

# Telkomsel's Journey to Retail Intelligence with Google

Devoteam experts suggested the implementation of GCP products to help Telkomsel achieve their goals of efficient retail intelligence. Devoteam brought cloud and AI knowledge to Telkomsel.

## The challenge

Telkomsel's main challenge was obtaining insights into the competitive landscape. The process of gathering intelligence proved to be labour intensive and produced varying levels of accuracy. In addition to the excessive and inefficient semi-manual work hours, the management dashboards failed to display data in real-time, thus complicating and interrupting the predictability of sales.

## The solution

Devoteam experts suggested the implementation of GCP products to help Telkomsel achieve their goals of efficient retail intelligence. The GCP products used were App Engine, cloud storage with Vision API OCR (Optical Character Recognition), AutoML Vision, Cloud Functions, BigQuery and Looker.

## The results

By accessing the dashboard in Looker with analytics in BigQuery, they are able to see patterns in the data that were previously invisible to them. Although they only recently implemented Google Cloud, they've already seen significant benefits in terms of campaigns and being able to analyse the data in ways that were simply not possible before. In one solution, they have all the tools they need.

“ We have seen the potential of democratising ML through AutoML (now a part of Vertex AI). Combining data-centric AutoML Vision and Vision API, we can extract information from marketing materials, such as posters, banners, flyers. We serve the intelligence dashboard in Looker from BigQuery storing the information. This is a breakthrough for understanding competition in retail. ”

Hadi Hendrawan, Principal Cloud Architect, Devoteam Cloud Services



## About Telkomsel

PT Telekomunikasi Selular is a public Indonesian mobile operator established in 1995 and a subsidiary of Telkom Indonesia. With its headquarters located in South Jakarta, Telkomsel is the largest mobile operator in the country, with more than 160 million customers.

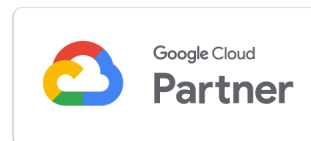
Industry: Telecommunications

Primary project location: Indonesia



## About Devoteam G Cloud SAS

Devoteam G Cloud is a Google Cloud Premier Partner for over a decade and a Google Cloud Managed Services Provider with a team of 500+ Google experts.



## Products

Google Cloud Platform