

# ABSTRACT

Indonesia as a nation has proven steady growth of ICT industry for last 5 years of more than 10% even though this number still behind other countries in the Asia Pacific Region. Indonesia must enhancing the growth in order to narrowing digital divide gaps. The ways to narrowing digital divide gaps we are having 3 priorities which are : Infrastructure (Access & Cost), Human Resources (Skill & Usage) and Application (Including content). All statistical indication showing us that potential growth of industry as well as user acceptance is already high, therefore since 2006 until current condition operator is doing massive infrastructure roll-out and marketing activities to push out Mobile Broadband and Mobile Data to enhancing lack of Internet Access and Mobile Data Access in Indonesia.

Strategy being choose by Indonesia and Indosat especially in order to fulfill user needs is by creating trend (lifestyle) then pushing different kind of new innovation and services with lowering down entry barriers especially introducing low tariff for unlimited mobile broadband internet access, with this strategies all user which has mobile phone and in the nomadic situation can easily accessing internet using their on-hand device without using PC anymore or by using broadband modem connected to their laptop or PC.

Result of that activities are proven as follows : enhancing the take up growth of mobile broadband services by 600% annually , increasing internet access user significantly by 100% annually, increasing mobile user penetration by 70% therefore with this result digital divide for Indonesia for sure is getting narrow, especially huge increase for Digital Opportunity Index in Indonesia for 2009 onwards.



# **ITU-D Regional Development Forum for the Asia Pacific Region**

**“NGN and Broadband, Opportunities and Challenges”**

**Yogyakarta, Indonesia, 27 – 29 July 2009**

## **Bridging the digital divide with Mobile Broadband**

**Teguh Prasetya**

**Group Head Brand Marketing**

**PT.INDOSAT, Tbk.**

# Background

- Growth of ICT in Indonesia for last 5 years always exceed 10% annually.
- Indonesia growth still lesser compare to Malaysia, Singapore, Thailand, Filipina & Australia
- Indonesia must be enhancing the growth towards narrowing digital divide and globalization era

# Priority of Narrowing Digital Divide

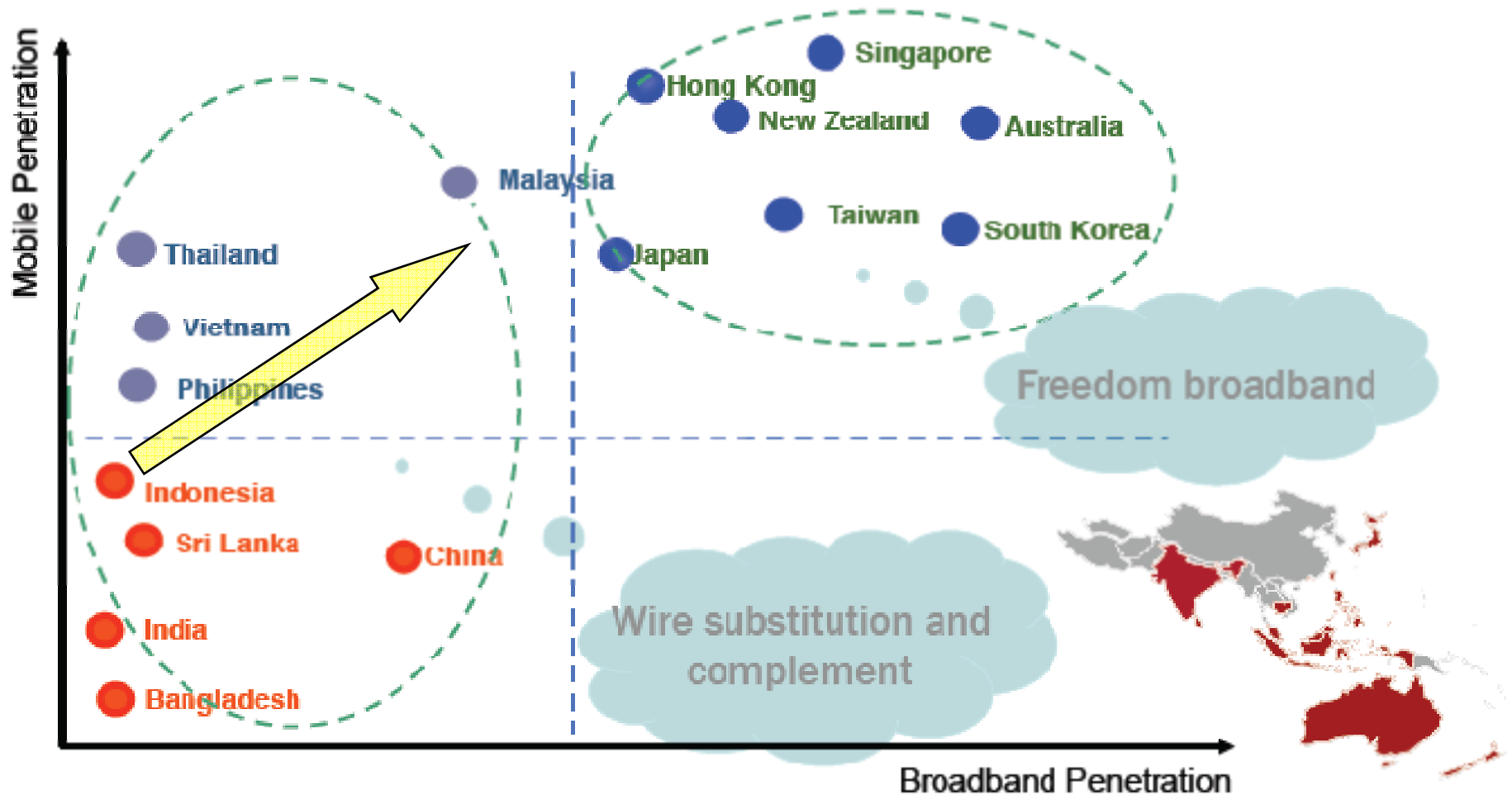
narrowing the  
digital divide

Divides limit market development

- Access divide
- Cost divide
- Skill divide
- Usage divide
- Content divide

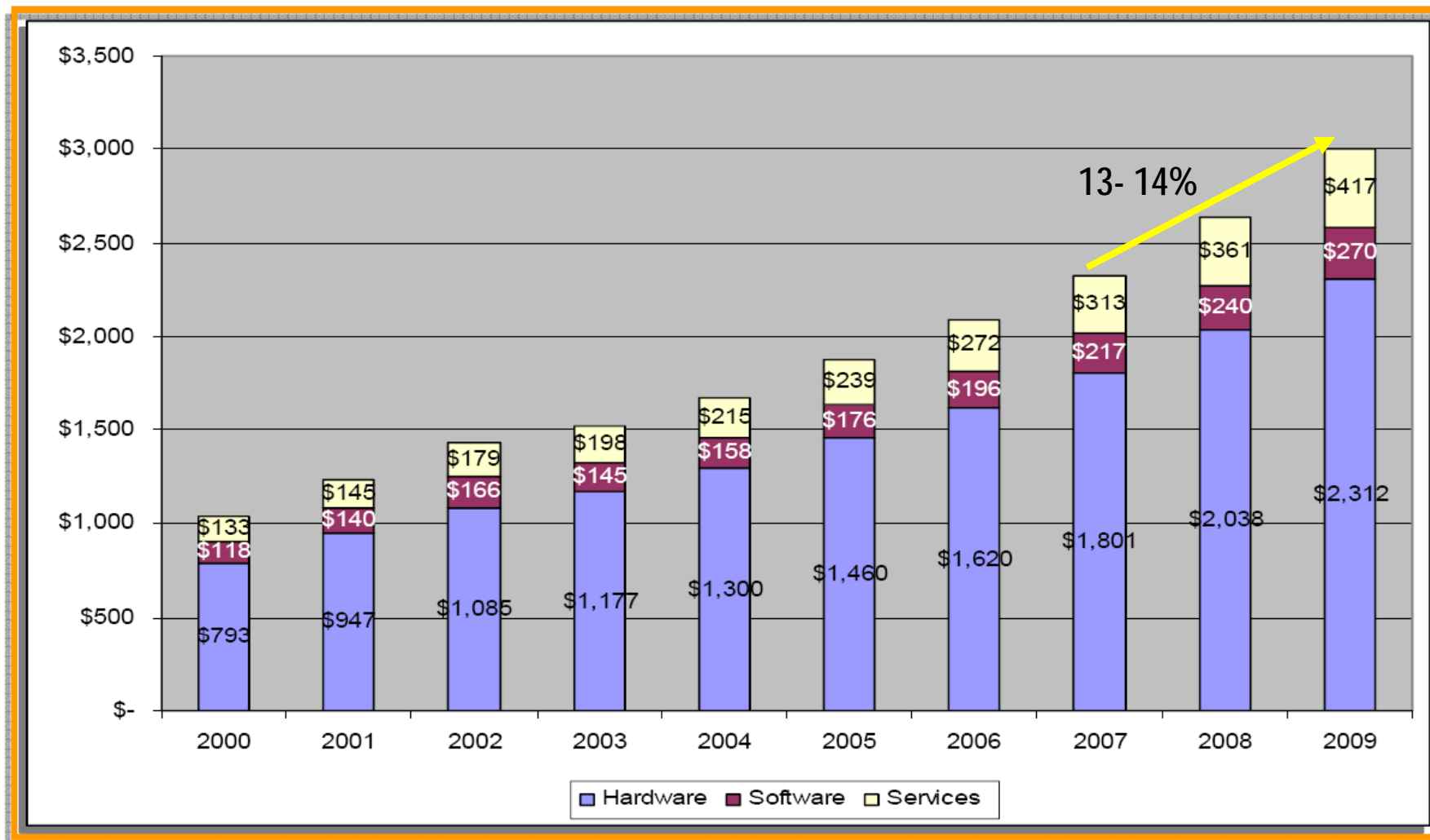
- **Prioritizes By 3 categories :**
  - **1. Infrastructure (Access, Cost)**
  - **2. Human Resources (Skill, Usage)**
  - **3. Application (Content)**

# Broadband Growth Opportunities



■ With Mobile penetration > 70% (2009) Possibility is widely open

# Prospect of ICT in Indonesia

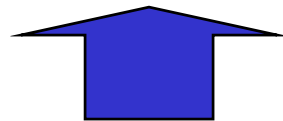


Source : IDC - 2006  
Yogyakarta, Indonesia, 27-29 July 2009

# Indonesia at Glance

|                                    | INDONESIA | INDIA     | CHINA     | MALAYSIA | SINGAPORE |
|------------------------------------|-----------|-----------|-----------|----------|-----------|
| POPULATION (,000)                  | 230,390   | 1,110,396 | 1,315,209 | 26,396   | 4,323     |
| INTERNET USERS (,000)              | 12,000    | 28,809    | 137,138   | 11,392   | 2,682     |
| INTERNET USERS (PER 100 PEOPLE)    | 5         | 3         | 10        | 45       | 62        |
| PHONE CONNECTIONS                  | 14,295    | 51,273    | 408,624   | 4,431    | 1,849     |
| PHONE CONNECTIONS (PER 100 PEOPLE) | 6         | 5         | 31        | 17       | 43        |
| CELLULAR PHONES                    | 58,770    | 78,615    | 433,209   | 4,431    | 1,849     |
| CELLULAR PHONES (PER 100 PEOPLE)   | 26        | 7         | 33        | 75       | 95        |

Source : IDC - 2006



Status on May 2009 has been increased by ~ 300 %

- Internet user > 35 millions
- Mobile Phone user > 151 millions

Yogyakarta, Indonesia, 27-29 July 2009

# Prediction of IT/GDP Growth

## INDONESIA

|                         | 2004    | 2005    | 2006    | 2007    | 2008    | 2009    |
|-------------------------|---------|---------|---------|---------|---------|---------|
| Total # of IT Companies | 5,522   | 5,716   | 5,920   | 6,139   | 6,381   | 6,641   |
| Total # of Employees    | 147,495 | 159,493 | 173,266 | 188,855 | 207,934 | 229,232 |
| Total IT Spending       | \$1,673 | \$1,875 | \$2,088 | \$2,331 | \$2,639 | \$2,999 |
| Software                | \$158   | \$176   | \$196   | \$217   | \$240   | \$270   |
| IT/GDP (%)              | 0.65%   | 0.69%   | 0.73%   | 0.77%   | 0.82%   | 0.88%   |

## SINGAPORE

|                         | 2004    | 2005    | 2006    | 2007    | 2008    | 2009    |
|-------------------------|---------|---------|---------|---------|---------|---------|
| Total # of IT Companies | 9,901   | 10,046  | 10,160  | 10,273  | 10,395  | 10,519  |
| Total # of Employees    | 124,297 | 128,736 | 131,852 | 134,978 | 138,704 | 142,515 |
| Total IT Spending       | \$3,730 | \$3,927 | \$4,029 | \$4,129 | \$4,271 | \$4,419 |
| Software                | \$586   | \$621   | \$659   | \$705   | \$755   | \$806   |
| IT/GDP (%)              | 3.49%   | 3.52%   | 3.44%   | 3.37%   | 3.32%   | 3.28%   |

## MALAYSIA

|                         | 2004    | 2005    | 2006    | 2007    | 2008    | 2009    |
|-------------------------|---------|---------|---------|---------|---------|---------|
| Total # of IT Companies | 6,250   | 6,472   | 6,719   | 6,970   | 7,223   | 7,469   |
| Total # of Employees    | 334,559 | 359,762 | 386,530 | 414,740 | 444,391 | 473,861 |
| Total IT Spending       | \$2,902 | \$3,260 | \$3,677 | \$4,137 | \$4,646 | \$5,156 |
| Software                | \$425   | \$456   | \$489   | \$526   | \$568   | \$616   |
| IT/GDP (%)              | 2.50%   | 2.69%   | 2.89%   | 3.12%   | 3.33%   | 3.52%   |

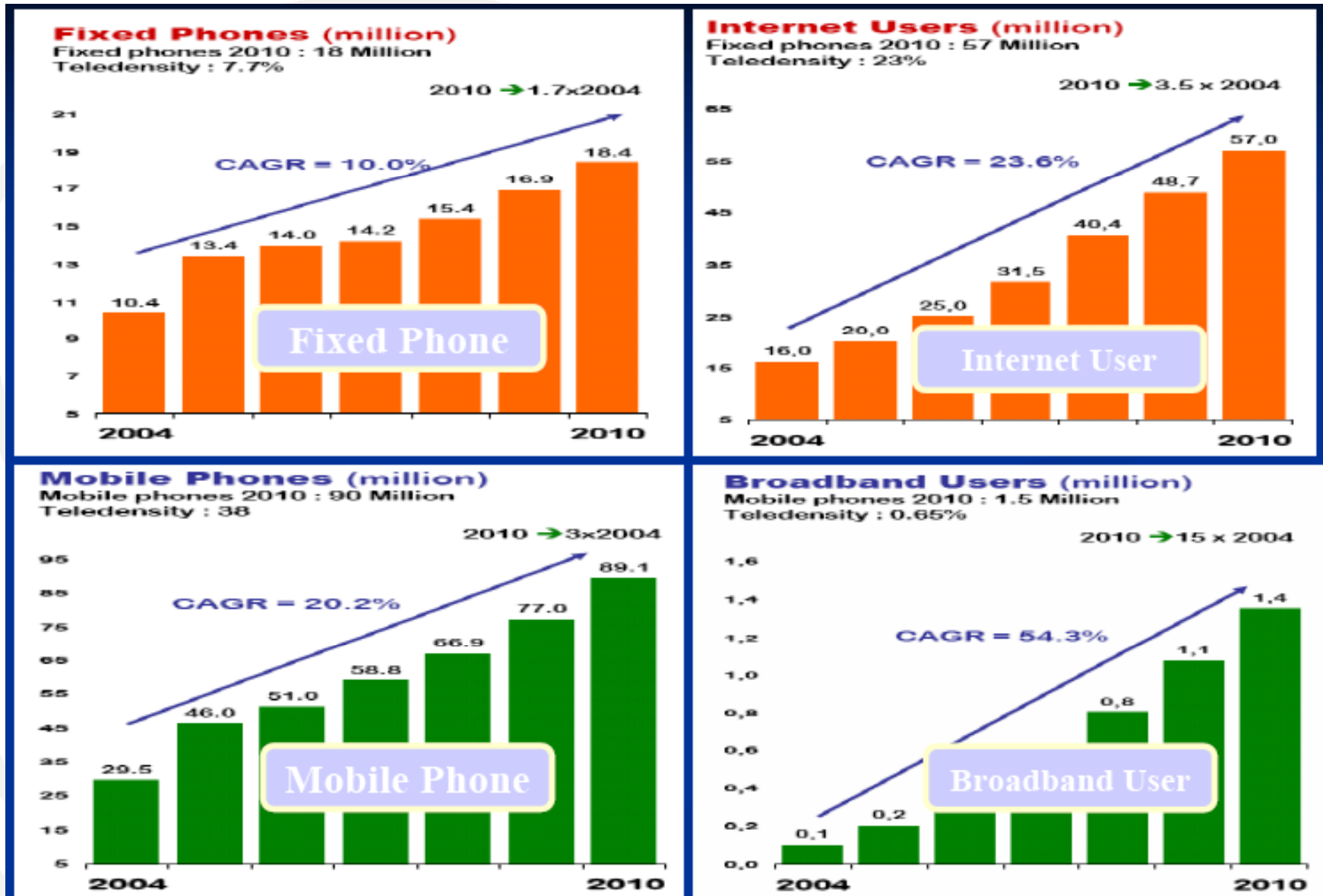
## INDIA

|                         | 2004    | 2005    | 2006     | 2007      | 2008      | 2009      |
|-------------------------|---------|---------|----------|-----------|-----------|-----------|
| Total # of IT Companies | 27,562  | 29,517  | 31,269   | 32,941    | 34,558    | 36,212    |
| Total # of Employees    | 822,490 | 900,654 | 972,105  | 1,040,625 | 1,107,117 | 1,176,650 |
| Total IT Spending       | \$7,377 | \$9,197 | \$11,011 | \$12,978  | \$15,093  | \$17,456  |
| Software                | \$762   | \$914   | \$1,092  | \$1,302   | \$1,556   | \$1,847   |
| IT/GDP (%)              | 1.12%   | 1.30%   | 1.46%    | 1.61%     | 1.76%     | 1.91%     |

- IT Company will be increased by 4 %
- IT workers will be increased by 10%
- Annual Growth of IT/GDP is around 6%



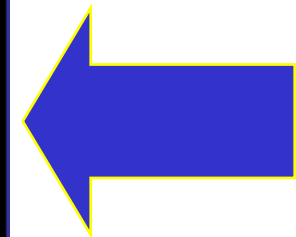
# ICT growth until 2010



Source: Business Monitor International and Internal

# Indonesia position for expansion

| Mid and Low-End Products |      |        | High-End Products |      |        |
|--------------------------|------|--------|-------------------|------|--------|
| Country                  | %    | Change | Country           | %    | Change |
| 1) China                 | 76.1 | -6.0   | 1) China          | 66.7 | 1.6    |
| 2) Thailand              | 29.5 | 6.2    | 2) Thailand       | 30.0 | 10.9   |
| 3) Vietnam               | 10.8 | -0.4   | 3) U.S.           | 20.8 | -4.2   |
| 4) U.S.                  | 9.6  | -0.7   | 4) Indonesia      | 6.7  | -1.9   |
| 5) Indonesia             | 9.6  | 1.2    | 5) S. Korea       | 5.0  | 2.2    |
| 6) S. Korea              | 6.0  | 2.0    | 6) Vietnam        | 4.2  | -0.4   |
| 7) Malaysia              | 4.8  | 0.8    | 7) India          | 3.3  | -0.6   |
| 8) India                 | 4.8  | -1.5   | 8) Malaysia       | 2.5  | -2.8   |
| 9) Philippines           | 4.4  | 2.6    | 9) Philippines    | 1.7  | -0.8   |
| 10) Singapore            | 2.0  | -0.2   | 10) Singapore     | 0.8  | -2.5   |



- Top 5 in the world for High-End & Low-End product

Source: JETRO Survey of Japanese Firms' International Operations, March 2006; Source: Bol 2007

# Indonesia DOI

## Top 6 in the world

(Growth Digital Opportunity Index  
- ITU 2006 report)

Percentage of population covered by mobile cellular telephony  
Internet access tariffs as a percentage of per capita income  
Mobile cellular tariffs as a percentage of per capita income

OPPORTUNITY →

Proportion of households with a fixed line telephone  
 Proportion of households with a computer  
 Proportion of households with Internet access at home  
 Mobile cellular subscribers per 100 inhabitants  
 Mobile Internet subscribers per 100 inhabitants

INFRASTRUCTURE →

Proportion of individuals that used the Internet  
 Ratio of fixed broadband subscribers to total Internet subscribers  
 Ratio of mobile broadband subscribers to total mobile subscribers

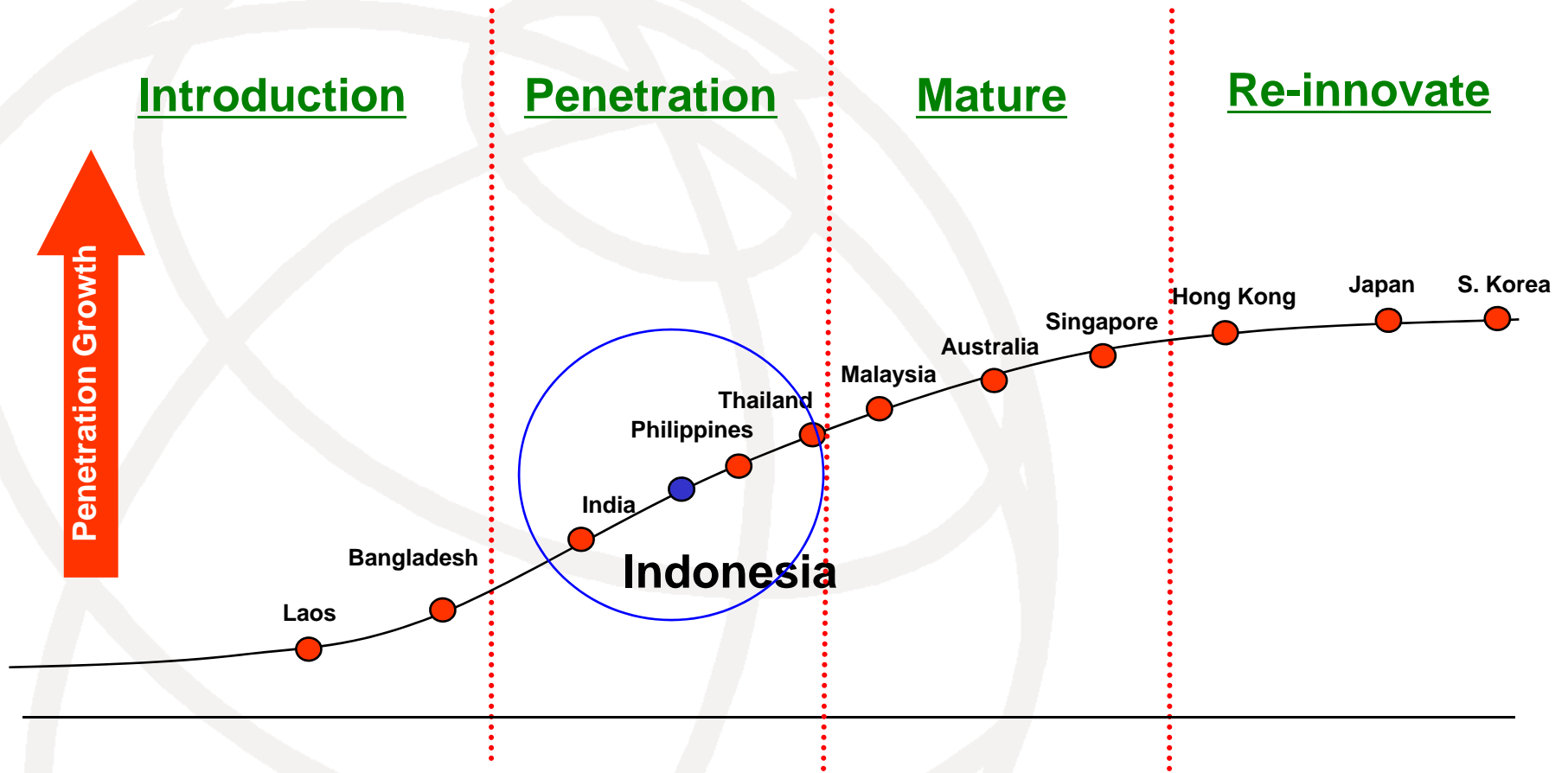
UTILIZATION →

DIGITAL OPPORTUNITY INDEX

| Economy          | DOI 2001 | DOI 2005 | Change 2001-2005 | Drivers (+,0,2)* |
|------------------|----------|----------|------------------|------------------|
| 1 India          | 0.17     | 0.29     | 73%              | O                |
| 2 China          | 0.29     | 0.42     | 46%              | I                |
| 3 Russia         | 0.32     | 0.44     | 41%              | I                |
| 4 Hungary        | 0.40     | 0.55     | 37%              | I,U              |
| 5 Peru           | 0.28     | 0.38     | 37%              | O,I,U            |
| 6 Indonesia      | 0.24     | 0.33     | 36%              | O                |
| 7 Brazil         | 0.32     | 0.43     | 35%              | O,I,U            |
| 8 Poland         | 0.39     | 0.52     | 34%              | I,U              |
| 9 Japan          | 0.54     | 0.71     | 33%              | U                |
| 10 Venezuela     | 0.32     | 0.43     | 33%              | U                |
| 11 Chile         | 0.40     | 0.52     | 32%              | U                |
| 12 Egypt         | 0.39     | 0.38     | 3%               | I                |
| 13 Rep. of Korea | 0.60     | 0.78     | 31%              | U,I              |
| 14 Israel        | 0.50     | 0.66     | 31%              | U                |
| 15 Spain         | 0.47     | 0.61     | 28%              | U                |
| Average          | 0.37     | 0.50     | 37%              |                  |
| 40 economies     | 0.43     | 0.54     | 27%              |                  |

\* O = Opportunity I = Infrastructure U = Utilisation

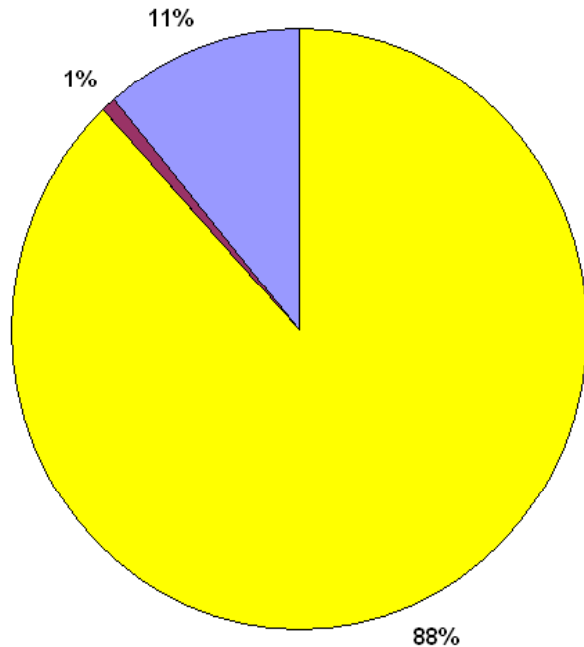
# Wireless Industry Life cycle



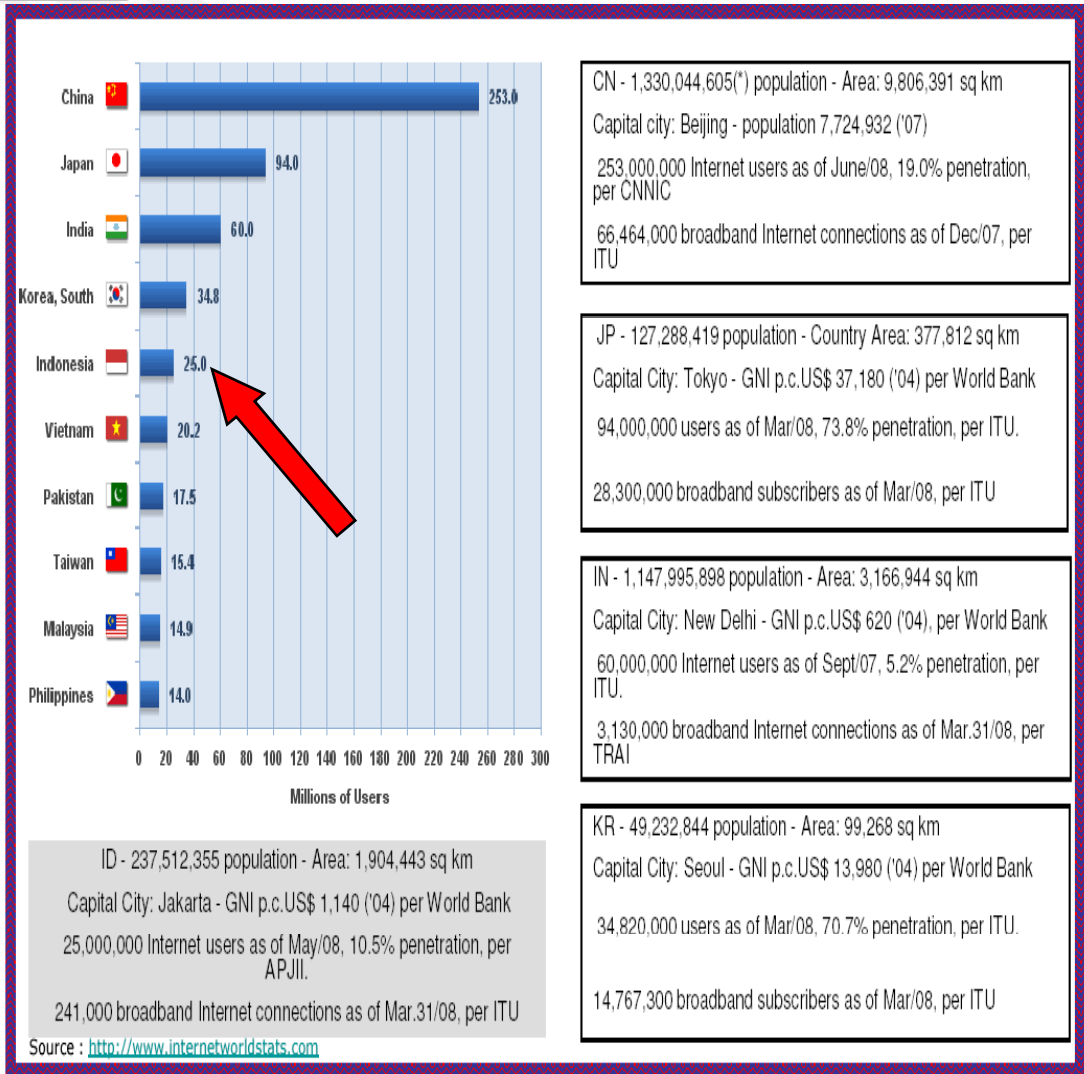
Indonesia on the penetration stage (huge room to growth)

# Indonesian Market: Potential yet Highly Competitive

Data Revenue Share of Q3 2007



Data User Penetration as of Q1 2008



CN - 1,330,044,605(\*) population - Area: 9,806,391 sq km  
 Capital city: Beijing - population 7,724,932 ('07)  
 253,000,000 Internet users as of June/08, 19.0% penetration, per CNNIC  
 66,464,000 broadband Internet connections as of Dec/07, per ITU

JP - 127,288,419 population - Country Area: 377,812 sq km  
 Capital City: Tokyo - GNI p.c.US\$ 37,180 ('04) per World Bank  
 94,000,000 users as of Mar/08, 73.8% penetration, per ITU.  
 28,300,000 broadband subscribers as of Mar/08, per ITU

IN - 1,147,995,898 population - Area: 3,166,944 sq km  
 Capital City: New Delhi - GNI p.c.US\$ 620 ('04), per World Bank  
 60,000,000 Internet users as of Sept/07, 5.2% penetration, per ITU.  
 3,130,000 broadband Internet connections as of Mar.31/08, per TRAI

KR - 49,232,844 population - Area: 99,268 sq km  
 Capital City: Seoul - GNI p.c.US\$ 13,980 ('04) per World Bank  
 34,820,000 users as of Mar/08, 70.7% penetration, per ITU.  
 14,767,300 broadband subscribers as of Mar/08, per ITU

ID - 237,512,355 population - Area: 1,904,443 sq km  
 Capital City: Jakarta - GNI p.c.US\$ 1,140 ('04) per World Bank  
 25,000,000 Internet users as of May/08, 10.5% penetration, per APJII.  
 241,000 broadband Internet connections as of Mar.31/08, per ITU  
 Source: <http://www.internetworldstats.com>

**Data Revenue still very small penetration in total industry of cellular in Indonesia - 2007**

Source: Global Matrix 3Q 2007, Media & Company Data

Yogyakarta, Indonesia, 27-29 July 2009

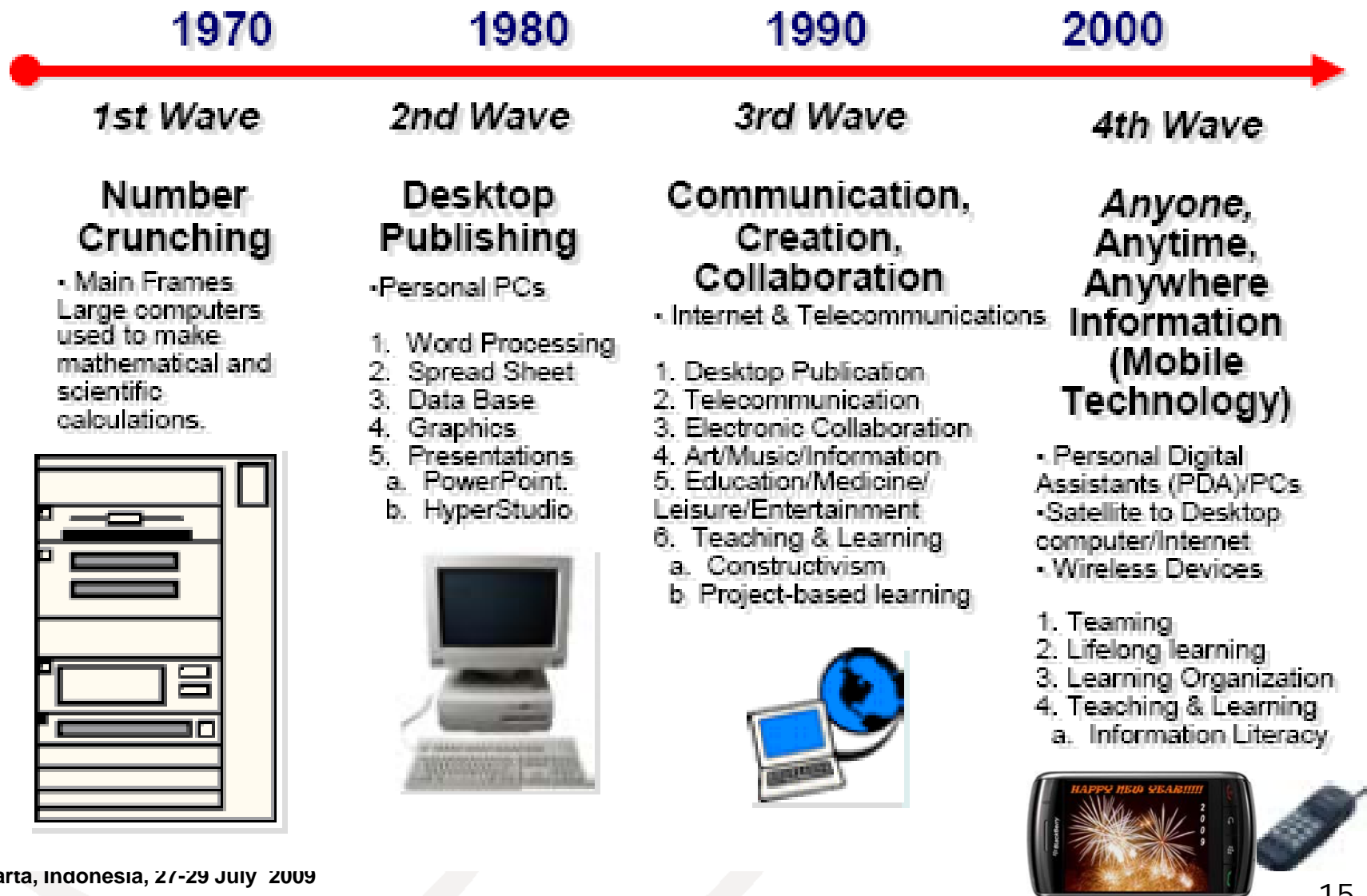
# OUR VISION TOWARDS 2010

Fulfill Everybody needs with Services : Mobile, Broadband, Innovative & Personalize



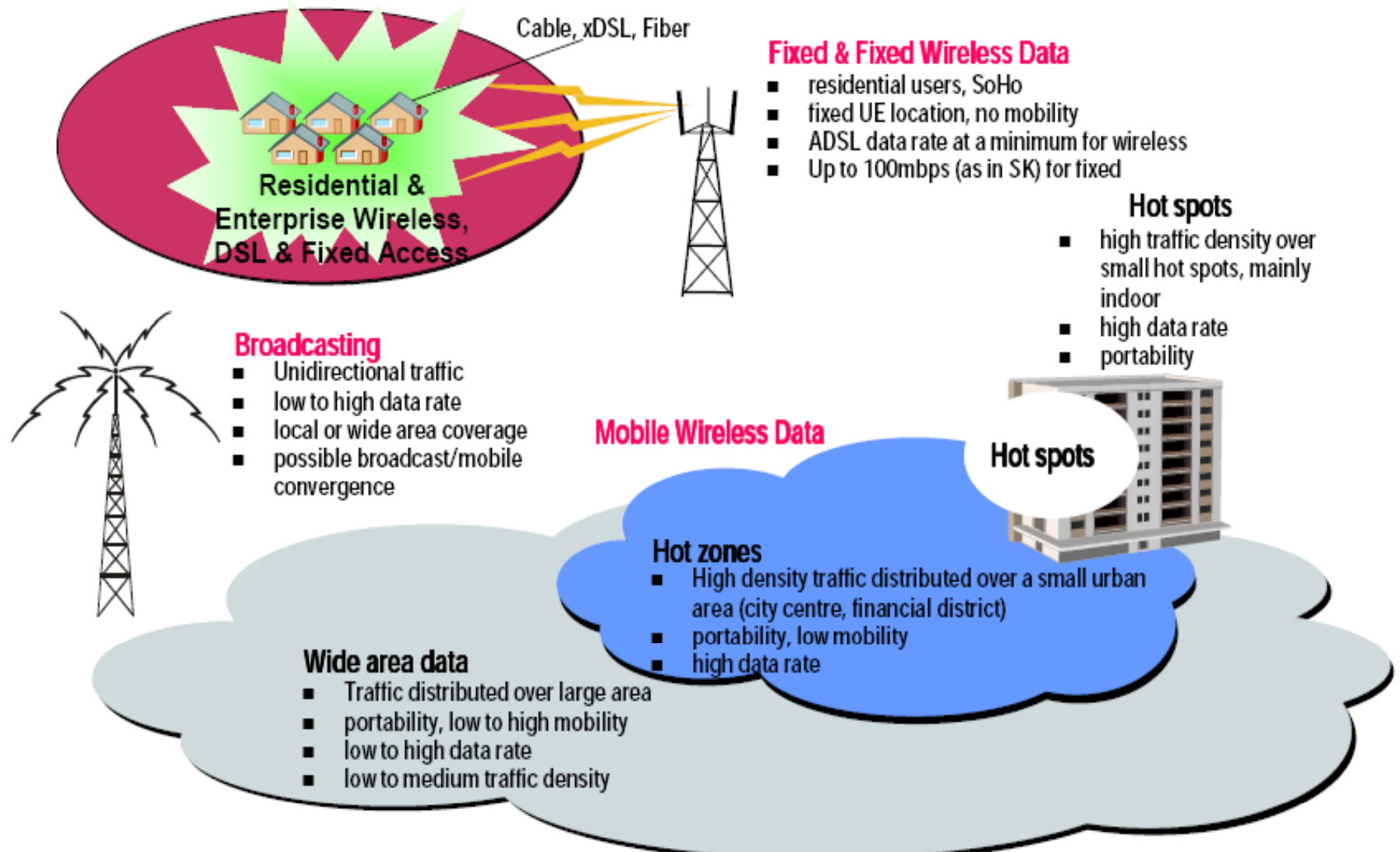
Yogyakarta, Indonesia, 27-29 July 2009

# Era of Mobile IT



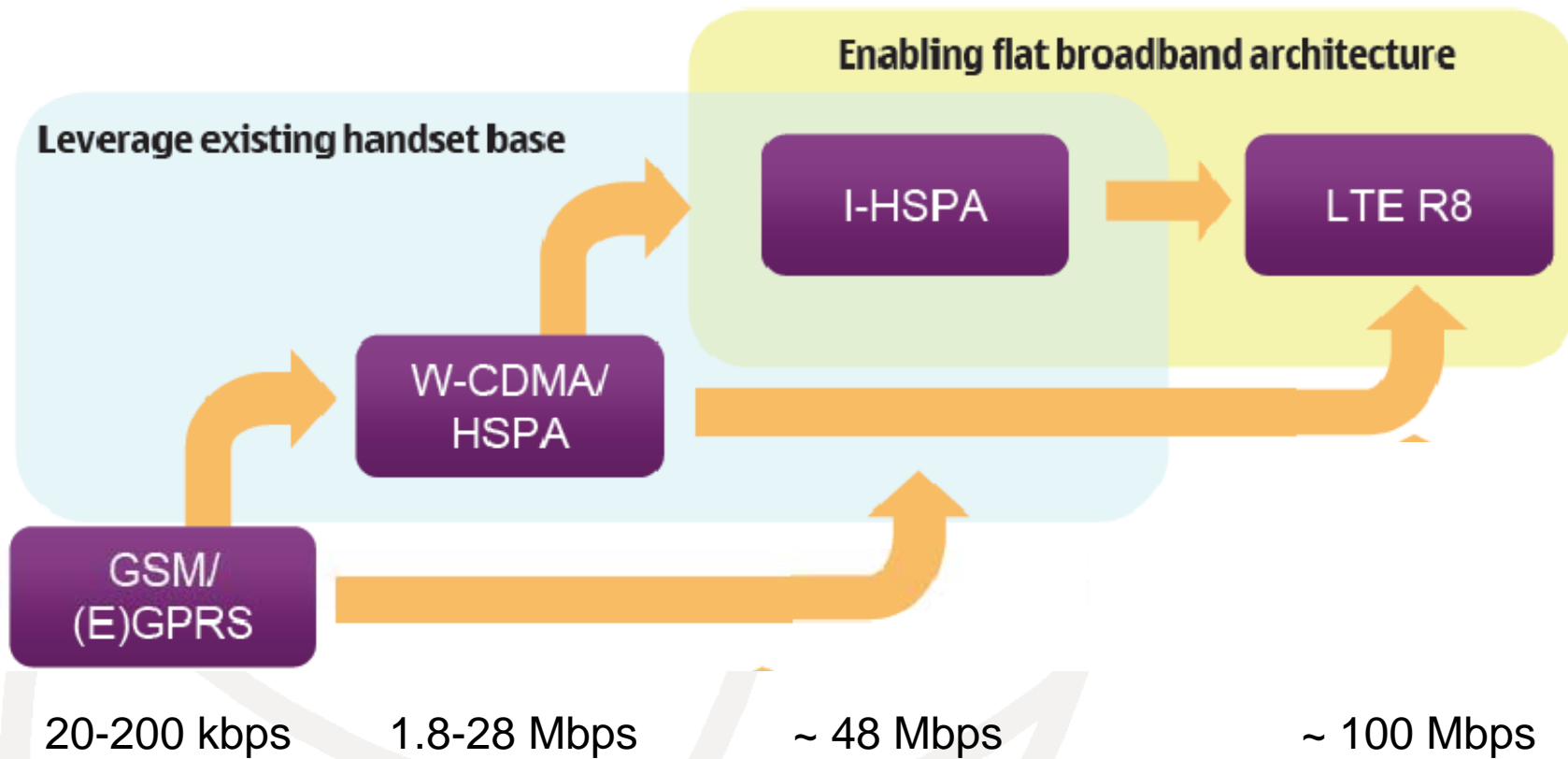


# Variety of Broadband Access

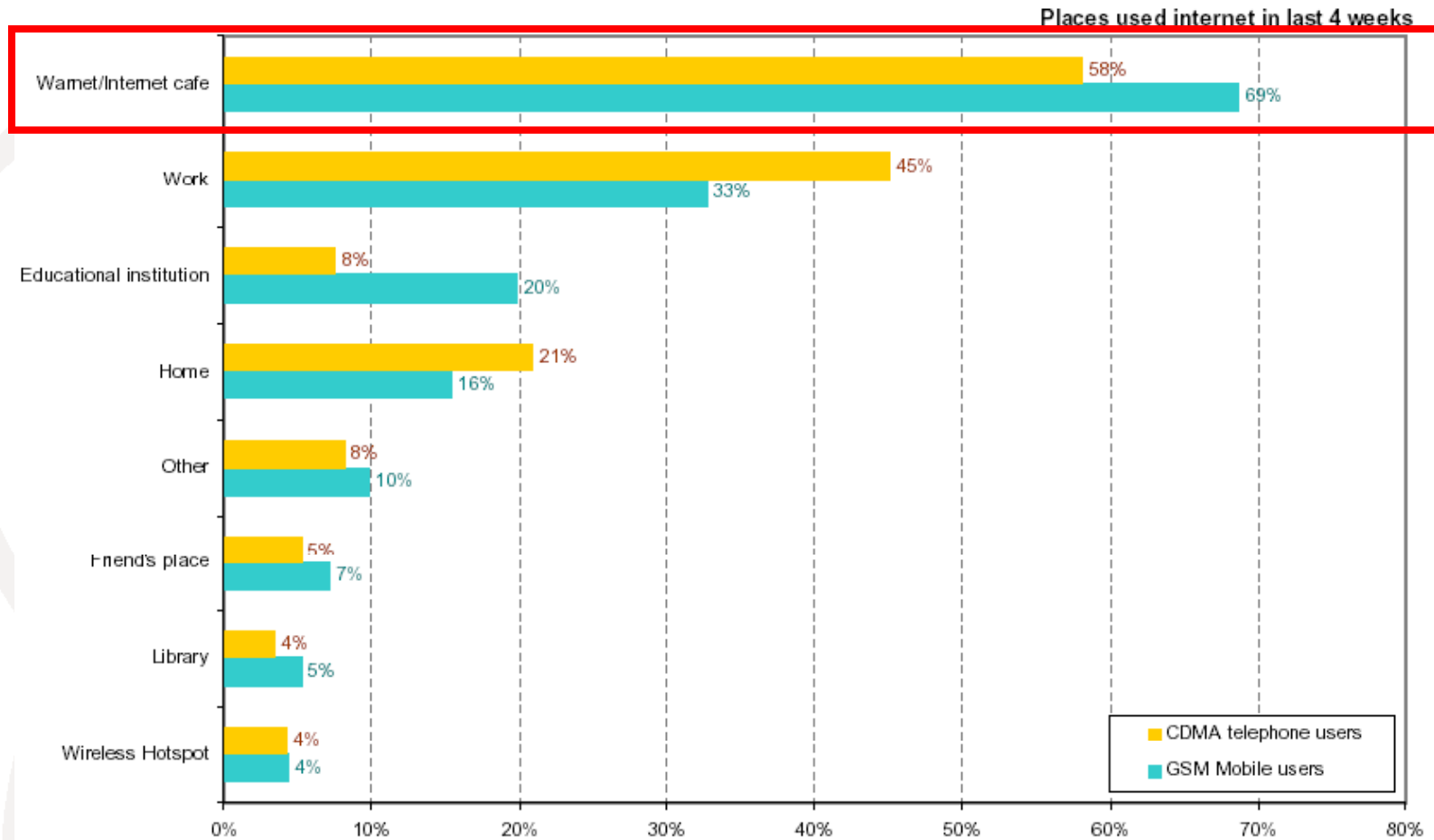




# Roadmap of Mobile Broadband



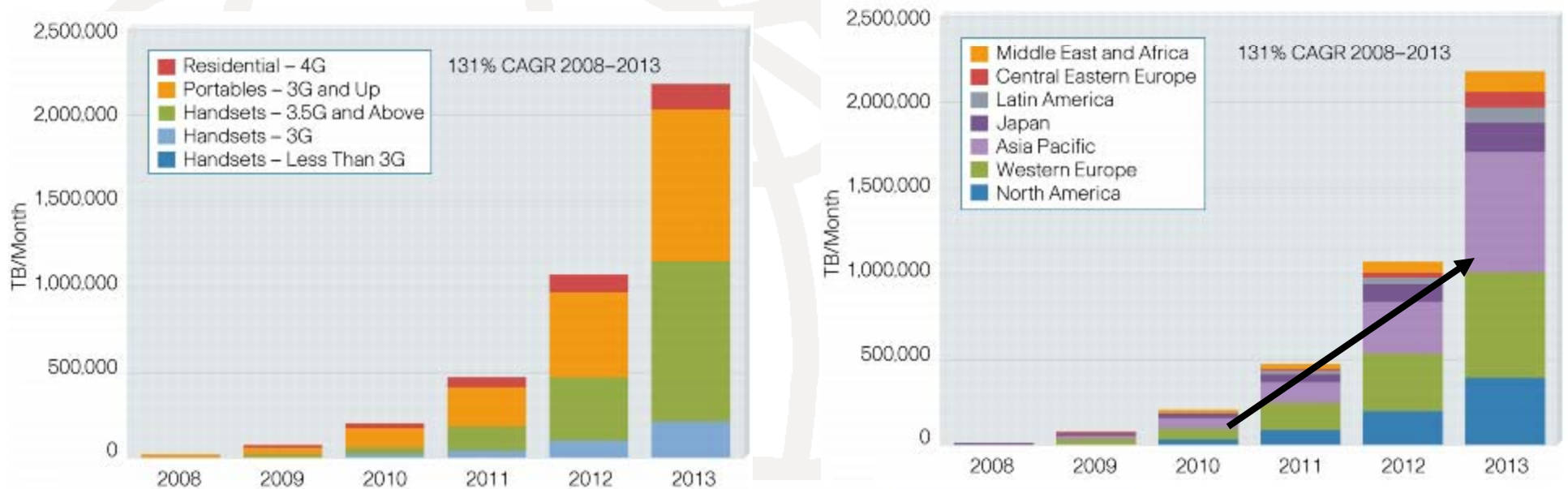
# The Facts



**More than 60% of mobile user like to use internet café as their access to surf**

# Mobile Data Trend

## Portable & Handset Dominate The Market

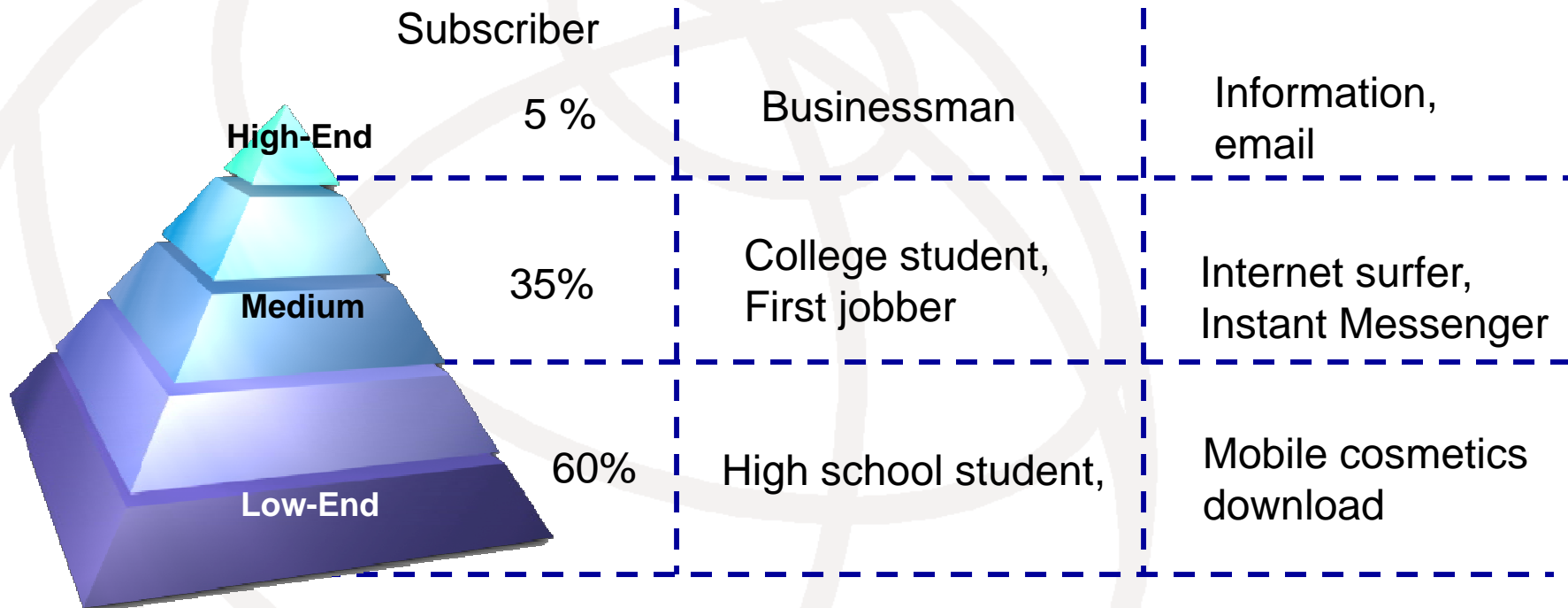


From : Cisco - 2009





Yogyakarta, Indonesia, 27-29 July 2009

# Where do we start ?



# The Challenge to get 'real' mobile-user

- Expensive terminal 
- Low perception of data & broadband benefit 
- Knotty subscription process 

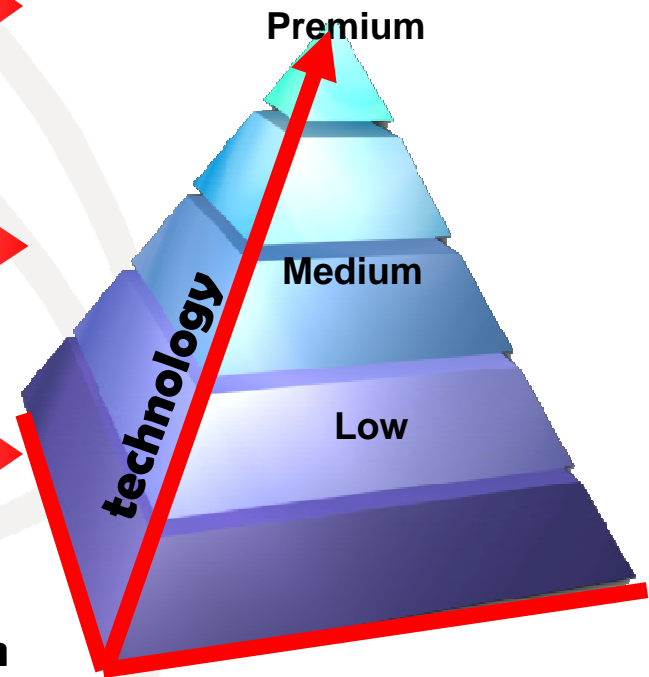
# Trident Strategy

**Image & Lifestyle Building**

**Clear Differentiation**

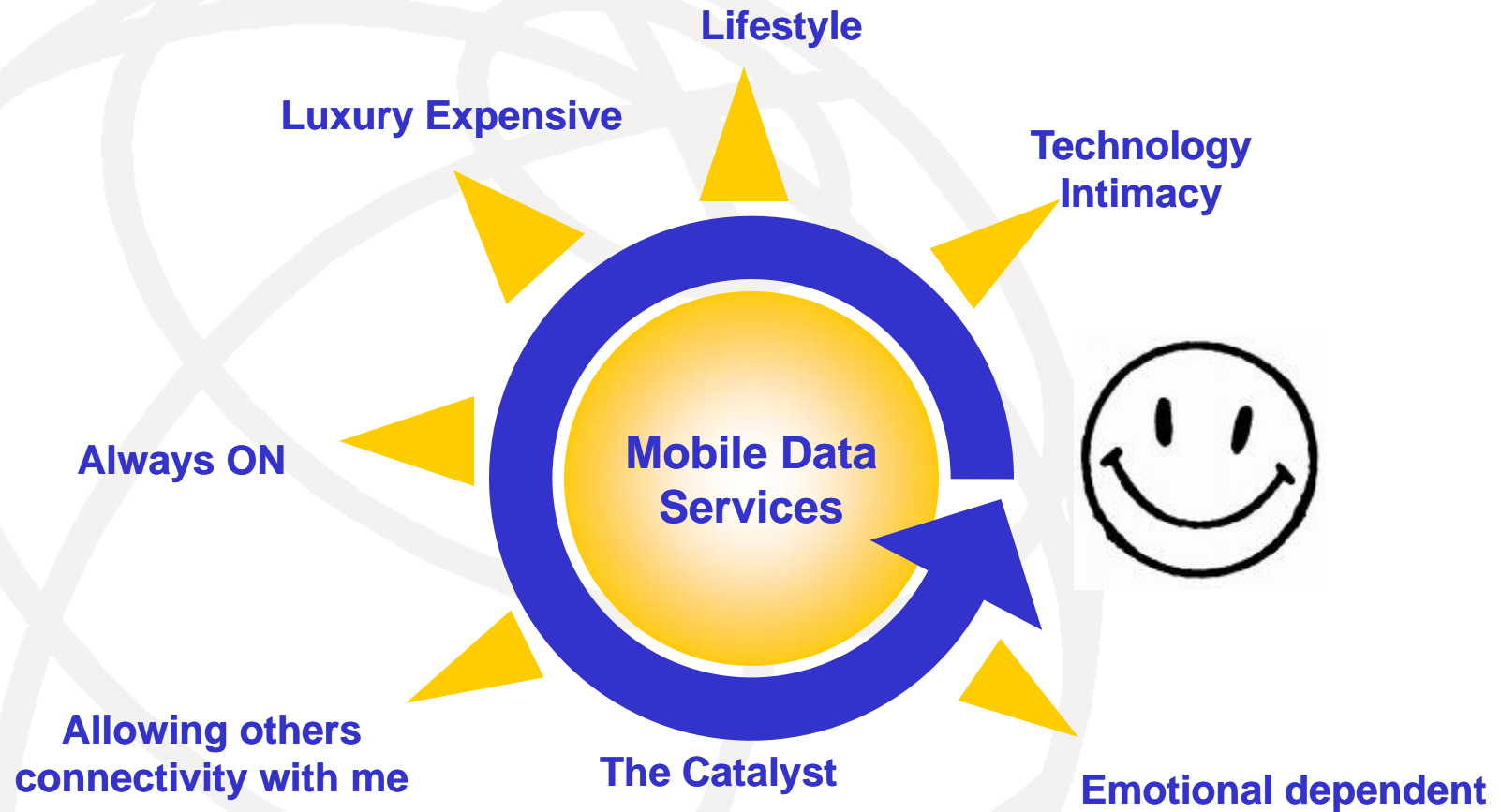
**Lower Entry Barrier**

**Channel  
Distribution**



**Community  
Empowered**

# The Changing Face Of Mobile Broadband Consumer



**Image & Lifestyle building**

**Clear Differentiation**

**Lower Entry Barrier**

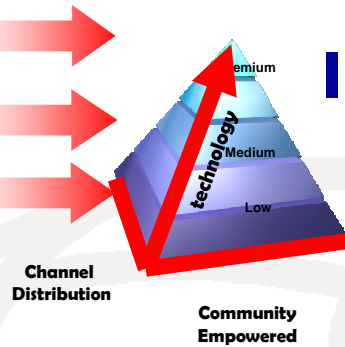
Mobile data service is transformed from a luxury needs belongs to business segment to emotional dependent as being maintain relationship to all human aspect

# Image building : grabbing behavior

Image Building

Clear Differentiation

Lower Entry Barrier



Indosat build its own brand stated the leadership of **innovation** and ownership of good quality services

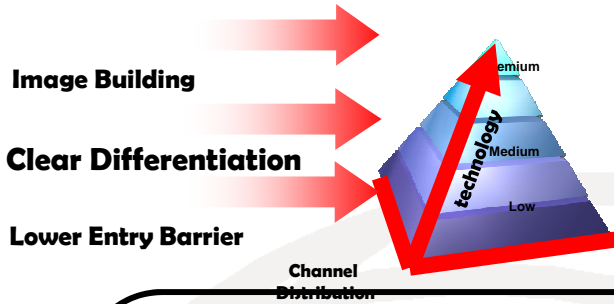


Co-branding with RIM Blackberry as the well-known dependable data service. The join cooperation is not only based on terminal procurement, but also to **strengthen image of dependable sophisticated services**



Co-branding with Yahoo!  
As aligned to grab existing 'PC' user of Yahoo! To move to **mobile device.**





# Clear differentiation

## Different Segment – Different Approach



Community Empowered

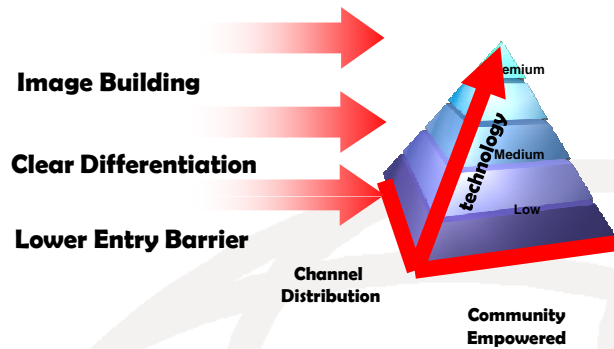
Communication to **Business** Segment  
Yogyakarta, Indonesia, 27-29 July 2009

Indosat 3.5G Broadband hadir dengan kecepatan tinggi untuk download, browsing, blogging, chatting dan lain-lain. Pilih paket yang sesuai dengan kebutuhan mobilitas Anda.

| PAKET UNLIMITED |                    |               | PAKET REGULAR |         |               |
|-----------------|--------------------|---------------|---------------|---------|---------------|
| Paket           | Kecepatan Maksimum | Biaya Bulanan | Paket         | Quota   | Biaya Bulanan |
| ISAT Economy    | Up to 256 Kbps     | Rp. 100.000   | Economy       | 500 MB  | Rp. 90.000    |
| ISAT Medium     | Up to 1 Mbps       | Rp. 300.000   | Extra Light   | 1.25 GB | Rp. 200.000   |
| ISAT Heavy      | Up to 3.6 Mbps     | Rp. 500.000   | Medium        | 3 GB    | Rp. 400.000   |
| ISAT Super      | Up to 7.2 Mbps     | Rp. 1.500.000 |               |         |               |

Kecepatan akses maksimum berlaku selama penggunaan dalam batas wajar sesuai Paket (2 GB s.d 10 GB).  
 \*Tarif dan Paket tidak berlaku untuk layanan di luar negeri, sebelum tarif berlaku di operator di negara bersangkutan.  
 \*Indosat akan tetap menyediakan layanan 3.5G broadband yang baru dioperasikan melalui program di Billing Statement yang dikirimkan Indosat setiap bulan.  
 \*Batas minimum Rp100.000

Communication to **Youth** Segment



## Lower Entry Barrier : tariff & innovations

Different Product-line to penetrate different target market



### ■ Unlimited Broadband 3.5G Access



Launch as Postpaid broadband with highest speed positioning (2007) & Introducing Unlimited package (2008)

### ■ Prepaid Broadband Access



Was launch by IM2 as Indosat's subsidiary company. Which was 1<sup>st</sup> broadband prepaid in Indonesia. Positioned for business & medium-high internet user with no hassle of registration mechanism

### ■ Postpaid & Prepaid Blackberry® ON-DEMAND

Prepaid & Post paid BB scheme for weekly & monthly was launch in August 2008 as the 1<sup>st</sup> blackberry on-demand services in the world



### ■ I-Go! Menu browser & Super Mall

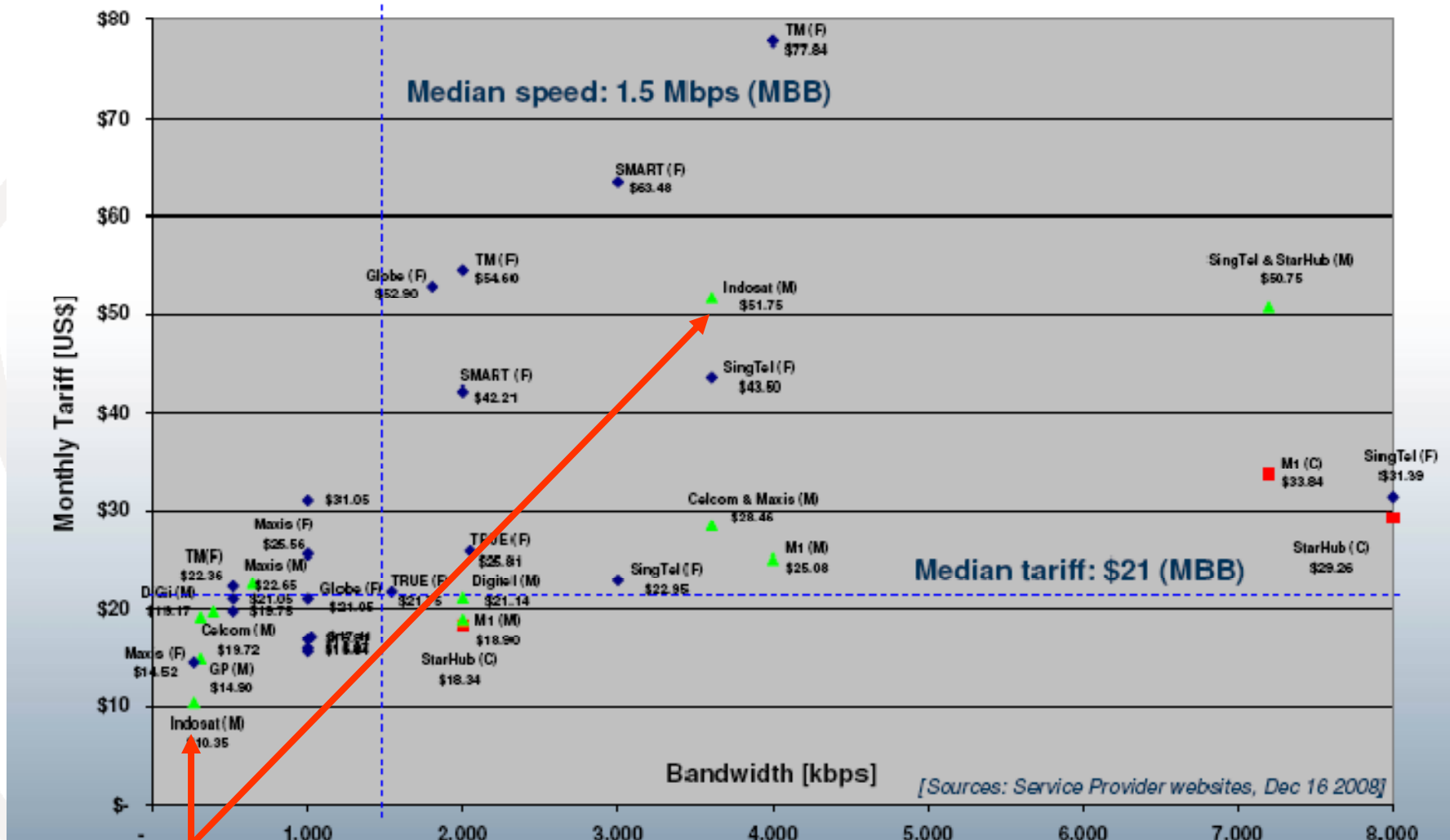


Customized menu browser powered by Java application. It is hassle free of various short code. Contains of 360 degree of customer needs. From stock price to artist-gossips. From ringtones download to dictionary

### ■ Cheap basic data/GPRS tariff Rp 0,5-1/kb

Design as cheapest basic tariff for internet access via GSM mobile. It provides instant benefit For customer with very low behavior of data usage.

# Regional Broadband Tariff 2008



■ **INDOSAT is VERY AGGRESSIVE**

Image Building

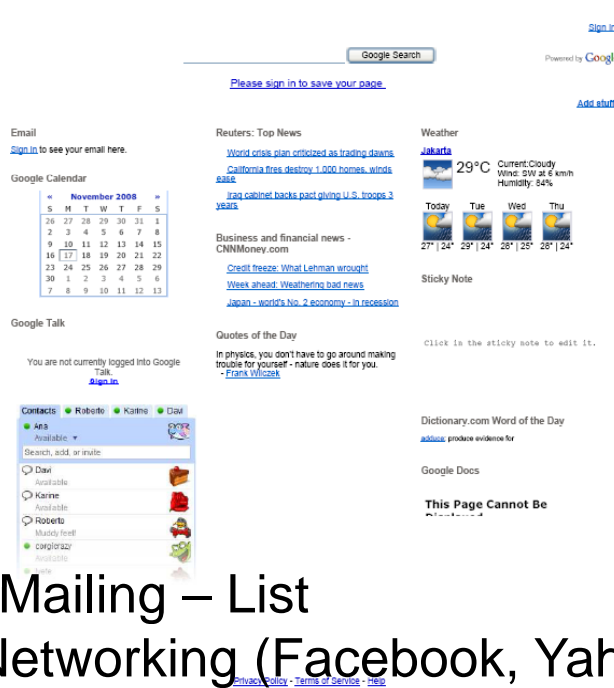
Clear Differentiation

Lower Entry Barrier

Channel Distribution

Community Empowered

isatbb.com



# Community Empowered

**GO BOLD NOW!**  
Even Bolder and Faster with Indosat 3.5G Network  
Go to [www.indosat.com](http://www.indosat.com)

**BlackBerry Bold™**

**Indosat**

**aku udah lama pakai BlackBerry® Indosat & i'm very happy with my BlackBerry®. Soalnya banyak fitur yang mendukung mobilitas aku, bisa cek e-mail di lokasi shooting, browsing & chatting sama teman-teman dan keluarga yang rata-rata juga pakai BlackBerry® Indosat, pokoknya gak ketinggalan informasi deh. Apalagi sekarang sudah ada BlackBerry® Bold™ yang didukung jaringan 3.5G Indosat, making fast faster, seru bangeeet. ♪ Dian Sastrowardoyo**

**"Pertama gue denger istilah BlackBerry", gue langsung mikir, Ada hubungan apa antara BlackBerry® dan strawberri? Apakah mereka kakak adik? Tapi akhirnya gue tau kalo BlackBerry® dari Indosat banyak gunanya buat gue. Karena gue bisa cek email, sms, chatting, liat jadwal shooting gue di organizer. Udah gitu koneksi internetnya cepet banget. Keren deh. ♪ Tora Sudiro**

**Indosat dengan bangga mempersembahkan BlackBerry® Bold™.**

Indosat, sebagai operator yang telah menghadirkan BlackBerry® sejak tahun 2004 dan bekerjasama langsung dengan RIM International, pemegang brand BlackBerry® dan memiliki jaringan 3.5G, dengan bangga mempersembahkan Indosat BlackBerry® Bold™.

Tanpa perlu inden lagi, pelanggan sudah dapat memiliki BlackBerry® Bold™ Indosat yang tersedia di Galeri Indosat dan jaringan mitra reseller terpercaya seperti E-Motion, Mobile data @ work, DVN, Erafone, Oke Shop.

BlackBerry® Bold™ adalah smartphone BlackBerry® pertama yang bisa mengakomodasikan jaringan HSDPA (High Speed Downlink Package Access) dan memiliki prosesor yang kuat sebesar 624 MHz, dilengkapi dengan GPS dan Wi Fi™, design keyboard QWERTY yang baru, display layar dengan resolusi yang lebih tinggi dan beragam fitur multimedia.

BlackBerry® Bold™ Indosat ditawarkan kepada pelanggan dengan harga Rp 8.450.000 per unit (sudah termasuk ppn).

Dipadukan dengan Jaringan HSPA (High Speed Package Access) Indosat untuk akses internet dan e-mail yang lebih cepat dan fitur – fitur yang sudah ada di BlackBerry® Bold™, sangat sesuai dengan kebutuhan kalangan profesional bisnis dan pecinta gadget dengan fungsi dan performa yang tidak tertandingi. Untuk eksterior luarnya sendiri, BlackBerry® Bold™ hadir dengan design eksklusif berwarna hitam dengan eksterior belakang dilapisi kulit dan dibingkai dengan krom satin. Pelanggan Indosat pasti akan merasa puas, sesuai dengan gaya hidup masa kini untuk lifestyle, produktifitas dan mobilitas yang sangat tinggi.

**BlackBerry**

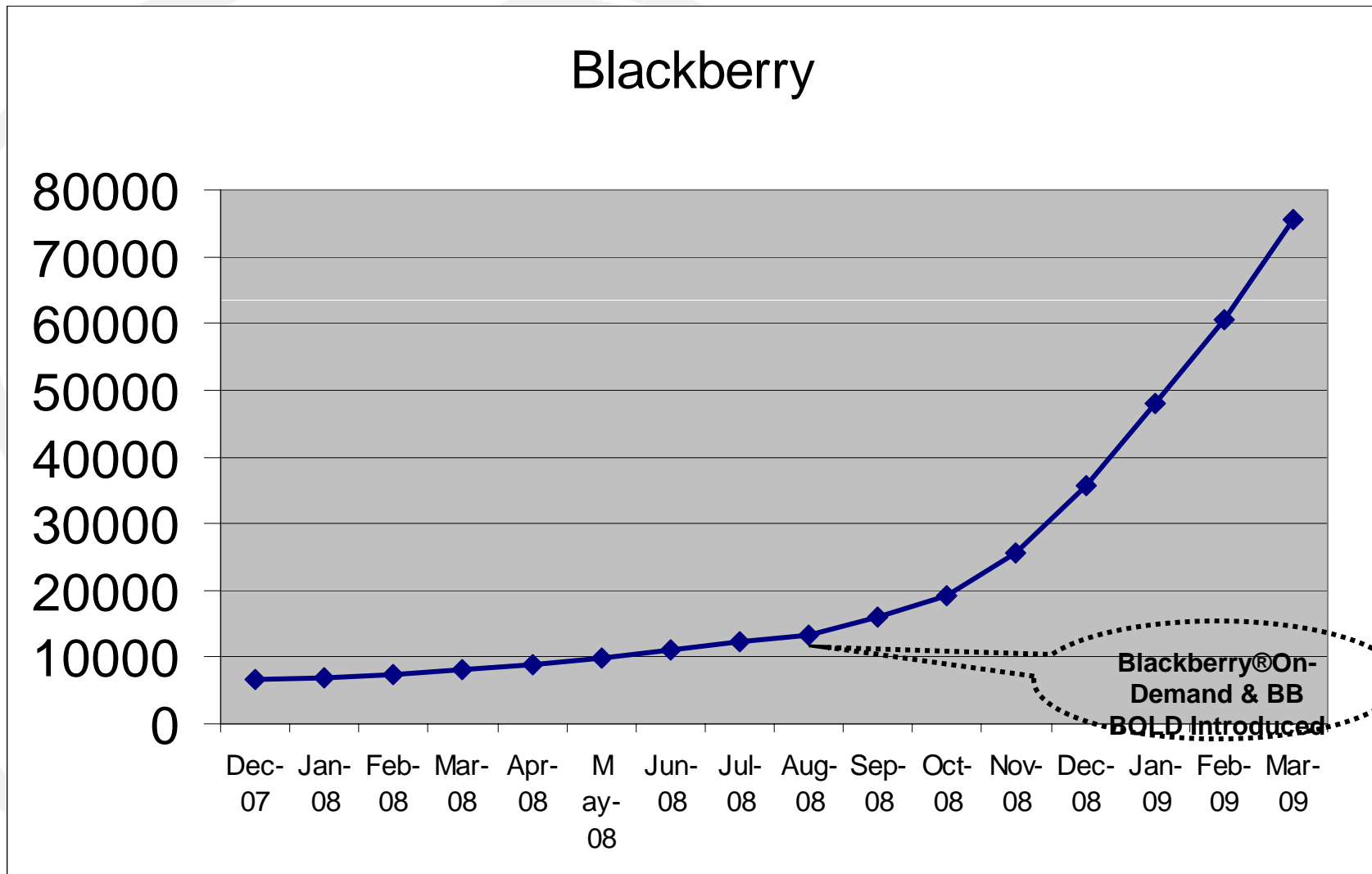
Research In Motion, logo RIM, BlackBerry, logo BlackBerry dan SureType adalah merek dagang terdaftar pada U.S. Patent and Trademark Office dan sedang menunggu proses pendaftaran atau telah terdaftar di negara-negara lain. Semua merek ini dan merek lain dari Research In Motion Limited digunakan di bawah lisensi Research In Motion Limited.

**All new design** **High speed data network** **Enhanced user interface** **Rich multimedia**

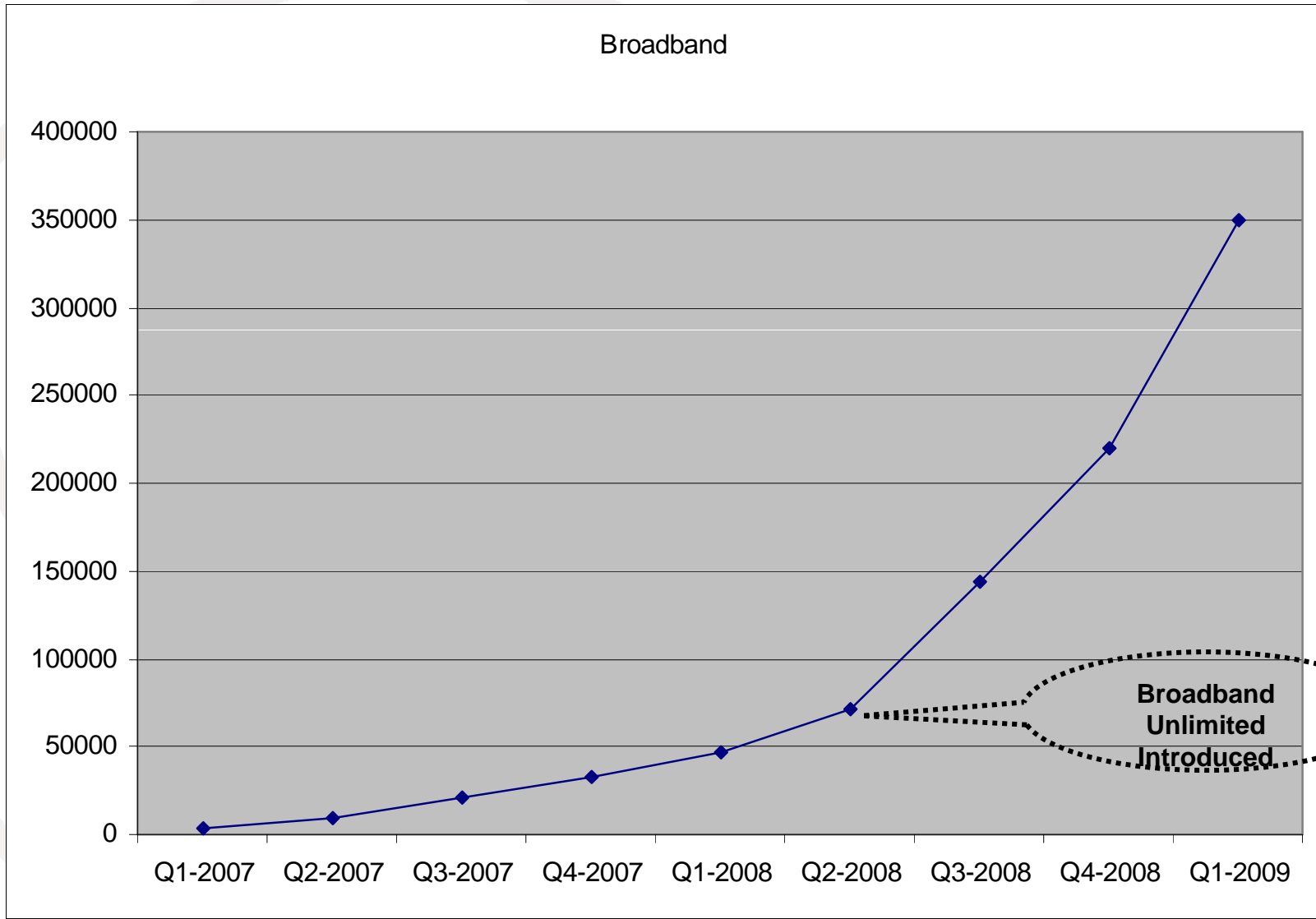
- WEB & Mailing – List
- Social Networking (Facebook, Yahoogroups)
- Gathering
- Blogging
- Word of Mouth Experience Sharing

Yogyakarta, Indonesia, 27-29 July 2009

# RESULT → Blackberry user : Growth more than 450%



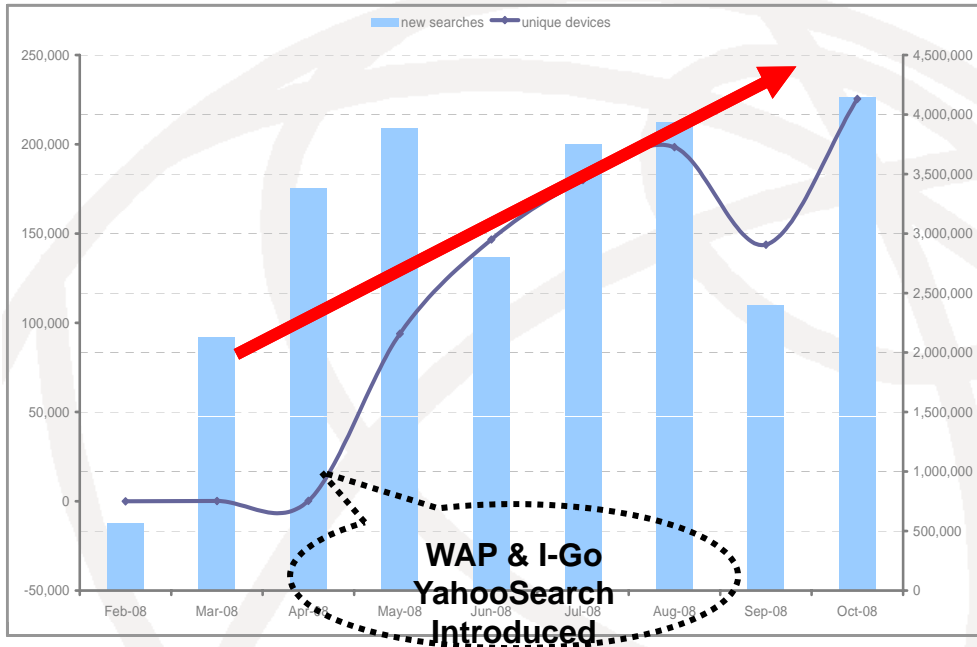
# RESULT → Indosat 3.5G Broadband : Growth more than 600%



Yogyakarta, Indonesia, 27-29 July 2009



# RESULT → 3<sup>rd</sup> largest customer for Yahoo!



**Data Usage growing to more than 4 million hits per day (110 million hits per months)**

**INDOSAT Mobile data user is growing to more than 9 million user (30% from total subscriber)**

## Indosat Yahoo! Go

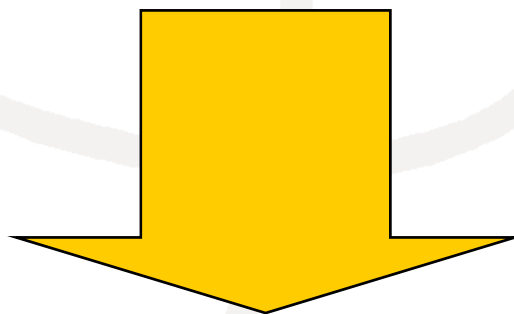
60% of Yahoo! Traffic in South East Asia Region

| Category               | Percentage |
|------------------------|------------|
| South East Asia Region | 60%        |
| Other Region 1         | 26%        |
| Other Region 2         | 14%        |

# RESULTS

2009 :

- 70% Population Covered by Mobile Phone
- Internet Access Tariff is the cheapest in Region
- Mobile Cellular Tariff is the cheapest in Region
- Internet User is increasing significantly (35 millions)

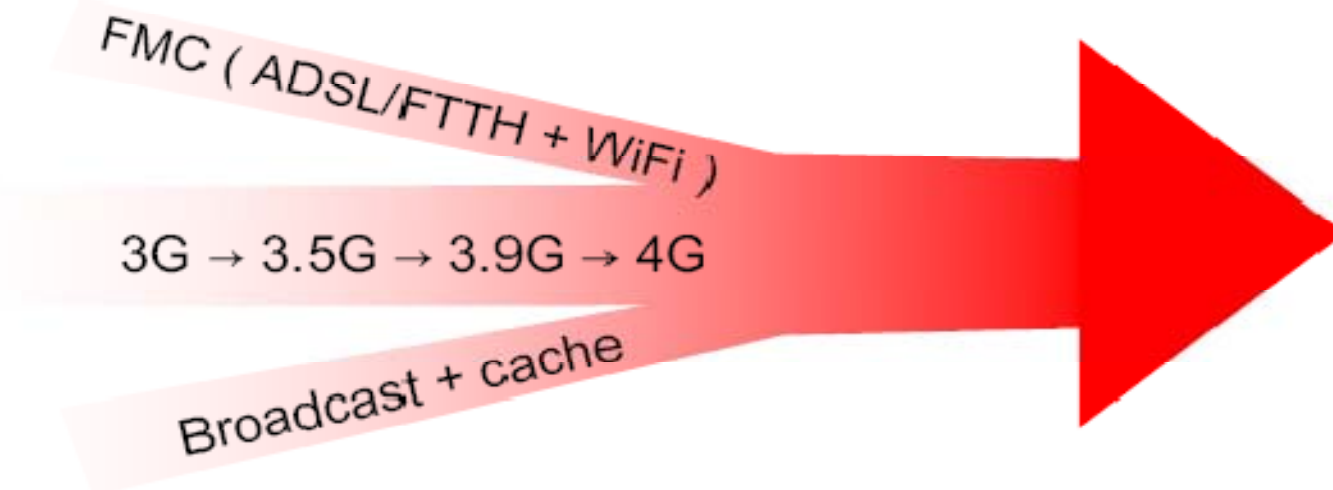


Digital Opportunity Index will be increased significantly



# Final Frontier of Mobile Data Access

- Future data traffic would be very big (50-100 times), unpredictable and download-heavy.
  - Mobile Network cannot solely support all of such traffic.
- Different network should jointly support the total traffic burden, depending on the places and the types of services.
  - It should be seamlessly integrated on one handsets.



- As only the mobile network (3G/4G) can assure “anytime and anywhere (ubiquitous)” communication link, its value will never be diminished.
  - Mobile operators should charge the users, not based on the number of 3G/4G packets, but based on the “total value” they provide.

# Conclusion

- Trident Strategy to penetrate lower market of Mobile Broadband & Data services as well as to narrowing digital divide access gap.
- Technology, Human Resources & innovation of content as well as application are ways to lead our journey.
- Changes is a must to stimulate the strategy impact, which are technology, distribution & community development.
- Digital Campaign and Word of Mouth Tools is proven to be an alternative channel to penetrate sophisticated services.



Thank You – Terima Kasih

[teguh.prasetya@indosat.com](mailto:teguh.prasetya@indosat.com)

# Curriculum Vitae



- **Name** : Teguh Prasetya
- **Born** : Surabaya, 6 January 1968
- **Status** : Married with 3 (three) children
- **Education** : Under graduated from ITS (Telecommunication Engineering), Graduated from UI (Management of Telecommunication)
- **Expert Areas** : Telecommunication, Internet, Multimedia & Value Added Services (Marketing, Business, Operation & Engineering)
- **Working Experience:** (Join with PT.INDOSAT since 1990)
  - ◆ **Project Manager Multimedia PT.INDOSAT** : 1998-2000
  - ◆ **Executive Secretary Board of Commissioner PT. Sisindosat** : 1998-2000
  - ◆ **Director of Business Development PT.INDOSATM2** : 2000-2001
  - ◆ **Director of Sales & Marketing PT.INDOSATM2** : 2001-2002
  - ◆ **Director of Planning & Development PT.INDOSATM2** : 2002-2006
  - ◆ **Group Head Mail & Messaging PT. INDOSAT** : 2006-2008
  - ◆ **Group Head Value Added Services PT. INDOSAT** : 2006-2008
  - ◆ **Group Head Brand Marketing PT.INDOSAT** : 2008-now  
(achievement : Developing & Managing Indosat Mobile Core Services : Matrix, Mentari, IM3 as well as Starone Brand, Getting 3 (three) top brand awards for Matrix, Mentari, IM3 2008 & 2009 , Best GSM Operator 2009 & Best Blackberry Services 2009, Developing Aggressive go to the market services for Indosat Wireless Brand, Contributing more than 75% from total of Indosat Revenue)
- **Organization** : KADIN, APJII, MASTEL, APMI, ORARI, PII.
- **Professional Activities** : Speaker for various conferences, seminars, lecturers on domestic and international
- **Founder member :**
  - ◆ Indonesia IN & ISDN User Forum
  - ◆ Indonesia Wimax Forum
  - ◆ Indonesian Multimedia Provider Association

Yogyakarta, Indonesia, 27-29 July 2009