



Kartu As2in1 Makes Telin the Most Innovative Global Telecoms Operator

INTRODUCTION

PT Telekomunikasi Indonesia International (Telin), a subsidiary of Indonesia's largest telecommunication operator, PT Telekomunikasi Indonesia (Telkom), is a firm dedicated to delivering cutting-edge telecommunications technologies to enrich the lives of customers. The wholesale telecommunications service provider expands its innovative SIM card technology to new international markets to connect Indonesians living abroad with their loved ones back home.

SUMMARY

Telin has boldly created the Kartu As2in1 (As 2in1) SIM card with Indonesian workers and travellers in mind. Initially launched in Hong Kong 2012, Telin soon introduced the card in Macau in 2014, with Taiwan and Malaysia following suit in 2015. Telin has chosen these strategic international markets owing to the high concentration of Indonesian migrants working in those countries. Data from the Agency for the Placement and Protection of Indonesian Migrant Workers (BNP2TKI) shows that as of December 2015, at least 275,736 Indonesian migrants were officially working abroad, with Malaysia, Taiwan, Saudi Arabia, Hong Kong, and Singapore being the top five destinations.

Every Kartu As 2in1 boasts two key technologies — Multi International Mobile Subscriber Identity (IMSI) and Mobile Station International Subscriber Directory Number (MSISDN) — which ultimately provide users with twice the benefits. First, the technologies enable every single card to carry two phone numbers, including an Indonesian number (with the country code +62) and an international destination number. Second, the technologies allow each card to support dual currency electronic wallets, one in rupiah and the other in a foreign currency.

With Kartu As2in1 technology in their hands, users are able to circumvent exorbitant telecommunications costs abroad. Users in foreign countries can switch to their Indonesian number to take advantage of low rates when calling or texting their families and friends in Indonesia. In addition, Kartu As2in1 offers the Friends and Family (FnF) program through which users create groups whose members receive discounted telecommunications tariffs when connecting with each other. The perks offered by Kartu As2in1 save users from 'bill shock' related to the pricey roaming costs generally charged by competing telecoms operators. Telin also aids communication between migrants and Indonesian embassies. Kartu As2in1 helps Indonesian embassies broadcast information to users, a feature that will prove to be invaluable in the case of a natural disaster or national emergency.

Kartu As2in1 not only helps users stay connected to their families at home, but also helps them keep up their roles as the main breadwinners for their families. Thanks to the dual currency electronic wallet, users can easily transfer balances from their electronic accounts in foreign currencies to the Indonesian rupiah accounts belonging to their families. BNP2TKI reported that remittances in recent years has gone north of US\$8.6 million. It's also important to note that the number of Indonesian migrants soars into millions when taking into account those not included on government records.

Telin has entered strong partnerships to further extend the services Kartu As2in1 users can access inclusive of several features such as e-wallet for grocery shopping and utility bills payment. Telin has collaborated with several top modern channels in Indonesia, including grocery shops to enable card users to send electronic shopping vouchers to their families in Indonesia. Telin has also cooperated with state-owned electric company to allow users to similarly send e-vouchers which families in Indonesia can use to pay utility bills.

Telin can provide such a wide range of services to its users owing to the full encouragement from the Indonesian government, which has supported the operator in forming critical partnerships with Mobile Network Operators (MNO) in every target market. Telin has cooperated with Hong Kong Telecom (HKT) in providing services in Hong Kong, Taiwan, and Macau. Meanwhile, the firm has joined forces with uMobile as its Malaysian counterpart. These partners are now integrated into Telin's Mobile Virtual Network Enabler (MVNE) platform which runs on technology that Telin has developed alongside world-leading telecommunications company, Ericsson. The presence of this flexible platform makes the deployment of cost-efficient mobile networks and innovative digital applications a big possibility.

Adding more information, Telin has expanding its services from one country in 2012 to four countries in 2016. Kartu As2in1 Hong Kong began the operation in October 2012, Kartu As2in1 Macau was started in October 2014, Kartu As2in1 Taiwan operated in May 2015, and Kartu As2in1 Malaysia was established in September 2015.

RESULTS

Kartu As2in1 has undergone an impressive growth in technological sophistication since its market introduction. Because of this, as of June 2016, the number of users has touched 129.979, therefore growing 35% quarter-on-quarter and 78% year-on-year. Hongkong is home to Kartu As2in1's largest user base, with nearly 70 thousand users, followed by Malaysia encompassing 60 thousand users and Taiwan reaching to 3 thousand users.

The expanding user base has helped Telin's revenues grow exponentially. In June 2016, Telin collected US\$ 3.429.786 in revenues, a 31% increase quarter-on-quarter, and 3% rise year-on-year.

By the end of this year, Telin aims to expand its user base by following current development of OTT growth. Telin will achieve this by continuously broadening the services it provides. Service including digital remittance, one way of helping these individuals to fulfill their duties, apart from ensuring that groceries are in no shortage and utility bills are paid on time for their loved ones back home in Indonesia.

Telin is confident that it can attain its goals due to a plethora of promising factors. Telecommunications will remain one of the top needs for Indonesian migrant workers who

want to stay in touch with not only their families back home, but also connect with fellow Indonesians in foreign countries. Indonesian migrants are also increasingly becoming tech savvy. With internet-enabled smartphones, they now look for practical and efficient means to send money back home, acting as the primary providers for their families.

Testimonial:

Tuti Berkah – Immigrant Worker in Taiwan

“I’ve been using Kartu As2in1 for 1 year now since its launched last year. Now I can contact my family in East Java everyday, it’s easier, invulnerable, pro low-priced. I now can even help my family in simplifying their needs in terms of electricity billing payment, as well as money transfer for grocery needs. Thank you Kartu As2in1 for being so useful and helpful.”

Rasly – Immigrant Worker in Malaysia

“Before using Kartu As 2in1, I was desperately in trouble finding the right local mobile operator that is user friendly, since I contact my family in Sumatera regularly. A friend of mine recommended me to use Kartu As 2in1, which now can be found easily, in GraPARI, Telesindo Shop, KK Mart, and several other place around Kuala Lumpur. Now my family, that are so far away in my home country, feel so close to me, because I can call them anytime I want, they can also call me anytime. Kartu As2in1 is the most borderless mobile operator that I know.”