

Whitepaper

Outstanding Partnership Initiative

To be the World's Hub for Telecommunication, Information, Media, Edutainment and Services (TIMES), Telin has built partnership with valuable partners to create a mutual values and benefit.

Background

In line with its vision, to be the World's Hub for Telecommunication, Information, Media, Edutainment and Services (TIMES), Telin has built partnership with valuable partners to create a mutual values and benefit. In developing its partnership initiative, Telin always starts from what market needs and how Telin can take advantage from the opportunity together with its partners. Telin also believes that innovation is very important in developing a unique partnership model that cannot be copied easily by its competitors.

Partnership Initiative 1: Wholesale Facilitate Retail (WFR)

To support retail service provider in winning the market, since 2011, Telin has implemented wholesale facilitate retail (WFR) initiative which provides IDD service providers with special cost for terminating voice traffic to Indonesia. This initiative also supports retail promotion to increase IDD traffic at both sides using discounted wholesale rate and join retail promotion such as Family and Friend (FnF) campaign.

Telin has been successfully implemented the initiative with some selected partners in the countries with high value of Indonesia organic traffic like Malaysia, Singapore and Middle East. Through this initiative, Telin sustains a positive traffic growth 12,3% meanwhile growth of industry has declined from 22,8% in 2011 to 8,9% in 2013 (AT Kearney).

Partnership Initiative 2: Leveraging Buying Power (LBP)

Leveraging buying power is another Telin's partnership initiative to take advantage from economic scale of its voice and data traffic volume or to create a mutual and sustaining benefit from selling and buying activities of similar or different services between two parties which will increase both parties' values and give better service to their respective customers.

By taking advantage of its voice traffic volume, Telin is able to get competitive cost and aggregate IDD voice traffic from non organic sources which is resulting in the increase of wholesale voice traffic volume by 12.3% and revenue growth by 1.4% in Q1 2015 compared to Q1 2014. Also, from from selling and buying activities, Telin has been able to achieve bandwidth sales growth 49.4% in Jan-May 2015 period (527 Gbps to 788 Gbps) compared to 18.4% in Jan-Dec 2014 period.

Partnership Initiative 3: Federation Partnership Schema (FED)

Telin also creates Federation Partnership Scheme which allow partners to expand its business to Indonesia. In Federation partnership scheme, Telin will provides partners with infrastructure, channel distribution and operation activities through Telkom Indonesia's group resources. Telin has been successfully implemented this scheme with the best CDN provider in the world to extend their service and business in Indonesia and revenue from CDN has increased 1178% from IDR 270 Million in Q1 2014 to IDR 3,180 Million in Q1 2015.

Next Initiative

Looking at the positive result from the implementation of the above partnership initiatives, Telin will promote and expand the initiatives to other potential markets and partners. As market will always evolve, Telin will continue to create a new form of partnership initiatives to ensure the continuity and growth of Telin's business in the future.



A subsidiary of PT Telekomunikasi Indonesia (Telkom), Tbk, Indonesia's state-owned telecommunication and network service provider, PT Telekomunikasi Indonesia International (Telin) is the World's hub for Telecommunication, Information, Media, Edutainment and Services (TIMES) focuses on international telecommunication business and serves as Telkom's business arms in managing and developing its business lines abroad.

Today's customers want a reliable and trusted partner who has both technical capabilities and deep understanding of their business requirements as well as the business objectives. Whether it is an overseas company who wants to tap into Indonesia's mobile and telecommunication potential market or vice-versa, a local business who needs to broaden its network internationally or share its contents globally, Telin is the perfect telecommunication partner to help reach your business goals.

For more information about Telin's products, services and solutions:

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