Telin

batic

bali annual
telkom international
conference 2022

Reconnecting Regions, Reviving Digital Ecosystems

Post Event Report

#BATIC2022
#BATICRECONNECT

www.batic.events
partnership@batic.events

What are they **said** about BATIC 2022?

> *Overall event is interesting!*

> Excellent concept, arrangements, topic and networking.

> *Thanks for great hospitality!*

> *App is powerful!*

> Best telco event of the year!

> An opportunity for a higher profile and support national agenda.

THANK YOU FOR RECONNECTING AT BATIC 2022!

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About BATIC

BATIC stands for Bali Annual Telkom International Conference, an annual international telecommunication event that is brought by Telin as a form of contribution to the telco community and to provide an information exchange container about the industry development.

BATIC is known as a place for market update exchange and conference, wrapped with authentic Indonesia culture held in Bali - Indonesia.

Telin welcomes global and domestic partners, from the major wholesale carriers, data centers, digital companies, enterprises, analysts, vendors, and regulators.

BATIC 2022 will take place at Hilton Bali Resort, Nusa Dua, Bali. and bring up the theme of **"Reconnecting Regions, Reviving Digital Ecosystems"**.

01

Reconnect with telco community in BATIC event

02

Reconnect with latest telco and digital trends

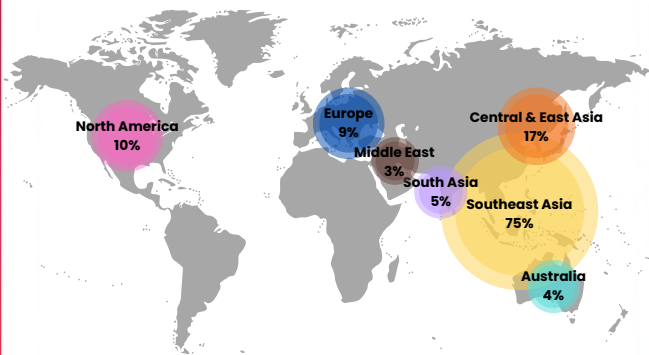**03**

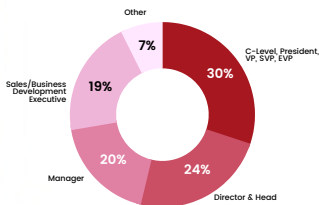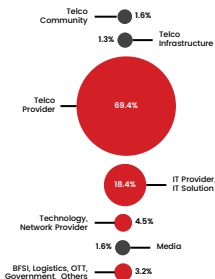**Reconnect with** the beauty of Indonesian culture

2022 AUDIENCE OVERVIEW

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ATTENDANCE BROKEN DOWN BY REGION

North America
10%

Europe
9%

Middle East
3%

South Asia
5%

Central & East Asia
17%

Southeast Asia
75%

Australia
4%

ATTENDANCE BY SENIORITY

- Other: 7%
- C-Level, President, VP, SVP, EVP: 30%
- Director & Head: 24%
- Manager: 20%
- Sales/Business Development Executive: 19%

ATTENDANCE BY COMPANY TYPE

- Telco Community: 1.6%
- Telco Infrastructure: 1.3%
- Telco Provider: 69.4%
- IT Provider, IT Solution: 18.4%
- Technology, Network Provider: 4.5%
- Media: 1.6%
- BFSI, Logistics, OTT, Government, Others: 3.2%

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2022 AUDIENCE OVERVIEW

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LET THE NUMBERS TALK

675+
delegates
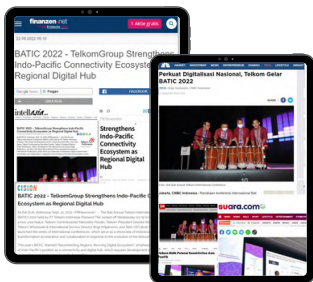
190+
companies

25+
countries

4 Days
networking

MEDIA REACH

400+
international & national
media coverage

2,500,000+
potential
audiences

500,000+
social media impression for
#BATIC2022 campaign

85%
delegates
satisfaction rate

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PARTICIPATING COMPANIES

- ABHINAWA
- ACASIA
- ACONGDECONTE
- ADA ASIA INDONESIA
- AGARTO
- AIR ASIA SUPER APP
- AKAMAI TECHNOLOGIES
- AMAZON WEB SERVICES
- AMBHARA DUTA SHANTI
- APJII
- APSTAR
- ARELION
- ARTAMAYA MAKMUR ABADI
- ARTHATAMA ADHIPRIMA PERSADA
- ATRIA DC
- AXIATA
- BAISHANCLOUD
- BANKAI GROUP
- BATAM BINTAN TELEKOMUNIKASI
- BBIX
- BBSAKURA NETWORKS
- BDX DATACENTERS
- BEIJING YULORE INNOVATION TECHNOLOGY
- BLUE BIRD
- BRI
- BW DIGITAL
- BYTEDANCE
- CAKRAFLASH
- CBC TECH
- CDNCLOUD INTERNATIONAL DATA TECHNOLOGY
- CELCOM AXIATA BERHAD
- CHINA MOBILE INTERNATIONAL
- CHINA TELECOM GLOBAL INDONESIA
- CHINA UNICOM GLOBAL
- CHT INFINITY INDONESIA
- CHUNGHWA TELECOM SINGAPORE
- CIENA
- CISCO
- CITIC TELECOM INTERNATIONAL
- COGENT COMMUNICATIONS
- COMMS GROUP
- CONVERGE ICT SOLUTIONS
- CONVERSANT SOLUTIONS
- DANAWA GLOBAL TEKNOLOGI
- DANAWA RESOURCES
- DCCONNECT GLOBAL
- DELTA PARTNERS
- DETELNET
- DID LOGIC
- DIGITAL WIRELESS INDONESIA
- DTP INDONESIA
- E&
- EPSILON TELECOMMUNICATIONS
- EQUINIX

- ETISALAT
- EXECALL
- EXOTEL TECHCOM
- EXPEREO INTERNATIONAL
- FIBERSTAR
- GDS IDC SERVICES
- GEMILANG CATUR PERSADA
- GLOBAL INTI CORPORATAMA
- GLOBAL NTT INDONESIA
- GLOBE TELESERVICES
- GLOBETEL SINGAPORE
- GMS AG
- GOOGLE
- GOTO
- GRAHA FATTA
- GREEN PACKET GLOBAL
- GSMA
- GTA
- HAUD
- HERE TECHNOLOGIES
- HGC GLOBAL COMMUNICATIONS
- IBASIS
- IDC INDONESIA
- IMMOBI SOLUSI PRIMA
- INDONESIA COMNETS PLUS
- INDOSAT OOREDOO HUTCHINSON
- INFOBIP
- INTELSAT SINGAPORE
- INTERLINK TECHNOLOGY
- IP NETWORK SOLUSINDO
- IPTP NETWORKS
- ISATNET
- ISMO
- ITW GLOBAL LEADER'S FORUM
- JALA LINTAS MEDIA
- JEJARING MITRA PERSADA
- KS LINK TELECOMMUNICATION LIMITED
- LANCK TELECOM
- LINTAS TEKNOLOGI INDONESIA
- LINTAS TELEMATIKA NUSANTARA
- MANDIRI CITRA MAKMUR
- MASTERSYSTEM INFOTAMA
- MATRIX NAP INFO
- MAZ NUSANTARA CAKTI
- MDI VENTURES
- MEDIA CEPAT INDONESIA
- MEDIA TELEKOMUNIKASI MANDIRI
- MEDIANUSA PERMANA
- MENAKSOPAL LINK NUSANTARA
- META
- MICROCLOUD TECHNOLOGY
- MICROSOFT
- MITRA TELEMEDIA MANUNGGAL
- MOBILE ECOSYSTEM FORUM
- MONSTER GROUP
- MORATELINDO
- MUSTIKA EKA UNGGUL
- NETFLIX
- NEVIGATE COMMUNICATIONS
- NEW PHOENIX
- NEXWORKS COMMUNICATIONS
- NOBEL
- NOKIA NETWORKS
- NOVA TECHNOLOGY DEVELOPMENT
- ONEQODE
- OPTIC MARINE INDONESIA

- OPTUS
- PAASOO
- PARSAORAN GLOBAL DATATRANS
- PAXEL
- PC24 TELEKOMUNIKASI INDONESIA
- PCCW
- PINTAR CARI USAHA
- PLUME
- PRINCETON DIGITAL GROUP
- ROYAL TECHNOLOGY
- SCAFFNET
- SEAX GLOBAL
- SG.GS
- SIAP NETWORKS
- SINGTEL
- SISINDOKOM
- SK BROADBAND
- SMARTFREN TELECOM
- SOFTBANK
- SOLUSINDO BINTANG PRATAMA
- STARHUB
- SUPER SISTEM DATA
- SUPRA PRIMATAMA NUSANTARA
- SYNIVERSE
- TATA COMMUNICATIONS
- TATAMEDIA INTRADATA UTAMA
- TEKNOLOGI INFORMASI INDONESIA RAYA
- TEKNOLOGI KOMUNIKASI DIGITAL INDONESIA (TKDI)
- TELCOHUBX
- TELEKOM MALAYSIA
- TELESIGN
- TELINDO NUSANTARA
- TELKOM DATA EKOSISTEM (TDE)
- TELKOM INDONESIA
- TELKOMCEL
- TELKOMINFRA
- TELKOMSEL
- TELSTRA INTERNATIONAL
- TERANG TEKNOLOGI TELEKOMUNIKASI
- TI SPARKLE
- TIARA ARTHA LESTARI
- TIME DOTCOME
- TIMOR TELECOM
- TOKU
- TRIASMITRA
- TWILIO
- UNIFIED NATIONAL NETWORKS
- VIETTEL BUSINESS SOLUTIONS
- VIETTEL TIMOR-LESTE
- VIEWQWEST
- VIHAT TECHNOLOGY
- VMWARE INDONESIA
- VNPT INTERNATIONAL
- VODAFONE
- VOICECONNECT
- VONAGE
- WAVECOMINDO
- WORLD HUB COMMUNICATION
- X86 NETWORK
- XL AXIATA
- YELLOW.AI
- YESSLY TEKNOLOGI INTERNATIONAL
- ZENLAYER

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Event Partners

OFFICIAL PARTNER

Telkom Indonesia
the world in your hand

PLATINUM PARTNER

CISCO
by Mastersystem

Conversant
GRAHA FATTA

GOLD PARTNER

ciena

Akamai

HAUD
STAY IN CONTROL

zenlayer

SILVER PARTNER

mtm

Scaffnet
Telecom-Simple Adhesive

Bankai

CONFERENCE PARTNER

DELTA PARTNERS

itw GLF

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BRONZE PARTNER

- APSTAR by APT Satellite
- Borneo Internet Exchange
- 中国移动 China Mobile International
- infobip
- IP Network Solusindo
- Moratelindo broadband company
- MONSTER GROUP
- OPTIC MARINE GROUP
- Plume
- console connect PCCW Global
- syniverse
- VoiceConnect

EXHIBITION

- Telkom Indonesia the world in your hand
- CISCO by Mastersindo
- Conversant GRAHA FATTA
- ciena
- Alcatel·Lucent Enterprise
- immobi
- sisindokom
- NeuTRAFIX
- PaaSoo
- LINTAS NOKIA
- Bankai
- yellow.ai

Conference DAY 1 - 21 September 2022
Indo-Pacific as a Digital Connectivity Hub

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Introduction to Day 1
Reconnecting the Telco Community
Format : Short introduction speech

A short scene-setting presentation sharing key data and trends that position Indo-Pacific as an increasingly relevant connectivity hub.

Speaker
Sam Evans
Senior Managing Director, Delta Partners

Opening Keynote
Building Digital Indonesia
Format : Keynote speech, followed by fireside chat interview

Providing an update on the progress and next steps for Indonesia's Digital Indonesia Road Map 2021-24 as a call to action for the digital infrastructure and service industry. Communicate the aspiration for Indonesia, and the support required from the broader digital ecosystem.

Speaker
Ririek Adriansyah
Chair of B20 Digitalization Task Force; President Director of Telkom Indonesia

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Carrier Keynote
Building the Indo-Pacific Connectivity Ecosystem
Format : Keynote speech, followed by fireside chat interview

Explaining Telkom Indonesia's vision and role to support Indonesia deliver upon its Digital Road Map and accelerate the development of the Indo Pacific connectivity ecosystem.

Speaker
Bogi Witjaksono
Director of Wholesale & International Service, Telkom Indonesia

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Interconnection Ecosystem Keynote
The Key Success Factors in Building a Regional Connectivity Ecosystem
Format : Keynote speech, followed by fireside chat interview

A case study on the development of the data center ecosystem across Indo-Pacific and how the internet infrastructure landscape is changing as increased hyperscalers traffic comes to the region and customers increasingly require on-demand connectivity.

Speaker
Sanjay Kaul
President Asia Pacific & Japan, Cisco

Infrastructure Panel
Creating Value in an Evolving Connectivity Landscape
Format : Facilitated roundtable conversation

A discussion on regional digital infrastructure developments, focussed on subsea and data centers covering recent investments and emerging partnership models. Discussion on the emergence of connectivity marketplaces, such as NeuTraFIX and their potential going forward. Debate on what can be the win-win model going forward for carriers and hyperscalers to ensure on-going incentives for investment.

Moderator
Sam Evans
Senior Managing Director, Delta Partners

Panelist
Leonardo Cerciello
VP Asia, Africa, and ME - T Sparkle

Panelist
Budi Satria DP
Chief Executive Officer, Telin

Panelist
Meng Shusen
Chairman and President, China Unicom Global

Panelist
Julian Gorman
Head of Asia, GSMA

Service Orchestration Panel
Changing Customer Expectations - The Implications on Enterprise Digital Infrastructure
Format : Facilitated roundtable conversation

Taking a vendor and customer view of the evolving demands on connectivity and what this means for digital infrastructure, network services (e.g. NaaS, virtualization) and customer engagement models.

Moderator
Sam Evans
Senior Managing Director, Delta Partners

Panelist
Joe Zhu
Founder & Chief Executive Officer, Zenlayer

Panelist
John Watson
VP of Carrier Strategy & Mobile Networking, Akamai

Panelist
Yee May Leong
Managing Director for South Asia, Equinix

Panelist
William Buyung
Country Manager Indonesia, VMWare

Panelist
Keerthi Dashnamurthy
Sales Director of Public Sector & Smart Cities APAC, HP Enterprise

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Conference DAY 2 - 22 September 2022
At the Cutting Edge of Digital Services

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Introduction to Day 2
Reconnecting with Digital Trends
Format : Short introduction speech

A short scene-setting presentation sharing key data and trends that demonstrate how Indonesia is driving development of advanced digital services.

Speaker
Vincent Stevens
Senior Managing Director,
Delta Partners

Digital Transformation Keynote
Delivering Digital Transformation in the Post-Pandemic Era
Format : Keynote speech, followed by fireside chat interview

Explain how Telkom Indonesia is transforming itself, both in terms of services and how it operates, to deliver digital transformation to customers in the post-COVID 19 era.

Speaker
M Fajrin Rasyid
Director of Digital Business,
Telkom Indonesia

Digital Service Keynote
Building Asian Unicorn
Format : Keynote speech, followed by fireside chat interview

Case study of how an Indonesian tech unicorns has grown to its current scale, it's plans for future growth, and the impact it has had on stimulating the digital economy in Indonesia.

Speaker
Leontinus Alpha Edison
Vice Chairman/Co-Founder,
Tokopedia

Cybersecurity Keynote
Cyber Resiliency in an Uncertain World
Format : Keynote speech, followed by fireside chat interview

Speaker
Aiman Hakim
Regional Director, Conversant

Enterprise Networking panel
Enterprise digital transformation - A new wave of innovation
Format : Facilitated roundtable conversation

Discussion on how managed service providers and technology partners are enabling enterprises to digitally transform and deliver increased value to their customers and shareholders. Debate on' what will come next in terms of enterprise service innovation.

Moderator
Vincent Stevens
Senior Managing Director,
Delta Partners

Panelist
Obaid Rahman
Head of Wholesale, Axiata
Group

Panelist
Ricky Chau
Chief Strategy Officer,
China Broadband
Communications

Panelist
Dharma Simorangkir
President Director, Microsoft
Indonesia

Panelist
Arga M Nugraha
Director of Digital & IT,
BRI

Emerging Technology Panel
The New Consumer Experience – What Comes Next?
Format : Facilitated roundtable conversation

Discussion from representatives of South East Asia's leading digital businesses regarding their growth and areas of innovation they are bringing to customers.

Moderator
Vincent Stevens
Senior Managing Director,
Delta Partners

Panelist
Gaurav Pradhan
Director of Business
Development SEA & India,
Netflix

Panelist
Pushpendra Singh
Global Head of
Authentication and Mobile
Partnerships, Facebook

Panelist
Erick Soedjasa
Chief Technology Officer,
Paxel

Panelist
Delly Nugraha
Country Head, AirAsia
SuperApp Indonesia

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S P E C I A L   R E P O R T

How a CPaaS omnichannel platform create seamless attendee journey at the BATIC event?

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A solid communication process is key for nailing that "effective event operations" stuff. A good event communication has three significant benefits:

- It builds excitement around our event
- Engages our audience before, during, and after the event
- Keeps our team members on the same page to avoid hiccups

Like any major event, the event team needs to communicate with potential participants, partners as well as the team members, during the pre-event, during event, and post-event phase. Each of these phases represented different challenges.

DESIGNING EVENT COMMUNICATION

A successful event communication is to understand who it is for and why it is needed. For the event team members, it is about getting the right information across at the right time. While for the event attendees, communication should inspire enthusiasm and excitement for them to participate in our event.

In designing event communication, we can focus to the event timeline and its main objective in each phase. First is **pre-event communication** which primarily consists of event promotion and registration. The objective are to build a healthy buzz and excitement around our event so that we can boost event registration. A good promotion will lead to easy and successful registration. Second is **during event communication**, to keep our audience engaged with live updates and information broadcast about what happening in the event. And last is **post-event communication**, to build an engaging relationship and collect feedback after the event.

Pre-Event	During Event	Post-Event
Promotion — Registration	Live Updates — Information Broadcast	Thank You Message — Feedback

Communication Infrastructure

✓ Provide omni-channel ✓ Enable two-ways communication ✓ Integrate in a single platform

After identifying what to communicate and when, knowing *how to communicate the information effectively* is much more important. An event organizer have to build a strong communication infrastructure that covers following must-have features:

1. From basic to advanced communication platform, we need to **present in multi channels** such as website with chatbot feature, email marketing, social media, or event mobile app.
2. Those channels don't just a tool to send out information, but also a media to build **two-ways interaction**.
3. Connect entire channels through **a single platform**. Communicating through one platform will help make sure everyone's receiving the same information and avoid too much back and forth which clutters the channels.

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IT'S TIME TO CONSIDERING OMNI-CHANNEL

After the surge in digital adoption during the COVID years, more than two-thirds of the world's population will be using the internet by the end of 2023. Research from *wearesocial* show the internet users in October 2023 reach 5.07 billion users, which also boost social media users to 4.74 billion users (increasing from 3.80 billion users before pandemic)

INTERNET USERS	SOCIAL MEDIA USERS	AVERAGE DAILY TIME USING SOCIAL MEDIA
5.07 billion	**4.74 billion**	**2H 28 min**
growth since pandemic +530 million	growth since pandemic +940 million	growth since pandemic +2 minutes

With the significant growth of internet and social media users, **people become accustomed to use the social media or instant messaging to communicate**. Before pandemic, it was sufficient to offer customer service support via email to respond inquiries participants.

We need to provide omni-channel communication for more availability, drive event participation, and integrate digital touch points. An omni-channel strategy improves the customer experience and provides more channels – *depends on the event participant preferences*.

Previous BATIC event in 2019 was held during pandemic. And at that time, we did all communication via email to participants also used social media as our one-way and broadcast communication.

With the changes in customer behaviors since pandemic and to improve customer experience in BATIC 2022, the team had to deliver quick and responsive answers—without adding manpower.

Hi!

24h

NeuAPIX

The team decided to leverage Telin NeuAPIX Communication Platform-as-a-Service (CPaaS) ability to integrate multiple communication channels.

This solution enable the team to monitor and reply all inquiries in omni-channel communication supported by in-built AI chatbot capability.

CHOOSING THE RIGHT COMMUNICATION CHANNELS

Audiences can look us up in several different communication channels, so when choosing the channels, choose the ones that fit to our target audiences (segments or regions) and popularly used by a lot of users – depends on user preferences. All are to strengthen our relationship.

For BATIC 2022, we divide the communication channels into three groups which are **basic (website and email marketing), social media, and mobile app**. We have used basic and mobile app channels during BATIC 2019, *but not in integrated way*. By leveraging Telin NeuAPIX, we can add more channels in social media and integrate all into a single platform.

And for social media channels, we choose WhatsApp, Facebook and Instagram. Based on *wearesocial* data, these three platforms are the most popular social media platform, including in Indo-Pacific region as BATIC's target audiences.

TOP 5 SOCIAL MEDIA BY USERS

WHATSAPP 16.1%
FB 14.6%
Instagram 14.5%
WeChat 12.4%
TikTok 12.4%
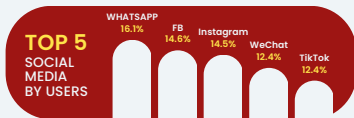
Using Telin NeuAPIX, we can provide a single in-built AI chatbot for BATIC 2022. The bot, or we call as **"Briana"**, presents in: BATIC website (www.batic.events) and Telin's official social media (WhatsApp, Facebook, and Instagram).

Briana bot was able to (1) answer most of the questions, (2) supporting multiple customers simultaneously on different channels, (3) active 24/7/365 in multiple languages supported by Natural Language Processing (NLP), and (4) seamless handover to human agents as necessary.

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OMNI-CHANNEL COMMUNICATION

BASIC
- Website
- Email Marketing

SOCIAL MEDIA
- WhatsApp
- Facebook
- Instagram

MOBILE APP
- BATIC App

By answering basic customer queries, and automating common use cases and transactions, Briana bot was able to free up the Telin team to handle more complex processes. In addition, the team was able to monitor all the inquiries from all channels in one single dashboard.

IMPLEMENTATION AND RESULTS

Pre-Event

Leveraging email marketing and Telin's social media, the team has built a healthy buzz and excitement toward BATIC 2022.

Promotion

- Massive promotion before event
- Answering any inquiries through any channels such as website bot, email marketing or social media bot as well as live agents
- **We have recorded 16K total interaction during pre-event**

Registration

- Registration and payment process through multi channels (website, WhatsApp, Facebook, Instagram)
- **Growth BATIC 2022 participants by 23% to 675+ participants in BATIC 2022**

During Event

Utilizing all communication channels, audience engaged with live updates and information broadcast about what happening in the event.

Live Updates

- Real-time updates through Instagram Story channel
- Semi real-time event photos through BATIC mobile app
- Answering any inquiries through any channels such as website bot, email marketing or social media bot as well as live agents
- **We have recorded 25K+ total interactions during the event**

Information Broadcast

- Broadcast important information to all participants through WhatsApp Push Notification and BATIC mobile app
- Collect participants feedback from WhatsApp poll and BATIC mobile app survey during the event
- **We have recorded more than 400+ session engagements from 650+ participants during the event**

Post-Event

Utilizing all communication channels, the team has built an engaging relationship with participants and collect feedback after the event.

Thank You Message

- Broadcast thank you message for everyone involved and conclude the event with recap photos and videos

Feedback

- Collect participants feedback from WhatsApp poll and BATIC mobile app survey after the event
- **The team was able to create seamless participants journey from pre-event to post-event, resulted in satisfied participants as shown in the post-event survey. A total of 675+ participants attended in person, 85% of them feel very satisfied with BATIC 2022.**

About NeuAPIX

If you're looking for a better omnichannel customer service solution that can improve user experience, check out NeuAPIX. This powerful, easy-to-deploy cloud-based platform that lets businesses add sophisticated, omnichannel communications features to their own applications without needing to build backend infrastructure and interfaces.

NeuAPIX's Voice and text AI-Powered Virtual Assistant is designed to help customers resolve queries in real-time across multiple channels, 24/7, with the ability to seamlessly bring in human customer service staff as needed for complex queries. A practical solution that lets businesses digitally engage with customers on the channel of their preference, and build 'magic' connections with customers through meaningful responses in order to create high Customer Live-Time Value.

Our team would be happy to demo the platform and show you want NeuAPIX.

It worked for us, so let us show you how it can work for you! Just send us an email at **marketing@telin.net**, and we can set up a time at your convenience.

Go to **www.telin.net/neuapix** for more information about Telin NeuAPIX.

About **Telin**

Telin is an international arm of Telkom Indonesia, the biggest telco company in Indonesia, serving more than 200 million customers. Telin offers a comprehensive range of high-quality international connectivity and enterprise solutions with operations in Indo-Pacific region.

13 Global Representatives

58 Point of Presence in 26 Countries

19 Data Centers in 4 countries

222.260 km Submarine Cable

For **Enterprises**

With the aim to be a digital infrastructure and platform partner of choice for Enterprises and Hyperscalers in Indo-Pacific, Telin leverages its digital abilities and robust infrastructure.

For enterprises worldwide, Telin offers a complete range of mobile services for voice and data such as:

- International Wholesale Voice Suite
- International P2P Voice and SMS Management Suite
- International A2P SMS Monetization
- A2P SMS Fraud Mitigation & Managed Services
- Flash Call Fraud Mitigation
- NeuAPIX, Communication Platform as a Service (CPaaS)
- NeuTrafiX, Digital Connectivity Public Exchange

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