

# COMPANY PROFILE

*Beyond Network Solutions*



## **PT. Telemedia Mitra Erajaya**

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[www.telemedia.id](http://www.telemedia.id)

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**WE GLAD TO INTRODUCE COMPANY WE BUILD  
THROUGH THE YEARS WITH PROFESSIONALISM**





## ABOUT THE COMPANY

WE ARE JAKARTA'S BASED COMPANY,  
FOUNDED IN YEAR 2001. OUR CORE VALUE  
IS TO SERVE OUR CUSTOMERS WITH BEST  
POSSIBLE SOLUTIONS THROUGH:



### TECHNOLOGY INNOVATION AND MODERNISATION

We are representative of best solution in telecommunication and ICT, most of are coming from Europe, USA and Japan. Our main solutions are from Keysight Technology, Viavi, Niometrics, Anritsu, Sumitomo and IBWave. Our solutions aim to innovate and modernise the way customers test and monitor their



### PROFESSIONAL PERSONAL AND CUSTOMERS ORIENTED

Telemedia has 62 employees, with more than 50% are Telecommunications and IT engineers. We're specialised in system integration of IT and Telecommunication Networks. Our sales and after sales team focus to meet and exceed customers requirements by delivering the best operating support system.



### AFFORDABLE CUSTOMERS SUPPORT AND MAINTENANCE

Our local engineers team are available 24 hours, 365 days a year with in-house software developer to support our customers needs. We've been supporting our customers since 2001 all over Indonesia in maintenance and manage service.



### OUR MISSION

Delivering the best operation support system in our customer networks by providing service quality management system, network intelligence solutions and test measurement tools.



### OUR VISION

To be the best partner of network operators in delivering operation excellence in business and support system.



## Ariyanto Tjhin

### Founder

Ariyanto has more than 20 years experience in Telecom industries. After spending his early career in Singapore, Ariyanto decided to move back to Indonesia and setting up his own company PT Telemedia Mitra Erajaya in the year 2000 focusing on helping all Telecom operator to improve their Network Quality by providing the right and cost

efficient solution like Ixia, Niometrics, Anritsu, and Viavi. As an entrepreneur, one of his biggest successes are deploying the first Network Monitoring System in Telkomsel, Indosat and XLcom during year 2004-2005. This was the seed of expanding Telemedia as one of the strong player in system integration.

OUR TEAM FOCUS TO EXCEED CUSTOMERS  
EXPECTATION BY DELIVERING BEST TECHNOLOGY AT  
AFFORDABLE PRICE

## MEET THE TEAM

### Puput Adrianto

#### COMPANY ADVISOR

25 years telecommunication veteran, Puput responsible to give advise to the company on sales and operation related activities.



### Linda Suryani

#### HEAD OF FINANCE

Linda responsible for all Finance and Accounting of the company including import process and human resources management.



### Hadi Prasetya

#### HEAD OF SALES

As Head of Sales, Hadi leads sales team to make sure Telemedia's business grow sustainable in years to come.



### Win Mahendra

#### HEAD OF OPERATION

"Win" leading team of engineers in delivering software development, system support, network monitoring, managed services, network optimization and system.





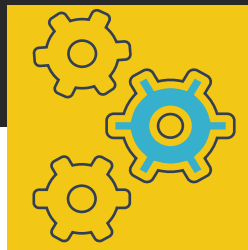
## OUR SERVICES

WE PROVIDE TESTING, VISIBILITY AND  
SECURITY SOLUTIONS TO ENABLE  
OUR CUSTOMERS IN OPTIMIZING  
CONNECTIVITY, QUALITY OF EXPERIENCE  
AND PROFITABILITY.



### Test Instrument

Our services covers test instrument such as OTDR, Ethernet tester, and Wireless test. VIAVI tools and intelligence help Service Providers and IT organizations build, test, certify, monitor, maintain, optimize, and troubleshoot complex physical and virtual networks. We also provide tools for all Fiber Optics installation such as Splicers and FO accessories including cleaning tools.



### System Integration

System integration is the heart of Telemedia expertise. We provide integration of hardware, software and services as a turnkey project to our customers. With strong Project Management team backed by IT & Telecoms engineers, Telemedia provide total solution on the implementation of our product portfolio. We have more than 10 years experience in IT, Telecoms and Cloud-



### Services

In order to support our project, Telemedia offers maintenance service, equipment repair & calibration as well as 24-hours / 365 days technical support. Our dedicated team will do on-site support, remote support and spare parts management services to our existing customers. Telemedia also offer manage service for our Optical Monitoring System.



**OUR SOLUTIONS DELIVER END-TO-END VISIBILITY ACROSS**  
**PHYSICAL, VIRTUAL AND HYBRID NETWORKS**





**TELEMEDIA WAS FOUNDED IN YEAR 2001 INITIALLY TO ASSIST CUSTOMERS IN TEST AND MEASUREMENT SYSTEM**

**2001**

## The Company Foundation

Telemedia Mitra Erajaya was founded in early 2001 by Ariyanto Tjhin and his wife. Starting by representing GN Nettest Instrument (now Anritsu). Telemedia first order was from IM3 (now Indosat Ooredoo).

- 2 staff members
- USD 200k annual turnover

**2002 – 2003**

## Expansion to New Customers

This couple year was the milestone expansion, from two-person company into bigger company by expanding business to Indosat and Telkomsel. Telemedia also starts to deliver protocol analyser which will become the industry standard in IP Probes.

- 5 staff members
- MUSD 1 annual turn-over

**2004**

## Occupation of New Building

With the fast development of mobile operators, Telemedia manage to expand their foot print to Excelcommindo (now XL Axiata). In this momentum, Telemedia investing in new office building in Kelapa Gading. Sumitomo assign Telemedia as main distributor of their Splicer in Indonesia.

- 20 staff members
- Expanding into Fiber Optic Business
- MUSD 2 annual turn-over

**2005 – 2009**

## Transformation to System Integrator

During this five years, Telemedia double the staff members and investing heavily in technical trainings. Hence it is enable Telemedia from trading company to the total System Integrator. Ixia agree to work with Telemedia to penetrate Indonesian market which boost Telemedia turn-over and customers based.

- 40 staff members
- MUSD 3 - 4 turn-over

**2010 – 2014**

## Expansion to Software Sales

In year 2013, Niometrics the best Deep Data Analytical tools select Telemedia as their representative in Indonesia. This changed the business horizon of Telemedia from Hardware sales to software sales company.

- 50 staff
- Niometrics and Ixia is the backbone of Telemedia sales.
- MUSD 5 - 7 turn-over

**2015 - 2019**

## Expansion to New Product Lines

Telemedia further expand the business line with new principal such as Viavi, iBWave, Tomia, and WIFI-mesh solution. With annual sales more than 10 MUSD, Telemedia transform from medium-size SI to the next level. Telemedia investing in after sales support which give 24-hours / 365 days technical assistance and maintenance services to existing customers. Telemedia offers end-to-end WIFI design deployment and asset tracking management.

- 62 staff members
- MUSD 10 - 18 turn-over

# OUR PORTFOLIO

OUR PORTFOLIO DELIVERS SOLUTION IN BUSINESS  
SUPPORT SYSTEM BY PROVIDING SERVICE QUALITY  
MANAGEMENT SYSTEM, NETWORK INTELLIGENCE  
SOLUTIONS AND TEST MEASUREMENT TOOLS.

Telemedia partnering with several best technology vendor in Telecommunications and ICT such as Ixia, Viavi, Niometrics, Anritsu, iBWave, Sumitomo and many more solutions to support the business. Our solution from Ixia, Tap Aggregators combine traffic into two of more traffic streams, each of which has the aggregated data from the duplex flows and

allow network staff to monitor a full duplex connection with a single monitoring tool. While our solution from Niometrics designed to extract, and provide meaningful and contextual data further upstream in raw logs, in-memory counters, as well as live analytic alerts.



OUR RESPONSIBILITY  
TO PROVIDE CUSTOMERS WITH  
BEST OF POSSIBLE SOLUTIONS  
AND MEETING THEIR BUDGET



## IXIA

[www.ixiacom.com](http://www.ixiacom.com)

Ixia (now part of Keysight Technology) provide testing, visibility, and security solutions to strengthen applications across physical and virtual networks. It covers security testing, security resilience and threat intelligence gateways.



## Viavi

[www.viavisolutions.com](http://www.viavisolutions.com)

Viavi is Global Leadership in Network Test, Monitoring and Assurance Solutions, as well as Optical Technologies. VIAVI helps service providers, enterprises, and their ecosystems, to deploy, maintain, optimize, and evolve the most complex and



## Niometrics

[www.niometrics.com](http://www.niometrics.com)

Niometrics design and build technology for people to discover meaningful insights from data, to be turned into impactful business and social value. Niometrics solution deployed in all mobile operator in Indonesia.



## Anritsu

[www.anritsu.com](http://www.anritsu.com)

MasterClaw is the market leading multi-technology solution supporting NFV/SDN that gives you 24 x 7 x 365 visibility of network, service, app and customer along with unrivalled troubleshooting.



## Software

[www.ibwave.com](http://www.ibwave.com)  
[www.tomiaglobal.com](http://www.tomiaglobal.com)

**iBwave** is a Telecom radio planning software that develops solutions for the in-building wireless industry. **Foster** is an in-house application developed by Telemedia to serve FO Contractors. **Tomia** offers transformative connectivity solutions to service providers worldwide.



## Others

[www.sumitomoelectric.com](http://www.sumitomoelectric.com)  
[www.jetfiber.cn](http://www.jetfiber.cn)

Telemedia offer complete solution in Fiber Optic Installation including high-end Splicer from Sumitomo and affordable Splicer from JetFiber and accessories from MicroCare. Telemedia also offer maintenance and repair of any splicer in the market.



## OUR CUSTOMERS

ARE MOBILE OPERATORS,  
FIXED OPERATOR, FIBER OPTIC  
CONTRACTORS, INTERNET  
PROVIDERS AND ENTERPRISES

### SOME OF OUR CUSTOMERS

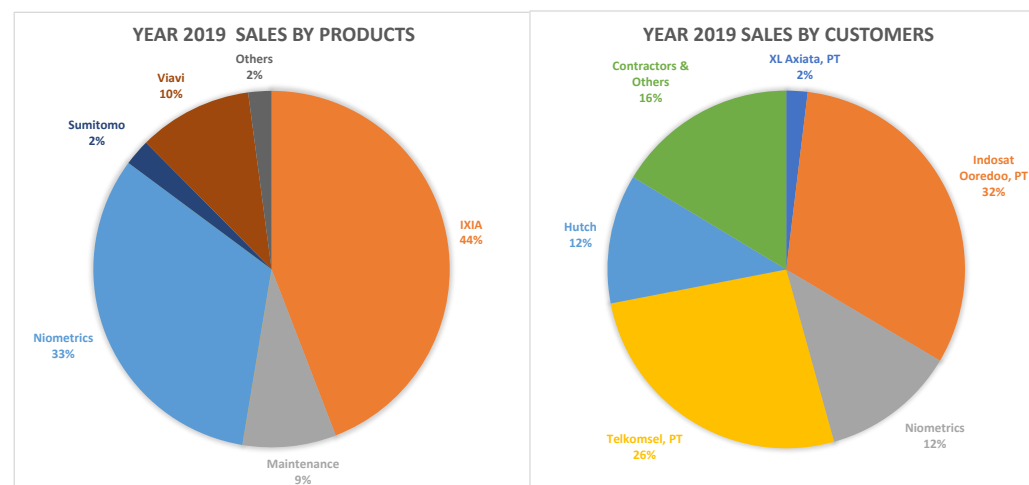
- **INDOSAT OOREDOO** ANALYTICAL SYSTEM
- **INDOSAT OOREDOO** IP PROBES
- **TELKOMSEL** TAPS AGGREGATOR
- **HUTCHITSON THREE INDONESIA** ANALYTICAL SYSTEM
- **FIBERSTAR, TELKOMSEL & INDOSAT OOREDOO** OPTICAL MONITORING







THOSE WHO PLAN DO BETTER THAN THOSE WHO DO NOT PLAN, EVEN THOUGH THEY RARELY STICK TO THEIR PLAN

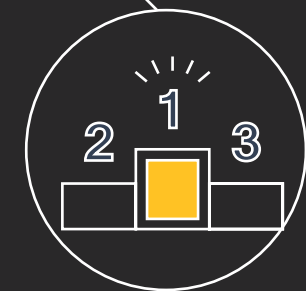


## ISO 9001 Certified

Since year 2016, Telemedia has been awarded ISO 9001:2015 Quality Management System certification.

### Telkomsel - IXIA & Viavi Project

Telemedia won multi years Taps Aggregation project in Telkomsel since 2016, Ixia has been deployed all-over Indonesia. This multi million dollar project support Telkomsel in implementing Deep Network Analytic from Niometrics. Since 2015 Telkomsel use Optical Network Monitoring Solution (ONMSi) from Viavi to manage their entire back-haul fiber optics network. This project cut the finding cut location from 1 day to 1



### Indosat - Various Projects



Indosat is major customers for Telemedia with main project such as Performance Management by MycomOSI, IP Probes by Anritsu, Deep Network Analytic with Niometrics and integration of taps aggregation by IXIA. Telemedia also runs Indosat Optical Monitoring System by Viavi. And in year 2019, Telemedia partnering with Indosat in implementation of Information System in LRT Jakarta.

### Hutch Three - Niometrics & IXIA Project

Hutch Three use Niometrics as their backbone of the data analytic, Telemedia support the implementation of such system. Since year 2017, Telemedia together with Niometrics and IXIA has been assist Hutch Three in the big data analysis including professional services.



# FUTURE PLAN

TELEMEDIA PLAN IS TO FURTHER  
DEVELOP BUSINESS IN ASSET  
TRACKING MANAGEMENT AND  
WIFI-MESH DEPLOYMENT



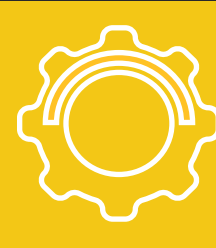
## Asset Tracking

Telemedia Asset Tracking Management is RFID-base and it can be implemented in any kind of product. The RFID tag is secure, water-resistance and could be detected within 10 meters with speed up to 200 tag/second. Our asset management software is develop by our in-house software developer.



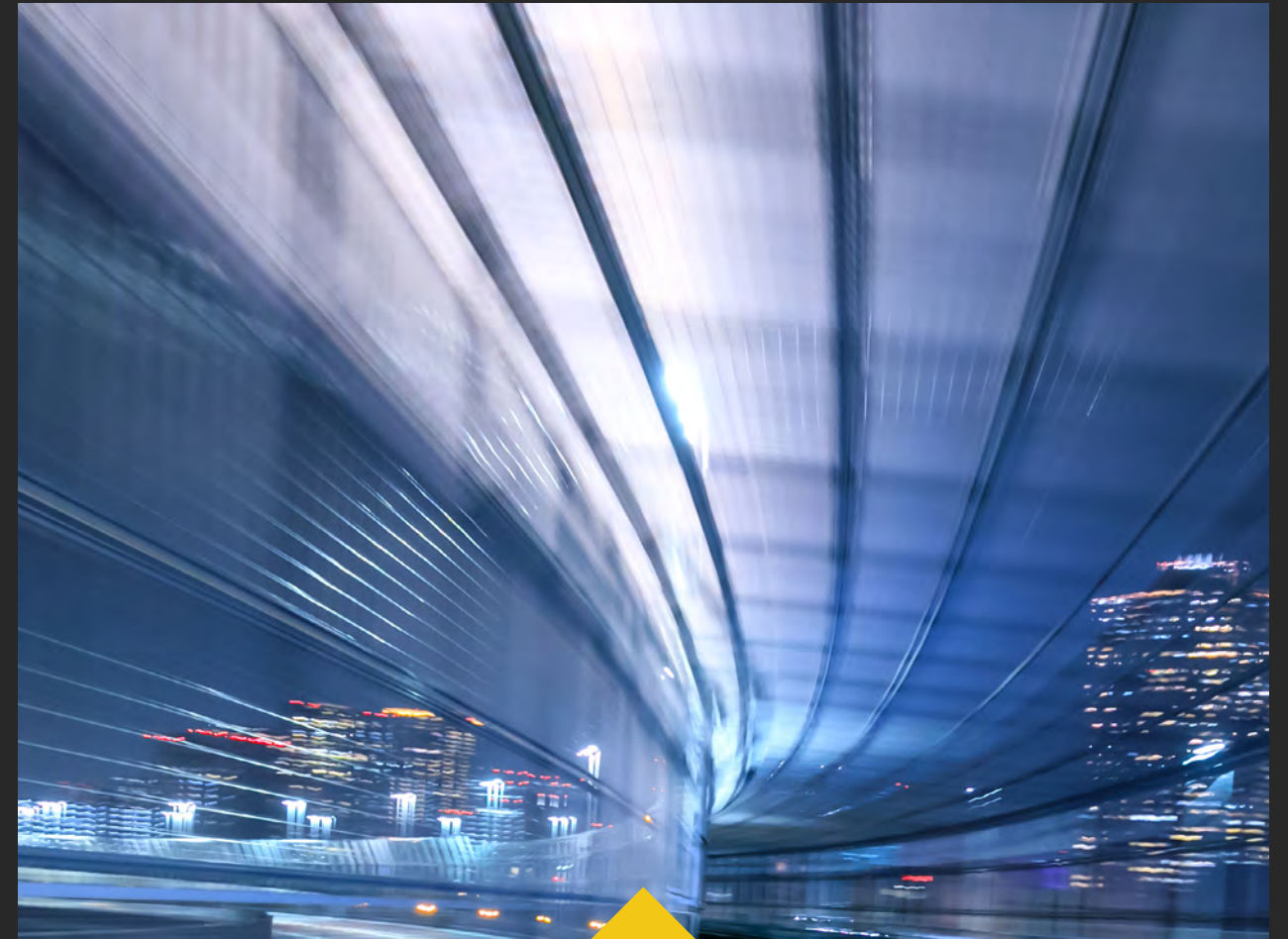
## WIFI-Mesh

Telemedia partnering with Technology company from Finland, EC-Mesh; develop software-based WIFI-Mesh. The advantages of this system is "Hardware-agnostic"; the software will turn any approved WIFI product into efficient "Mesh" which will reduce the back-haul cabling in the Installation.



## Developer

With a comprehensive product portfolio, coupled with in-house software developers, Telemedia's future plan is to capture the asset tracking management business primarily for manufacturing, mining and construction businesses. The future of Telemedia is to be a strong software developer player in Indonesia.



**"THE FUTURE BELONGS TO THOSE WHO BELIEVE IN THE  
BEAUTY OF THEIR DREAMS." ...**





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