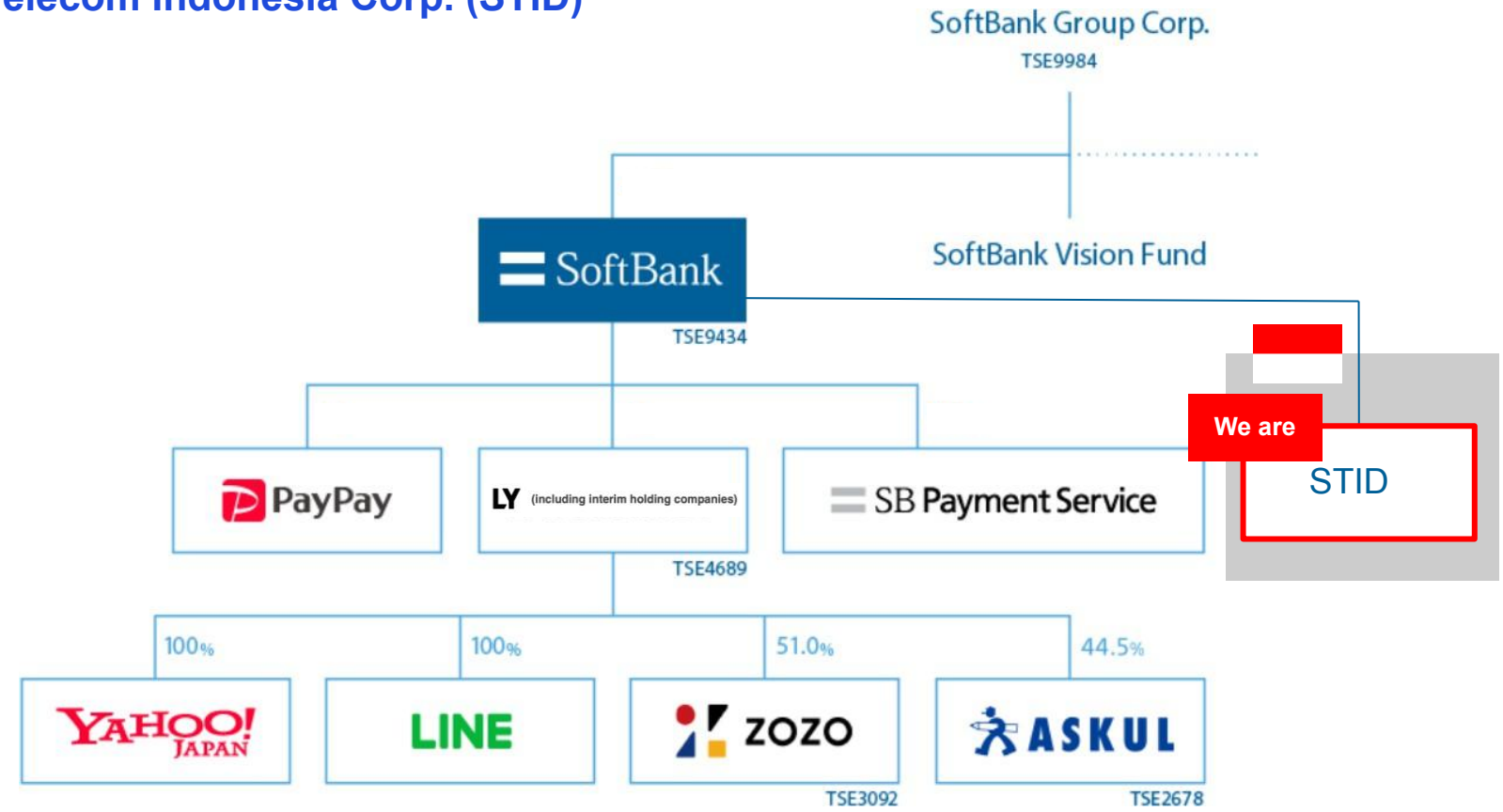
SoftBank Indonesia

SBTelecom Indonesia Corp.

Company Introduction

SBTelecom Indonesia Corp. (STID)



SoftBank Corp. APAC

HQ	SBTelecom Singapore
Others	SBTelecom Thailand
	SBTelecom Vietnam
	SBTelecom Indonesia
	SBTelecom India
	ST DIGITAL SOLUTIONS MALAYSIA SDN. BHD
	ST SOLUTIONS AUSTRALIA PTY LTD
	ST SOLUTIONS TAIWAN CO., LTD.

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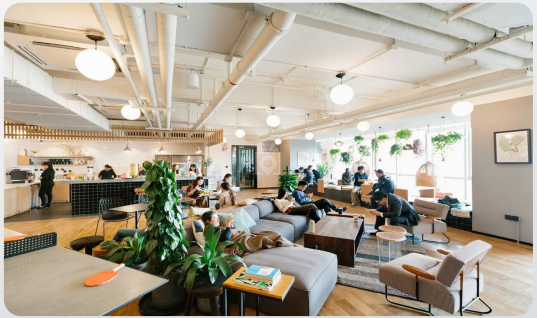
Overview

SBTelecom Indonesia

	PT. SBTelecom Indonesia (STID)
Founded	December 2012
Director (2025-Present)	Kota Matsui (Mr)
Business	ICT Services & Consulting, System Integration, IoT, AI, Digital Marketing, etc
Employees	25 Around (Jakarta & Cikarang Office)
Office	**Jakarta** WeWork Revenue Tower SCBD Fl 21, Jl. Jenderal Sudirman No.52-53, RT.5/RW.3, Senayan, Jakarta 12190, Indonesia **Cikarang** Cikarang Technopark, Fl 4 Jl Inti I blok C1 No.7 Lippo Cikarang, Bekasi 17550



Field of Business

SBTelecom Indonesia

System Integration

- ICT Consulting & Delivery
- Information Security Training
- Datacenter Service
- Cloud Solution
- Endpoint Security

SoftBank Corp Project Support

- Delivery Support for SoftBank Products
  - IP-VPN between Japan & Indonesia
  - SD-WAN product delivery in Indonesia
- Research and Survey
  - MOU support (HAPS Mobile)

New Business

- **AI (Artificial Intelligence)**
- **LINE Yahoo! Ads for Japanese Targeting**
- Digital Workflow
- Ticketing System
- ADA Marketing Technology

AI Solution

SOFTBANK'S COMMITMENT TO AI:

SoftBank leads the World in generative AI

Our Key Message

ChatGPT Plus is an outstanding tool for individual productivity

However, when considering ***Corporate-level adoption***, we provides critical following advantages：

①Enterprise-Grade Security & Governance

②Multi-LLM Flexibility for a Rapidly Evolving AI Landscape

③Instant Usability (Same Convenience, Same Cost as ChatGPT)

④No-Code AI Chatbot Creation

⑤Workflow Automation for Operational ROI

SBAI offers everything ChatGPT Plus can do, and far more

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Categories		ChatGPT Plus		SBAI	
Set up & Integration	Setup Required?	✓	No	✓	No (※ Optional Integration Available)
	Required System Integration?	✓	No	✓	No
	Want Integration?	✗	No Support	✓	Yes, it is possible to API Linkage
Data	Data Type	✓	External Source + Document upload	✓	External Source + Document upload + Company system data
Cost	Cost per ID	✓	USD 20 per month	✓	USD 20 per month
	Required Workshop?	✓	No	✓	No
	Want Workshop?	✗	No Support	✓	Yes, have Free Version & Charge Version.
Security	(PF) Data residency	✗	Unknown	✓	MY or SG Specified.
	(LLM) Data residency	✗	Unknown	✓	Can Control if Client required
	Admin Control	✗	No	✓	Yes
Capability	LLM Flexibility	✗	No	✓	Multiple LLMs (GPT, Gemini, others)
	AI Chatbot Creation	✗	Not supported & requires coding	✓	No-code GUI chatbot builder
	Workflow Automation	✗	Not supported	✓	Built-in workflow automation with AI Agents

※STID is expected to resell SHB's solutions

Main Features

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Multi-LLM

Enterprise AI Platform

❶ Flexible, Secure and Governed AI Platform

Select from multiple LLMs & control usage

Claude ChatGPT Gemini

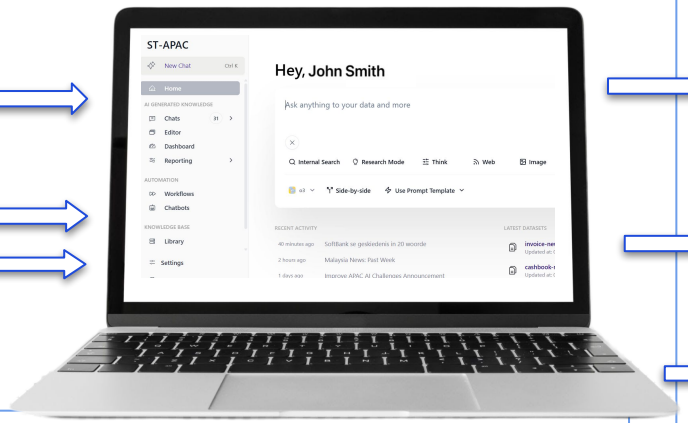
Certified to global security standards

AICPA SOC 2 ISO 27001 Certified

❷ Unified Knowledge Layer

Easily integrate internal systems

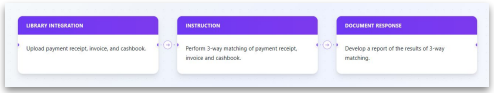
Microsoft 365 snowflake G Suite salesforce HubSpot



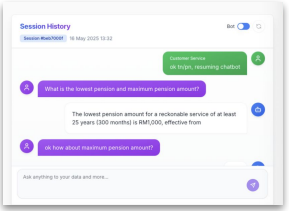
Easy to use UI with centralised GenAI search powered by your company's data

❸ No Code Automation & Real-time intelligence

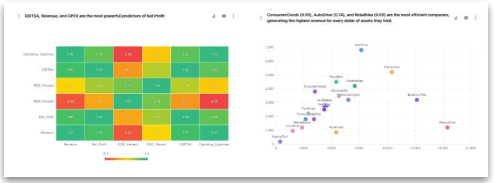
Agentic workflow builder



Deploy internal or external AI chatbots



Generate BI in real-time



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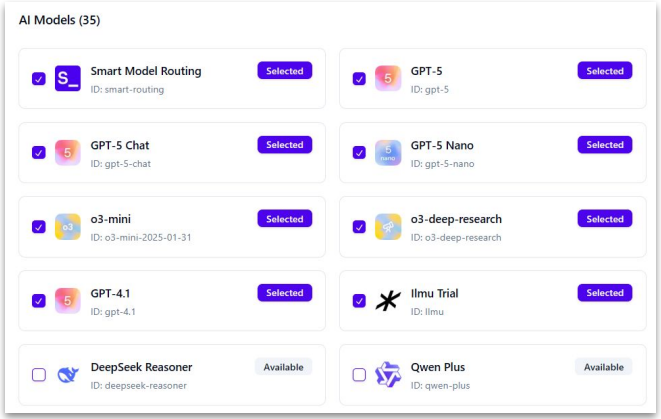
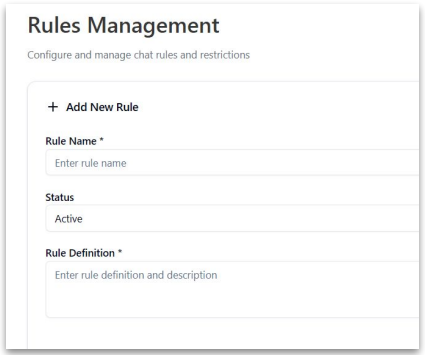
❶ Flexible, Secure and Governed AI Platform

Switch between LLMs and control token usage



Global, local or private LLMs can be included

Enterprise-grade governance & compliance



AICPA SOC 2 – Formerly SAS 70 Reports

ISO 27001 – Information Security Management – Certified

Set policies, rules and limit access to features

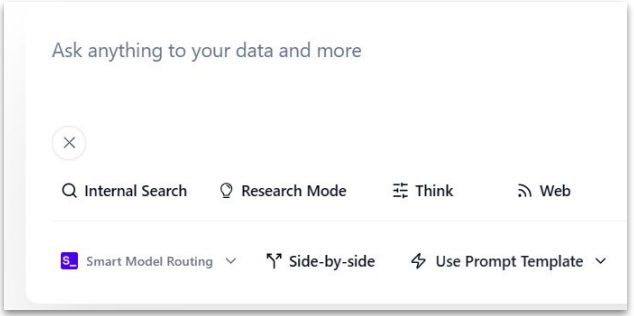
❷ Unified Knowledge Layer

Connect your data & software to build a knowledge base

Gmail
Slack
WhatsApp
Jira
Hubspot
Salesforce
MS 365
GDrive
Amazon S3
Databricks
Snowflake
MongoDB

Connectors Ready

GenAI search across your knowledge base and the web



Choose from multiple LLMs and create your own prompt template library

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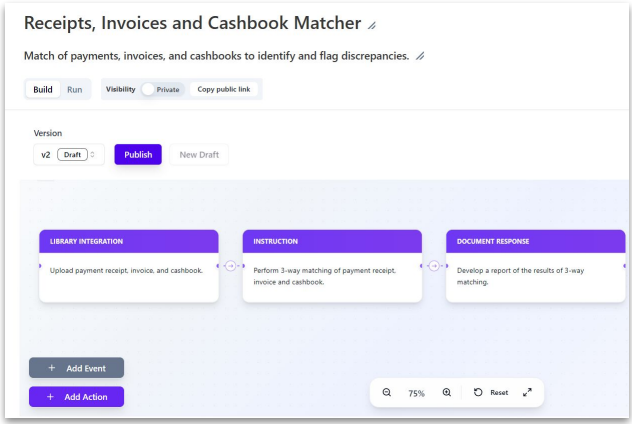
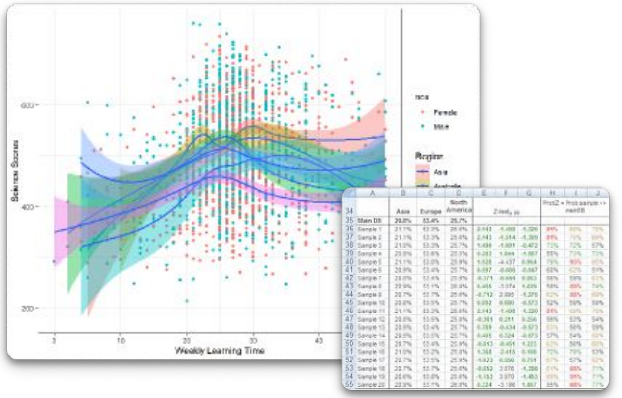
❸ No-Code Automation & Real-time Intelligence

Build workflows & chat agents linked to your systems



Library of workflows and agents predefined and created by your team

Chat with your data for instant reports and dashboards



Dynamic dashboards and reports without data analysts

Use Cases

Finance	Human Resources	Sales & Marketing	Procurement	Legal
Document Standardiser	Job Candidate Decider	Leads Qualifier	Data-Driven Replacement Analysis	Contract Intelligence & Management
Cash Book Matcher	Performance Reviewer	Persona Profiler	Automated Contract Review and Compliance	Autonomous Legal Operations
Quotation Checker	Learning Recommender	Customer Sentiment Analyst	Internal Knowledge Management	Compliance & Risk Management

Dashboard Overview

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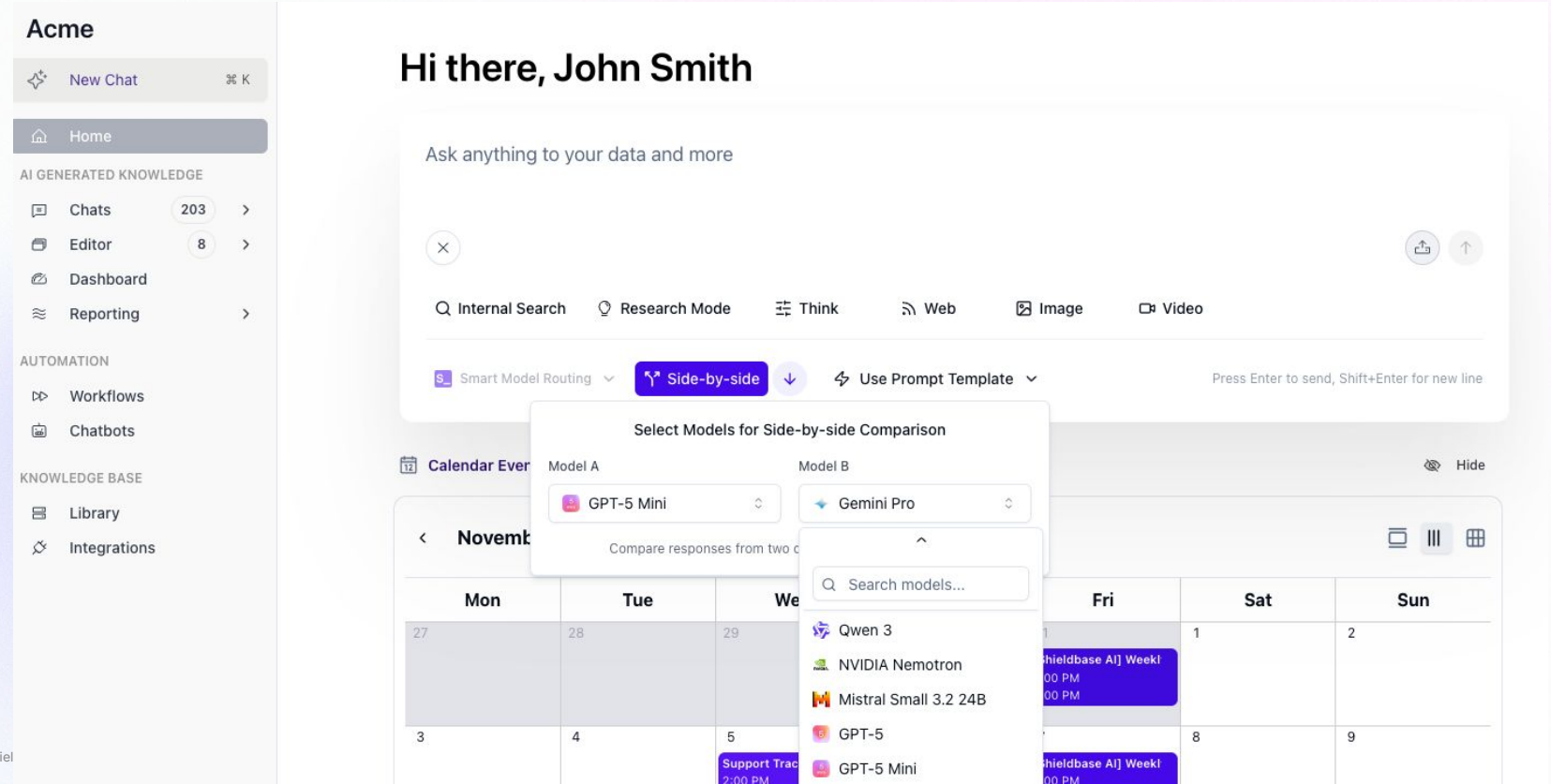
We make AI work, at work



Price List (Estimated)

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	Starter Plan	Regular Plan
License Fee (Monthly per user)	**IDR 550,000~**	**IDR 370,000~**
Minimum number of licenses	10	50
Installation support	○	○
Backup Data Retention Period*¹	7 days	unlimited
Storage (per user)	100GB	unlimited

*¹: Backups that can be restored during failures or other issues will be limited to the state from up to 7 days prior.
※For formal quotations, please inquire as we provide customized solutions based on your requirements and environment.
※The duration of implementation training will be determined based on your requirements and environment (e.g., 2 hours to 2 days).
※Minimum contract period: 1 year
※ VAT 11% is not included in

LINE Yahoo! Japan Ads

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Media Landscape in Japan

As of March 2024, Japan had 104.4 million Internet users, which makes up 84.9% of the total population.
Among them, 97 million are social media users, which comes up to 78.1% of total population.

	Y!	LINE						
MAU (in million)	84	97	78	73	55	26*	17*	4
TARGET	**Broad range of users** (young, elder)	**Broad range of users** (young, elder, active)	**Younger audiences** (teens-30s)	**Younger audiences** (high school & college students)	**Women, 20s-30s** (popular with women in Tokyo Metropolitan Area)	**Younger audiences** (teens-early 30s)	**Men, 30s-60s** (salaried workers)	**Men, 20s-40s** (salaried workers)
FEATURES	More than a search engine Network of 100+ integrated services High-visibility ad placements	Promoting lifestyle, products & services High reliability of information Alternative to e-mail, magazines, direct marketing	High platform engagement time Great for influencer marketing TV replacement	Affinity for games, anime, entertainment, & subculture Spread quickly with retweets Low information reliability if post goes viral	Affinity for fashion & cosmetics Influencers, models & talent Fast diffusion speed	Significant user base. Focus ons hort-form entertainment. Cultural relevance.	Promoting niche products & services. High targeting accuracy due to personal data High Reliability of information, slow diffusion.	Increased B2B focus on professional networking. Talent acquisition activities. Business development tool.

Source: https://datareportal.com/reports/digital-2024-japan
*TikTok: users aged 18 and abocve | **Facebook:** Due to Meta's changes in data privacy, figures shown here may not be accurate with the actual number of Facebook users.

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Restricted

LINE & Yahoo! JAPAN

Free Support

We offer **complimentary support** to advertisers who manage their own Yahoo! JAPAN Ad and LINE Ad Accounts.

Benefits:

- ☆ A dedicated specialist provides strategic guidance and operational support, free of charge
- ☆ Comprehensive support from account creation, to set up and activation
- ☆ No contracts or minimum needed
- ☆ The latest information such as market trends and industry insights to help your planning

What's included:

- ✓ Account & payment set up
- ✓ Basic interface training
- ✓ Translation/linguistic quality control (Japanese only)
- ✓ Optimisation suggestions & reporting
- ✓ Bilingual support in English & Japanese

Not included:

- × Campaign upload
- × Bidding management

LINE & Yahoo! JAPAN
Display Ads Product Lineup

YAHOO! JAPAN

LINE

Display Ads (Guaranteed)	Display Ads (Auction)	Talk Head View	Display Ads (Auction)

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Marketing Funnel

User behaviour	KPIs	Search Ads	Display/Shopping Ads	LINE
No brand recognition	**Awareness** Prospect budget		Demographic affinity	LINE Talk Head View Demographic
Interest in brand/product		Dynamic Search Ads	Content KWs placement	
Purchase consideration	**Traffic** Acquisition budget	Big KWs	Custom Audience Look alike Remarketing	Custom audience Look alike Remarketing
Purchase intent	**Purchase** Acquisition budget	Big/Middle KWs Brand KWs Yahoo BSA		
Repeated customer				LINE Official Account

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Yahoo! JAPAN and LINE Ads Targeting

While Yahoo! JAPAN and LINE Ads share some common targeting options, each platform also offers unique targeting capabilities.

	LINE Ads	Yahoo! JAPAN Ads
Shared targeting features	• Retargeting • Lookalike targeting • Demographic targeting • Interest-based targeting • Re-engagement	
Unique targeting features	• Cost-per-Friend (CPF) • Automatic targeting (beta)	• Search targeting • Smart targeting • Other Yahoo! data-driven targeting

- **Digital Workflow**
- **Ticketing System**

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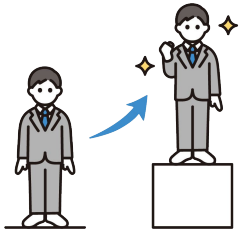
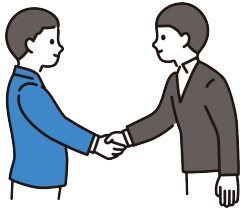
Why Choose Our Solution?



Cost Effective

One-time payment vs. endless subscriptions



Full Ownership

Your platform, your data, your control

White-Label

Complete brand customization

Fast Deploy

Go-live in 8-10 weeks with local support

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Digital Workflow Solution

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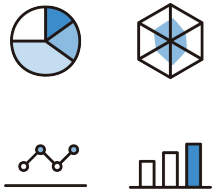
Visual Builder

- Drag & Drop Interface
- No Coding Required
- Reusable Templates



Smart Automation

- Auto Calculation
- Dynamic Cost Allocation
- Approval Workflow Engine

Document Management

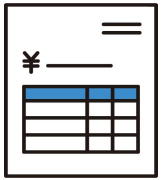
- Centralized Storage
- Scan & Attachment Support
- Inherited Documentation

Collaboration

- Discussion Threads
- Comment Labels
- Print-Ready Forms

Powerful Features

Core System Modules

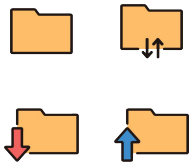


FINANCE & TAX

Dynamic vendor allocation
Auto-calculation (Amount ↔ %)
Custom tax engine with sorting
Multi-level approval flow

PROCUREMENT

Inherited PO data
Cost allocation per line item
Document attachment system
Cross-check verification



LEGAL

Flexible form builder
for legal review request

HR

Flexible form builder
For reimbursement

IT Ticketing System

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Key Features

TICKET MANAGEMENT

Create, assign, track, and resolve tickets efficiently

MULTI-PLATFORM

Web portal, iOS, and Android support

MOBILE APPLICATIONS

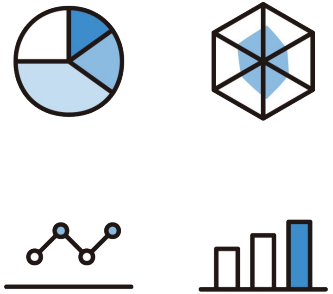
Native iOS and Android apps with push notifications

ANALYTICS

Comprehensive dashboards and insights

CUSTOM BRANDING

Your logo, colors, and corporate identity



Technical Capabilities

Flutter Development

Cross-platform mobile development for consistent user experience

API Integration

Ready for existing systems with secure authentication

Deployment Options

Cloud-hosted or on-premise deployment with role-based access

Knowledge Base

Self-service portal with automated routing and escalation

Commercial

SBTelecom Indonesia

Digital Workflow

Scope	Price (Excld. Tax)
• One Time Implementation • Local Support (1yr)	250,000,000 IDR

IT Ticketing System

Scope	Price (Excld. Tax)
• One Time Implementation • 6 months Warranty	200,000,000 IDR

*Exclude On-Premise hardware

THANK YOU

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