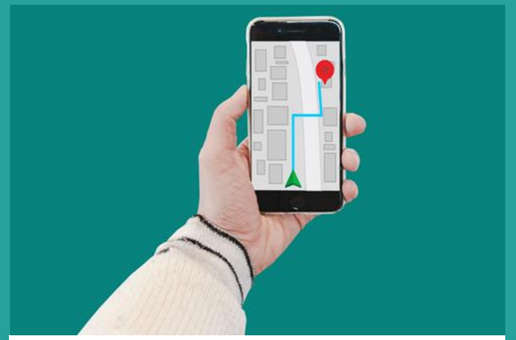
BHUMI VARTA
TECHNOLOGY

Think
Spatial
bvarta.com

Challenges

Disintegrated & disorganized data



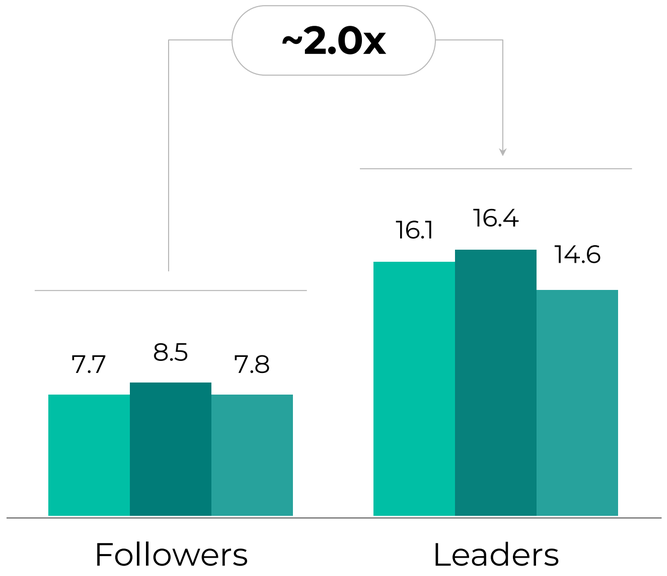
Lack of Digital Transformation

Difficulties in market expansion and finding the target market

Competitive market

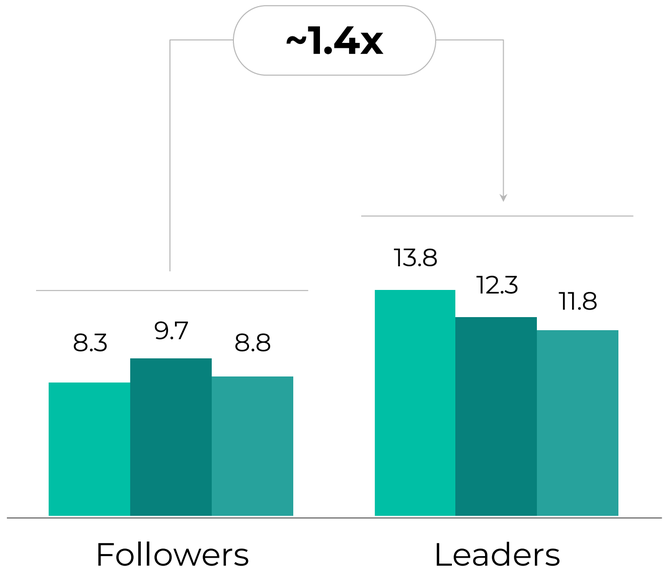
Location Intelligence Leaders Drive Approximately 1.3 to 2.0 Times as Much Impact on Key Metrics as Followers

Impact on select metrics related to
Customer experience (%)



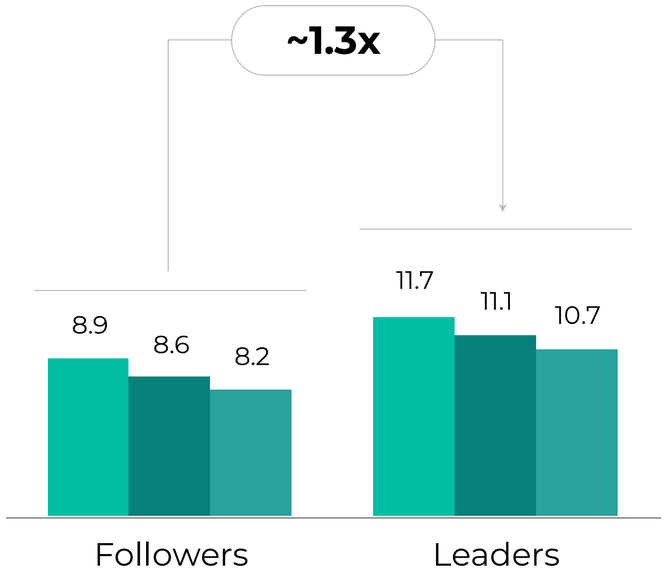
- Customer retention
- Customer satisfaction
- Net promoter score

Impact on select metrics related to
Sales funnel (%)



- Revenue growth
- Online to offline conversion
- Time spent on website

Impact on select metrics related to
Operational efficiency (%)



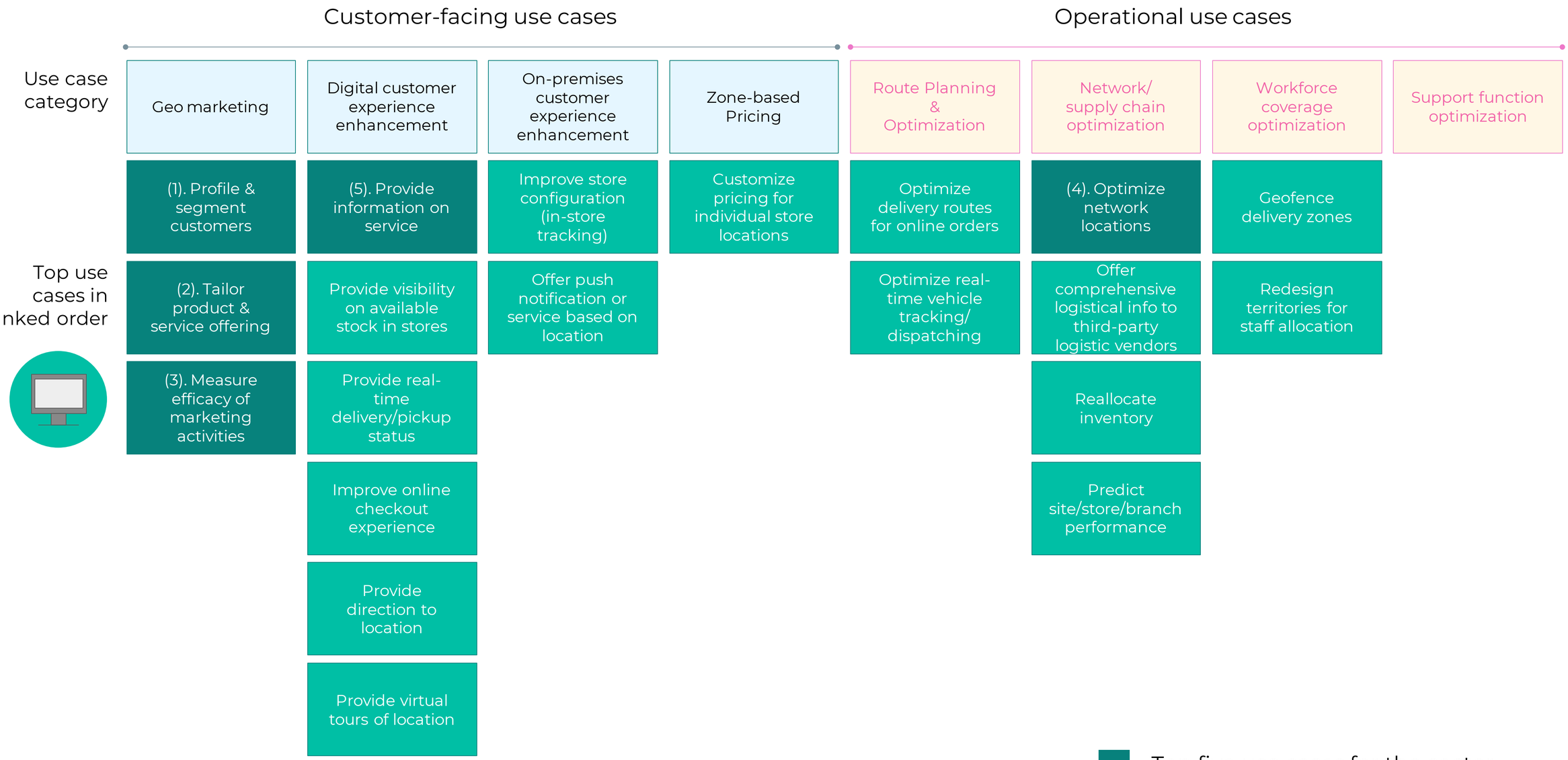
- Number of support calls
- Average time to fulfill service
- Error rate for address entry

Sources: Global BCG survey on Location Intelligence for Enterprise (n=520), October 2020; BCG analysis.

Note: The impacts shown in the bar charts are average percentage gains in select metrics for customer experience, sales, and operations,

Source: https://www.bcg.com/publications/2021/leveraging-location-intelligence-across-industries

Exhibit 4 | Top Use Cases—Retail and E-commerce



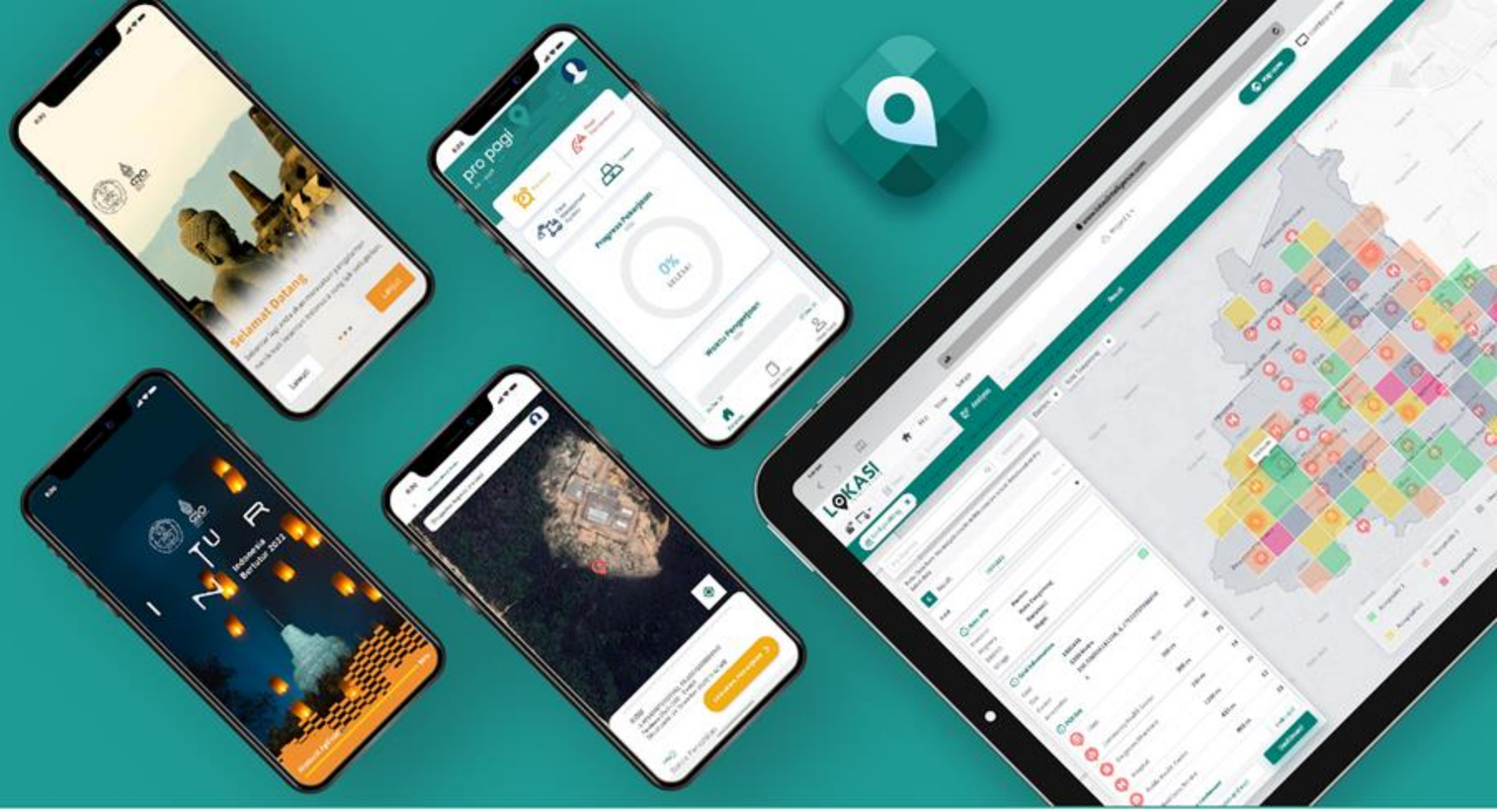
Sources: Global BCG survey on Location Intelligence for Enterprise (n=520), October 2020; BCG analysis.

Source: https://www.bcg.com/publications/2021/leveraging-location-intelligence-across-industries

LOKASI utilizes big data & analytics, machine learning to derive business insights to Visualize, Analyse and Optimize operations.

LOKASI

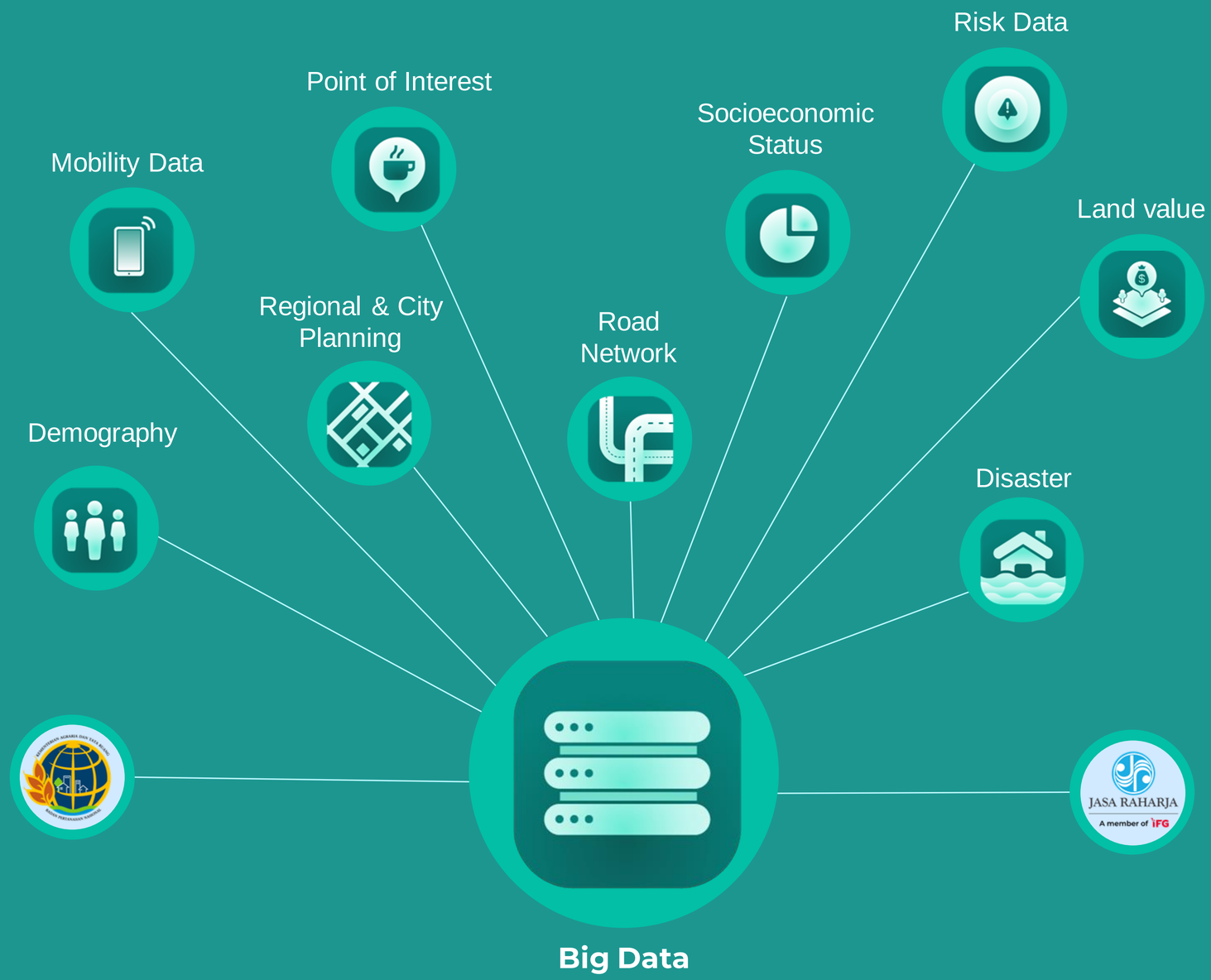
LOKASI ENTERPRISE | LOKASI INSIGHTS | LOKASI INTELLIGENCE



Why LOKASI?

- Streamline data collection and easy integration
- Evaluating business performance based on location
- Effortless process optimization
- Data visualization made simple

LOKASI



* More data are available upon request.

More POIs, better insights

LOKASI INTELLIGENCE

Subscription based end-to-end SaaS platform for increased scalability.

Regular Updates

5 Users

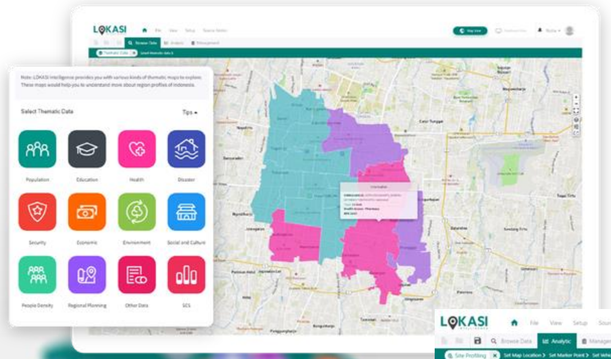
User Onboarding

Data Sets and Analytics

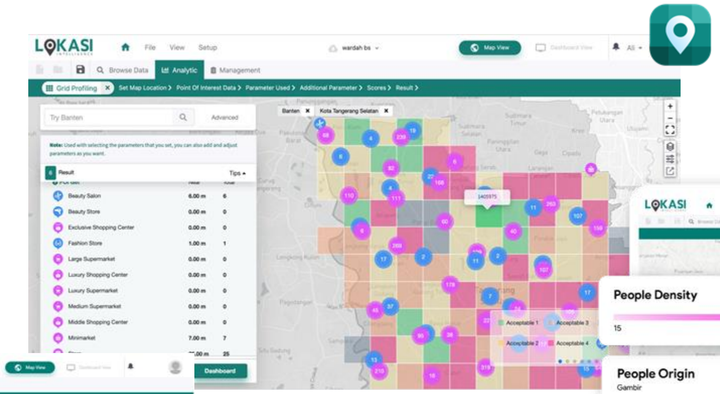
- Thematic Data
- Point of Interest
- Site Profiling
- Grid Analysis
- Asset Visualization

LOKASI
INTELLIGENCE

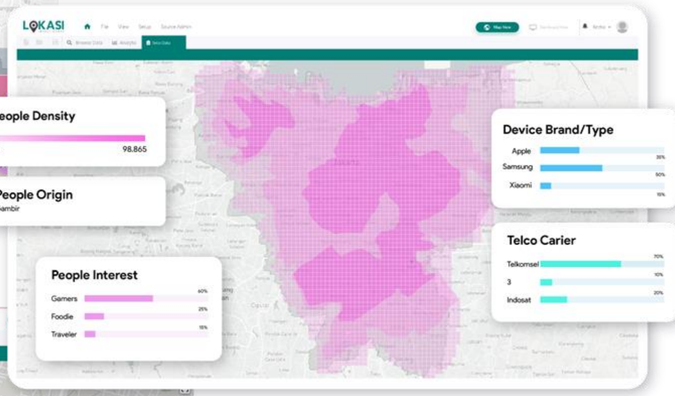
Thematic Data



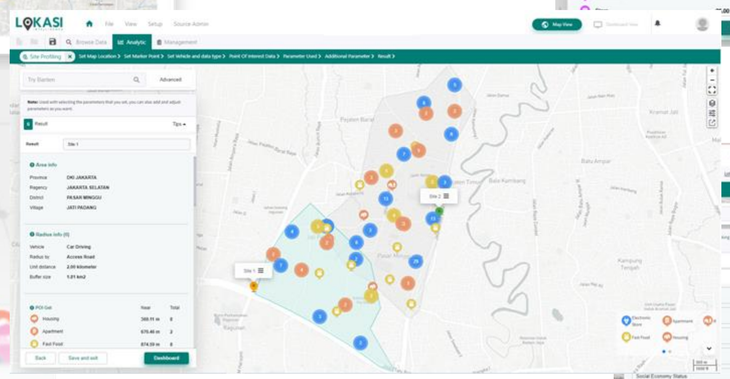
Grid Profiling

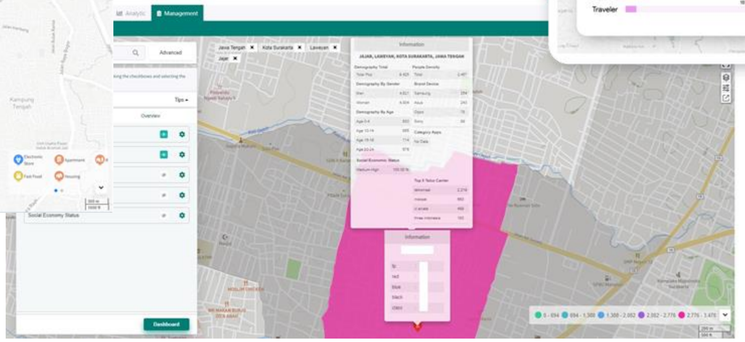


LOKASI Telco Data

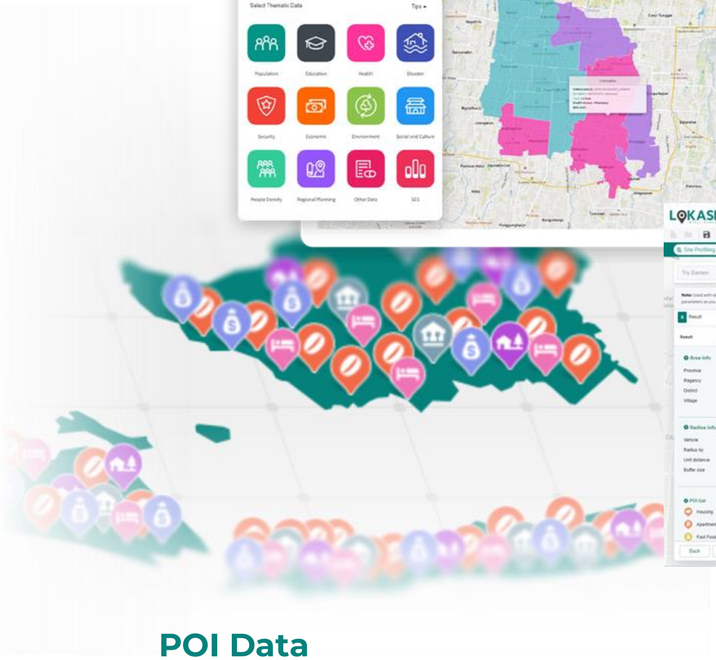


Site Profiling





Asset Visualization



POI Data
Millions POI and Growing

This combination give LOKASI the capabilities to **Visualize, Analyze and Optimize** the business into one stop integrated platform.

- GIS Software
- Big Data Spatial
- Analytics Tools

Add Ons / Custom Analytics on SaaS LOKASI Intelligence

Map Analysis

Sales
Projection

Advance
Grid Analysis

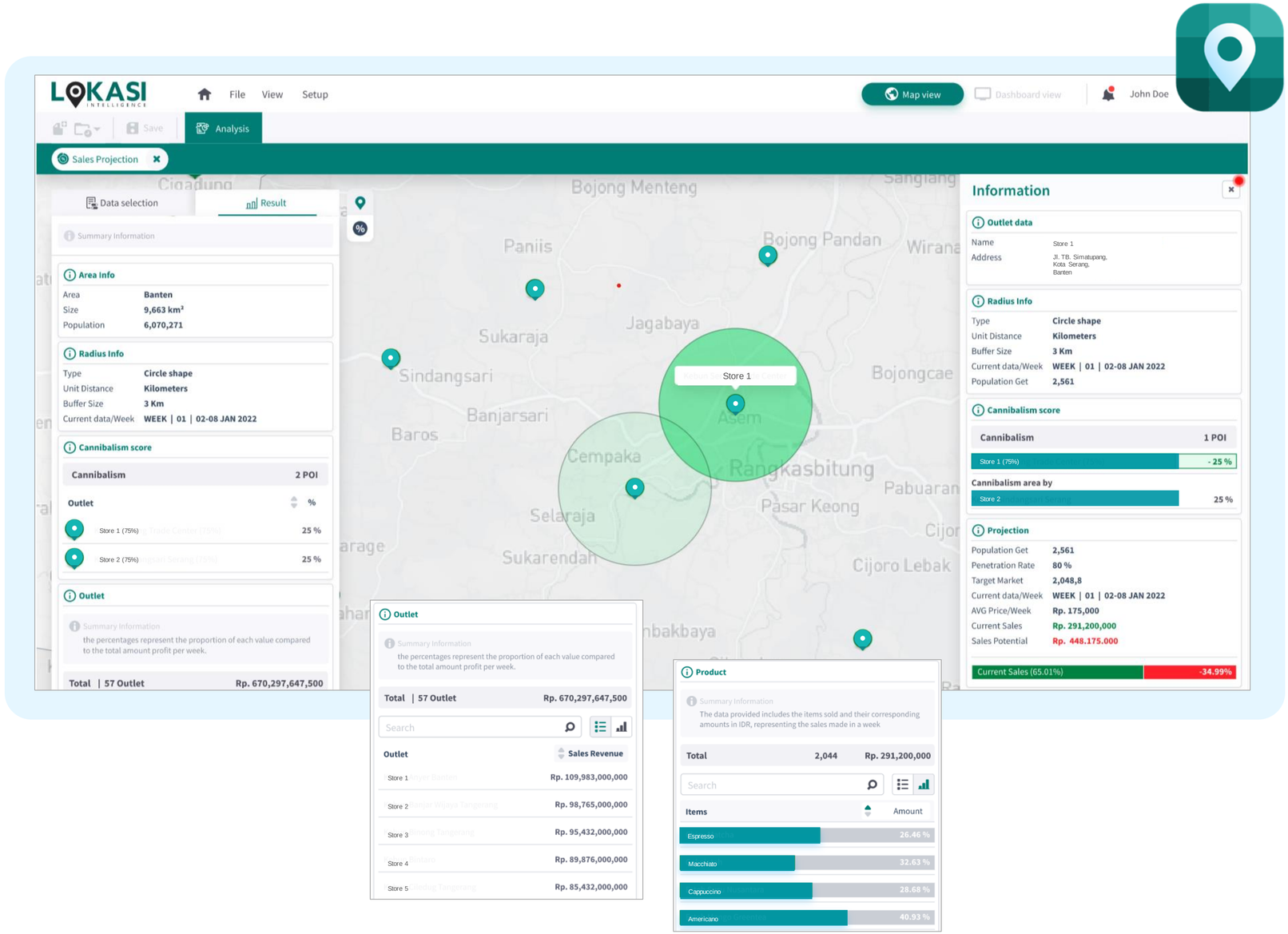
Adds on Module

Sales Projection

Analysis to calculate Sales Potential based on internal data (example: ***target market, cannibalism, and streams of Point of Sales data****) and* external supporting spatial data (example: **demographics, SES, location profile**, etc.)

By using Sales Projection, we can also make a Basket Size per store

The output of this solution is we can see the potential sales revenue in certain location.



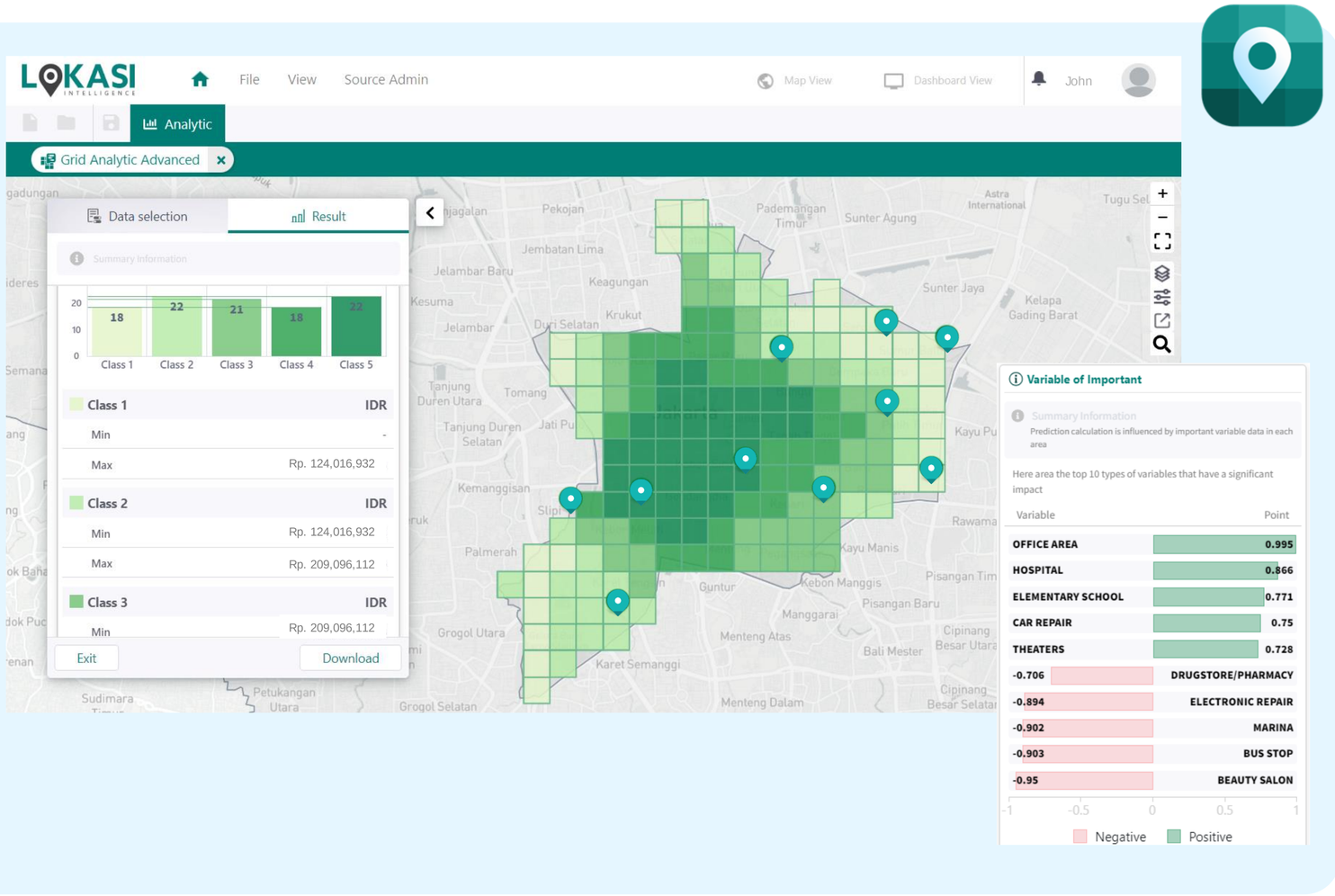
Analytics Add Ons

Expansion Modul

By using Advance Grid Analysis, BVT can help to utilize client's sales data (**Point of Sales**) and **competitors**, in addition to BVT's data (**SES, POI, Demography,** etc.) to rank areas based on **sales potentials.**

Empowers users to analyze recommended areas based on **positive** and **negative parameters** influencing sales outcome.

Enhances decision-making by providing insights into **profitable** and **unprofitable** regions.



BHUMI VARTA TECHNOLOGY

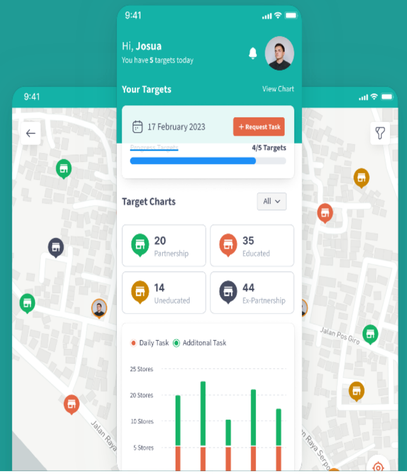
Analytics Add Ons

Sales Monitoring

Mobile Survey & Dashboard Monitoring for Salesman

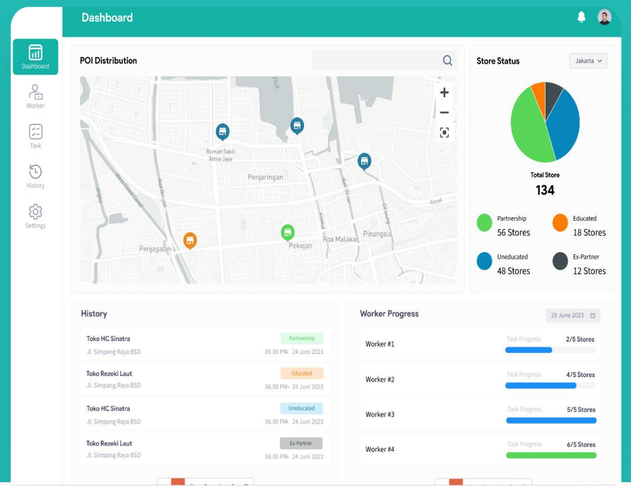
1. Mobile App - Sales Survey

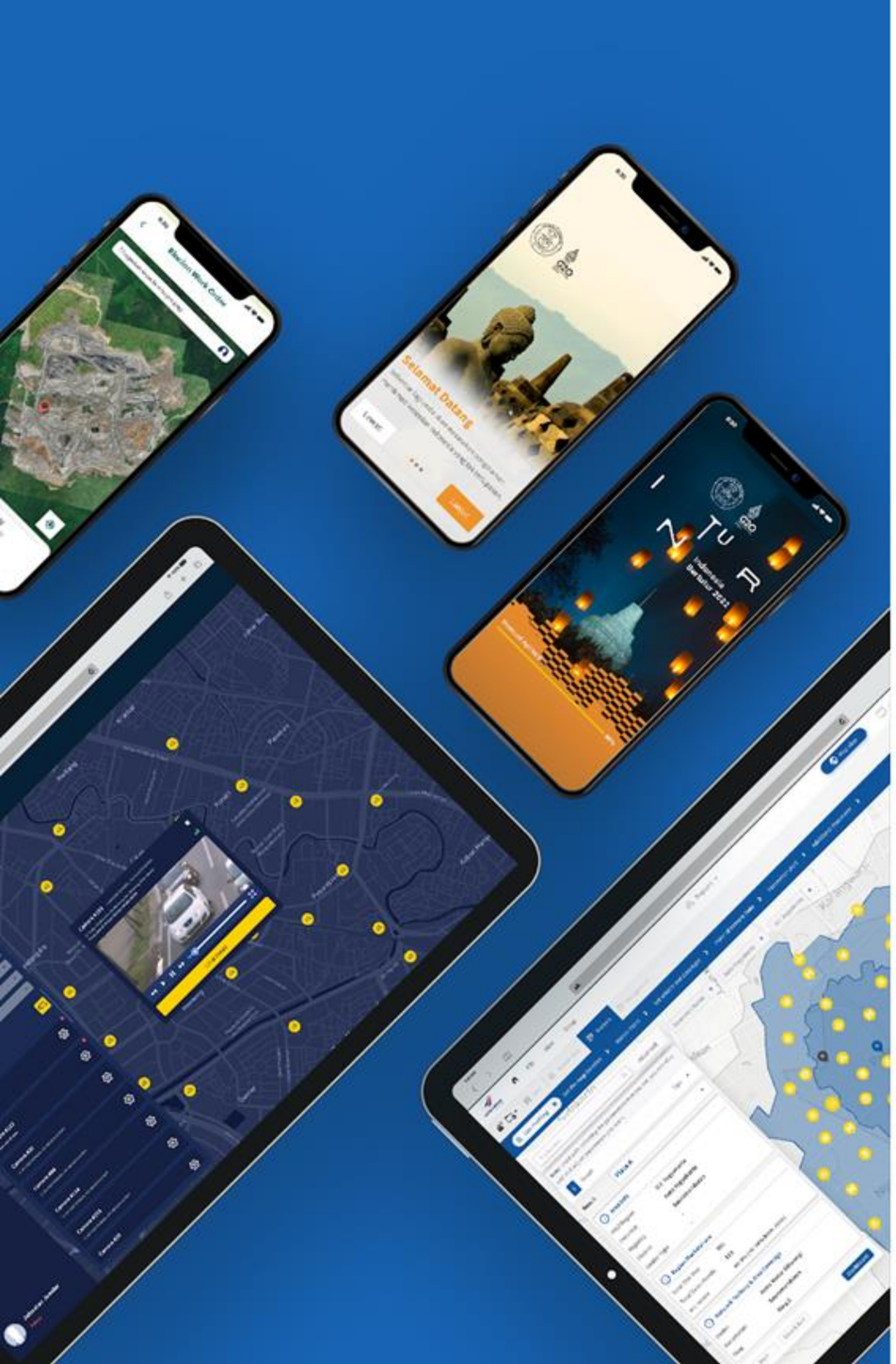
Helping to monitor the location of sales visits as one of the indicators of salesman performance.



2. Dashboard Monitoring Salesman

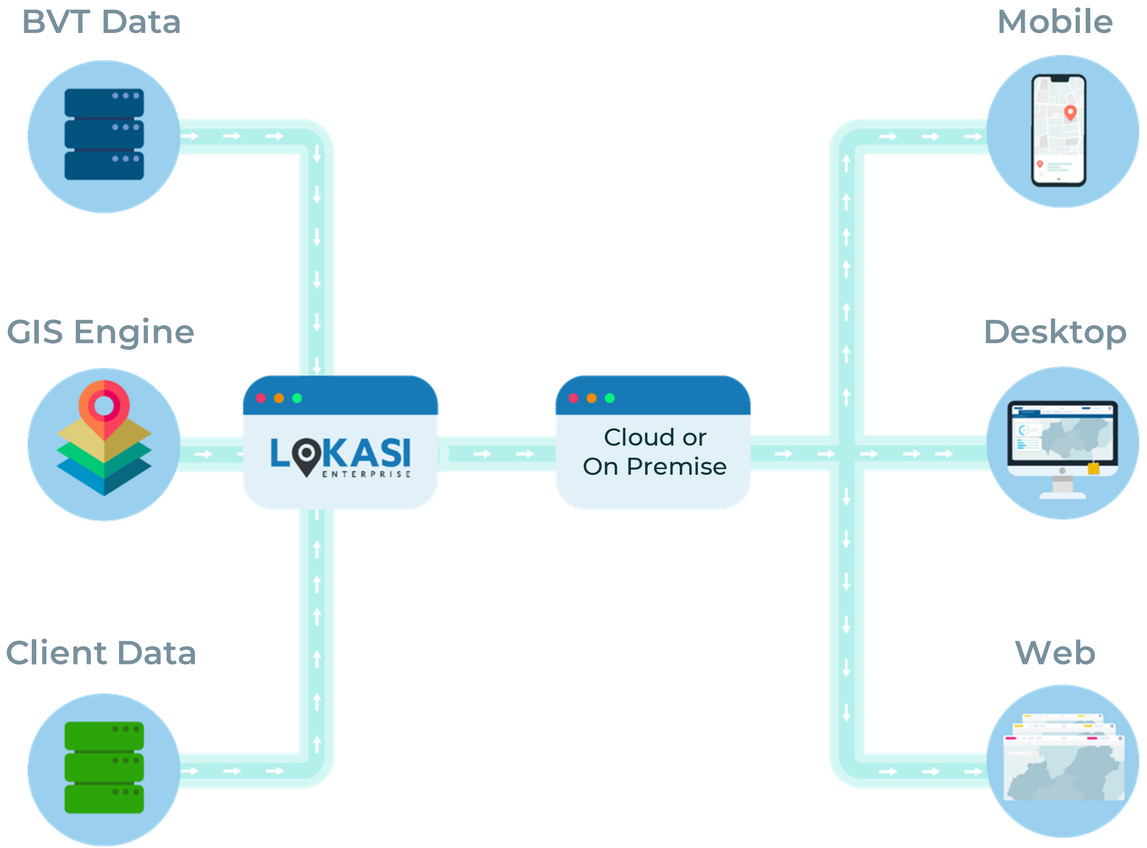
Dashboard to monitor the performance of salesmen by viewing a summary of their visits.





LOKASI ENTERPRISE

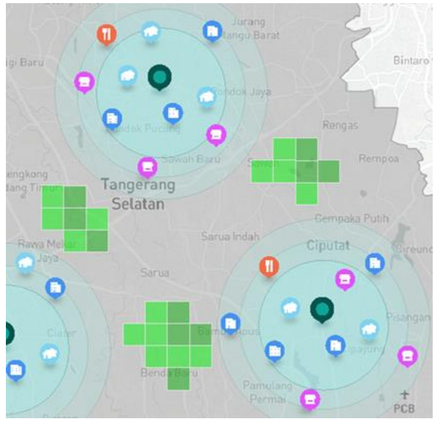
Industry agnostic bespoke GIS providing in-depth business analytics, insights and intelligence for future proofing.



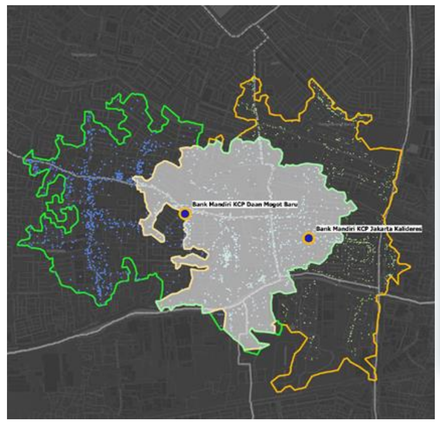
LOKASI INSIGHTS

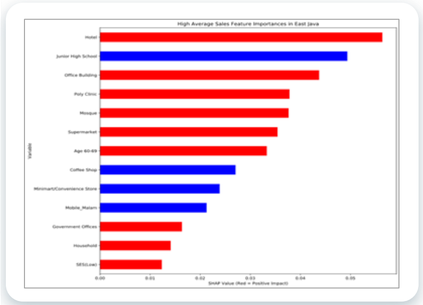
Standardized insights and reports enabling SMEs to access the technology at lower financial commitment.

White Space Analysis

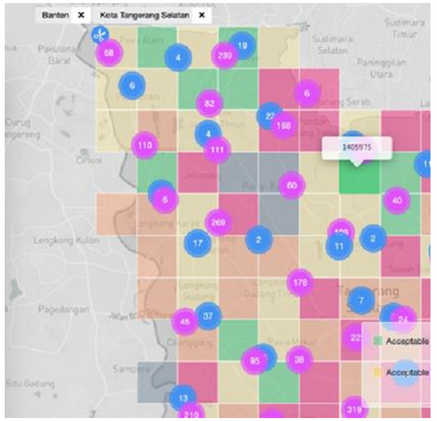


Deep Dive Analysis

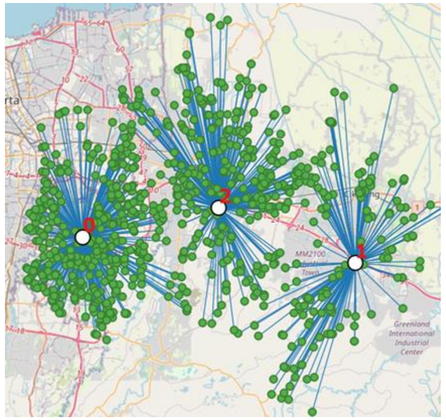




Grid Analysis



Territory Optimisation



From retail, F&B, FMCG companies to Government Agencies trust us to be their solution enabler...

and many more

Partners

nodeflux

Microsoft

metranet
by Telkom Indonesia

JASA RAHARJA
A member of IFG

UNIVERSITAS
GADJAH MADA

HIPPINDO
HIMPUNAN PERITEL & PENYEWA PUSAT PERBELANJAAN INDONESIA
INDONESIA RETAIL & TENANT ASSOCIATION

Prasetia

What our clients said about LOKASI

Jangan Jiwa

KEVIN BUDIMAN,
Business Development

“We’ve been using LOKASI for 3 years. The accuracy of their data has helped 70% of our business process to identify and choose the potential location for our business expansion. As a result, our annual revenue increased beyond our expectations.”

XXI

INDRAWAN FAUZI
Business Development Manager

“LOKASI is the most comprehensive analysis in terms of site finding as well as output projection. Customization in the main advantage in this system, and the BVT team member are very welcome every time I had difficulties in utilizing the system. Many thanks LOKASI & BVT!”

Think
Spatial
bvarta.com

LOKASI ENTERPRISE | LOKASI INSIGHTS | LOKASI INTELLIGENCE

BHUMI VARTA TECHNOLOGY

bvarta.com | sales@bvarta.com | +62 813 66464064