

**Company:**

Astra International

**Application:**

Mobile BI App for Sales Ops

*“If you look at the mobile revolution taking place in large corporations today, the business executive is facing very dynamic business movement – so the Business Intelligence solution must absolutely be mobile, enabling executives to gain critical insights about their business anywhere, anytime and on any device – smartphones, tablets and so on.”*

– Ganda Kusuma  
Chief Information Officer  
Astra International

Established in 1957 as a trading company, today **Astra International** has become one of Indonesia’s largest and most diversified conglomerates with six business lines across automotive, financial services, heavy equipment and mining, agribusiness, infrastructure and logistics, as well as information technology. Astra currently employs more than 185,000 people in 170 companies, including subsidiaries, affiliates and jointly controlled entities.

**BUSINESS CHALLENGES**

Astra International adopted well known ERP System across the enterprise to manage its business operations and customer relations. However, business users were finding it difficult to run new and changing reports and relied heavily on IT support resources. In addition, Astra’s senior executives wanted to consume these reports and make critical business decisions on the go. These challenges were placing a lot of additional workload on the IT support team.

As such, Astra International recognised that the current Business Intelligence and reporting solution could not address the needs of the business users and executives.

**SOLUTIONS**

Ganda Kusuma, CIO of Astra International Group, undertook extensive research to identify technology solutions that would empower end users and meet two core requirements:

1. A flexible platform that empower business users gain access to relevant data and execute reports based on their user profile.
2. A solution that supports mobility natively (not through a browser) and has to be scalable to the growing number of mobile users.

In 2011 Kusuma started evaluating business intelligence solutions that offered mobility support. He found MicroStrategy.



Kusuma was impressed by MicroStrategy's CEO, Michael Saylor, whose vision of Mobile Intelligence left the impression that the company truly understood enterprise mobility. The MicroStrategy mobile app platform was also built natively and scaled very well. In addition, the licencing model that MicroStrategy provided fit perfectly with Astra International's business model, which will become more and more mobile in nature.

Astra International invested in the MicroStrategy mobile app platform and put it to the test.

They started with a test scenario by piloting the mobile app to business users across its sales operations, and gradually to branches countrywide. To ensure it could be deployed quickly, the support MicroStrategy offered was fundamental.

Branch managers used mobile device / tablet with the mobile application on it. The rollout has gone smoothly, giving all levels of management – from the executive management team to branch managers – access to national, regional, city and branch results in a dynamic application.

## Before MicroStrategy

- Business executives unable to access reports in a timely and mobile fashion.
- Standard reports produced by IT inadequate to provide required business insights which is changing dynamically.

## Goals

- Equip business executives with a mobile platform to access and analyse data easily.
- Ensure business users' ability to create their own dynamic reports.
- Relieve IT of customizing hundreds of reports.

## After MicroStrategy

- Real-time insights gained easily while on the move.
- More accurate reports with added visualizations.
- A more optimized IT support operation.

## THE MICROSTRATEGY DIFFERENCE

Overall, this test-case scenario has enabled Astra International to see the potential for end users to gain more insights and control of monthly business revenues and sales targets.

Business users have responded very positively to MicroStrategy's mobile app platform. "They like it because it is dynamic, scalable and highly visual. To get the users' buy-in, it has to be," commented Kusuma.

The mobile device / tablets experience also provides an extra incentive for its workforce to embrace and use Astra's mobile business app. As a result, Astra has seen the potential MicroStrategy delivers, which will result in a productivity boost.

Encouraged by the successful rollout to its Sales Operations and nationwide, Astra International is exploring rollout to their other car distribution businesses and operations.

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