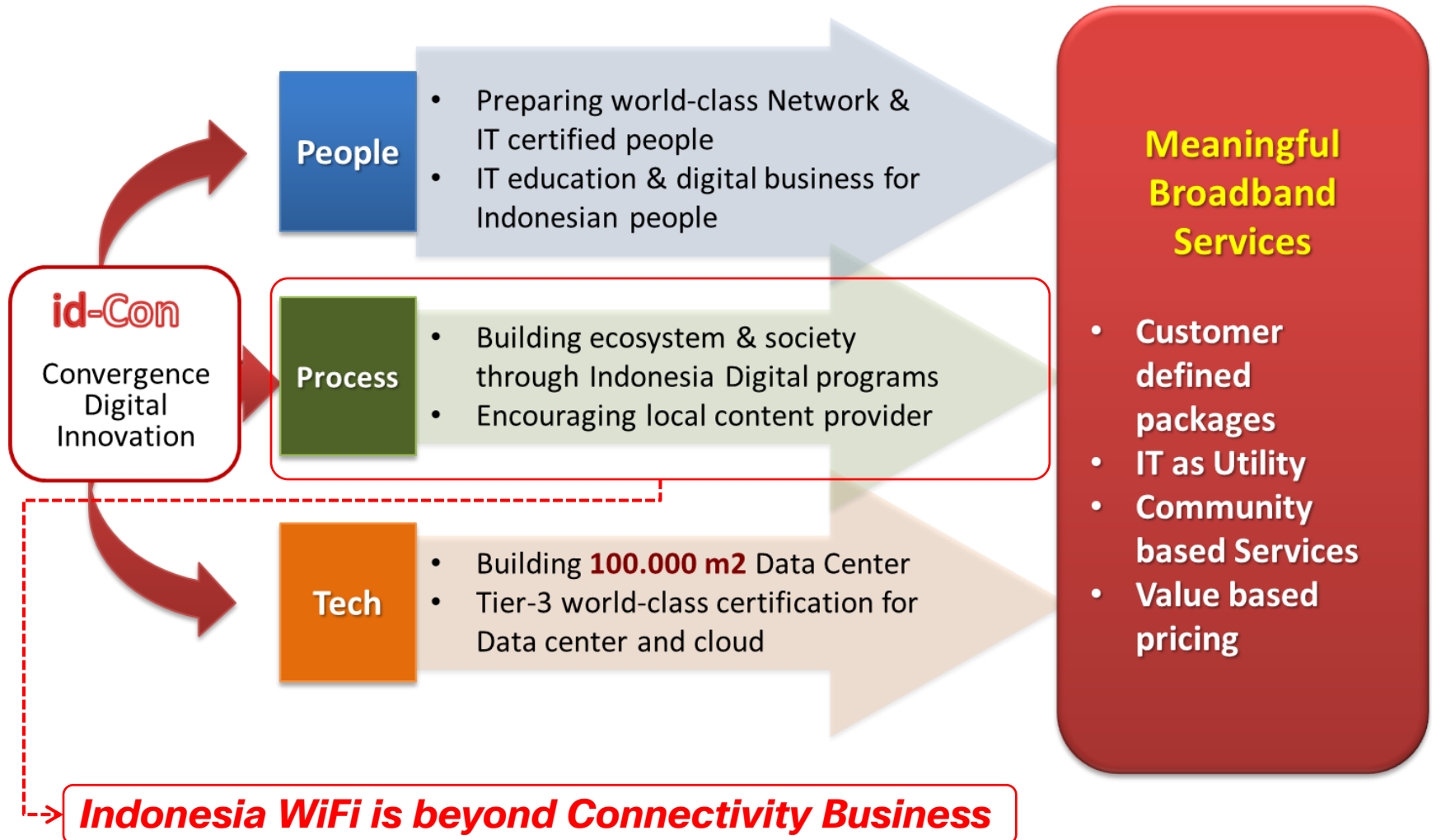


Fiber Coverage on Kabupatens

id-Ring
Nationwide
Broadband
Backbone



Telkom Integrated Solution for Network & Information Services



Indonesia WiFi

Creating Meaningful Access with Carrier Grade WiFi : Indonesia WiFi



Facts:

- ✓ 93% of tablet owners connect via **Wi-Fi only***
- ✓ 94% of travellers cite Wi-Fi as the **#1 hotel amenity***



1 Million *access points in 2015*

International Acknowledgment



“The Best WiFi Service” in
APEC Indonesia 2013



ISO/IEC 27001:2013

ISO 27001:2013 - ISMS

*User Information & Revenue Assurance
of Indonesia WiFi*

WBA Interoperability Compliance Program (ICP):
a major step towards seamless Wi-Fi roaming



Driving next generation Wi-Fi experience

ICP PARTICIPANT

ICP Participant

Certificate

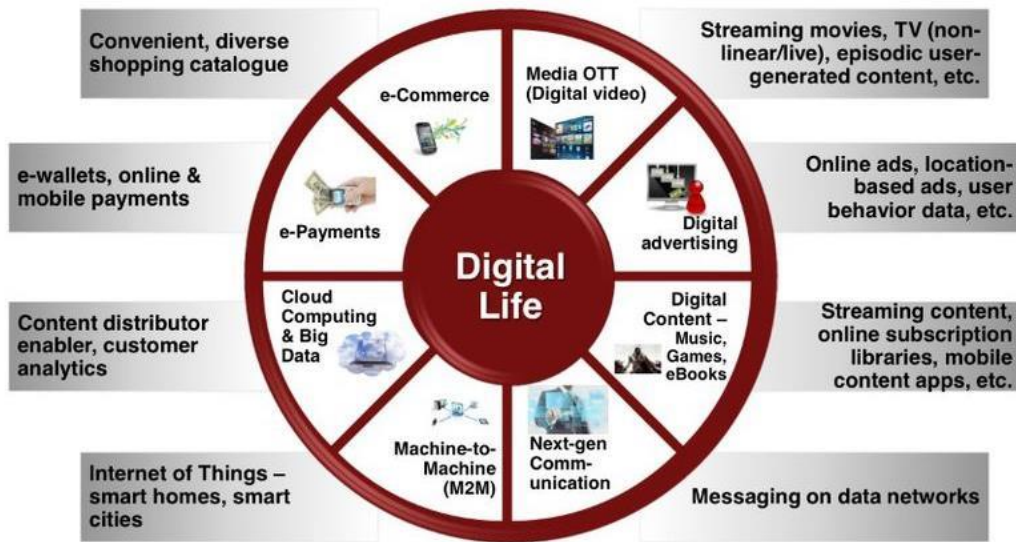
Operator name PT. Telekomunikasi Indonesia

JR Wilson
Chair

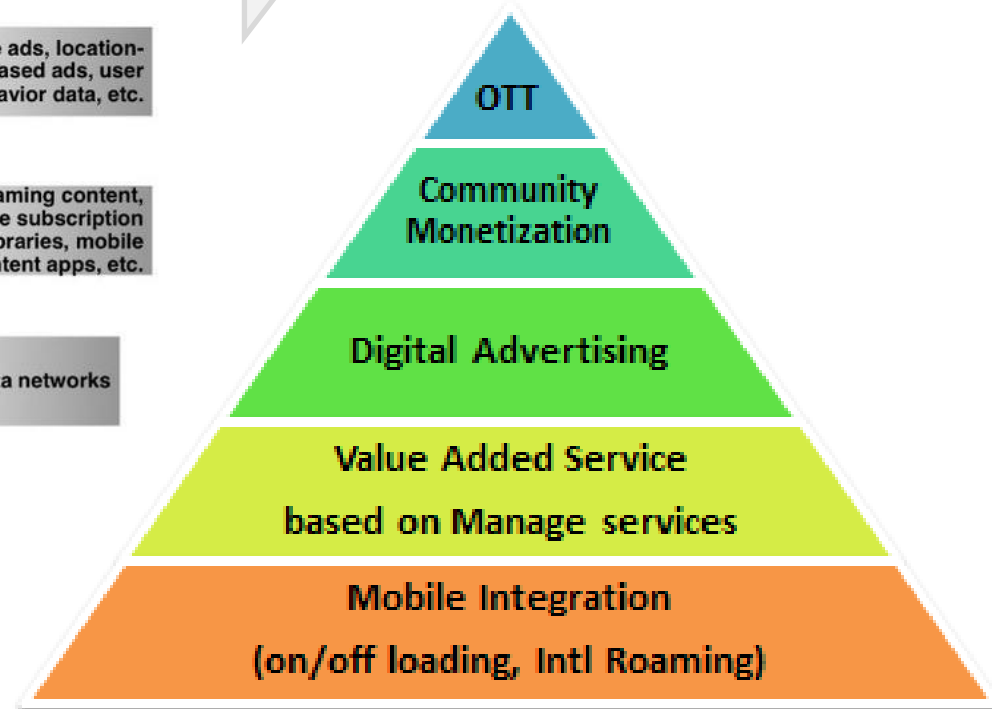
Interoperability Certification Program (ICP)
Tier – 3 “Premier Level”
The 1st Integrated Operator in the World

Monetizing Strategy thru' Digital Lifestyle

Digital life is more than screen time – 8 domains are important



*Digital Lifestyle Pyramid
Strategy of Indonesia WiFi*

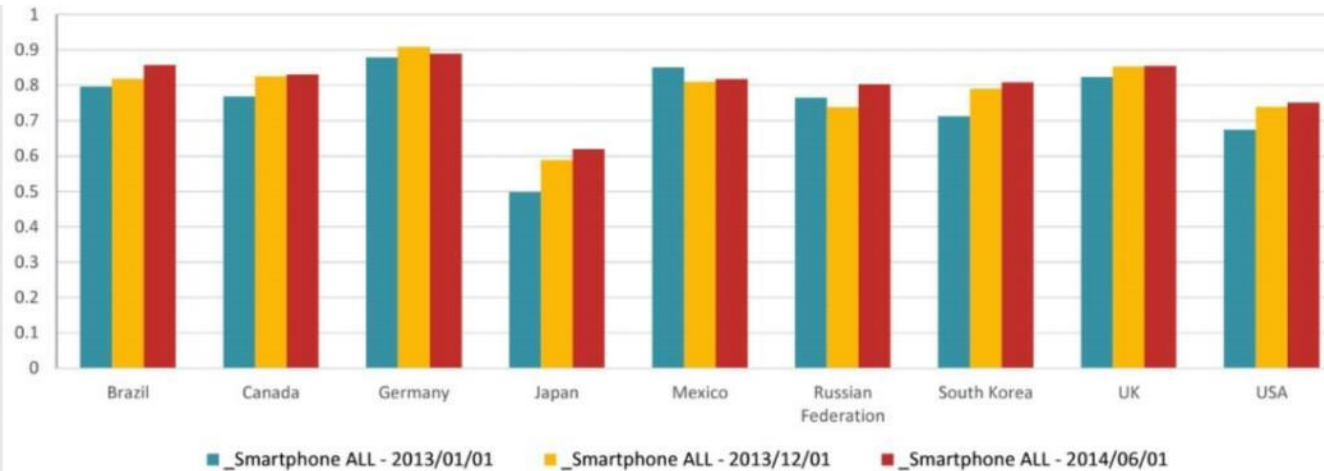


Source : AT. Kearney

Mobile Integration Solution



WiFi Data Ratio of Total Consumption Monthly Consumption per User



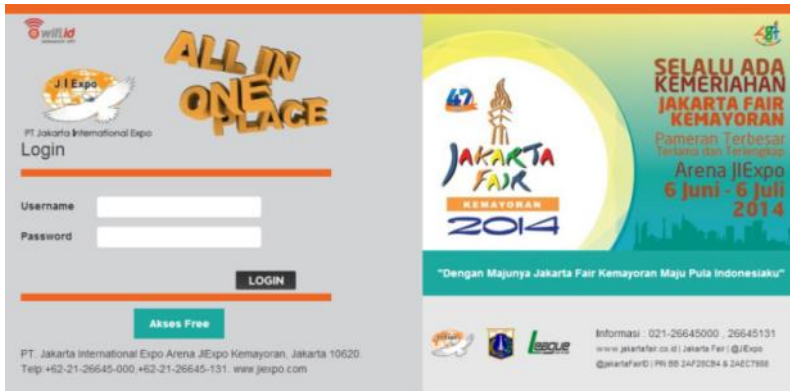
Sources : mobidia

Focus : Cost Transformation & User Experience



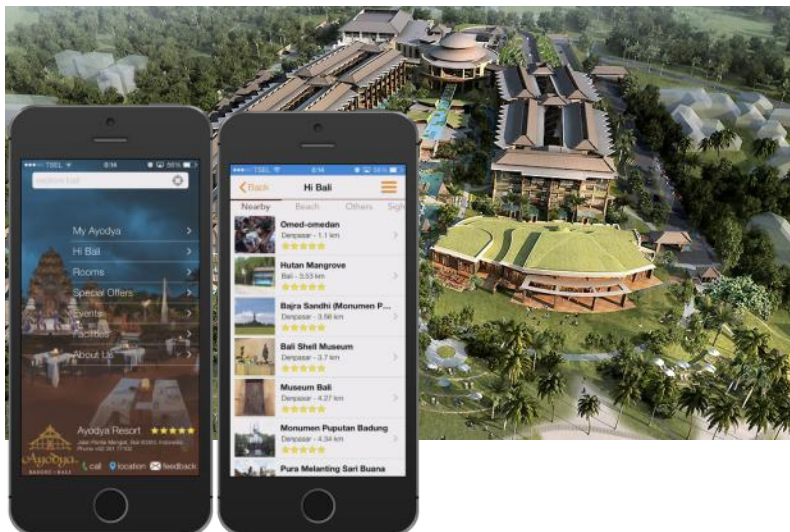
*Mobile App for
Seamless Experiences*

VAS Digital Lifestyle Solution



VAS Solution for JIEXPO

- Customized SSID
- Customized Welcome Page
- Voucher Management
- Flexible Premium Internet Connection up to 2 Mbps, 6 Mbps and 10Mbps



VAS Solution for SOFITEL Hotel

- Customized SSID
- Customized Welcome Page
- Premium Internet Connection up to 10 Mbps
- Integrated with Hotel billing system

Mobile App Venue Navigation



**Lapar dahaga bikin labil,
bebaskan dengan ta'jil.**

Ta'jil untuk temani pulang Anda, tersedia gratis di stasiun Sudirman dari FWD Life Indonesia per 29 Juni 2014, tiap hari mulai jam 5 sore.

Password: **bebaskanlangkah**

Bebaskan Langkah!  

Solution for FWD Insurance

- Customized SSID
- Customized Welcome Page
- Social Media Posting
- Localized advertising integration
- Free internet access Up to 10 Mbps for a day per user





Selamat Datang di wifi.id
Layanan Wireless Internet Cepat dengan
Berbagai Pilihan Akses.

LANJUTKAN

#KENAPAPRABOWO
Memastikan dana pembangunan minimal Rp. 1 Miliar/desa/thn

#KENAPAPRABOWO
Melaksanakan angka dolar 12 kaban dengan biaya negara.

#KENAPAPRABOWO
Membangun industri nasional transportasi darat, laut, udara.

#KENAPAPRABOWO
Bencana 2 juta dollar harus segera diatasi pemerintah Indonesia.



**PILPRES 9 JULI 2014
COBLOS PRABOWO**

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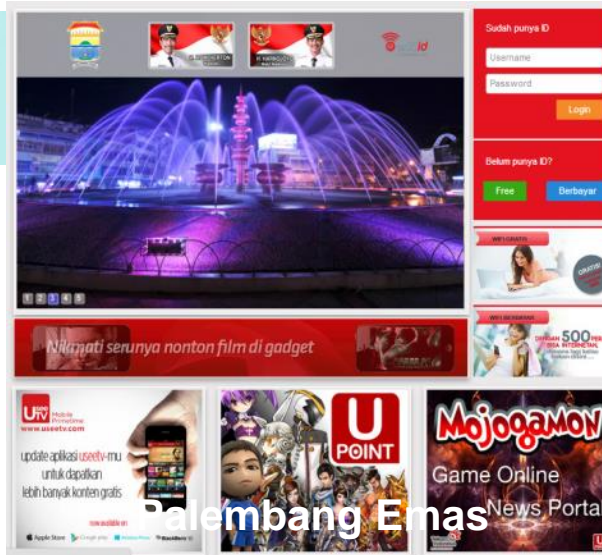
Solution for Digital Advertising

- Selected Area
- Limited User Access

Community Monetization Solution



Municipalities WiFi



Indischool - WiFi @Education Center



OTT Solution



Our Clients...



LOTTE Mart

Plaza
INDONESIA

GRAND INDONESIA
SHOPPING TOWN

Pondok Indah Mall I & II



Jakarta International Expo



**BALAI SIDANG JAKARTA
CONVENTION CENTER**



ACCOR



**SOFITEL
LUXURY HOTELS**



Danamon



Bandung City



Univ. Advent



Pelembang City



IAN



FWD

ASKRINDO



Ngurah Rai INTERNATIONAL AIRPORT
BALI



“Indonesia WiFi creating Creative Digital Lifestyle Society, thus The Inception of Internet of Things in Indonesia”.





CISCO TM