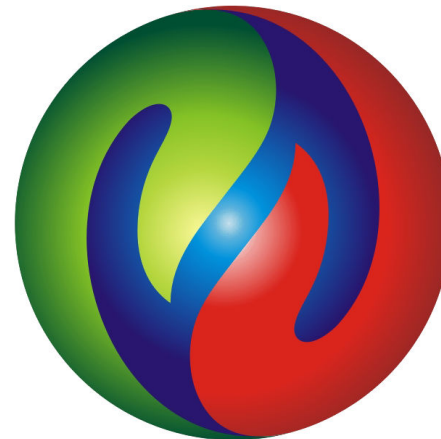


Prosval Consulting

Provide World Class Services with Local Wisdom



Developed by

PROSVAL CONSULTING

Jakarta,
2024

Prosval Consulting is uniquely qualified to provide strategy, management and business consultancies for corporations across industries

Prosval Consulting

- ▶ Access to comprehensive **world class** strategy, management and business **best practices and proven methodologies**

- ▶ Access to **global advisory** and **expert group**

- ▶ **Very competitive fee:** Much lower fee compared to quality comparable global consulting firms

- ▶ Highly optimized project resources

- ▶ **Charging in local currency**

- ▶ **In-depth insights, knowledge, know-how and expertise** in various functional areas across industries

- ▶ **Useful lessons-learned** from many years of consulting experiences with leading global consulting firms

- ▶ Served >**100 prominent corporations** (SOE, Private & MNC) across industries in Indonesia and overseas (such as: Pertamina, Telkom, Telkomsel, PLN, PGN, Danareksa, WIKA, PP, Waskita, HK, AP I, AP II, Pelindo I, IPC Group, Pelindo IV, Jasa Marga, Antam, PTPN, Peruri, Askrindo, Lintasarta, Metra, Rekind, PJB, Elnusa, PTPL, Ciputra Group, Trakindo/ABM Group, BSG Group, Deka Group, DIPA Group, CKB, Reswara, ICCG, San Miguel Corporation, ENI)

- ▶ Professional team who are **globally recognized** (developed a business case for Stanford's MBA, USA), quoted in **Booz Allen Worldwide Annual Report 2003** and **domestically appreciated** (quoted in **SWA**), author of "**Strategy-led Transformation**" Book

- ▶ **Many (6-10) years** of career with **global leading consulting firms**

- ▶ Rich experiences in **consultancy, training and workshop**

- ▶ Broad relevant industry experience and hold **senior and key** position in professional careers

- ▶ **Strong** academic performance

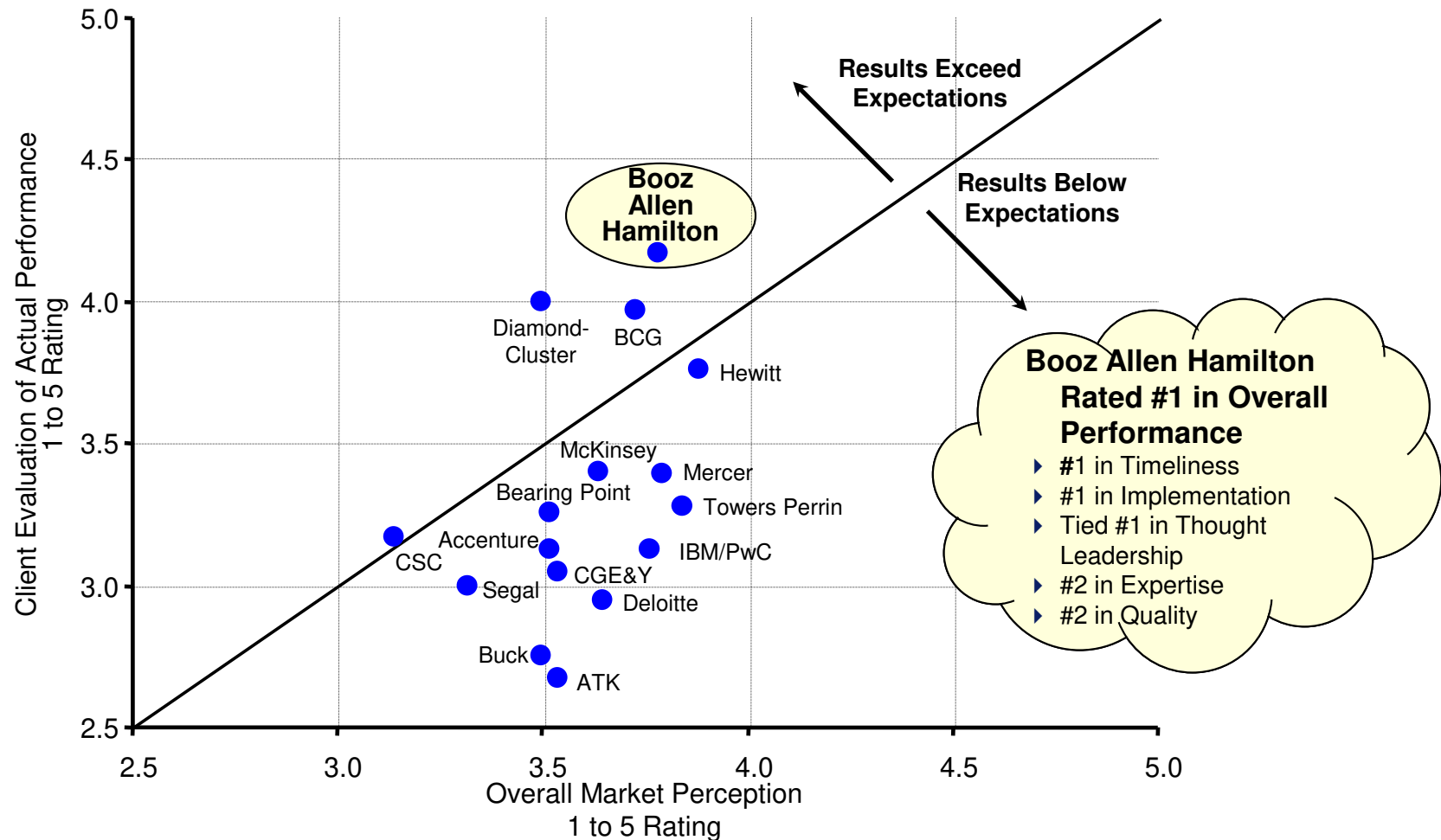


Prosval's professionals have extensive working experiences with the leading global consulting firms particularly with Booz Allen Hamilton, McKinsey & Company, Accenture, PwC and Hay Group

Global Leading Consulting Firms¹⁾ that Our Professionals have worked with:

- ▶ Booz Allen Hamilton
- ▶ Accenture
- ▶ PWC
- ▶ Hay Group
- ▶ McKinsey & Company

Client's Experience/Views of Major Consulting Firms



Note: 1) Ordered based on relevancy to Prosval Consulting's professionals

Source: Kennedy Information's 2003 The Client-side Intelligence Report: Purchasing Behaviour, Brand Awareness, and Firm Perceptions

Note: Based on a survey of 116 client organisations with a total annual consulting spend of >US\$1 Billion, performance rating is average of client ratings of six distinct dimensions of consultant performance: timeliness, implementation, thought leadership, expertise, price and quality

Our contributions are globally recognized (team in authoring a business case for Stanford Graduate School of Business, quoted in Booz Allen 2003 Annual Report) ...



STANFORD
GRADUATE SCHOOL OF BUSINESS

Educational Advantages

A successful corporate transformation usually rates not more than a few lines of coverage in the business press. But Booz Allen's work with Indonesian telecommunications company Telkomsel is garnering a whole new audience: Stanford University MBA students.

Those students are analyzing a case study titled "Telkomsel: Transforming an Emerging-Market State," written in 2003 by Stanford professors and a Sydney-based Booz Allen team of Vice President **Ian Buchanan** and principal **Marlon Skulley**, as well as Jakarta-based principals **Darwin Silalahi** and **Naji Sourati** and associate **Indra Susanto**. After reviewing the case and discussing it in class, students have a question-and-answer session with Buchanan via telephone from Sydney.

"It's rare that our clients give us the go-ahead to share such a large amount of data," says

“Sharing the knowledge and intellectual capital from this engagement has become a great teaching tool.”

Buchanan, who is the officer in charge of the Telkomsel work. "This case details a phenomenal success story—one in which Booz Allen and Telkomsel's board worked as a unified team for almost three years in a high-value strategy-based transformation project. There's a lot to learn here."

"Sharing the knowledge and intellectual capital from this engagement has become a great teaching tool with students and with existing leaders of Indonesia's state-owned sector who are anxious to learn how they can replicate Telkomsel's success," says Silalahi. "This is 'best practices' targeted to those who can apply them."

Quotes from Booz
Allen Hamilton
Worldwide Annual
Report, 2003, page
64

Telkomsel: Transforming an Emerging-Market State Enterprise



STANFORD
GRADUATE SCHOOL OF BUSINESS

CASE NUMBER: IB-47
DATE: 03/31/03

TELKOMSEL: TRANSFORMING AN EMERGING-MARKET STATE ENTERPRISE

"Telkomsel is facing enormous challenges," Mulia Tambunan, the Indonesian cell phone company's CEO, told his board of commissioners in April 2000. "To respond to the Indonesian economic crisis and a newly liberalized telecommunications market, Telkomsel must now transform itself."

A 45-year-old technocrat who had spent his career in the Indonesian telecommunications industry, Mulia had been appointed CEO in July 1998. His assignment was to create a nimble modern firm out of an organization encumbered by political interventions, excessive management layers, and inadequate performance incentives—problems common to state-owned companies everywhere. The political environment exacerbated the firm's internal difficulties. Indonesia was undergoing a troubled transition from the autocratic but stable regime of army-backed President Suharto to a fragile young democracy (Appendix I).

Telkomsel's organizational problems showed in its performance, as highlighted by a *Financial Times* report:

Call any mobile phone in Jakarta, and after a few minutes the recipient's voice will dissolve into a robotic crackle. Redial and you will get a recording telling you either the number is 'injured' (engaged) or does not exist at all. The problems facing Indonesia's overloaded mobile networks are symptomatic of those afflicting the entire telecommunications industry. The country desperately needs to attract new investment to the sector before demand outstrips already limited supply.



... and domestically appreciated (quoted and interviewed by SWA Sembada, for various organization and business transformations in prominent corporations across industries)

(Rubrik: Siapa Dia, SWA 17/XX, Hal. 128)



Menjadi associate di perusahaan sekaliber PT Booz Allen & Hamilton Indonesia tentu tidak mudah. Dan, Indra Susanto telah membuktikannya sebagai associate pertama yang bergelar MBA dari perguruan tinggi lokal, Prasetiya Mulya. Pasalnya, selama ini associate yang merentas karier di perusahaan konsultan asal Amerika Serikat itu umumnya lulusan universitas top dunia seperti Harvard atau

Stanford. "Bagi saya dapat menjadi associate di perusahaan sebesar ini adalah sebuah kepercayaan yang harus dijaga penuh," ungkap kelahiran Riau 23 Oktober 1969 ini.

"Tidak mudah untuk mengisi posisi ini," tutur ayah dari Steven Hanz Susanto (1,5 tahun) ini. Sebagai associate, bersama tim Booz Allen & Hamilton lainnya, ia fokus memberikan jasa konsultasi manajemen strategis yang dipadukan dengan implementasi teknologi di berbagai sektor bisnis. Jasa yang diberikan meliputi organization development, strategic base transformation, operation excellence, organization restructuring, business process reengineering dan strategic plan.

(Sajian Utama dan Pratik Bisnis di SWA)

Agar Solid Menyongsong Masa Depan
(Unilever, Sajian Utama, SWA 17/XXI, hal. 68)

Di tempat lain, **pengamat manajemen strategis Indra Susanto** berkomentar, Unilever Indonesia telah memiliki organisasi yang berorientasi pada pelanggan (customer-centric organization). Misalnya, struktur penjualan dan key account disusun sesuai dengan segmen pelanggan, serta struktur logistik dan keuangan dipisahkan mengikuti channel distribusi (modern trade and general trade). Akan tetapi, struktur organisasi yang berorientasi pelanggan saja, dinilai **Indra**, belum cukup dan belum tentu efektif. "Perusahaan harus mampu memadukan dan mengoptimalkan semua elemen organisasi untuk mencapai tujuan perusahaan dan memenangi persaingan," ujarnya.

Lima Jurus untuk "Batang Terendam"
(Ford, Praktik Bisnis, SWA 06/XXI, hal. 62)

Pengamat manajemen strategis Indra Susanto menilai apa yang ditempuh Angove memang signifikan untuk membangkitkan Ford. Superstore, menurut Indra, harus diakui memberi nuansa baru bagi konsumen otomotif di Tanah Air. Paling tidak, konsumen jadi aware bahwa produk Ford juga keren dipakai di jalan-jalan raya yang mulus. Di negara asalnya, konsumen seperti itu dinamakan city cowboy. Desain Ford yang terkesan maskulin dan tangguh, dianggap mewakili jiwa para koboi.

Sayap Patah Buat Emir
(Garuda, Praktik Bisnis, SWA 10/XXI, hal. 60)

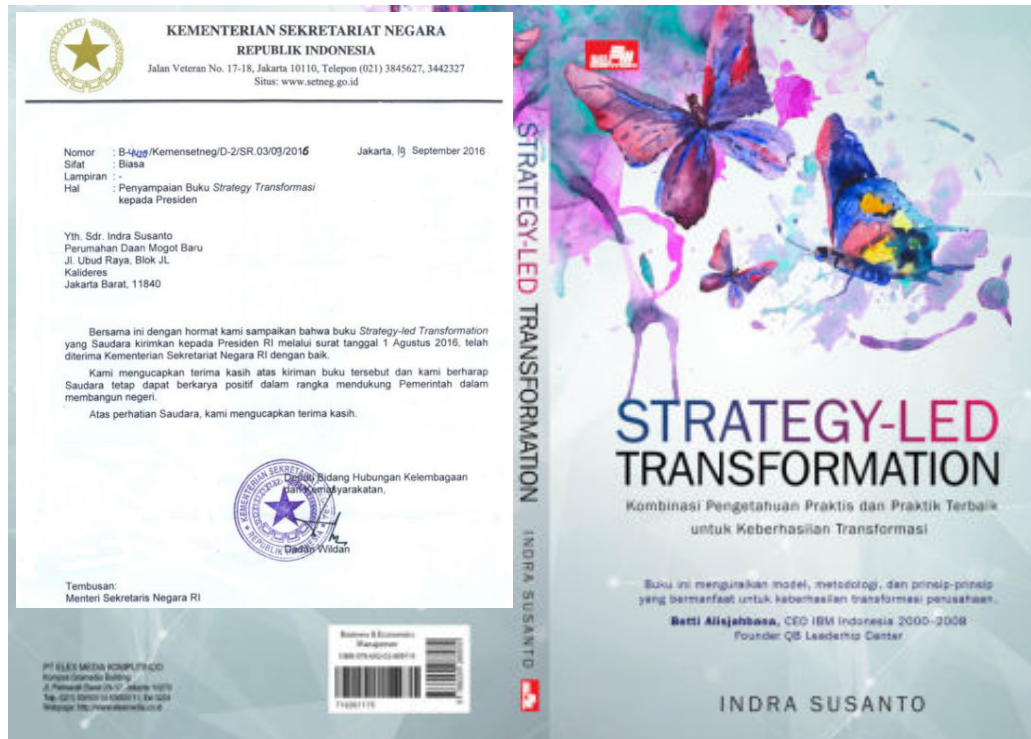
Di sisi lain, **praktisi dan pengamat manajemen bisnis Indra Susanto** mengungkapkan, hal pertama yang harus dilakukan Emir adalah menajamkan business judgment Garuda. Sejauh ini, **Indra** menilai, Emir memiliki kemampuan melakukan hal itu. Selain memiliki latar belakang di industri keuangan, Emir dianggap sangat cost concern. "Pikirannya fokus pada bagaimana menciptakan revenue, profit, dan menekan cost sehingga Garuda bisa menghemat pengeluaran," katanya berkomentar.

Pergulatan Posindo Menghindari Kematian
(PT Pos Indonesia, Praktik Bisnis, SWA 25/XX, hal. 60)

Indra Susanto, Pengamat Manajemen Strategis
Agar strategy-based transformation yang dilakukan dapat mencapai tujuan secara optimal, PT Pos Indonesia perlu memperhatikan paling tidak empat enabler yang berkenaan dengan konsumen, biaya, operating model dan executional excellence. Pertama, pengetahuan dan pemahaman yang lebih mendalam terhadap customer needs. Perlu dilakukan needs-based segmentation dan dibangun innovation engine yang secara sinambung dan efektif menangkap customer needs, mentransformasikan needs tersebut dalam desain produk/servis yang tangguh serta membangun value proposition yang superior.

Prosval's professionals authored **“Strategy-led Transformation”** book (combining practical knowledge and best practices to ensure successful transformation) with testimonials from ~70 prominent leaders and appreciation letter from Kemensetneg RI (**President RI**)

“Strategy-led Transformation” Book



“An interesting conceptual breakthrough: adopting the Newton's principles, which was studied in high school, to formulate a holistic and structured transformation model. Proven methodologies, best practices and relevant case studies from the author's actual in-depth experience as a strategy and management consultant, is very helpful and beneficial for companies to ensure successful implementation of transformation.”

Indra Utoyo, President Director of Allo Bank (2022-present)

Director of PT Bank Rakyat Indonesia (Persero) Tbk (2017-2022),

Director of PT Telekomunikasi Indonesia (Persero) Tbk (2007-2017)

Testimonials (~70 Prominent Leaders)

“Change is a certainty. All living organisms undergo change and only inanimate objects do not change. Companies, like living organisms, must continuously change (transform) to survive, improve performance and growth, particularly in this era of uncertain and unpredictable business turbulence. This Strategy-Led Transformation book applies the Newton's principles in developing a corporate transformation model to ease comprehension and implementation for improving the effectiveness and success of corporate transformation, particularly companies in Indonesia.”

Budi Karya Sumadi, Minister of Transportation (2017-present), CEO PT Angkasa Pura II (Persero) (2015-2016)

“Successful company transformation requires structured approach and integrated model to ease comprehension and enable effective implementation. This book provides positive contribution for company transformation particularly in developing model and framework which is useful for successful company transformation.”

Pahala N. Mansury, Deputy Minister of State Owned Enterprises (2020-2023)

Deputy Minister of Foreign Affairs (2023-present)

CFO PT Bank Mandiri (Persero) Tbk (2003-2017)

“This book outlines models, methodologies, and principles for successful corporate transformation.”

Betti Alisjahbana, CEO IBM Indonesia 2000-2008, Founder QB Leadership Center

Prosval provides strategy, management and business consulting services from strategy development to implementation support

Group	Products and Services - Examples	Group	Products and Services - Examples
STRATEGY	▶ Superior Corporate Strategic Planning (SCSP) ▶ Strategic Wargaming (SW) ▶ Strategy-led Transformation (SLT) ▶ Business Plan (BP) ▶ Feasibility Study (FS) ▶ Annual Business Planning and Budgeting ▶ Enterprise Risk Management (ERM) ▶ Strategy-driven Balanced Score Card (S-BSC)	OPERATIONS	▶ Operations Excellence Integrated Solutions (OEIS) ▶ Integrated Supply Chain Management ▶ Procurement Strategies ▶ Cost Efficacy & Efficiency Improvement ▶ Overall Asset Effectiveness (OAE) ▶ Business Process Reengineering (BPR) ▶ Enhanced Telecom Operations Map (eTom)
ORGANIZATION	▶ Customer-centric Organization (CCO) ▶ High Performance Organization Development (HPOD) ▶ Holistic Organizational Audit (HOA) ▶ Holistic Performance Improvement (HPI) ▶ Effective Performance Management (EPM) ▶ Impactful Knowledge Management (IKM) ▶ Superior Program Management Office (PMO) ▶ Malcolm Baldrige (MBCfPE)	MARKETING & SALES	▶ Revenue Enhancement Strategy ▶ Customer Relationship Management (CRM) ▶ Needs-based Segmentation ▶ Targeted Marketing ▶ Optimal Pricing Strategy ▶ Sales Performance & Productivity Improvement
HUMAN CAPITAL MANAGEMENT (HCM)	▶ Integrated Human Capital Management ▶ Performance Management System ▶ Performance Appraisal ▶ Manpower Planning ▶ Career Path Management ▶ Succession Planning ▶ Individual Development Plans ▶ Job Evaluation and Grading ▶ Training Master plan ▶ Recruiting System ▶ Rewards/Compensation System ▶ Talent Management System (TMS) ▶ Leadership Development	TAILORED BUSINESS SOLUTIONS (TBS)	▶ Business Incubation ▶ Ecosystem Synergy ▶ Other Business Solutions Tailored to Client Specific Needs
		IMPACT-DRIVEN TRAINING & WORKSHOP	▶ Strategic Wargaming ▶ Corporate Strategic Planning ▶ Strategy-led Transformation ▶ Supply Chain Management ▶ Strategy-driven Balanced Scorecard ▶ Performance and Productivity Improvement ▶ Various World Class Best Practices and Proven Methodologies on Strategy, Management and Business

Previously, Prosval's professionals have involved in various strategy, strategic planning and transformation projects for many prominent corporations across industries with leading global consulting firms

Examples of Prosval's Professionals Previous Engagements in Strategy, Strategic Planning and Transformation Projects

Clients Examples	Projects	Associated Firms (Global Consulting Firms)
Sinar Mas Group (Smart Corporation)	▶ Transforming into a World Class Company (MBOS: Management by Olympics System)	▶ McKinsey & Company
Sinar Mas Group (E-commerce Unit)	▶ Corporate Strategic Plan	▶ Accenture
Bakrie Group	▶ Strategy-based Business and Organization Transformation	▶ Booz Allen Hamilton
Telkomsel	▶ Corporate Strategic Plan, PMO ▶ Strategy-based Business and Organization Transformation	▶ Booz Allen Hamilton
Antam	▶ Corporate Strategic Plan	▶ Booz Allen Hamilton
Garuda	▶ Strategy-based Business and Organization Transformation ▶ PMO	▶ Booz Allen Hamilton
Bank Mandiri	▶ Strategy-based Business and Organization Transformation	▶ Booz Allen Hamilton
BNI	▶ Strategy-based Business and Organization Transformation	▶ Booz Allen Hamilton

In Brief, Prosval Consulting is highly qualified (comparable with global consulting firms) in providing strategy, management and business consultancy for corporations across industries

10 Advantages/Strengths of Prosval Consulting

1 Served >100 prominent companies (SOE, Private, Overseas/MNC) (strategy, mgmt., transformation)

▶ Pertamina, Telkom, Telkomsel, PLN, PGN, Danareksa, WIKA, PP, Waskita, HK, AP (I, II), Pelindo (I, II, IV), JM, Antam, Peruri, Askindo, Lintasarta, Ciputra, Trakindo/ABM, BSG, Dexa, DIPA, ICCG, San Miguel Corporation, ENI

2 Recoqnized as a global consulting comprable firm

▶ The only local consulting firm invited in consulting projects (e.g. Indosat, PLN, HK); Won tender compete with global consulting firms (kiSel/Kop. Telkomsel)

3 Worked parallel with & deliverables implemented by global consulting firms

▶ Worked parallel with McKinsey & Company in PLN and Pertamina; Developed “eco-system synergy” for Telkom & implemented by a global consulting firm.

4 Involved in successful and globally-recognized transformation development and implementation

▶ Senior team was the core team in Telkomsel transformation development and implementation (for 3 years); Involved in writing a case study for Stanford B-School

5 Appreciation and recognition from local media (business community)

▶ Senior team was interviewed and quoted by SWA Magazine for companies transformation (e.g. Unilever, Ford, Garuda, PT Pos Indonesia)

6 Consultants experienced in various global consulting firms

▶ Booz Allen Hamilton
▶ McKinsey & Company
▶ Hay Group
▶ PwC, Accenture, Deloitte
▶ World Bank, ADB

7 Access to Best Practices and Proven Methodologies

▶ Access to Best Practices and Proven Methodologies from extensive working experience with various leading global consulting firms

8 Local wisdoms and implementation experience

▶ Good understanding and knowledge on business environment in Indonesia
▶ Experienced in program/strategy implementation

9 Very competitive fee

▶ Fee significantly below global consulting firms (local rate)
▶ Fee in rupiah and without OPE (for project in Jakarta)

10 Authored “Strategy-led Transformation” book and created “DRA” transformation model

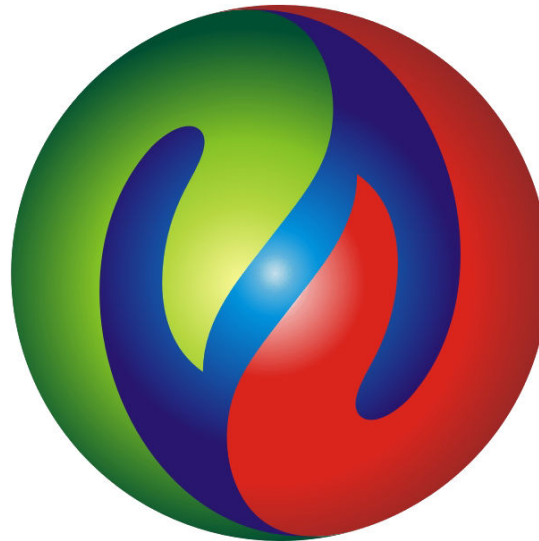
▶ Authored “Strategy-led Transformation” book with ~70 testimonials from prominent figures (minister, CEO, entrepreneur) and created “DRA” transformation model

Thank You!

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