

Uraian Tentang Prospek Usaha Perusahaan

Description of The Company's Business Prospects

Perusahaan menemukan beberapa prospek dimana Perusahaan dapat berpartisipasi sekaligus memperoleh keuntungan finansial dari proyek-proyek yang diturunkan dari agenda Pembangunan RPJMN IV tahun 2020-2024, antara lain sebagai berikut:

The Company identified several prospects where the Company could participate and obtain financial benefits from projects included in the RPJMN IV Development agenda for 2020-2024, including the following:

No.	Sasaran Target	Indikator Indicator
I.	Meningkatnya daya dukung dan kualitas sumber daya ekonomi sebagai modalitas bagi pembangunan ekonomi yang berkelanjutan <i>Increased carrying capacity and quality of economic resources as a modality for sustainable economic development</i>	
	1. Pemenuhan kebutuhan energi dengan mengutamakan peningkatan energi baru dan terbarukan (EBT). <i>Fulfillment of energy needs by prioritizing the increase in new and renewable energy.</i>	1. Porsi energi baru dan terbarukan (EBT) dalam bauran energi nasional. <i>The share of renewable energy in the national energy mix</i> 2. Tingkat Kandungan Dalam Negeri (TKDN) sektor pembangkit energi baru dan terbarukan (EBT). <i>Domestic Content Level in the renewable energy generation sector</i>
II.	Meningkatnya nilai tambah, lapangan kerja, serta investasi di sektor riil dan industrialisasi <i>Increased added value, employment, and also investment in the real sector and industrialization</i>	
	1. Peningkatan nilai tambah, lapangan kerja, serta investasi di sektor riil dan industrialisasi <i>Increase in added value, employment and investment in the real sector and industrialization</i> 2. Peningkatan ekspor bernilai tambah tinggi dan penguatan Tingkat Kandungan Dalam Negeri (TKDN) <i>Increasing high value-added exports and strengthening Domestic Content Level</i>	Profitabilitas Badan Usaha Milik Negara (BUMN) <i>Profitability of State-Owned Enterprises (SOEs)</i> 1. Tingkat Kandungan Tingkat Komponen Dalam Negeri (TKDN) <i>Level of Domestic Content</i> 2. Jumlah produk tersertifikasi TKDN > 25% <i>Number of products certified with Level of Domestic Content > 25%</i>
III.	Infrastruktur untuk mendukung perkotaan <i>Infrastructure to support urban development</i>	
	1. Meningkatnya penetrasi <i>fixed broadband</i> di perkotaan <i>Increased penetration of fixed broadband in urban areas</i>	Persentase pelanggan layanan jaringan tetap <i>pitalebar</i> per 100 penduduk <i>Percentage of fixed broadband network subscribers per 100 inhabitants</i>
IV.	Transformasi Digital <i>Digital transformation</i>	
	1. Penuntasan Infrastruktur teknologi informasi dan komunikasi (TIK) <i>Completion of information and communication technologies (ICT) infrastructure</i>	Meratanya akses layanan telekomunikasi & internet di desa <i>The equitable access to telecommunications and internet services in rural areas</i>
V.	Menjaga stabilitas keamanan nasional <i>Increased carrying capacity and quality of economic resources as a modality for sustainable economic development</i>	
	1. Penguatan Keamanan dan Ketahanan Siber yang ditandai dengan meningkatnya skor Indonesia dalam <i>Global Cyber Security Index</i> <i>Enhancing cybersecurity and resilience, marked by Indonesia's increased score in the Global Cybersecurity Index</i>	Penguatan pengamanan infrastruktur siber <i>Strengthening cybersecurity infrastructure</i>

Oleh karena itu, berdasarkan evaluasi pasar yang dilakukan Perusahaan, tergambar potensi yang masih dapat dioptimalkan oleh Perusahaan sebagai peluang untuk meningkatkan performansi Perusahaan dengan memperbandingkan *market size* dan *market share* berdasarkan perolehan eksisting, dengan fokus pada Program Kerja Utama sebagai berikut :

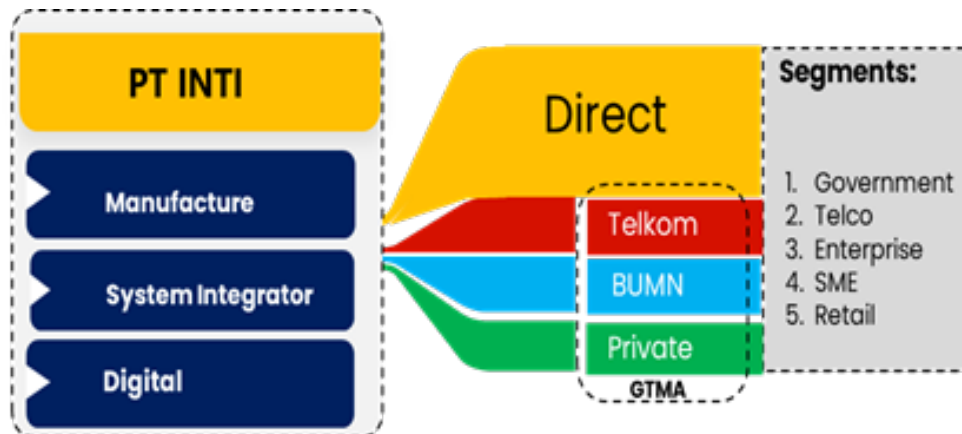
Therefore, based on the market evaluation carried out by the Company, it shows the potential that can still be optimized by the Company as an opportunity to improve the Company's performance by comparing *market size* and *market share* based on existing acquisitions, with a focus on the Main Work Program as follows:



Uraian Tentang Aspek Pemasaran

Description of Marketing Aspect

Fokus bisnis PT INTI (Persero) pada tahun 2023 berfokus pada tiga portofolio yang dijalankan melalui lima segmen. Portofolio dan Segmen yang disasar adalah seperti dijabarkan di bawah ini:



PT INTI (Persero)'s business focus in 2023 will focus on three portfolios which are run through five segments. The portfolio and segments targeted are as described below:

Perusahaan terus bersinergi dengan seluruh stakeholder bersama-sama dalam membangun industri dan ekosistem yang kuat dan mampu diandalkan oleh pemangku kepentingan melalui *strategi direct, channelling, atau go to market alignment* bersama perusahaan yang berkompeten di bidangnya masing-masing.

Company continues to synergize with all stakeholders together in building a strong industry and ecosystem that can be relied on by stakeholders through *direct, channelling, or go to market alignment strategies* with companies that are competent in their respective fields.

Program strategi pemasaran dan penjualan Perusahaan tahun 2023 dapat dituangkan secara ringkas sebagaimana berikut:

The Company's marketing and sales strategy program for 2023 can be summarized as follows:



1. Porsi portofolio *Manufacture, System Integrator, dan Digital*.



2. Merealisasikan Perolehan Kontrak tahun 2023 sebesar Rp 527,91 miliar, terutama berasal dari proyek *IT System* Rp 93,95 miliar, proyek Penerangan Jalan Umum Tenaga Surya (PJUTS) Rp 69,44 miliar, Alat Ukur Rp 67,73 miliar, *Outside Plant* (OSP) Rp 62,86 miliar, Niaga Rp 59,39 miliar, *Smart Card* Rp 40,51 miliar, *Repair & Refurbish* Rp 35,44 miliar, Jasa Lain Rp 23,75 miliar, *Tower Power* Rp 18,97 miliar, *Maintenance* Rp 12,38 miliar, Manajemen Sampah Zero (MASARO) Rp 8,91 miliar, *Service Handling* Rp 7,34 miliar, *e-KTP Reader* Rp 3,92 miliar, Jasa Integrasi Rp 3,69 miliar, dan proyek-proyek lainnya Rp 19,60 miliar, sehingga Total Perolehan Kontrak adalah Rp 527,91 miliar.



3. Merealisasikan Perolehan Penjualan tahun 2023 sebesar Rp 503,68 miliar, terutama berasal dari proyek *IT System*

1. *Manufacturing, System Integrator, and Digital portfolio portions.*

2. *Realizing the Acquisition of Contracts in 2023 amounting to Rp 527.91 billion, mainly coming from the IT System project Rp 93.95 billion, the Solar Public Street Lighting Rp 69.44 billion, Measuring Instruments Rp 67.73 billion, Outside Plant (OSP) Rp 62.86 billion, Commerce Rp 59.39 billion, Smart Card Rp 40.51 billion, Repair & Refurbish Rp 35.44 billion, Other Services Rp 23.75 billion, Tower Power Rp 18.97 billion, Maintenance Rp 12.38 billion, Zero Waste Management (MASARO) Rp 8.91 billion, Service Handling Rp 7.34 billion, e-KTP Reader Rp 3.92 billion, Integration Services Rp 3.69 billion, and other projects Rp 19.60 billion, so the Total Contract proceeds are Rp 527.91 billion.*

3. *Realizing Sales Revenue in 2023 of Rp 503.68 billion, mainly coming from IT System projects Rp 93.92 billion,*

Rp 93,92 miliar, *Outside Plant* (OSP) Rp 70,50 miliar, *Alat Ukur* Rp 65,32 miliar, *Niaga* Rp 46,57 miliar, *Smart Card* Rp 40,51 miliar, *Penerangan Jalan Umum Tenaga Surya* (PJUTS) Rp 40,41 miliar, *Repair & Refurbish* Rp 33,35 miliar, *Maintenance* Rp 19,52 miliar, *Tower Power* Rp 18,58 miliar, *Seat Management* Rp 11,64 miliar, *Pembangkit Listrik Tenaga Surya* (PLTS) Rp 9,50 miliar, *Manajemen Sampah Zero* (MASARO) Rp 8,91 miliar, *Service Handling* Rp 7,34 miliar, *Very Small Aperture Terminal* (VSAT) Rp 7,31 miliar, *Jasa Lain* Rp 6,54 miliar, *Jasa Integrasi* Rp 4,48 miliar, *e-KTP Reader* Rp 4,08 miliar, *Mobile Point of Sales* (MPOS) Rp 2,79 miliar, *Set Top Box* (STB) Rp 2,47 miliar, *Spare Part Management System* (SPMS) Rp 2,37 miliar, *Material Outside Plant* (OSP) Rp 1,87 miliar, *e-Voting* Rp 1,79 miliar, dan proyek-proyek lainnya senilai Rp 3,90 miliar, sehingga Total Perolehan Penjualan adalah Rp 503,68 miliar.

4. Merealisasikan kontrak Sinergi Badan Usaha Milik Negara (BUMN), di antaranya proyek *Outside Plant* (OSP) dan *Managed Service* dengan PT Telkom Indonesia (Persero), Tbk., serta *Vessel Monitoring System* dengan PT Biofarma (Persero).
5. Berupaya meningkatkan pelaksanaan proyek tepat waktu, tepat kualitas, dan tepat biaya sesuai dengan *Project Charter* yang diterima.
6. Merealisasikan kontrak dan penyelesaian pekerjaan dari pelanggan *Government* berbasis dana Anggaran Pendapatan dan Belanja Daerah (APBD) dan Anggaran Pendapatan dan Belanja Negara (APBN) tahun 2023 di antaranya proyek *Pembangkit Listrik Tenaga Surya* (PLTS) *Atap* dan *Penerangan Jalan Umum* (PJU) dari Kementerian Energi dan Sumber Daya Manusia (ESDM) dan proyek *Set Top Box* (STB) dari Kementerian Komunikasi dan Informatika.
7. Melaksanakan pengelolaan risiko terkait pemasaran dan pengembangan usaha secara konsisten.
8. Meningkatkan kepuasan pelanggan dan menghindari resiko denda.
9. Melakukan proses pengujian dan sertifikasi yang diperlukan untuk pemasaran produk atau jasa.
10. Pemanfaatan model bisnis baru seperti *Managed Service*, *Repair & Maintenance*, dan *Kerja Sama Operasi*.

Outside Plant (OSP) Rp 70.50 billion, *Measuring Equipment* Rp 65.32 billion, *Commerce* Rp 46.57 billion, *Smart Card* Rp 40.51 billion, *Solar Powered Public Street Lighting* Rp 40.41 billion, *Repair & Refurbish* Rp 33.35 billion, *Maintenance* Rp 19.52 billion, *Tower Power* Rp 18.58 billion, *Seat Management* Rp 11.64 billion, *Solar Power Plant* Rp 9.50 billion, *Zero Waste Management* (MASARO) Rp 8.91 billion, *Service Handling* Rp 7.34 billion, *Very Small Aperture Terminal* (VSAT) Rp 7.31 billion, *Other Services* Rp 6.54 billion, *Integration Services* Rp 4.48 billion, *e-KTP Reader* Rp 4.08 billion, *Mobile Point of Sales* (MPOS) Rp 2.79 billion, *Set Top Box* (STB) Rp 2.47 billion, *Spare Part Management System* (SPMS) Rp 2.37 billion, *Outside Plant Material* (OSP) Rp 1.87 billion, *e-Voting* Rp 1.79 billion, and other projects worth Rp 3.90 billion, bringing the Total Proceeds Sales were Rp 503.68 billion.

4. Realizing State-Owned Enterprise (SOEs) Synergy contracts, including the *Outside Plant* (OSP) and *Managed Service* projects with PT Telkom Indonesia (Persero), Tbk., as well as the *Vessel Monitoring System* with PT Biofarma (Persero).
5. Trying to improve project implementation on time, quality, and cost by the *Project Charter* received.
6. Realizing contracts and completing work from Government customers based on funds from the 2023 Regional Revenue and Expenditure Budget and State Revenue and Expenditure Budget, including the *Rooftop Solar Power Plant* and *Public Street Lighting* projects from the Ministry Energy and Human Resources and the *Set Top Box* (STB) project from the Ministry of Communication and Information.
7. Carry out risk management related to marketing and business development consistently.
8. Increase customer satisfaction and avoid the risk of fines.
9. Carry out the testing and certification process required for the marketing of products or services.
10. Utilization of new business models such as *Managed Service*, *Repair & Maintenance*, and *Joint Operations*.