



Case Study

**Indosat Ooredoo Hutchison,
Kloudville, and Google Cloud
Launch a New B2B2X Digital
Marketplace for Indonesia's
64 Million Small Enterprises**



Indosat Ooredoo Hutchison (Indosat) Background

Indosat Ooredoo Hutchison (Indosat) is a new Indonesian telecom provider that was created by the merger of Indosat Ooredoo and Hutchison 3 Indonesia in January 2022.

Headquarters: Jakarta, Indonesia

Revenue 2023: US\$3.3 billion

Subscribers 2022: 102 million

Employees 2022: 3,800

Indosat Challenges

Indosat aimed to grow revenues by increasing its market share among Indonesia's 64 million micro, small and medium enterprises (MSMEs) and help expand the growth of a new digital experience. The challenge was to offer solutions across diverse regional markets enabling the effortless launch and trial of solutions that combine Indosat telecom services with partner solutions on a user-friendly marketplace. Indosat sets aggressive goals to deploy a business-led program with minimal impact to their business support systems (BSS) and operations support systems (OSS).

The solution required a cloud-based marketplace that provides a one-stop shop for Indosat and partner products and services for connectivity, productivity and business management services. In addition, Indosat positioned itself as a partner and trusted advisor to MSMEs for the lifecycle of digital business, from ideation to growth.

The marketplace had to support both flexibility in offerings and scalability to onboard thousands of MSMEs and dozens of partners within the initial launch window. Indosat aims to achieve double-digit revenue growth over the next five years and beyond through their marketplace and ecosystem transformation platform.

Solution

Indosat Digital Ecosystem (IDE by Indosat Business), powered by **Kloudville Marketplace 360**, hosted on **Google Cloud** and pre-integrated with cloud-based Google productivity and training solutions for MSMEs (Google Business Profile, Google Workspace, artificial intelligence and machine learning to automate operations and smart data analytics to deliver better insights and customer service).

IDE by Indosat Business currently offers 30+ customizable packages with plans to significantly expand them in year two. The current portfolio offers prepaid and postpaid, subscriptions and one-time payments, voice and data, storage, discounts, loyalty points, messaging, business management and payment services.

Executive Summary

Micro, Small, and Medium Enterprises (MSME) contribute over 60% of Indonesia's GDP and serve as the backbone of the country's economy. In early 2022 Indosat Ooredoo Hutchison (Indosat) committed to digitizing Indonesia's more than 60 million MSMEs by launching the Indosat Digital Ecosystem (IDE). IDE by Indosat Business is one of Indosat's initiatives that aim to provide IDE by Indosat Business MSMEs of all types with access to education, data insights and business products and services to digitally transform, expand and optimize their businesses.

A key enabler for access and monetization of these products and services is the digital marketplace, powered by the Kloudville Marketplace 360 solution hosted on Google Cloud.

IDE went live within ten weeks. Kloudville Marketplace 360 deployed a pre-integrated solution offering with Indosat telco solutions and partner solutions including Google Workspace for Toko IDE (Marketplace). Indosat is also leveraging in Wawasan IDE (Analytics) Google Cloud Big Query and Looker along with Google Trends and Maps for smart data analytics and business insights.

By its one-year anniversary in October 2023, the marketplace had over 30,000 subscribers, a 23-fold increase from 2022, and 1.3 million visitors, a threefold increase from 2022.

With the MSME market in Indonesia expected to exceed 70 million, the Kloudville-powered marketplace is ideally suited to help Indosat achieve its MSME growth objectives. Indosat Digital Ecosystem (IDE) is prepared to enable thousands of complex and integrated solutions to meet the consistently evolving needs of all types of MSMEs. The transition from 4G to 5G is expected to generate a significant surge in demand for new products and solutions.

"We will keep striving to empower SMBs and entrepreneurs in Indonesia, especially in the current era of digitalization. By providing a comprehensive solution platform and collaborating with many partners in Indonesia, we hope that IDE by Indosat Business will continue to grow Indonesian SMBs," said **Pushpendra Kumar, SVP-Head of SMB Business at Indosat Ooredoo Hutchison**



Introducing the One-stop digital solution for Indonesian SMB & MSME Markets

Indosat's Digital Transformation

Indosat is the second-largest mobile telecom operator in Indonesia with over 102 million subscribers and approximately US\$3.0 billion in revenue.

After the 2022 merger of Indosat Ooredoo and Hutchison 3 Indonesia, Indosat Ooredoo Hutchison (Indosat) embarked on a digital transformation journey to improve its operational efficiency and subscriber experience.

Indosat systematically employs new technologies, such as cloud, data and AI to transition to a network-as-a-platform (NaaP) business model. This enables Indosat to innovate and create new products and services in collaboration with technology partners and customers. This strategy has already resulted in the highest revenue and EBITDA growth among Communication Service Providers (CSP) in the Asia Pacific region. In Q3 2023, Indosat revenue grew 8.5% year-over-year to US\$2.4 billion and EBITDA grew 24.0% to US\$1.1 billion.

Indosat's transformation is guided by the ethos of "Gotong Royong," the power of collaboration, which aims to connect and empower all 280 million Indonesians spread across the country's more than 17,500 islands. In the words of its President Director & CEO Vikram Sinha, Indosat's mission is to deliver world class digital experiences, connecting and empowering every Indonesian.

MSMEs are Indosat's Growth Engine

One pillar of Indosat's digital transformation strategy is to capitalize on the growth potential of the country's MSME sector. Today, Indonesia has an estimated 64 million MSMEs, which contribute to more than 60% of the country's GDP. The number of MSMEs is projected to rise to 71 million by 2027. Despite the massive size of this sector, its internet penetration is only 30%, far below 77% of the general population.

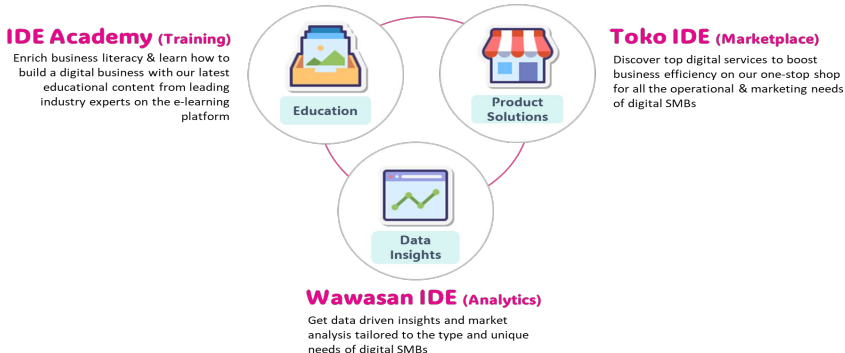
Indosat Digital Ecosystem (IDE) to Partner with MSMEs

Indosat aims to grow its own presence in the MSME sector by helping businesses double their internet penetration to 64% over the next five years. This initiative is poised to capitalize on the expected growth in IT spending within the sector, which is expected to increase from US\$3.0 billion today to US\$4.7 billion by 2027.

To achieve this ambitious objective, Indosat, through Indosat Business, selected Kloudville and Google Cloud to co-develop the Indosat Digital Ecosystem (IDE), which was launched in October 2022. As MSMEs attempt to digitize their business, Indosat aims to be the trusted partner and advisor throughout their entire digital transformation journey, from ideation to expansion.

IDE by Indosat Business is an integrated marketplace platform that provides MSMEs with access to advisory services, educational resources, data insights and a one-stop shop for connectivity, productivity and business management services with affordable prices and user-friendly features. IDE by Indosat Business is powered by Kloudville Marketplace 360 hosted on Google Cloud.

IDE by Indosat Business – One Stop Platform Solution for Business's to Grow



Implementation Highlights

IDE by Indosat Business launched within ten weeks, two weeks ahead of schedule.

Indosat adopted a pioneering techco strategy of innovation and co-creation, aimed at rapidly developing products that solve real problems and challenges.

This approach was distinct from that of a traditional telco, as it did not involve extensive and cumbersome risk management and controls or disruption to BSS and OSS legacy platforms.

The Kloudville and the Indosat project teams collaborated efficiently and aligned their deployment approach with both business and IT to ensure an optimal outcome.

Benefits

Indosat launched IDE by Indosat Business without the need to change any of Indosat's backend systems.

Enhancing the customer experience (CX) and reducing a product manager's time-to-market are direct benefits of seamless partner onboarding capability.

Indosat's freedom to trial and launch any partner or marketplace solution with their telco products via a seamless one-step purchase, order, payment, billing, and zero touch provisioning experience has been a game changer for their business.

Indosat's success was proven in their first year as the IDE by Indosat Business platform acquired 30,000 new MSME subscribers within 1st year of its launch.

Indosat can now effortlessly manage its growing partner ecosystem and configure live interfaces to partners in hours.

"[At Toko IDE], we combine multiple solution platforms on one 'store' for their business operational needs. So MSMEs can find everything they need in this 'store', be it technological solutions or point-of-sale [POS] solutions,"

Hadi Wijaya, VP-Head of Business & Program-SMB of Indosat Ooredoo Hutchison

Technical Environment

Products

Kloudville Marketplace 360

Kloudville Marketplace Management, EPC, PLM, CRM, CPQ, COM, SOM, Subscription, Partner Management, Inventory, Digital Inventory

Google Cloud

Google Business Profile and Google Workspace – Toko IDE (Marketplace), Google Cloud Big Query and Looker, Google Trends and Maps in Wawasan IDE (Analytics)

Indosat wireless 4G, 5G, fixed voice, SMS packages, cable, internet, fiber, FTTH, prepaid, postpaid, SMB/enterprise plans, managed services, MWAN/MLAN

Integrations

The marketplace was integrated using TM Forum Open APIs. The APIs can support a complete order-to-pay e-commerce journey, partner onboarding and marketplace management.

Kloudville Marketplace 360 is integrated with Google Cloud productivity, analytics, and advisory products.

Kloudville supported the integration with Indosat's BSS and OSS platforms (CRM-Siebel, Billing-Ericsson) minimizing disruption to legacy systems and supporting single sign-on (SSO) for a seamless customer experience with IDE Academy (Training), Wawasan IDE (Analytics) and Toko IDE (Marketplace).

Through IDE by Indosat Business, we also open various opportunities for cooperation and collaboration with various parties who have the same vision to support the development of MSMEs in the country

Muhammad Buldansyah, Director and Chief Business Officer of Indosat Ooredoo Hutchison

IDE by Indosat Business Requirements

Indosat created IDE by Indosat Business to partner with MSMEs by providing a single reliable and user-friendly platform that offers insights and trusted business solutions. IDE by Indosat Business also facilitates learning of business strategies from experts and fosters relationships with various industries and business sectors.

Challenges

Indosat's internal on-premise IT systems were ill-equipped to address these challenges.

Indosat needed a flexible and scalable marketplace that could be launched within a few months capable of enabling dozens of product and service configurations, onboarding multiple partners and registering tens of thousands of MSMEs within a few months, with the capacity of expanding to over 70 million MSMEs within a few years.

Indosat concluded that a public cloud-based solution could overcome these challenges.

Solution Selection

Indosat needed a partner to deliver a digital marketplace and ecosystem platform for its MSME offerings. The solution had to enable self-service channels for its customers and partners through system integration and automation to drive revenue growth, leverage multi-sided business models and to support developing digital ecosystem requirements.

After a competitive RFP process, Indosat selected Kloudville's Marketplace 360, together with its longstanding partner Google Cloud, to provide IDE by Indosat Business the functionalities depicted below.

Kloudville Marketplace 360 is hosted on Google Cloud and pre-integrated with Google Business Profile, Google Workspace, artificial intelligence and machine learning to automate operations and smart data analytics to deliver better customer service.

Indosat chose Kloudville based on a number technical and non-technical factors:

- The ability to rapidly launch the marketplace from the ground up within three months.
- Extreme scalability to onboard the country's 70 million MSMEs with any offering.
- A favorable TCO with the ability to structure the deal to address Indosat's business case.
- A user-friendly interface to easily onboard partners and allow users to onboard and customize unique bundles without needing assistance from Indosat.
- A comprehensive end-to-end solution that can be configured instead of being customized.
- A customer-first implementation approach, with proven agility and flexibility.
- The ability to provide IDE by Indosat Business onsite resources to rapidly implement the solution and enhancements in support of Indosat needs.

Top Selling Products

- 1 Connectivity & Devices**
Postpaid, Prepaid
- 2 Analytics for SMB**
Wawasan IDE

Toko IDE Catalog

Implementation the Techco Way

The Indosat project team's implementation approach was distinct from that of a traditional telco, as it did not involve extensive and cumbersome risk management and controls.

The team adopted a pioneering techco strategy of innovation and co-creation, aimed at rapidly developing products that solve real problems and challenges.

Indosat initially planned to launch IDE by Indosat Business within three months but compressed its go-live timeframe as soon as the implementation started. Kloudville adapted to this approach and adjusted its methodology to ensure an optimal outcome. As a result, IDE by Indosat Business went live in just ten weeks.

Resources Used

The implementation involved a team of six Kloudville experts as well as three additional resources to build the marketplace UI, with support from Searce to roll out the Google Cloud deployment.



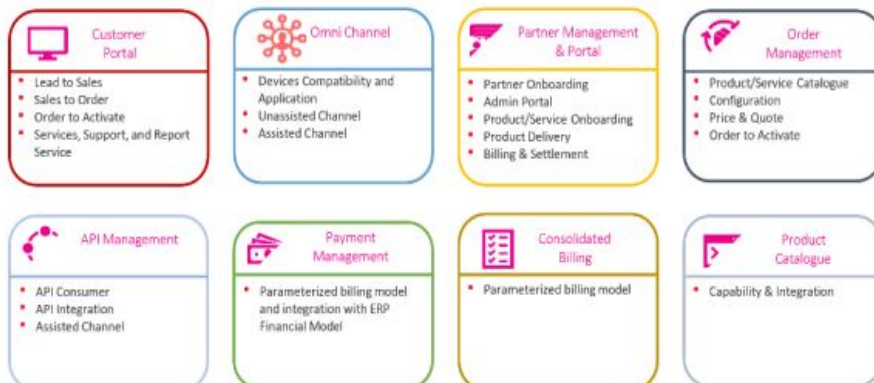
Integrations

Kloudville provides product master support, back-office and partner integration, provisioning, activation and inventory/device management.

The marketplace was integrated using TM Forum Open APIs. The APIs can support a complete order-to-pay e-commerce journey, partner onboarding and marketplace management.

Kloudville used its configuration tools, together with a Siebel middleware bus, to develop adapters to partner systems, including Google Cloud and Google productivity, analytics and advisory products, StoreX, WallPost, Paxel, VOXOX and Zeals and integrated its solution with the Indosat backend systems for the fulfillment of Indosat products.

Kloudville integrated with Indosat's BSS and OSS platforms (CRM-Siebel, Billing-Ericsson) minimizing disruption to legacy systems and supporting single sign-on (SSO) for a seamless customer experience with IDE by Indosat Business Academy (Training), IDE by Indosat Business Wawasan (Analytics) and IDE by Indosat Business Toka (Marketplace).



About Kloudville Marketplace 360

Kloudville Marketplace 360 offers CSPs a single comprehensive solution for managing any product, any service and any order along with traditional CSP telco market offerings.

Marketplace 360 manages the end-to-end partner lifecycle from onboarding to order fulfillment and reconciliation and settlements without impact on legacy OSS and BSS. A rule-based catalog combines CSP and partner products and services, pricing, costing and contracts.

Marketplace 360 allows CSPs to expand into the B2B2X market by leveraging partner products to monetize 5G and IoT opportunities, as well as vertical marketplaces, such as utilities, agriculture and hospitality with tailored solutions.

Marketplace 360 supports CSPs' partner journeys, customer journeys and portfolio management.

Marketplace Partner Journey



Manage the end-to-end lifecycle of your partners, from onboarding through to order fulfillment, reconciliation, and settlements.

Marketplace Portfolio Management



Combine telco, marketplace & partner products and services into compelling solution offers with support for pricing, costing and contracts.

Marketplace Customer Journey



IDE by Indosat Business a marketplace to request quotes, place orders, orchestrate fulfillment through partners, trigger invoicing and manage post-sale cases.

“ Muhammad Buldanyah, Director and Chief Business Officer of Indosat Ooredoo Hutchison, said, "The development of this digital ecosystem is an implementation of Indosat Ooredoo Hutchison's commitment to empowering the people of Indonesia. Through IDE by Indosat Business, we can provide educational services and data insight support in the one-stop-solutions digital ecosystem." ”

Value Delivered

IDE by Indosat Business, powered by Kloudville Marketplace 360, enabled Indosat to launch a brand-new bespoke user interface (UI) without having to change any of their backend systems.

IDE by Indosat Business allows Indosat to integrate its own products with partner products in a unified view, providing MSMEs a choice between multiple product bundles.

Without Kloudville Marketplace 360, Indosat would have had to spend days or weeks onboarding partners and engage in lengthy contractual discussions. Now, it can effortlessly manage its growing partner ecosystem and configure live interfaces to partners in hours.

IDE by Indosat Business provides three benefits for Indosat, its customer and its partners:

- 1) It enables **MSMEs** to request quotes, place orders, orchestrate fulfillment through partners, trigger invoicing and manage post-sale cases.
- 2) It manages the end-to-end lifecycle of Indosat's **partners**, from onboarding through to order fulfillment, reconciliation and settlements.
- 3) It allows **Indosat** to develop competitive differentiators by combining marketplace and partner products and services into compelling solution offers with support for pricing, costing and contracts.

MSMEs rapidly embraced IDE by Indosat Business. By its one-year anniversary in October 2023, over 30,000 of them subscribed to the marketplace. Although this number represents a small fraction of the country's current pool of 19 million digital MSMEs, it indicates significant growth potential for Indosat.

If the current growth trajectory continues, IDE by Indosat Business must demonstrate massive scalability to onboard millions of new subscribers in a matter months. The marketplace needs to swiftly and flexibly onboard new partners and rapidly launch new product bundles tailored to evolving MSME requirements.

Future Plans

Indosat will continue to expand its digital marketplace and digital ecosystem transformation to both medium and large enterprise customers as they expand. Kloudville's Marketplace 360 is a key enabler for these plans and their ecosystem development. In fact, new Marketplace 360 solution functionality supporting B2B2C capabilities, was made available via Kloudville's TM Forum DTW23 – Ignite Catalyst Project, where Indosat was a CSP Champion together with AT&T and SLT Mobitel. For details, see the link: [B2B Employee Digital Engagement Drives Lifetime Value](#).

Indosat and Kloudville are committed to expanding and utilizing many of the [TM Forum Catalyst ODA](#) defined journeys and components. Indosat, as a Catalyst CSP Champion, helped support the component mapping of four (4) ODA Functional Blocks and nine (9) ODA Components for the Customer Engagement Journey. These included both ODA Functional Blocks for Engagement, Party, Core Commerce and ODA Components for Channel Management, Digital Identity Management (TMFC020), Billing Account Management (TMFC024) and Payment Management (TMFC029).

The future for Indosat is to advance the IDE by Indosat Business platform with next generation capabilities like: AI Marketplace ordering with zero-touch provisioning, enhanced self-service to leverage and support any multisided business models.

About Kloudville

[Kloudville](#) is a privately owned software company that provides an innovative, composable, cloud and mobile applications suite covering the entire business-to-business and business-to-consumer (B2B2X) concept-to-market, lead-to-quote, quote-to-cash and order-to-delivery cycles for CSPs.

Kloudville is uniquely focused on CSPs' B2B and B2B2X business requirements. It has over 30 years of proven business and technical track record with telco systems, a presence on five continents and a global partner network.

Kloudville's product portfolio includes the following:

Marketplace 360

Enables CSPs to build ecosystems by combining their own solutions with partner and industry vertical vendor solutions.

Telecom 360

Automates, optimizes, simplifies and accelerates the entire B2B and wholesale quote-to-cash process.

EPC/PLM 360

Manages CSPs' product lifecycle and business processes from ideation to definition, launch and retirement.

CPQ 360

Manages all aspects of simple to complex quotations.

Partner 360

Provides end-to-end support to onboard partners and their products.

Order 360

Provides end-to-end support for order management (COM/SOM) with advanced order orchestration.

Kloudville is headquartered in Toronto, ON, Canada and has offices on five continents.

Partners include ServiceNow, Infosys, Celfocus, Tata Consultancy Services (TCS), Solutions by STC, Readiness IT and Smartdata Solusi Utama.

Kloudville's products are certified on ten [TM Forum Open APIs](#).

Kloudville Orchestrator is a Certified ServiceNow App available on to support seamless ServiceNow Integration requirements.

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