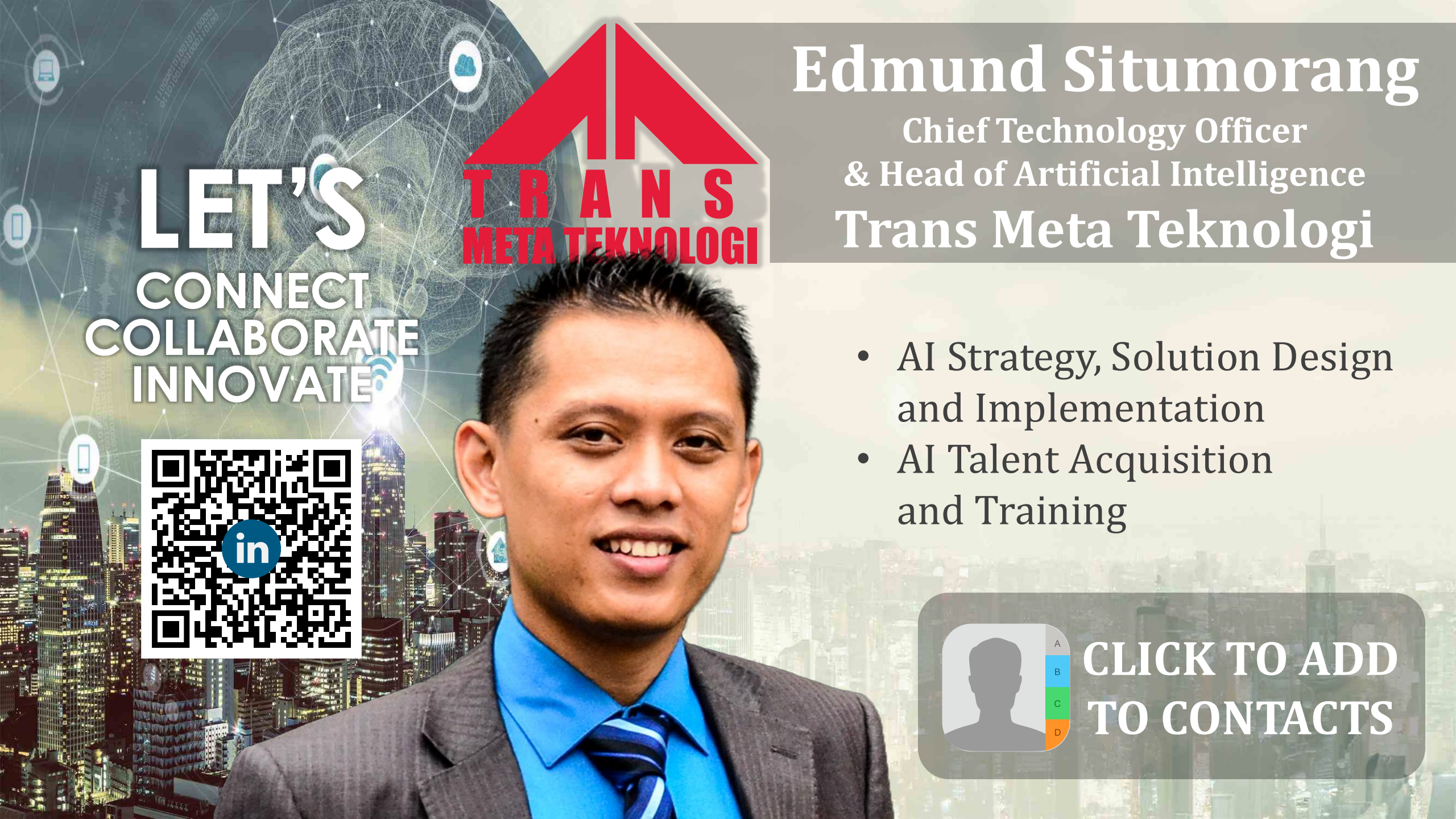
LET'S
CONNECT
COLLABORATE
INNOVATE
TRANS
META TEKNOLOGI
Edmund Situmorang
Chief Technology Officer
& Head of Artificial Intelligence
Trans Meta Teknologi
• AI Strategy, Solution Design and Implementation
• AI Talent Acquisition and Training
CLICK TO ADD TO CONTACTS

Digital Transformation for a Sustainable Future

Leveraging IT for Environmental, Social, and Governance (ESG) Objectives

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TIFICIAL INTELLIGENCE

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AWARDS

EDMUND SITUMORANG

STRATEGY IS ABOUT INNOVATION
BEING AHEAD AND TRUSTED MARKET LEADER

BENCHMARK
SET SMART GOALS

YOU CAN’T IMPROVE WHAT YOU CAN’T MEASURE

Project Status

Sprint 5 Apr - 19 Apr 22. We plan to do several backlog. Here the details :

No	Sprint	Project Desc	Business Owner	Priority
1	Danamas (Update flow Issued policy with e-certificate + Claim API + Deposit Dashboard)	To provide dashboard for Danamas to periodically check the deposit amount	Sales	**P1** - on progress
2	Shopeepay (Claim API)	API integration with ASI for claim process	Sales	**P1** - on progress
3	Nabila [illegible]	[illegible]	Sales	**P1** - on progress
4	Mitra Driver+ iteration 3 (customer portal to surre[illegible] data [illegible] mobile phone) - UI, Itegr[illegible]	To provide surrender request and endorsement of data changes [illegible]	Sales	**P2** - on progress
5	Enhance Claim Portal-2 (Upload document more than 1 + Add new free text field for chronology + SLA) - UI c[illegible]	Enhancement on current claim portal based on feedback from Sales [illegible]	Sales	**P2** - on progress
6	Danamas recovery cicilan (API Doc for Danamas + API Development)	To enhance current API Credit Insurance for new product integration, according to API requirements from ASI	Sales	**P3** - not yet

WORK WITH SMALLER SMART GOALS

AGILE WORK WITH SPRINTS

ITERATIONS + CI

Specific, Measurable, Achievable, Relevant, and Time-Bound

2nd Annual
ANALYTICS
LEADERS SUMMIT
ARTIFICIAL INTELLIGENCE,
THE CLOUD & BEYOND
12th & 13th September 2019, Mercure Ortigas| Manila, Philippines
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31 AUG 2023
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Chief Technology Officer
Asian Bulk Logistics
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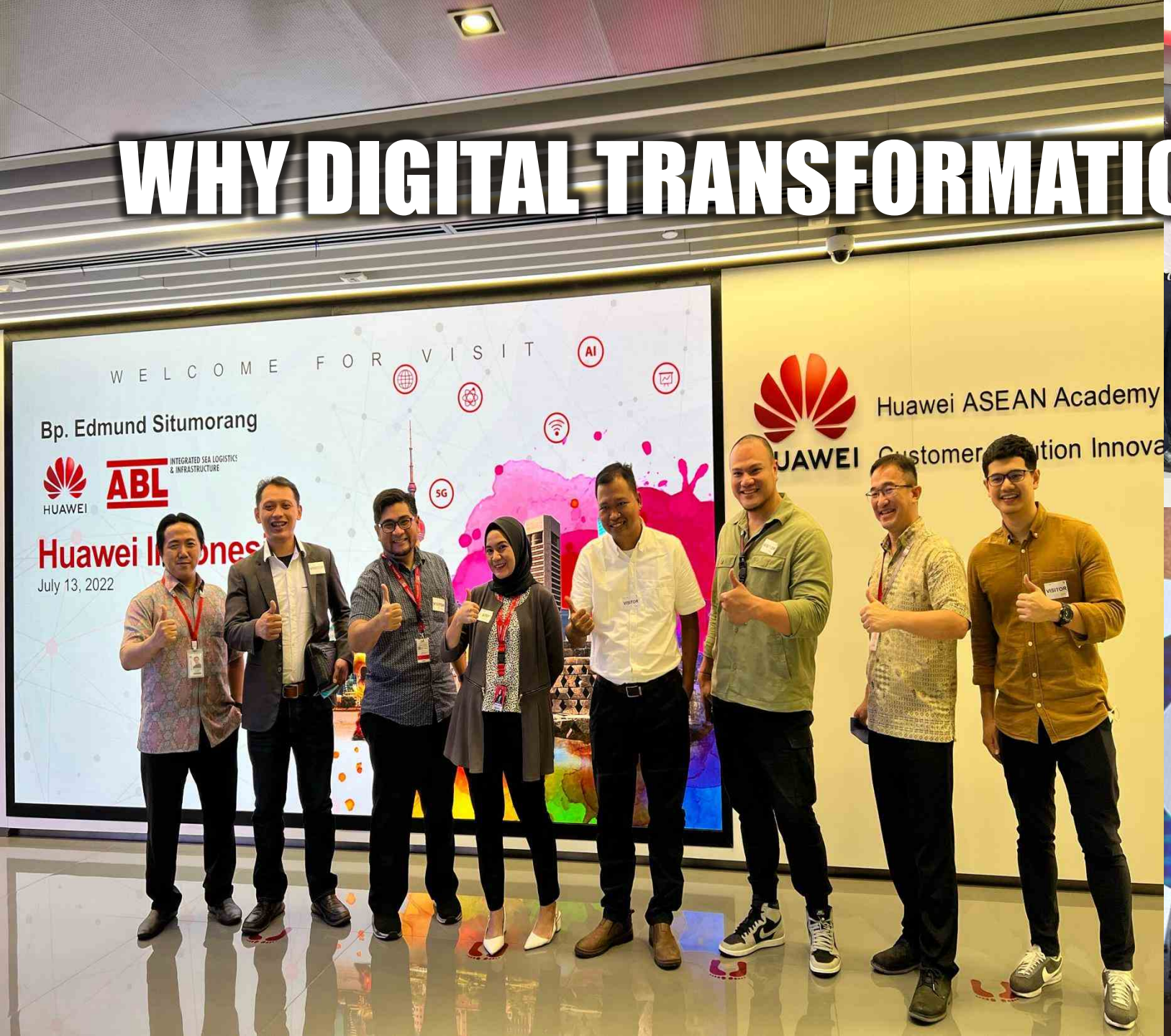
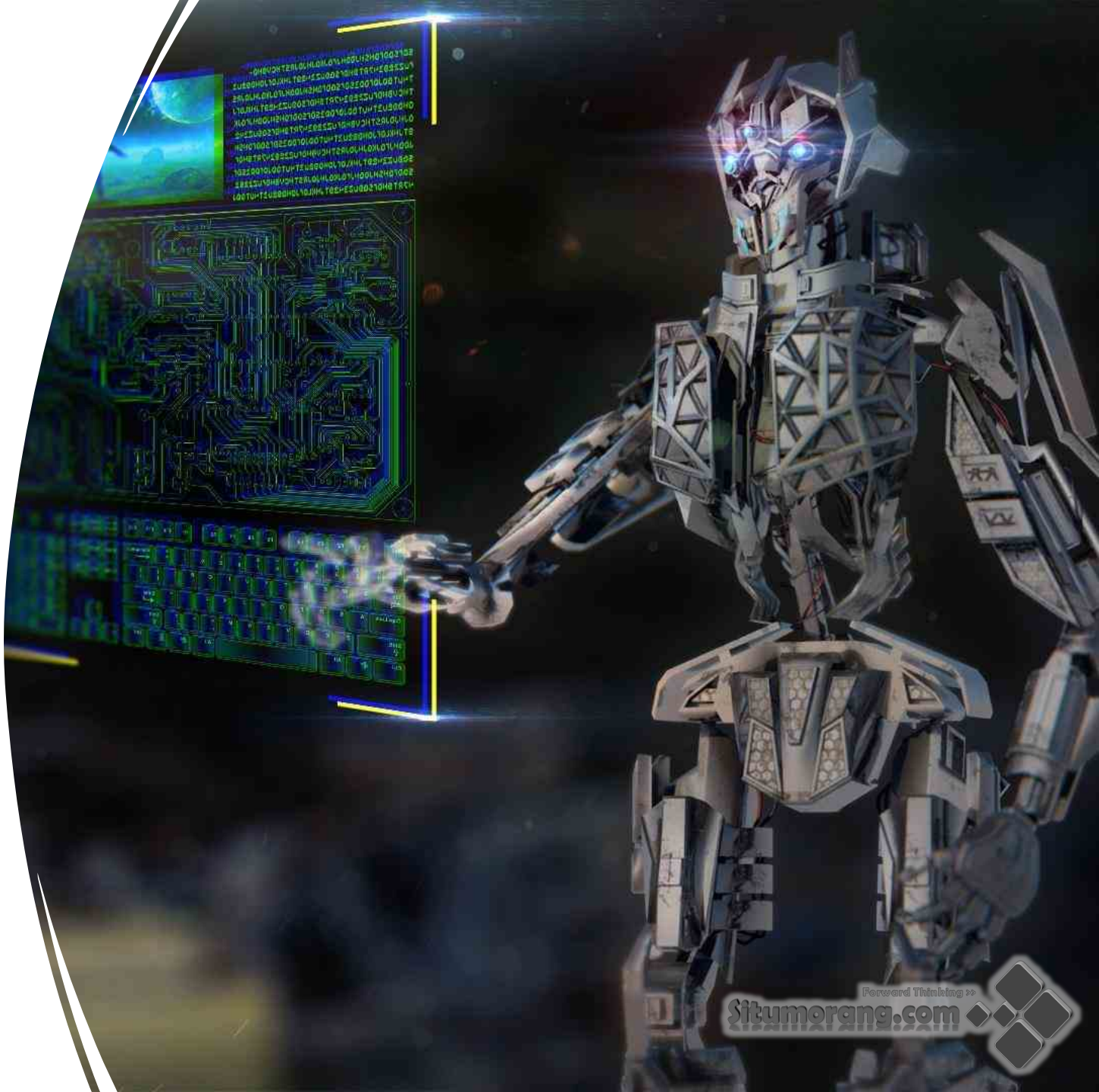
Entering the era of Web 3.0, The Metaverse will become a necessity for brands

WHY DIGITAL TRANSFORMATION?



What are you doing to prepare for the future?

By 2023 Gartner predicts that 40% of infrastructure and operation teams in large enterprises will use AI-augmented automation, resulting in higher productivity.



Digital
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MARINE EYES

Security

Drug Smuggling, Piracy, Stowaway, Theft

Bridge Activities

Lookout, Bridge Watch Level, Unattended Bridge, Unusual Behavior, Pilotage

Maintenance

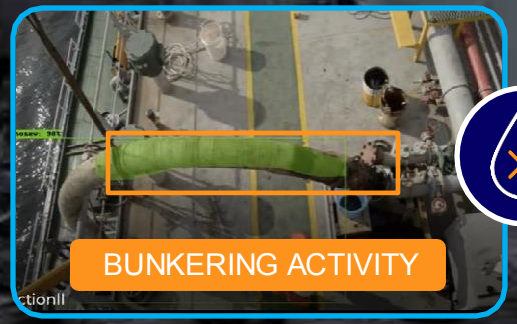
Planned vs Actual, Critical Equipment, Remote Guidance, Asset Utilization

Cargo Operations

Port Efficiency, Tank Cleaning, Unreported Stoppages, Stevedore Conduct

Safety

PPE Compliance, Unsafe Acts, Unsafe Conditions, Fire / Safety Rounds, Incident Management



Environment

MARPOL Compliance, Use of OWS, Bunkering

HONESTY IS THE BEST POLICY
LAZINESS IS AN INFECTIOUS DESEASE
WE NEED HONEST PEOPLE WHO REALIZED THEIR INCAPABILITY AND ARE WILLING TO BE TRAINED
SEDIMENT POOL

PROGRESS ALWAYS WINS

THE REAL PROBLEM WHY PEOPLE REFUSE CHANGE:
- MOTOR BODONG
- TIDAK PUNYA SIM
- TAPI MAU DIBAYAR MAHAL

OJEK PANGKALAN VS OJOL

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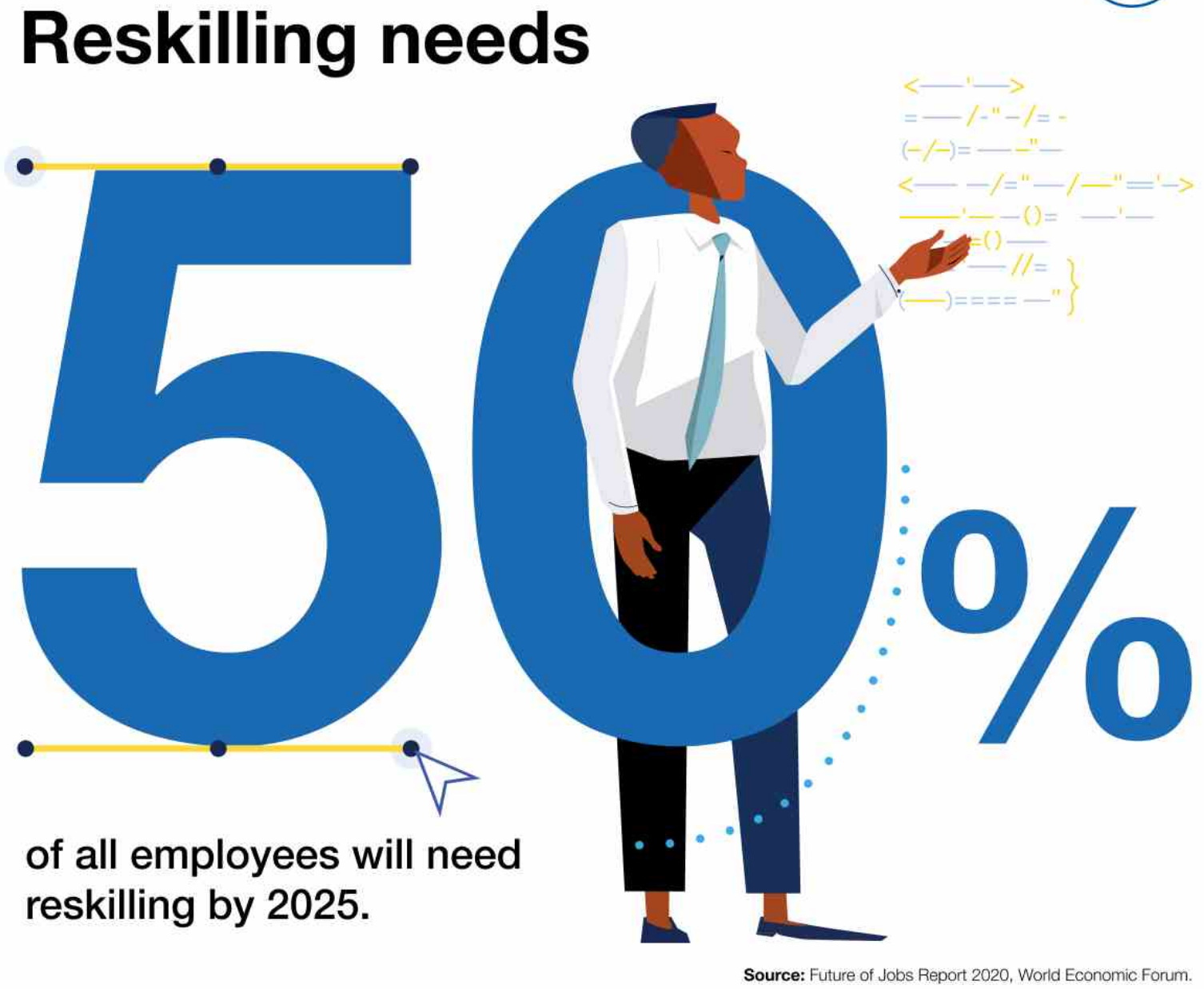
Creativity

Leadership

Emotional Intelligence



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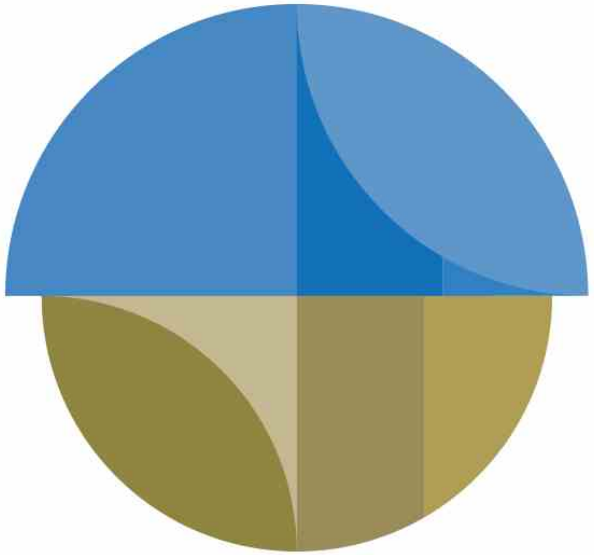
AI will automate many repetitive and sometimes dangerous tasks like data entry and assembly line manufacturing. The technology will also change the nature of work for many other jobs, allowing workers to focus on higher-value and higher-touch tasks that often require interpersonal interactions. These newly enhanced jobs will create benefits for both businesses and individuals who will have more time to be creative, strategic, and entrepreneurial.

WORLD ECONOMIC FORUM

Job landscape

By 2025, new jobs will emerge and others will be displaced by a shift in the division of labour between humans and machines, affecting:

97 million



85 million

Growing job demand:

1. Data Analysts and Scientists
2. AI and Machine Learning Specialists
3. Big Data Specialists
4. Digital Marketing and Strategy Specialists
5. Process Automation Specialists
6. Business Development Professionals
7. Digital Transformation Specialists
8. Information Security Analysts
9. Software and Applications Developers
10. Internet of Things Specialists

Decreasing job demand:

1. Data Entry Clerks
2. Administrative and Executive Secretaries
3. Accounting, Bookkeeping and Payroll Clerks
4. Accountants and Auditors
5. Assembly and Factory Workers
6. Business Services and Administration Managers
7. Client Information and Customer Service Workers
8. General and Operations Managers
9. Mechanics and Machinery Repairers
10. Material-Recording and Stock-Keeping Clerks

Source: Future of Jobs Report 2020, World Economic Forum.

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digital transformation plays a crucial role by optimizing processes, reducing waste, and driving innovation

ESG & Sustainability

Environmental Impact

Energy Efficiency, Waste Reduction, Carbon Footprint

Social Responsibility

Employee well-being, Diversity and Inclusion

Governance

Data transparency, compliance and reporting, Cybersecurity

Vodafone has implemented energy management systems across its network of mobile towers, resulting in a 15% reduction in energy consumption per site. This was achieved by leveraging IoT technology to monitor and optimize energy usage continuously (Vodafone Group Sustainability Report, 2023).

AT&T, through its energy efficiency initiatives, saved over 200 million kWh of electricity annually by deploying smart energy management systems across its telecommunications infrastructure (AT&T ESG Report, 2022).

CALL TO ACTION

1. Identify Key ESG Areas Where IT Can Have the Most Impact
2. Invest in the Right Technologies
3. Pilot Projects
4. Engage Stakeholders
5. Leverage Data for Continuous Improvement

GCF Academy

windmill

This document certifies that

Edmund Situmorang

has successfully achieved the certification

DESIGN THINKING INNOVATION

Fundamentals

September 27, 2023

GLOBAL CIO FORUM

Tushar Sahoo
Founder, Global CIO Forum

Sunny Gambhir
Designer-in-Chief, Windmill

windmill

82968670

DESIGN THINKING

A Comprehensive Guide to Fostering Innovation and Problem-Solving

- EMPATHIZE
- DEFINE
- IDEATE
- PROTOTYPE
- TEST

Design thinking is a human centered and collaborative approach to problem solving, using a designed mindset to solve complex problems.

Tim Brown (British Industrial Designer & President of IDEO)

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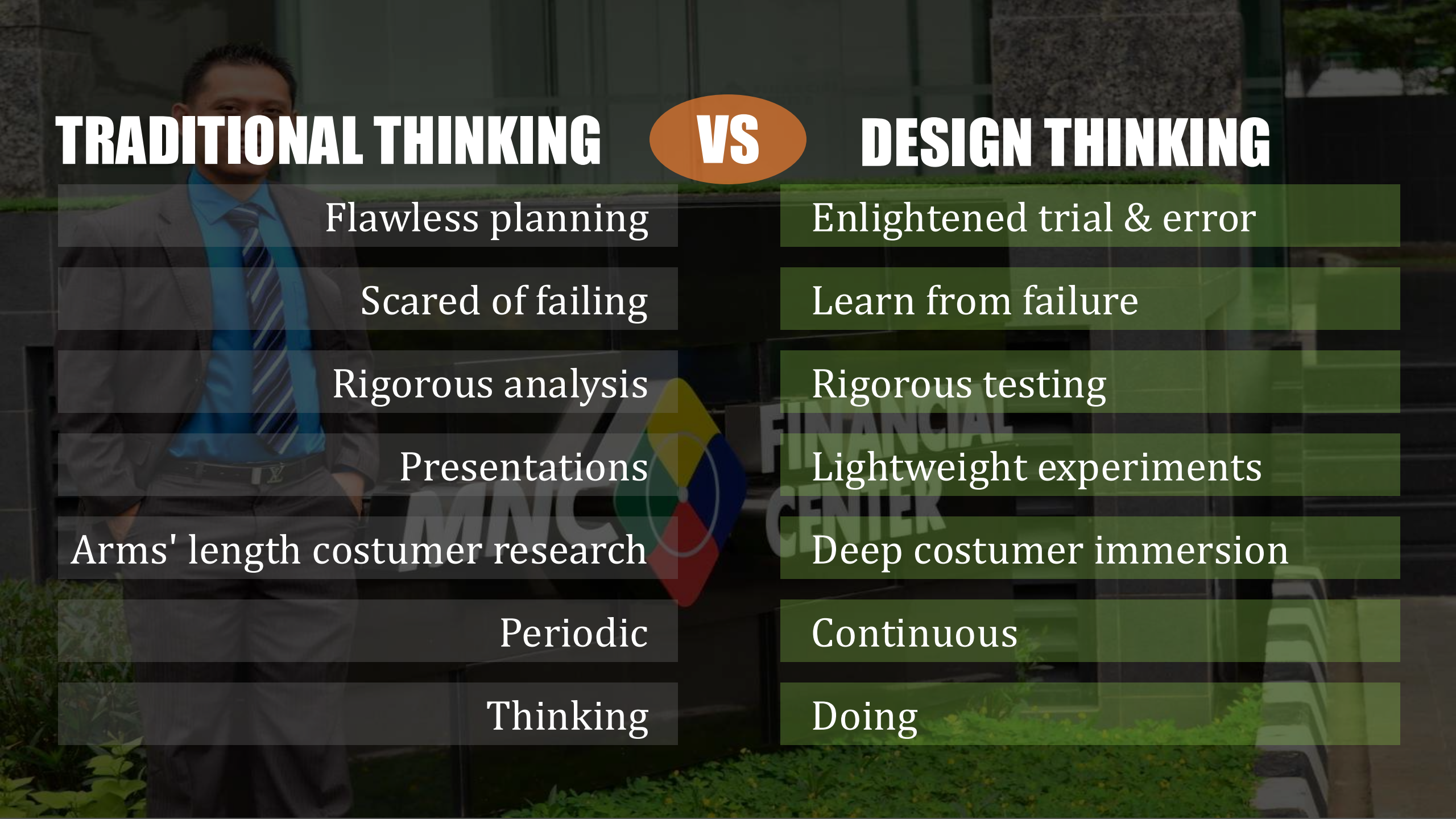
Empathize: Understand the needs, experiences, and emotions of the people for whom you are designing. This often involves user research, interviews, and observations.

Define: Clearly articulate the problem you want to solve. Based on the insights gained during the empathize stage, you define the problem from a human-centered perspective.

Ideate: Generate a wide range of ideas and potential solutions. This stage encourages creative thinking and brainstorming to explore various possibilities.

Prototype: Build simple, tangible representations of your ideas (prototypes) to explore potential solutions. These can be anything from sketches to models to digital prototypes, depending on the nature of the problem.

Test: Try out your prototypes with real users to gather feedback. This stage helps you understand what works, what doesn't, and how the solution can be improved.

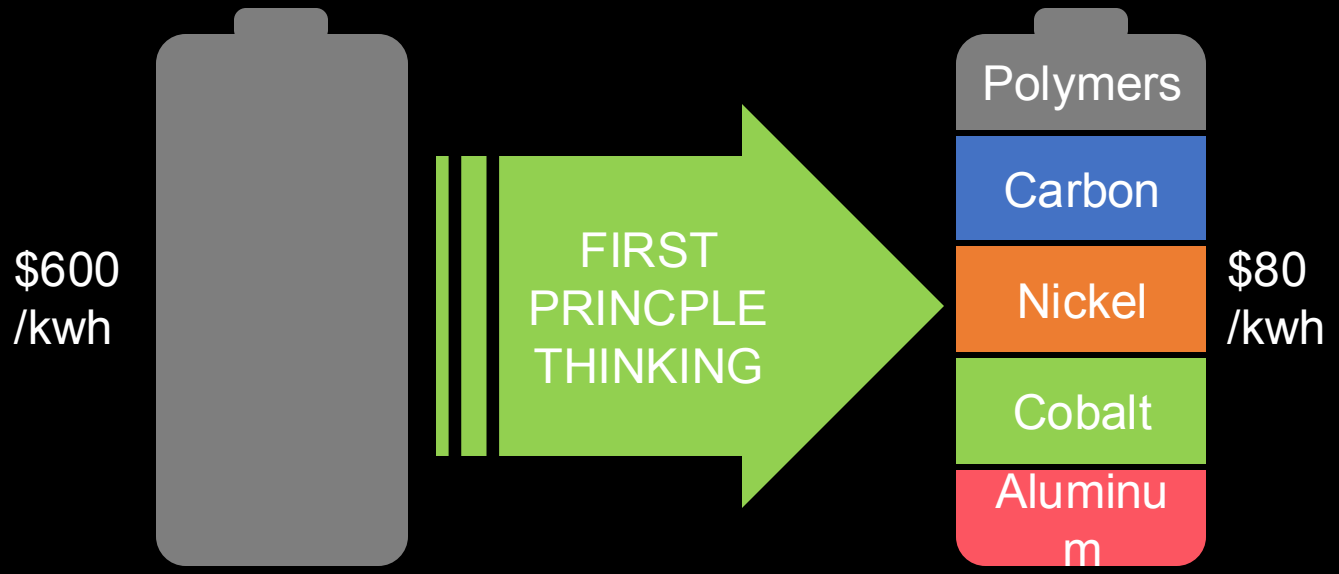

TRADITIONAL THINKING
VS
DESIGN THINKING
Flawless planning
Enlightened trial & error
Scared of failing
Learn from failure
Rigorous analysis
Rigorous testing
Presentations
Lightweight experiments
Arms' length costumer research
Deep costumer immersion
Periodic
Continuous
Thinking
Doing

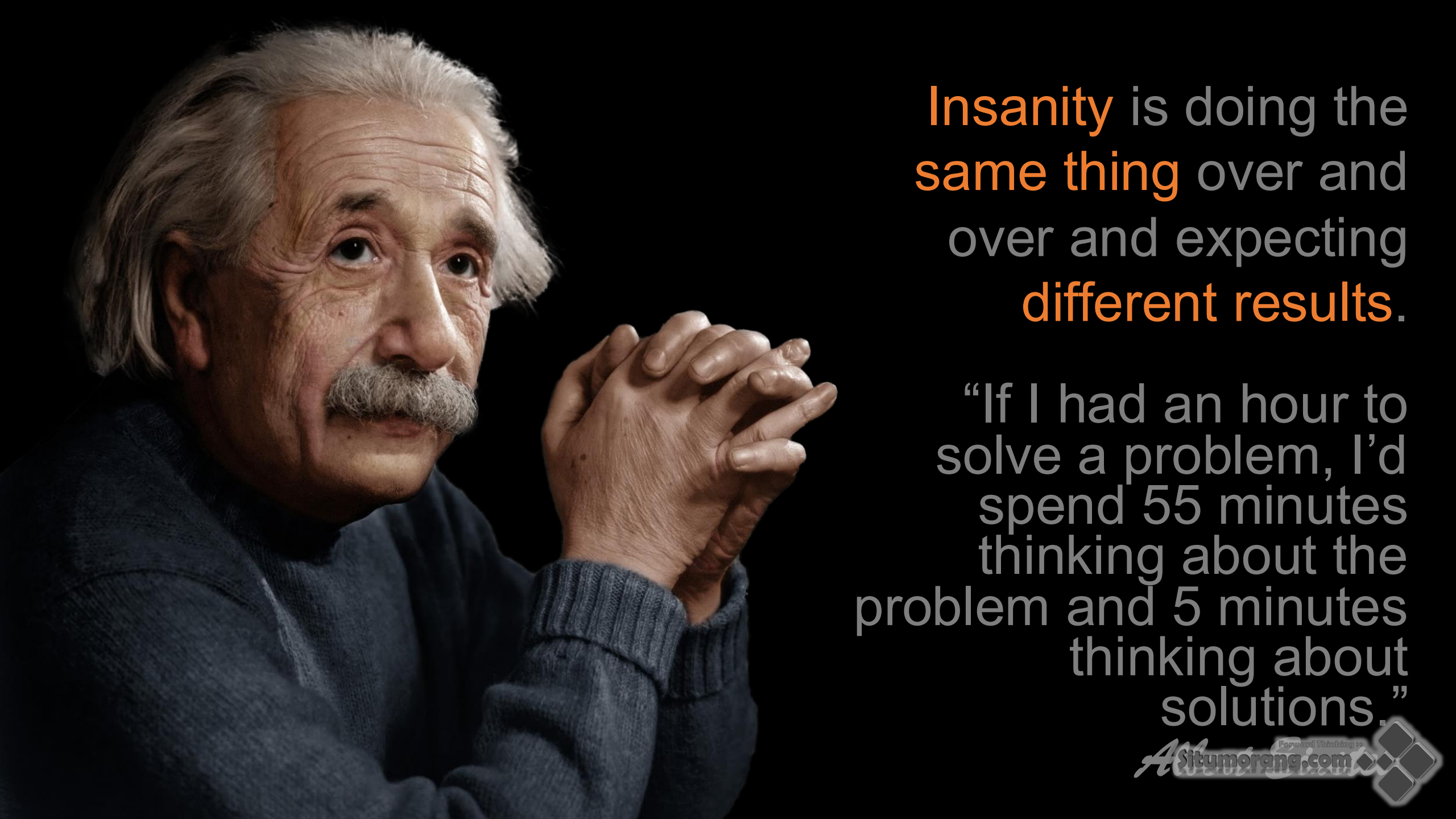
Applications of

First Principles Thinking

TESLA

"It is important to view knowledge as sort of semantic tree. Make sure you understand the fundamental principles, ie the trunk and big branches, before you get into the leaves/details or there is nothing for them to hang on to." - *Elon Musk*




Insanity is doing the same thing over and over and expecting different results.
“If I had an hour to solve a problem, I’d spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.”
Albert Einstein
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Cook Vs Chef
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LAST THING TO DISRUPT

“In a world where everything is connected, where machines can talk, learn and mimic humans, a world where machines are employable, where performance is at its peak, innovation at its finest and job loss at its highest. There is only one spot left to transform and that is YOU.”

— Nicky Verd, Disrupt Yourself Or Be Disrupted

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