



digistar
CLASS

living
in TELKOM
a digital workplace

Telkom
Indonesia
the world in your hand

Digital Ecosystem

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Did you know?

Indonesia's total population was **277.7 million** in January 2022

There were **204.7 million** internet users in Indonesia in January 2022.

There were **191.4 million** social media users in Indonesia in January 2022.

There were **370.1 million** cellular mobile connections in Indonesia at the start of 2022

Median internet connection speed is **> 15.00 Mbps**

Indonesians are one of world's most digitally engaged

Telkomsel

PERSONA

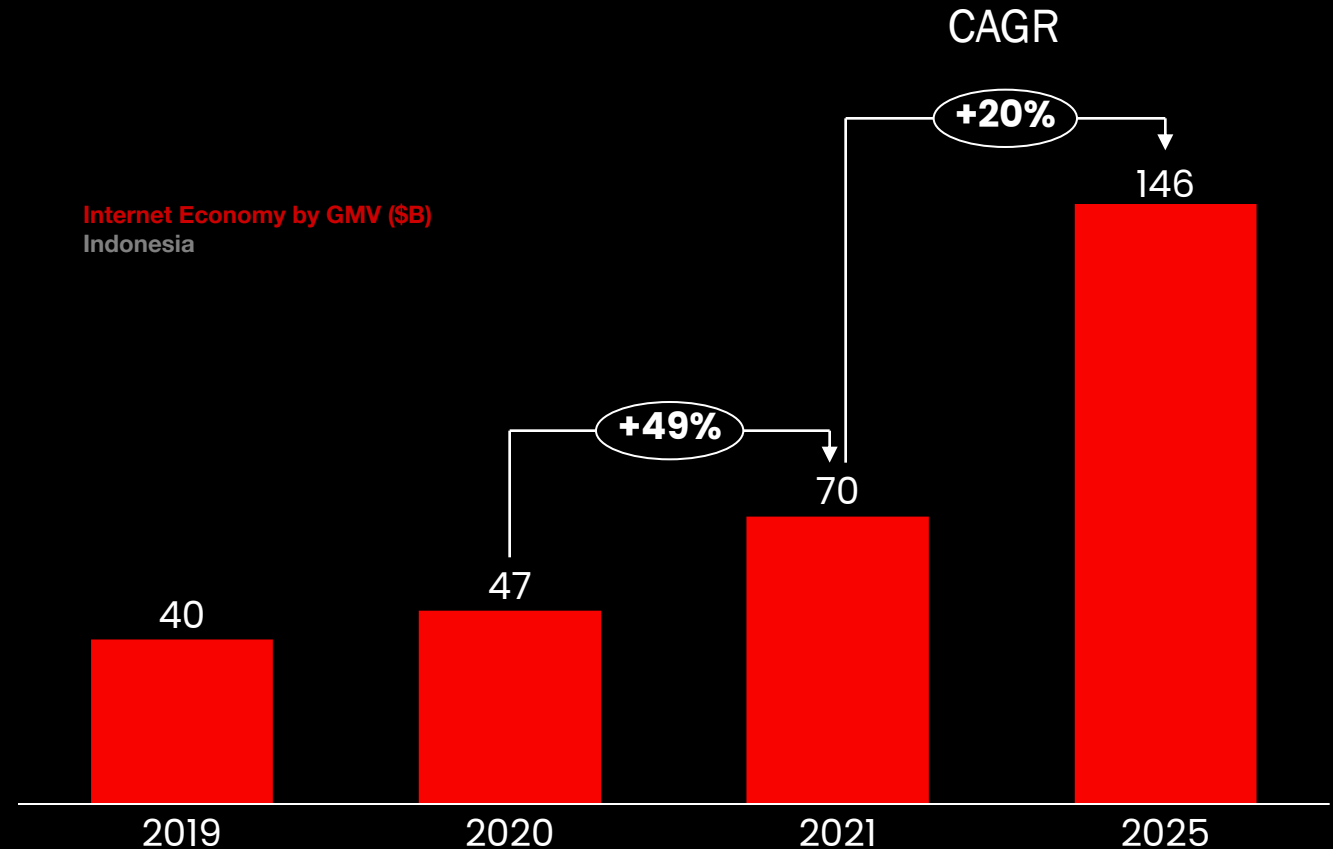
- Millennial
- High Data Usage,
- Live at Urban



Indonesia:

In 2021, our internet economy reach a staggering \$70B

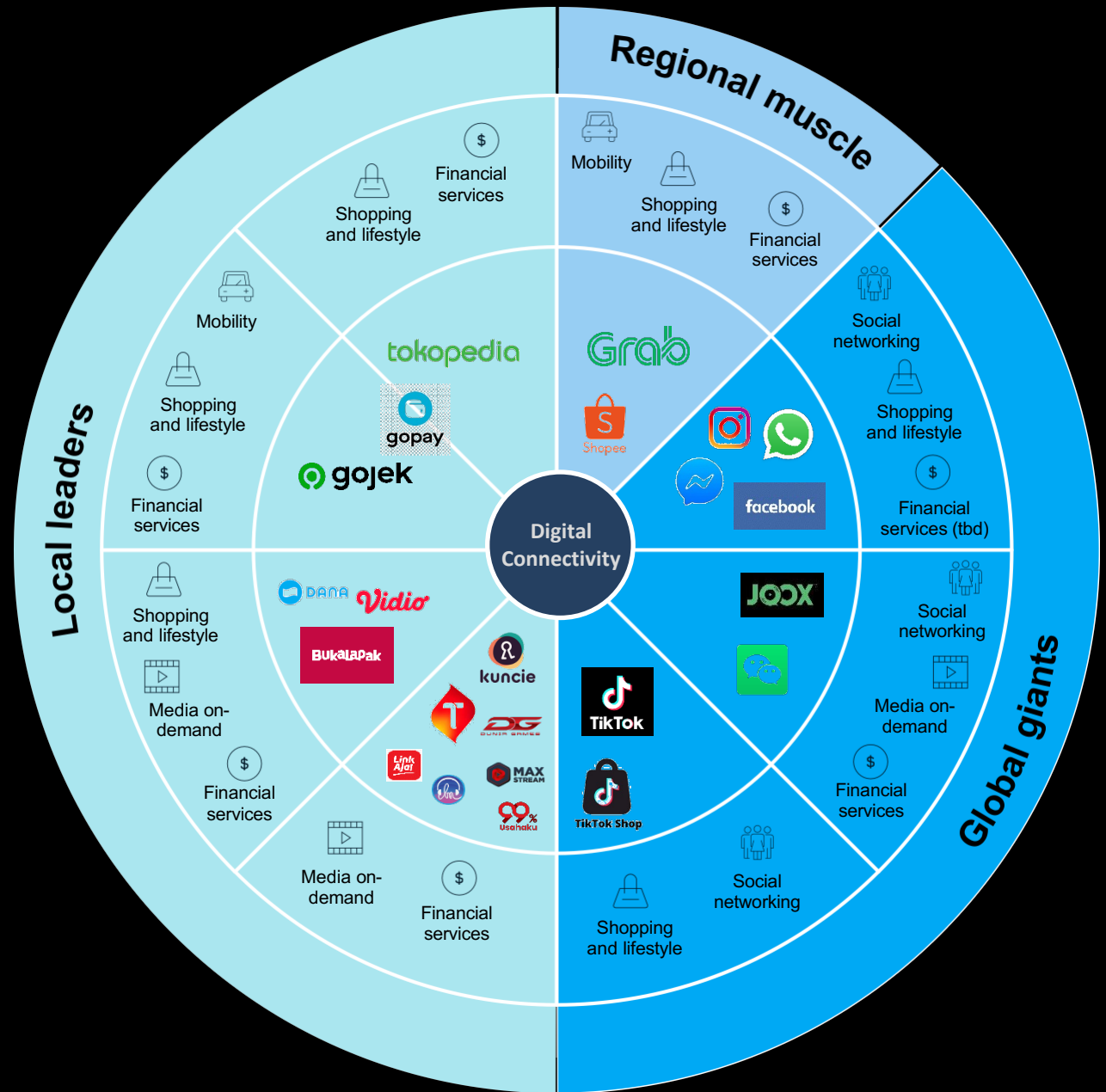
Indonesia alone could be 2X SEA's GMV by 2030



What drives it?

1. Access to Mobile Network

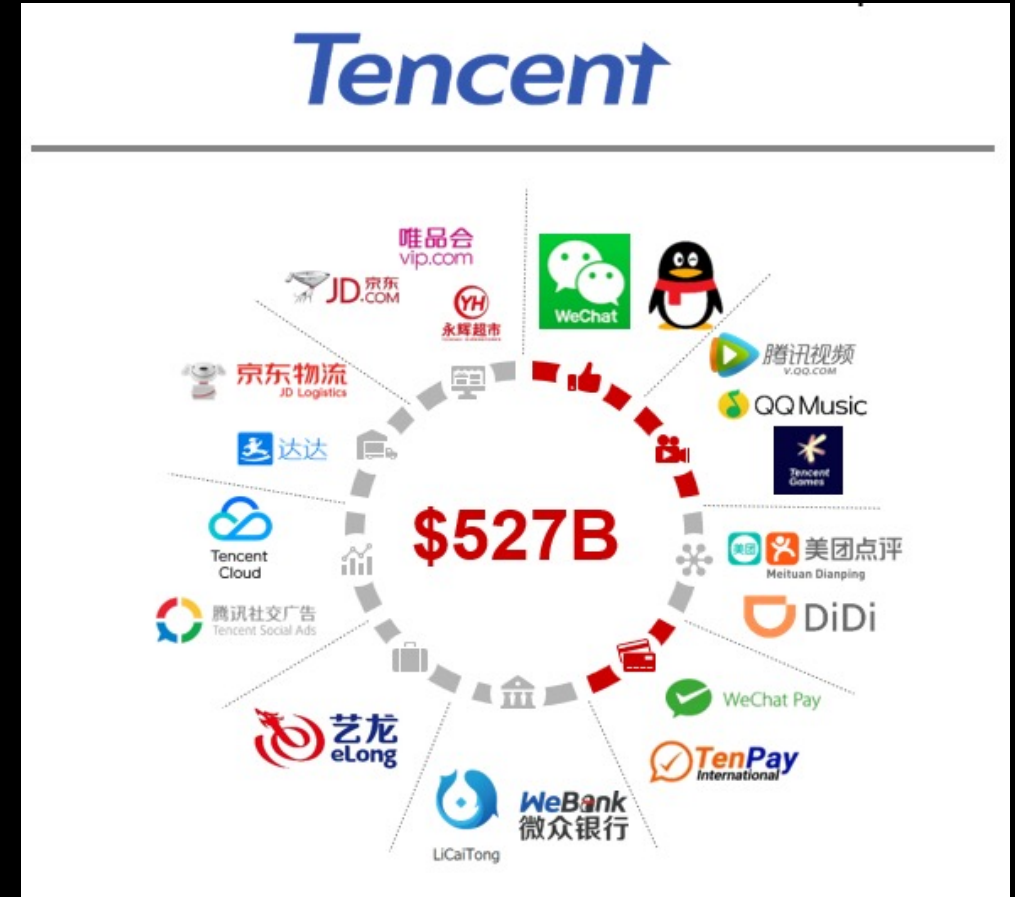
2. The Power of Digital Ecosystem



**What is a
digital
ecosystem?**

**An interconnected sets of
services through which
customers fulfill a variety of
cross sectoral needs in one
integrated experience**

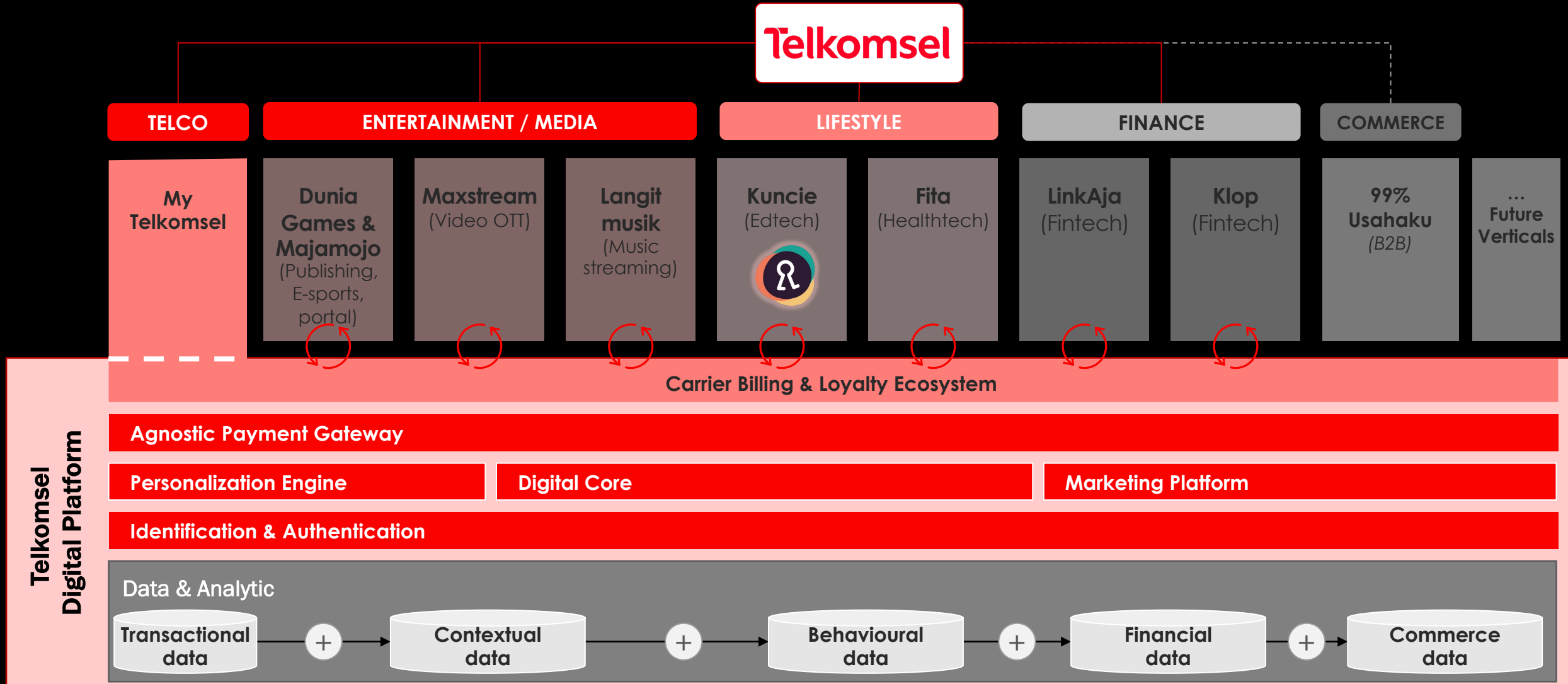
Global Platform Ecosystem Examples



Digital Ecosystem Key Success Factor

- 1. Move Fast & Smart**
- 2. Create Strong User Base**
- 3. Collaboration**

Telkomsel Digital Ecosystem is build from interconnected service fulfilling different customer needs in an integrated experience



A long-exposure photograph of a city at night, showing a multi-lane highway with light trails from cars. In the background, a dense urban skyline is visible with various buildings and lights.

23 Million Indonesians

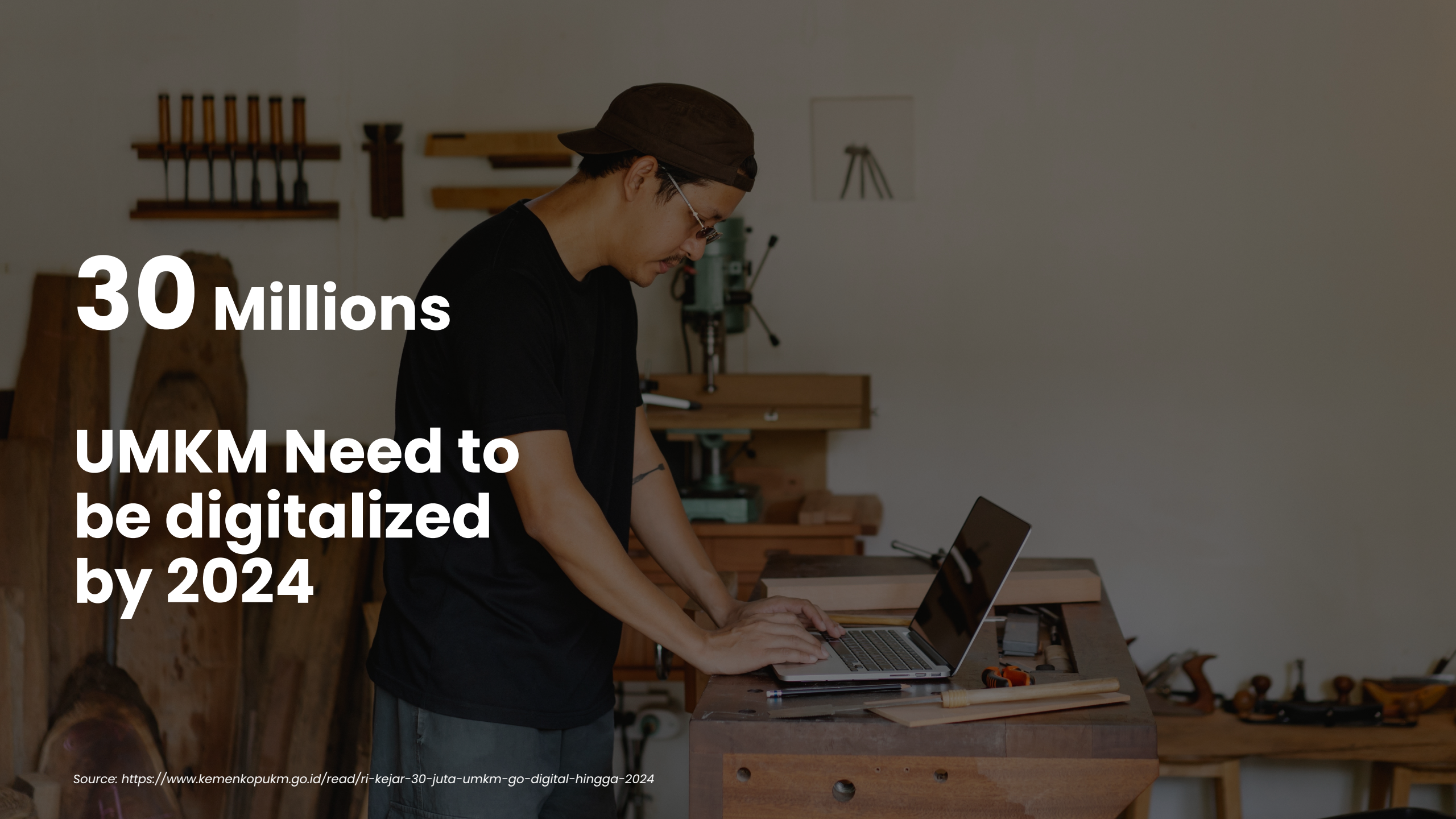
At risk of job displacement in 2030

A person in a white shirt is sitting at a desk, writing on a notepad with a red pen. A laptop and a tablet are also on the desk. The background is slightly blurred.

17 Millions

Tech Talent required by 2030

Source: <https://bisnis.tempo.co/read/1184726/2030-indonesia-butuh-17-juta-pekerja-ekonomi-digital>

A man wearing a black t-shirt, a brown baseball cap, and glasses is standing in a workshop, typing on a laptop. The workshop is filled with various tools and wooden workbenches. The background shows shelves with tools and a framed picture on the wall.

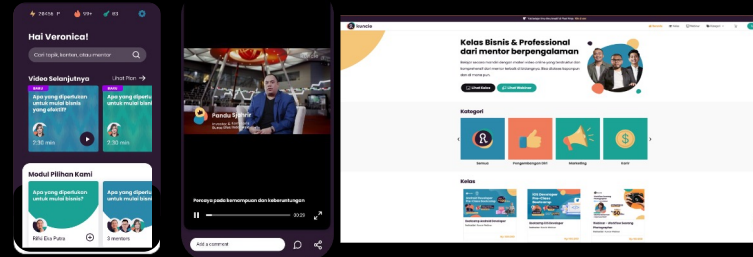
30 Millions

UMKM Need to be digitalized by 2024

Source: <https://www.kemenkopukm.go.id/read/ri-kejar-30-juta-umkm-go-digital-hingga-2024>

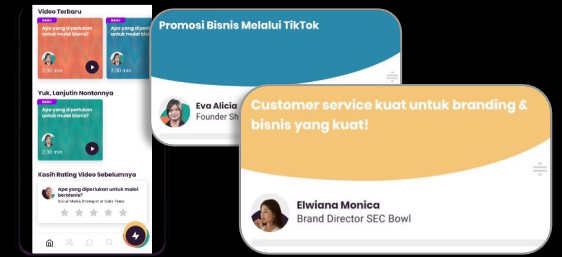


Introducing Kuncie



Local, practical & personalized

Practical content from experienced local expert mentors personalized to users' needs



From bite-sized to Deep learning

Find short and engaging ~5mins, to deeper 120+ minutes learning content accessible anytime and anywhere

Our mission is to build the best professional learning platform in Indonesia

Not only for those who wants to learn, Kuncie also **empowers mentors**, providing them the best platform for them to share their knowledge, build their community and extend their network



Multiple learning format

From live session, recorded video, in person session and practice, audio/podcast & written materials



Certified learning from top tier university

Users with specific questions can join mentor's class; Communities to seed group learnings and networking

Kuncie utilized Telkomsel Digital Ecosystem to its fullest, enabled it to scale quickly and finding product market-fit

Indonesia's leading Telco operator with broad B2C/B2B customer base

#1

Indonesia Telco operator

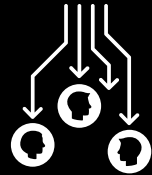
170M

Subscribers, making up ~55% market share

75%

B2B market share

Strong capabilities and marketing assets to provide differentiated starting point vs. competitors



Strong marketing assets with extensive reach
Access to unique channels and assets to accelerate traction and lower CAC



Rich data and deep understanding of customers
Rich **subscriber data & analytics**, for targeting and personalized offerings



Extensive partner ecosystem and local connections
Access to government programmes, blue-chip partners & SOEs to further propel growth



Strong brand recognition and credibility in Indonesia
Instant brand cachet to help **attract the best talent**

Not only with Telkomsel Digital Ecosystem, but Kuncie also built partnership with other Digital Player to create a stronger ecosystem play

Content co-creation

Collaborations to leverage partner content in our library



Co-marketing

Accessing partner channels and captive user-base



Mentors

Onboarding best-in-class mentors and gurus for our content



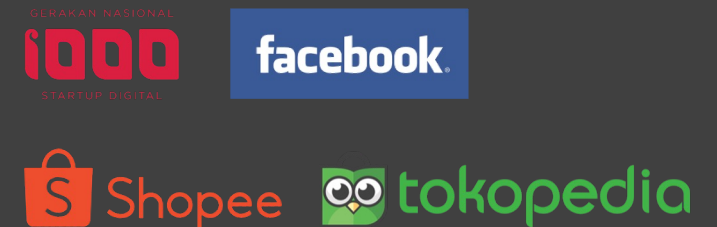
Community

Collaborations with partner user-groups to expand market



B2B2C

Positioning Kuncie as a go-to enterprise upskilling partner



Digital Talent Map



BUSINESS & GROWTH

Driving customer acquisition and retention through marketing, partnerships and sales



CONTENT

Managing, monitoring and publication of multi-channel of content



PRODUCT, DESIGN & CX

Defining product vision, requirements and driving the product roadmap



TECHNOLOGY

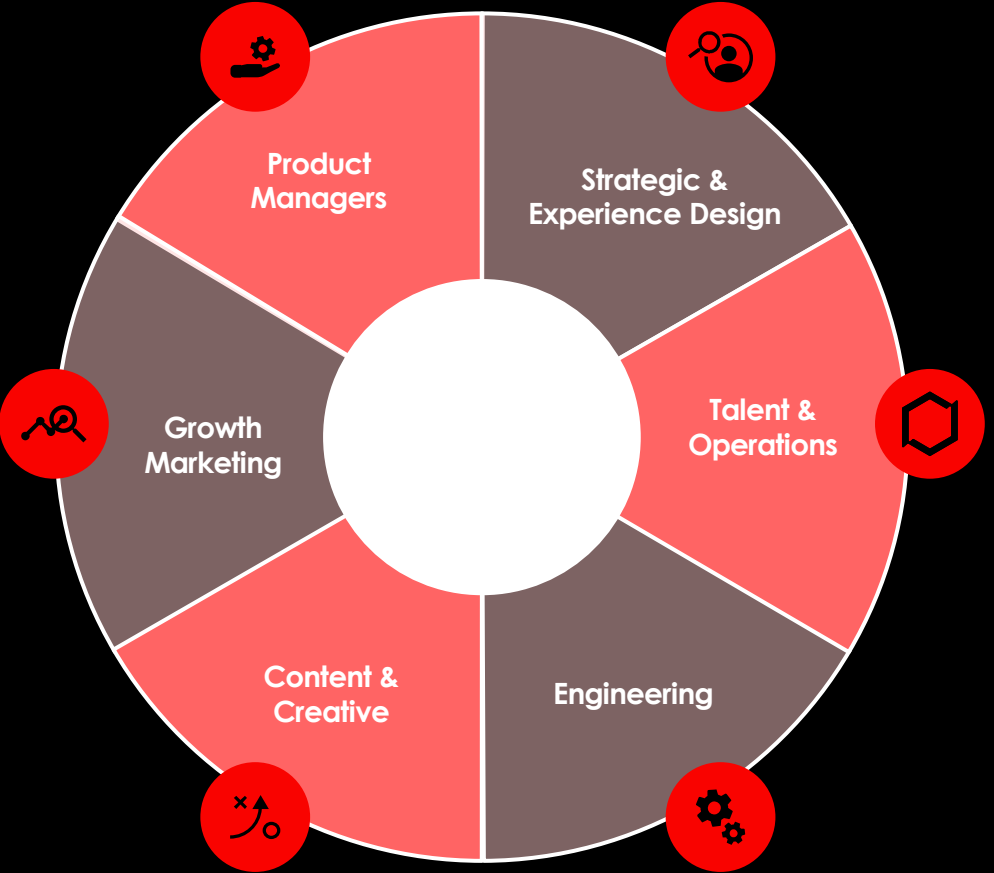
Planning and building the product to execute on the customer requirements



OPERATIONS

Handling day to day finances, IT and HR / people function

Digital Talent Map



Management

Economy

Business

Computer Science

Information System

Communication

Psychology

Law

W

Science

Engineering

Finance

...

New Capability	New Capability
Data Science	Solution Architect
Data Engineering	Cyber Security
Machine Learning Engineer	Pricing
Data Analytics	Cloud Engineer
UX Research	Digital Marketing
UX Design	Strategic Investment
UI Design	Content Management
Software Developer	Scrum Master
DevOps	Product Manager



THANK
YOU