



KEY of SUCCESS for DIGITAL TRANSFORMATION in SMB

PETER J. KAMBEY

IT Manager Titan Baking

Head of Executive PHP Indonesia Community

Digital Transformation in SMB

Personal View

- SMB on its survival in the past, defend on this current pandemic and hope in future challenge based on my experience that works several time in micro and small business for year especially in Titan Baking right now

Past

Current

Future

A person with white hair is shown from the chest up, looking down at a document held in their hands. The image is dimly lit, with the person's face and hands being the primary light sources. The background is dark and out of focus.

Let's Enter the SMB World

- SMB Definition
- SMB Characteristics

Type	Asset	Omzet
Mikro	$\leq 50jt$	$\leq 300jt$
Kecil	$50jt - 500jt$	$300jt - 2.5m$
Menengah	$500jt - 10t$	$2,5m - 50m$
Enterprise	$> 10jt$	$> 50m$

SMB/UMKM Definition

UU No.
20/2008
Usaha Mikro,
Kecil dan
Menengah

A person is shown from the waist down, performing a deadlift with a barbell. The person is wearing dark athletic pants and black sneakers. The barbell has several large black weight plates. The background is a dark gym setting with a wooden floor. The text is overlaid on the image in white and blue colors.

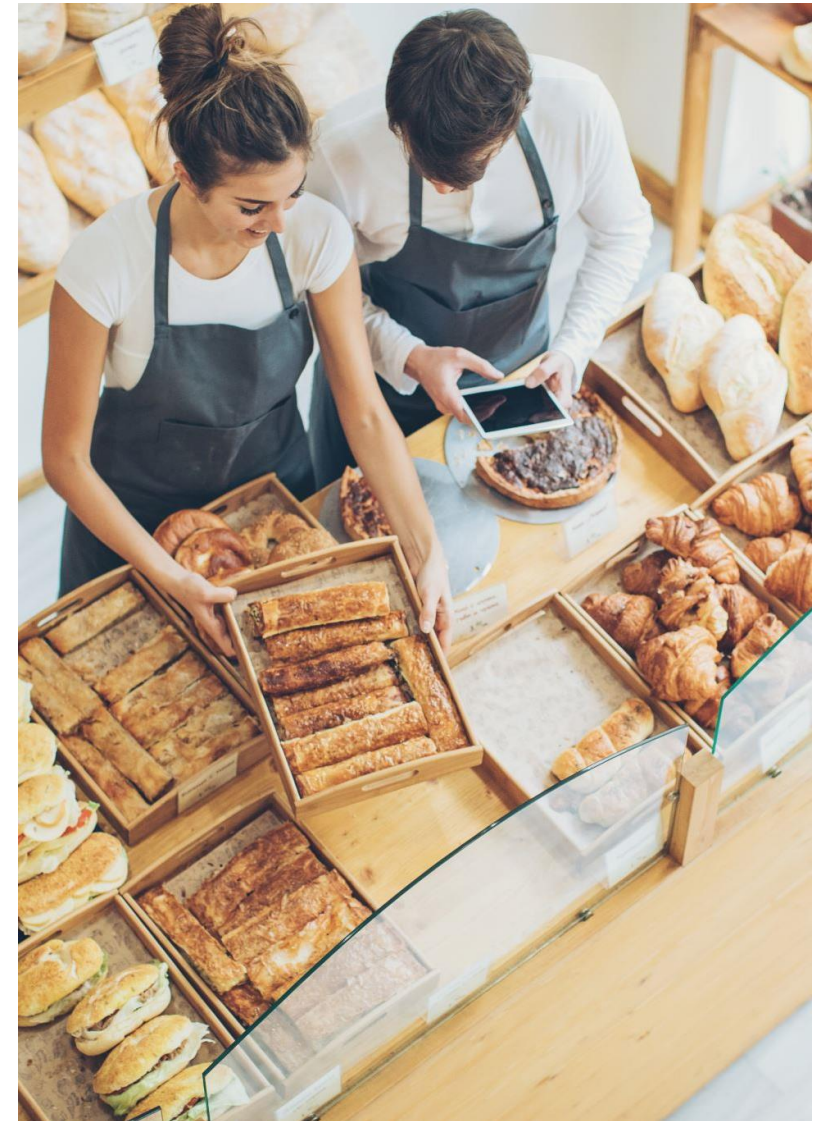
SMB
Characteristics

- Business Size
- Human Capital
- IT Team
- Budget
- Agility

Why SMB Need Integrated System

Last Experience

Titan Baking Use Case



INTEGRATION TARGET



INTER CONNECTION SYSTEM



SIMPLE/LESS TOOLS

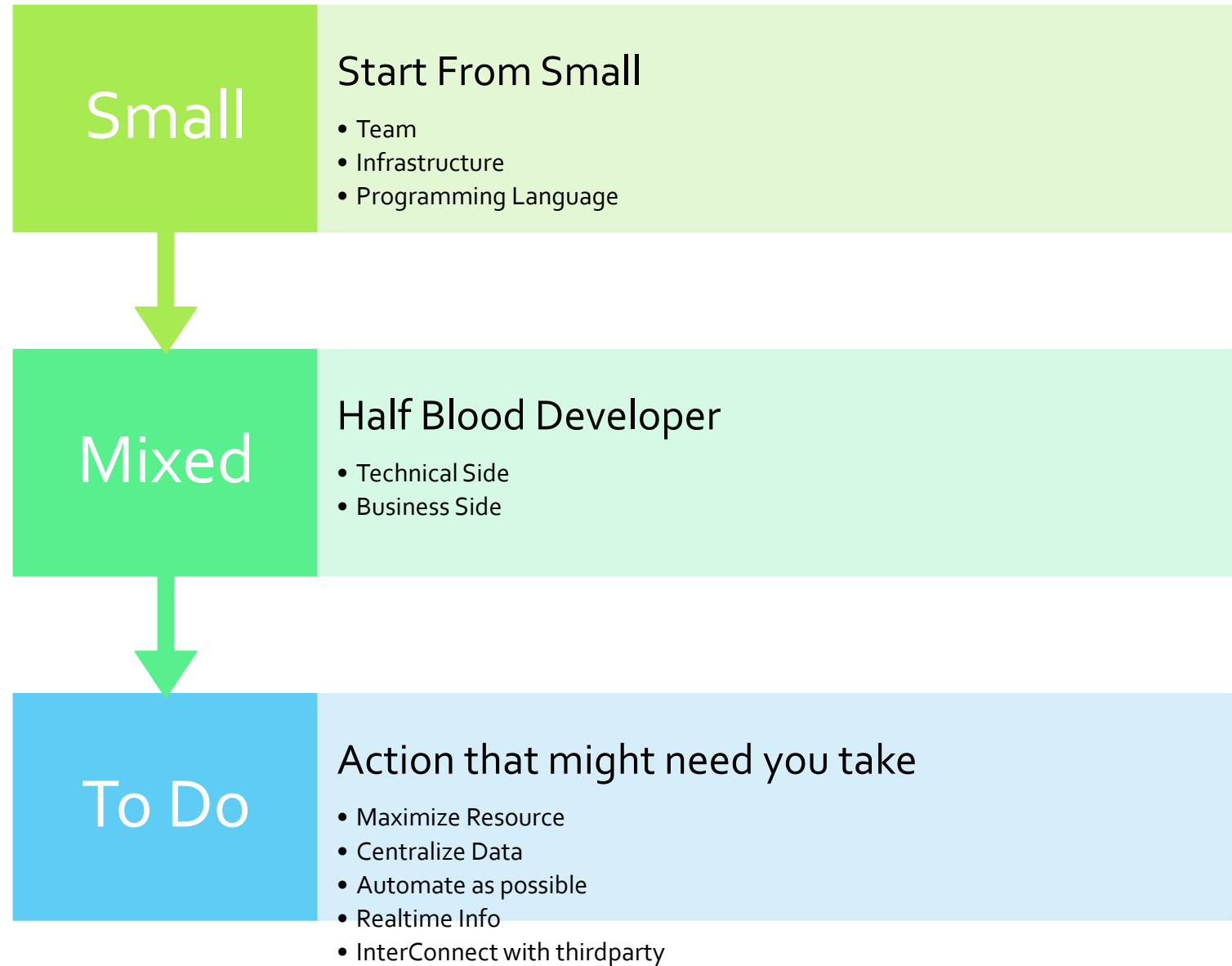


AUTOMATION



REAL TIME

If you an
IT-man, this is
your steps





THANKYOU