BHUMI VARTA
TECHNOLOGY

Leverage your business value
with mapping and big data analytics

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TECHNOLOGY

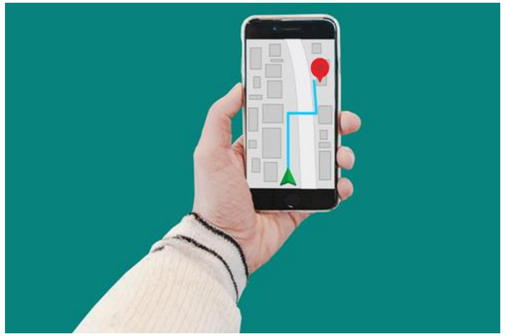
Bhumi Varta Technology (BVT) was founded in 2018 and has already become the leading location and business intelligence software provider in Indonesia and has now expanded globally.

BVT's vision is to be a global leader in location analytics, empowering businesses to make strategic decisions with innovative insights and technology.

We map all types of big data and use machine learning and AI for predictive analytics to help businesses make better data-driven decisions.

Challenges

Disintegrated & disorganized data



Lack of Digital Transformation

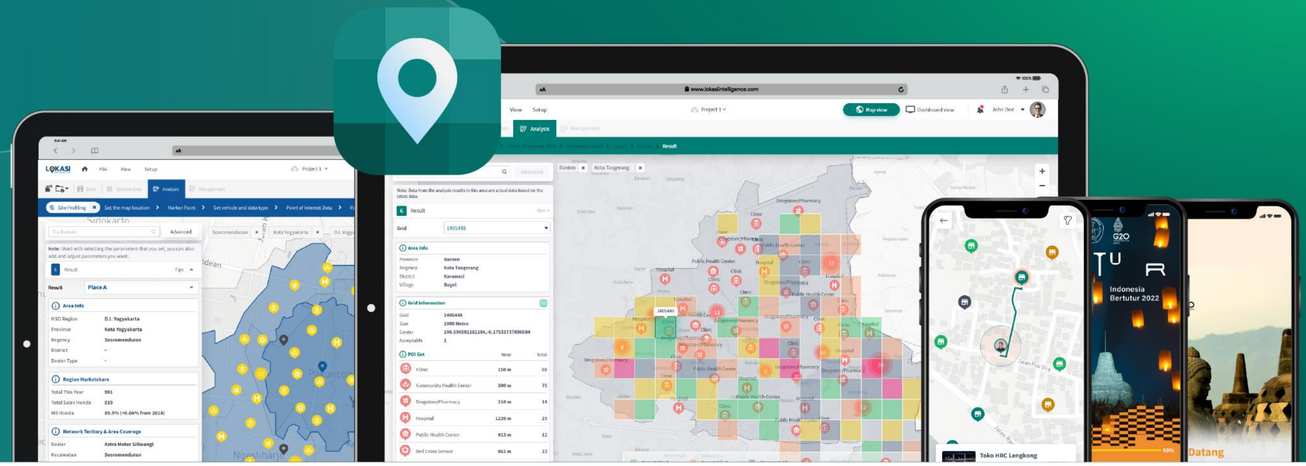
Difficulties in market expansion and finding the target market

Competitive market

LOKASI

Our Solution

Suitable with your business needs



Field Worker Optimization:
- Real-time activity monitoring
- Resource allocation & scheduling
- New channel acquisitions
- Customer data cleansing & enrichment

Market Analysis:
- Customer characteristics & segmentation
- Competitor analysis
- Estimate Market Size
- Traffic analysis

Expansion Analysis:
- Correlation analysis
- Market gap analysis
- Revenue projection
- Product cross-selling/up-selling

Site Selection:
- Area to recommend or to be avoided
- Urban growth analysis
- Demographic, SES, and POI analysis
- Catchment analysis

Sales Performance Management:
- Sales Projection
- Target setting & tracking
- Product sales analytics
- Evaluate store cannibalism

Property Management:
- Pricing recommendation
- Tenant/industry recommendation
- Property appraisal
- Monitor asset distribution

Territory Management:
- Territory mapping
- Resource allocation
- Sales territory optimization
- Performance tracking

Data Management:
- Data acquisition
- Data cleansing
- Data update
- Data integration

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

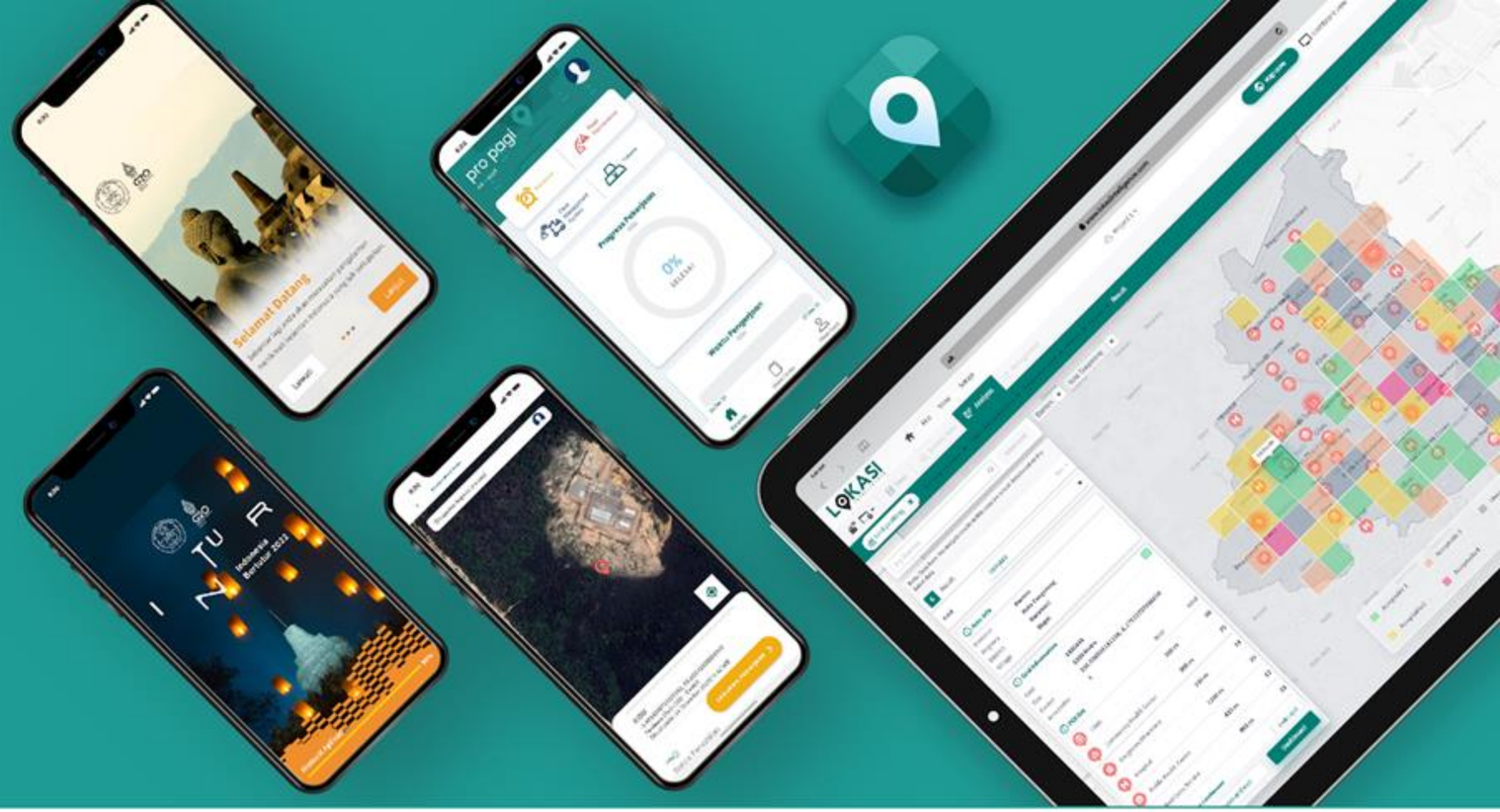
and many more

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

LOKASI

LOKASI ENTERPRISE | LOKASI INSIGHTS

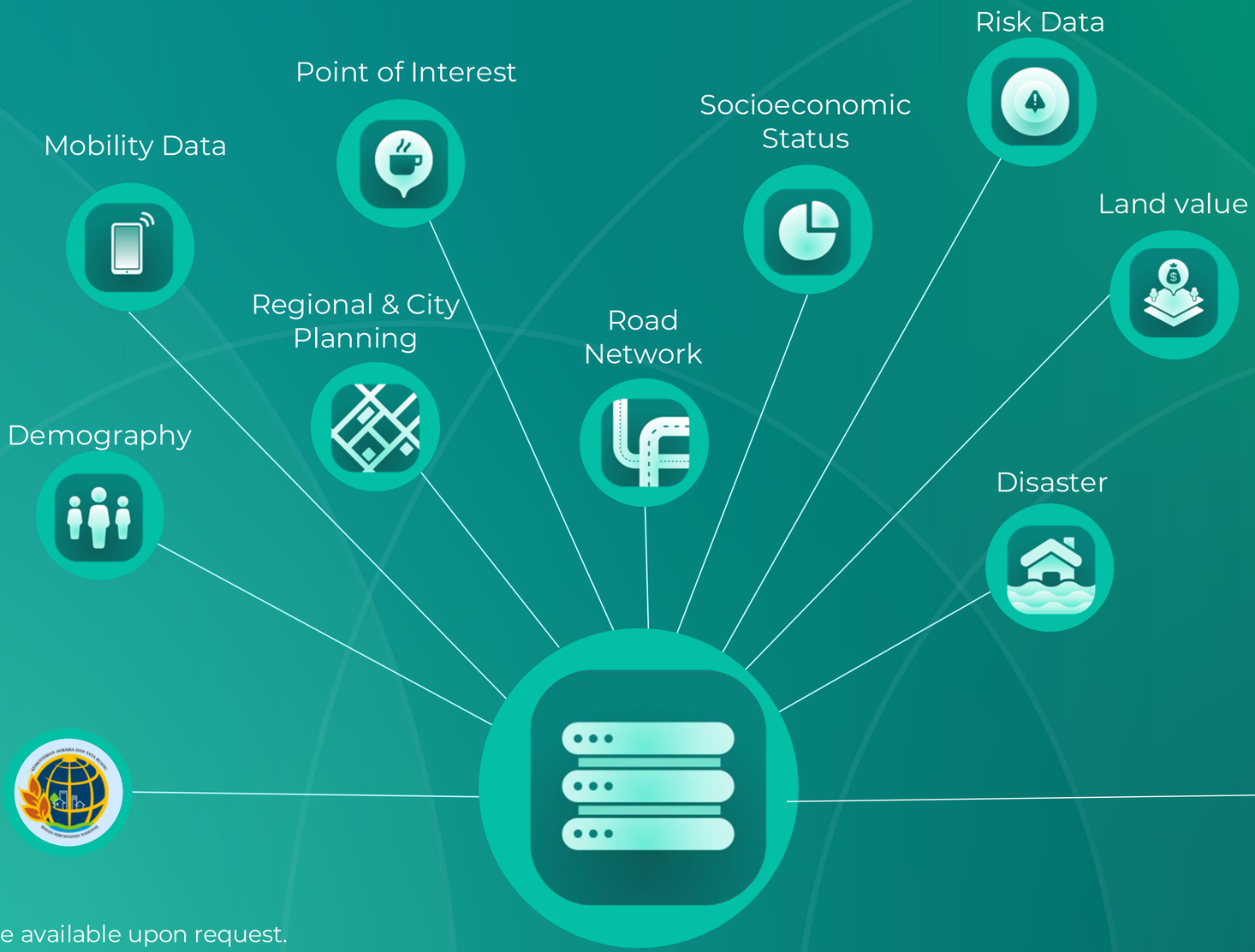
LOKASI INTELLIGENCE | LOKASI DATA



Why LOKASI?

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

LOKASI



ADD ONS
OTHER PARTNERS
DATASETS

And many more

* More data are available upon request.

More POIs, better insights

LOKASI INTELLIGENCE

Standard, out-of-the-box, end-to-end SaaS platform

Regular Updates

1 User

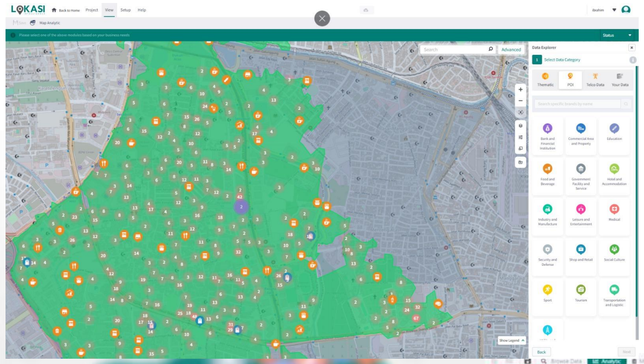
User Onboarding

Data Sets and Analytics

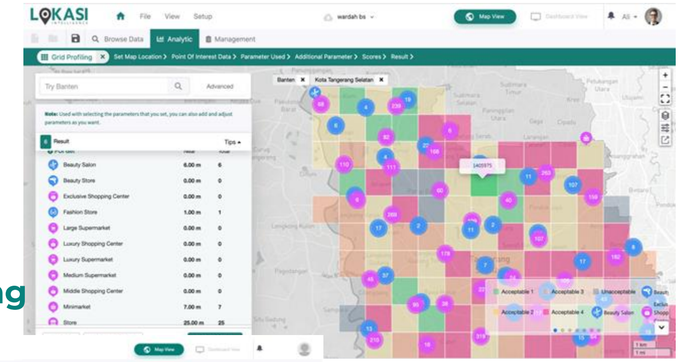
- Thematic Data
- Point of Interest
- Site Profiling
- Grid Analysis
- Asset Visualization

LOKASI
INTELLIGENCE

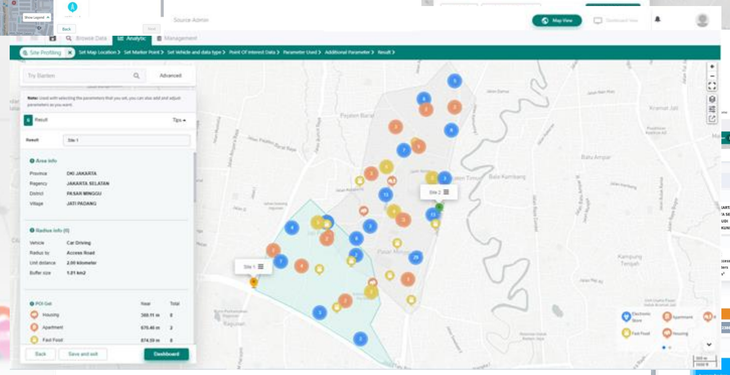
Data Explorer



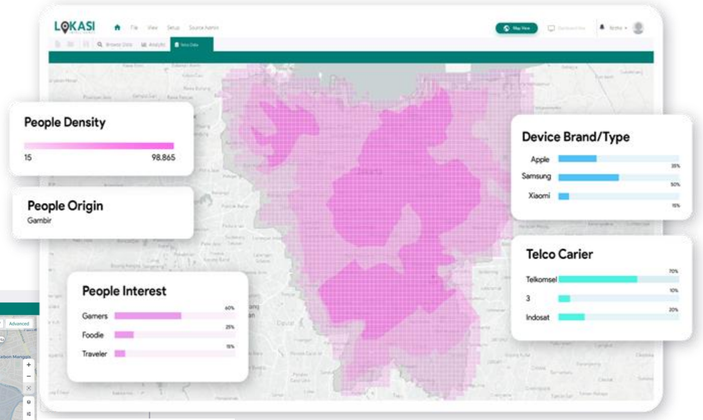
Grid Profiling

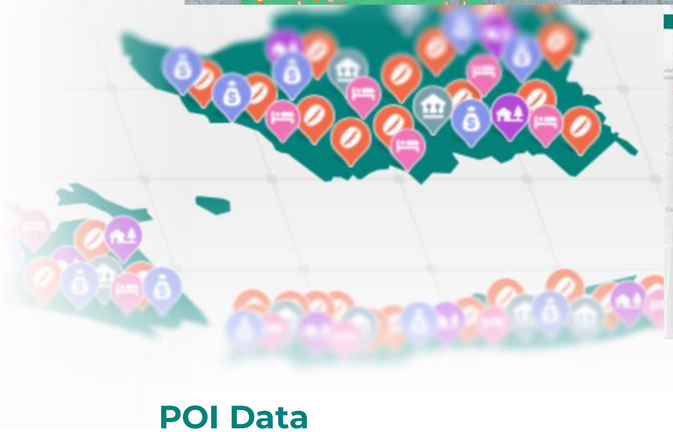


Site Profiling

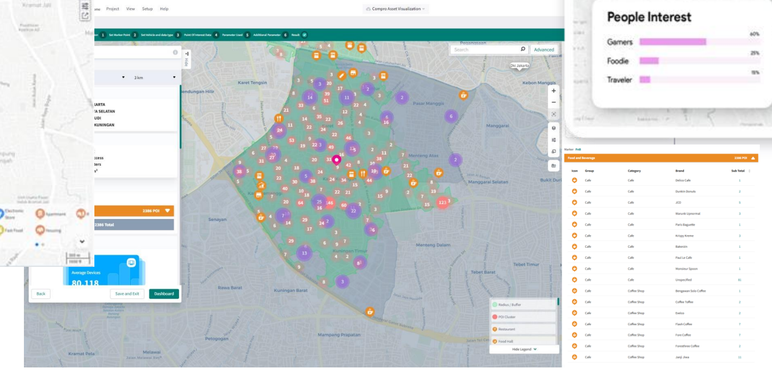


LOKASI Telco Data





POI Data
Millions POI and Growing



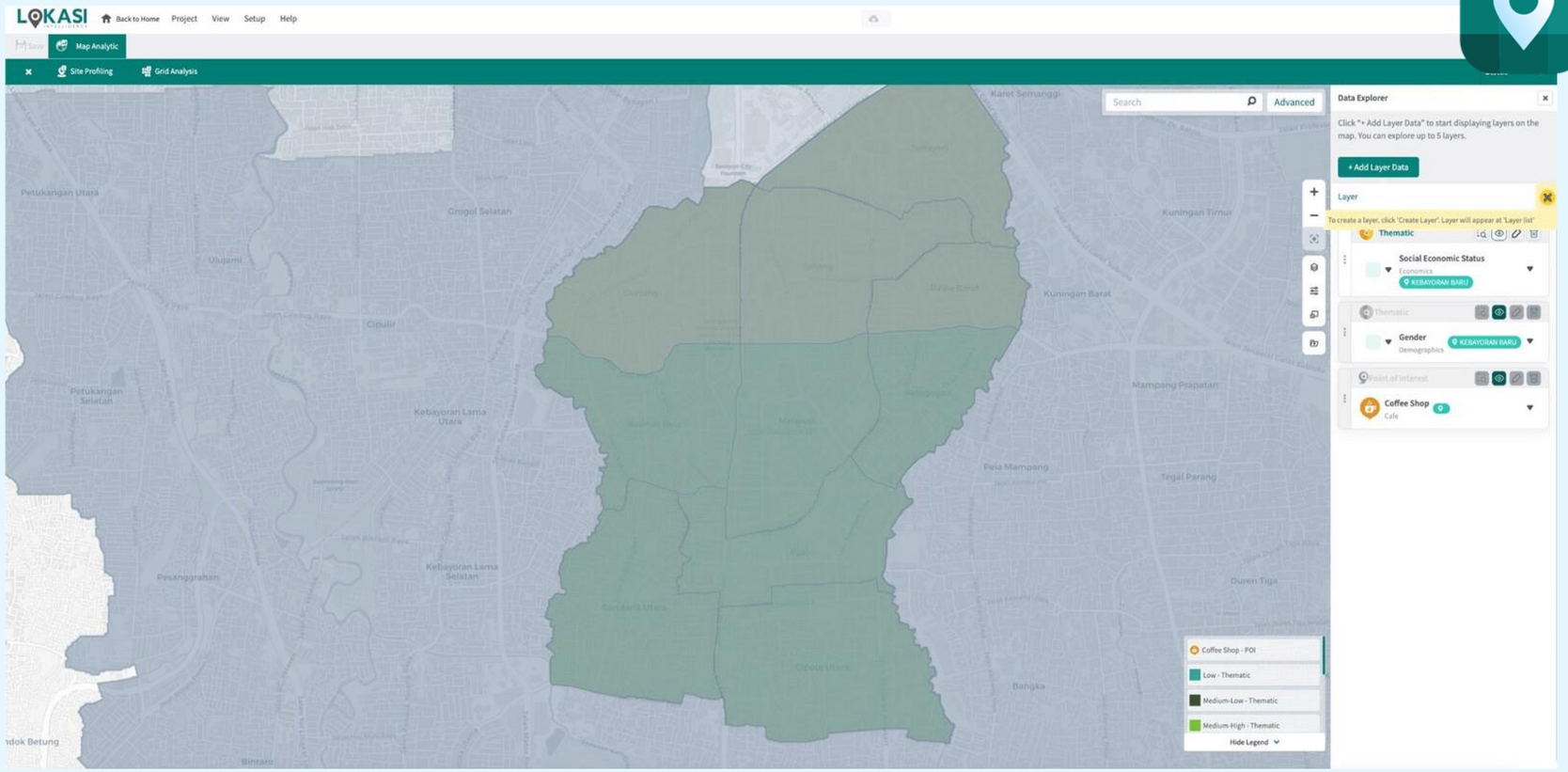
Data Overlay

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

Thematic
Data

Certain data with specific object or function. This data based on the public data provider, NGO, and government. The data visualized based on a certain category in specific boundary administration level.



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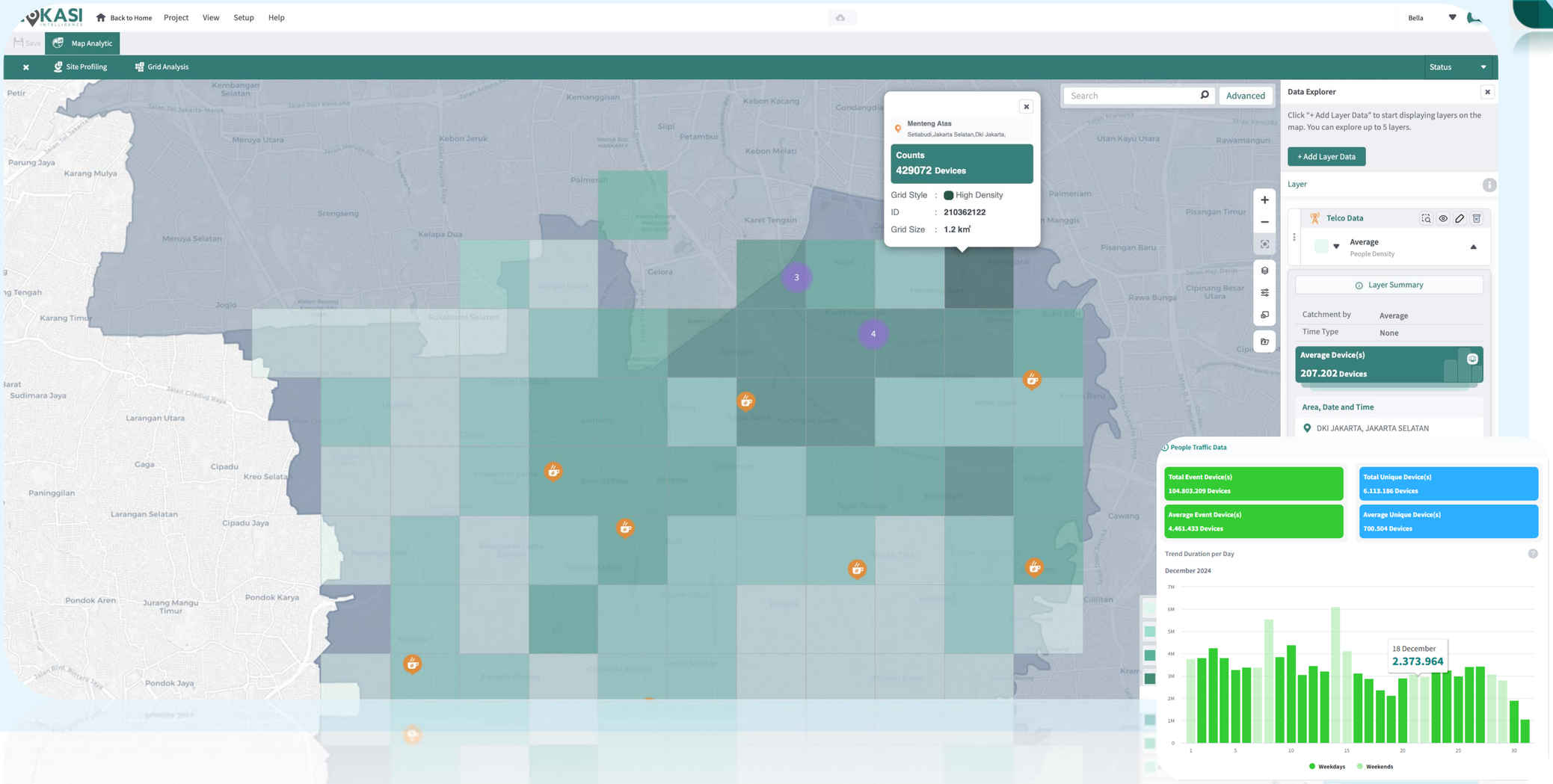
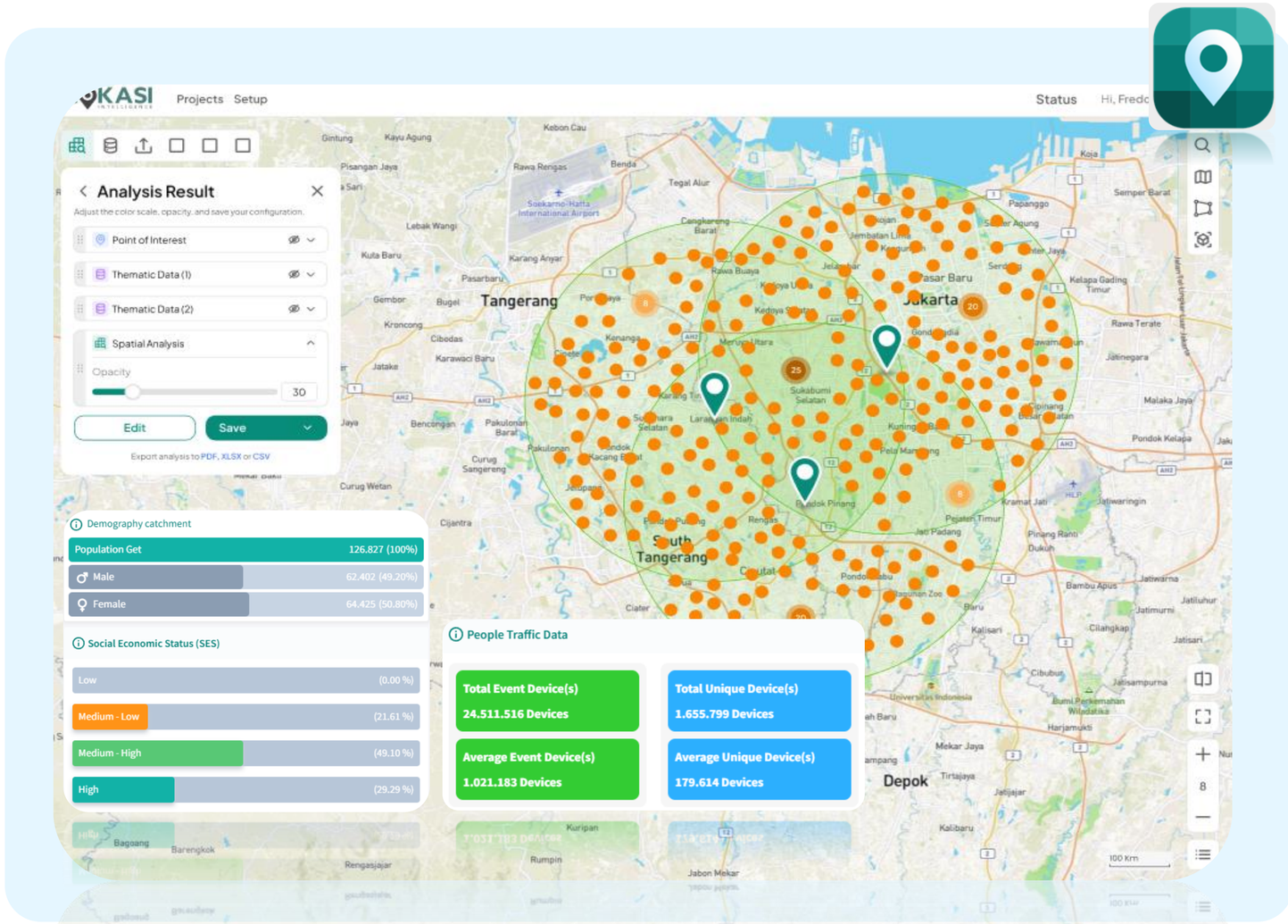


Analytics

Site Profiling

Site Profiling is a feature to identify the characteristic of specific area(s) using spatial and non-spatial parameter to help **improve the business strategy** and define the **potential market location.**

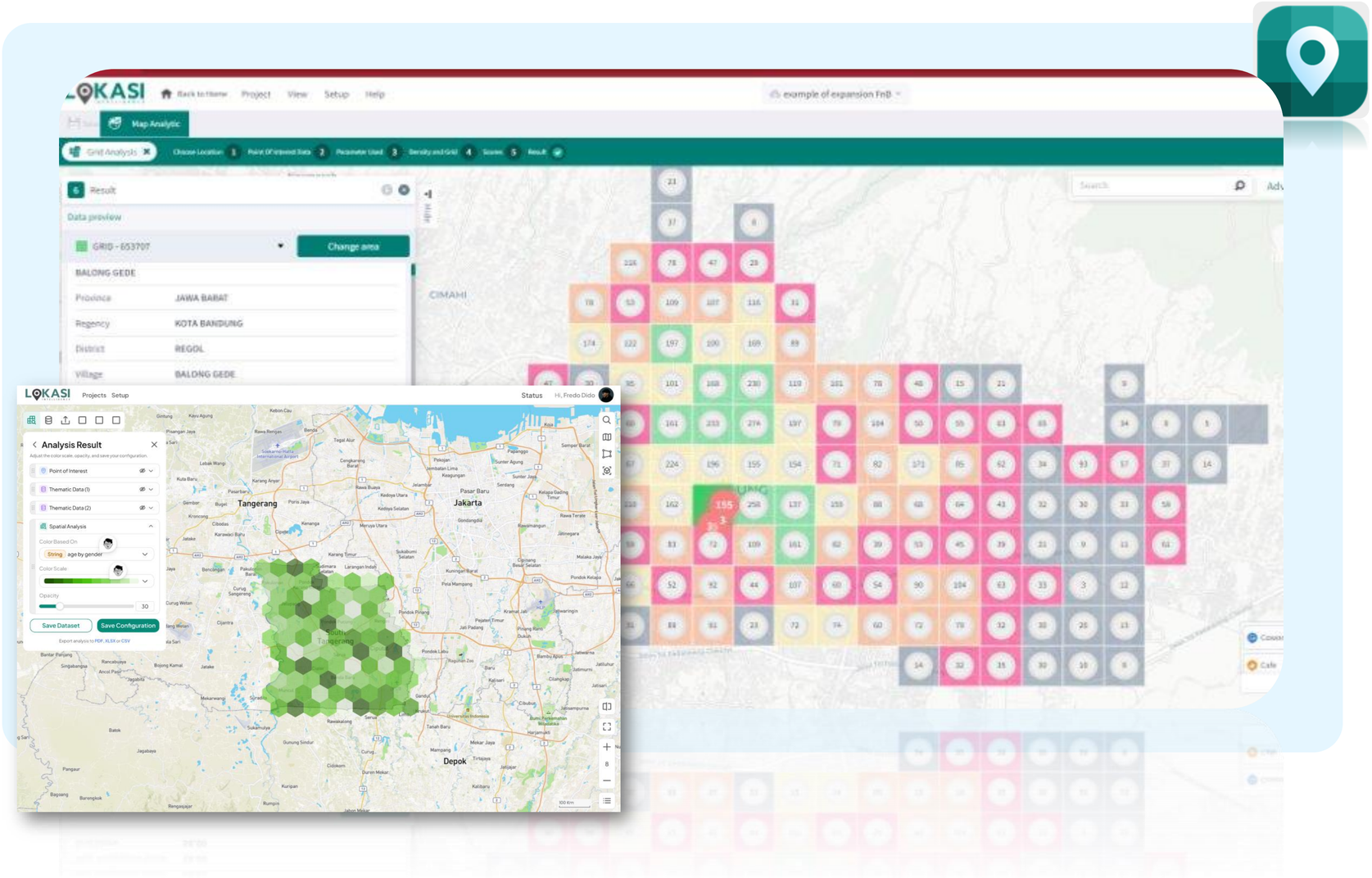
You can also identify the cannibalism areas among the existing sites/stores



Analytics
Grid Analysis

Grid Analysis is a powerful feature that enables users to analyze an area using certain spatial variables to find the most acceptable and recommended area to define the **expansion area** and **customer profiling**.

The Grid Analysis can be shape as rectangle, hexagon or even Geohash

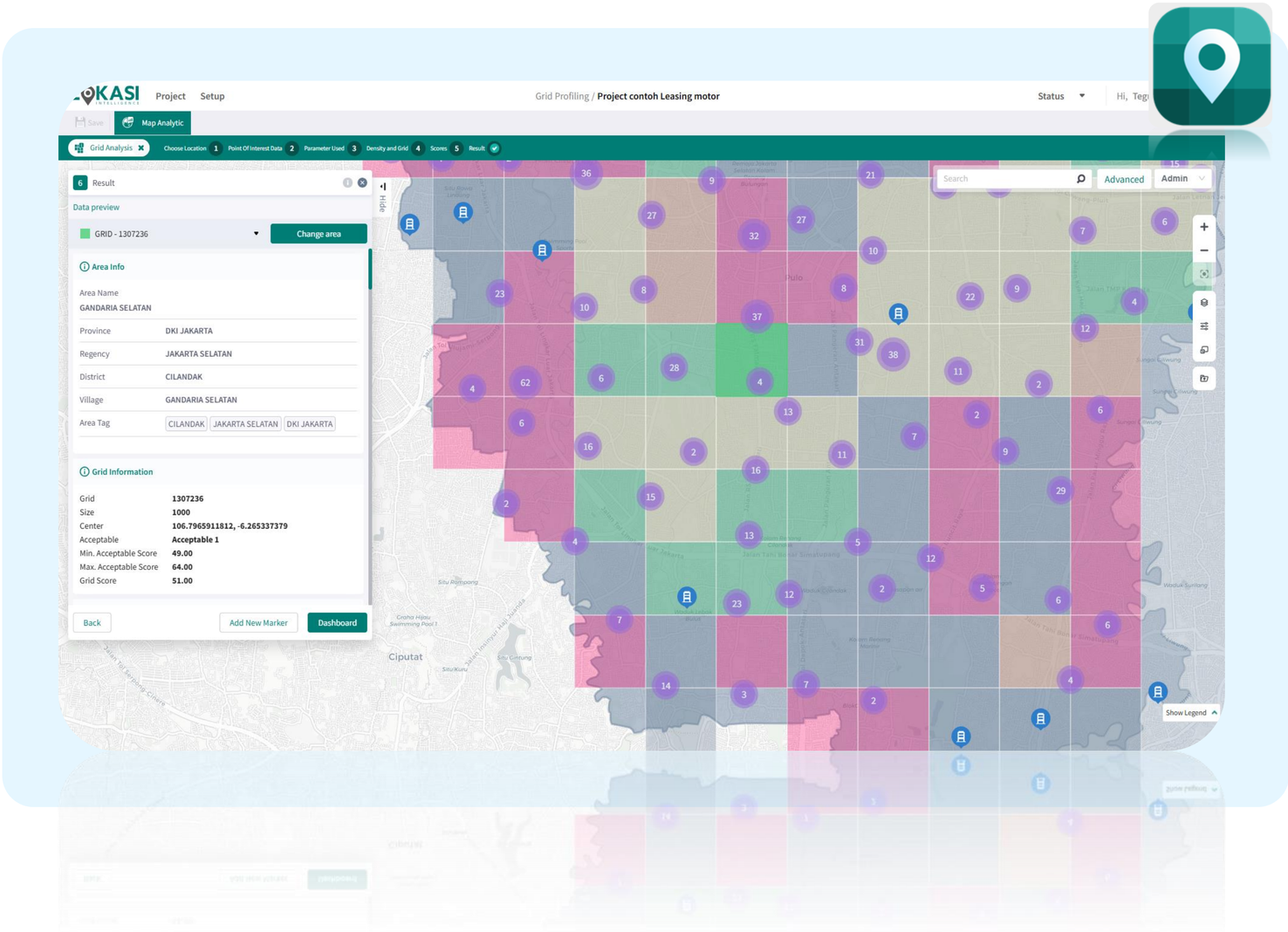


Analytics

Data Overlay

Data overlay is a powerful feature that enables businesses to overlay analysis results with multiple datasets.

This capability allows businesses to integrate information from various sources and gain a more comprehensive view of their analyses.



Add Ons / Custom Analytics on SaaS LOKASI Intelligence

Map Analysis

Clustering &
Sales
Projection

KPI Tracking
& Monitoring

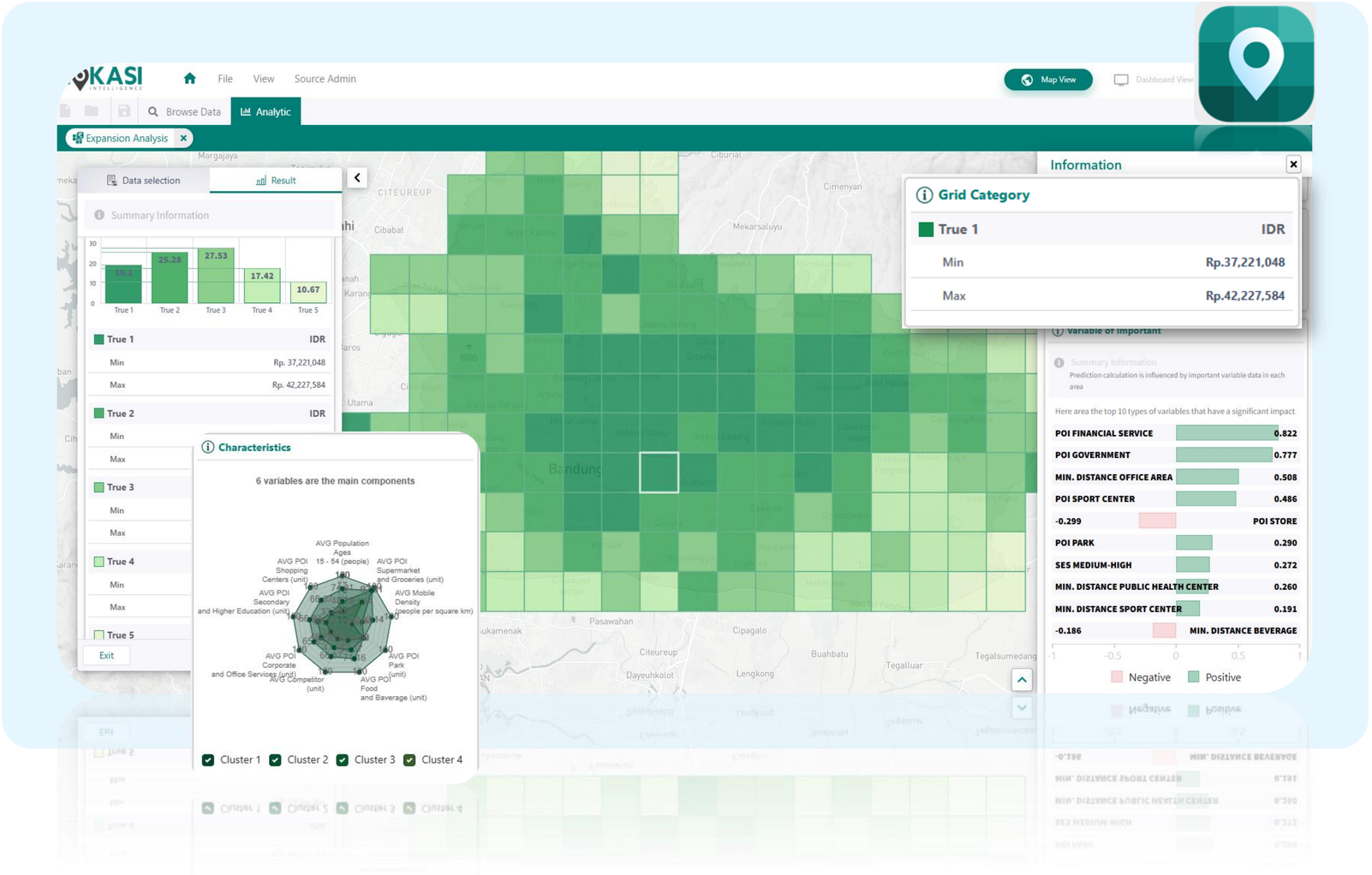
Analytics Add Ons

Clustering & Sales Projection

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.



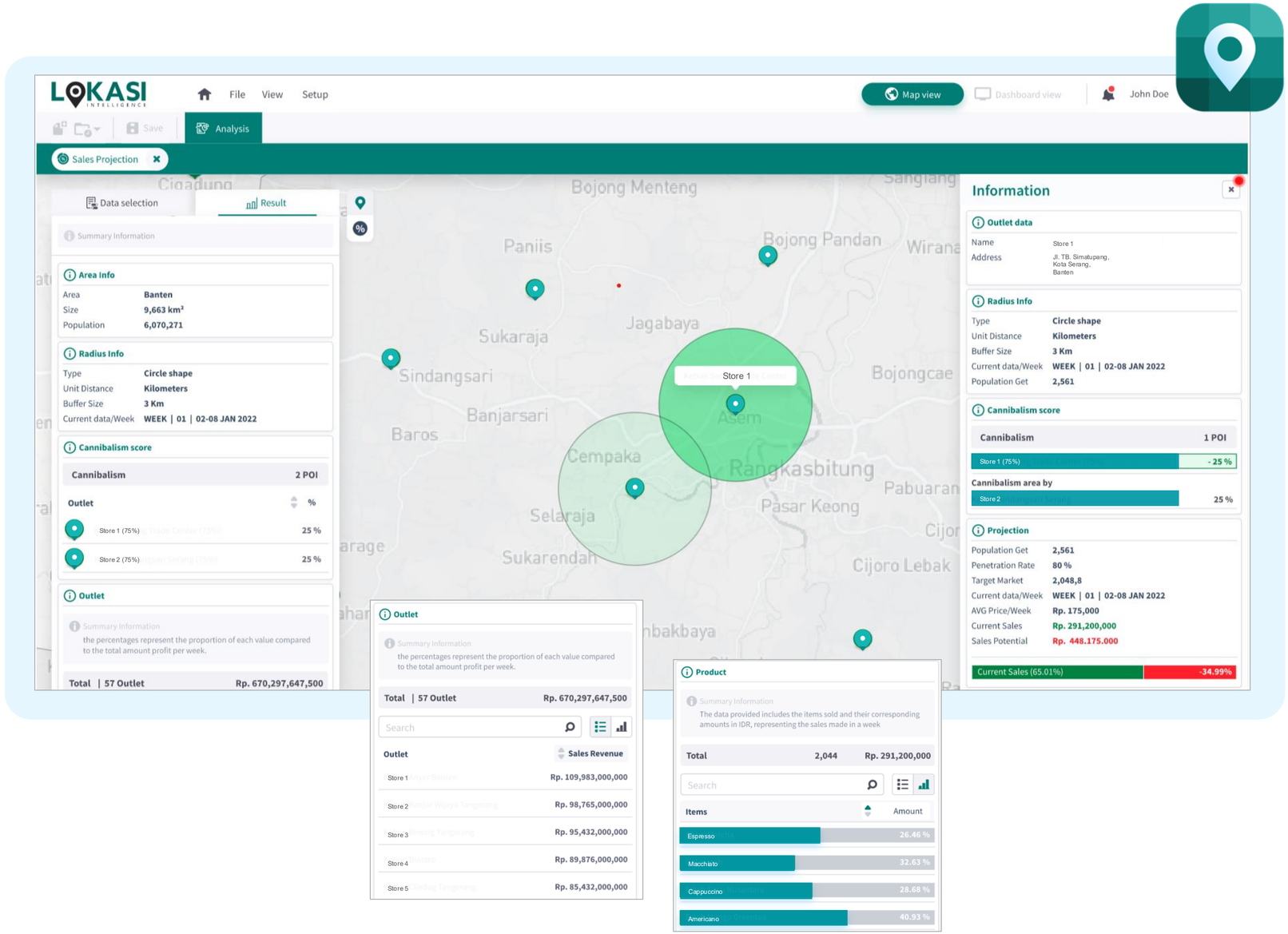
Adds on Module

KPI Tracking & Monitoring

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

Sales Monitoring

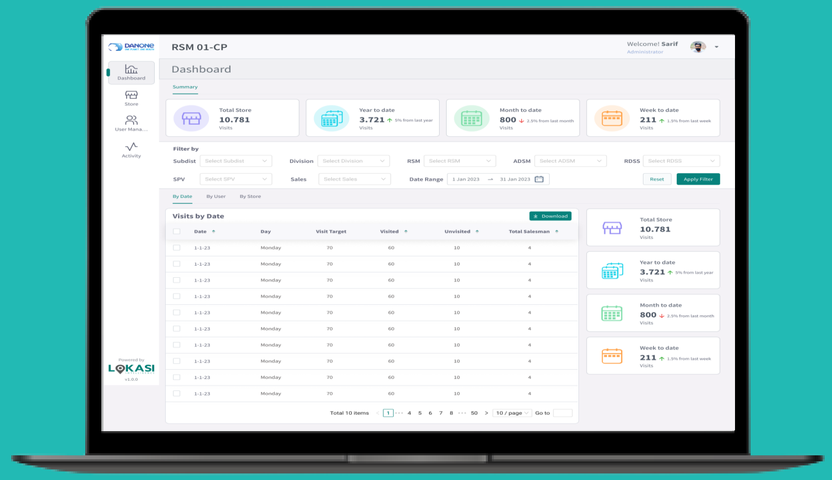
Mobile Survey & Dashboard Monitoring for Salesman

1. Mobile App - Sales Survey

- Helping to monitor the location of sales visits as one of the indicators of salesman performance.
- Real-time monitoring to track salesman activity and managing the assets

2. Dashboard Monitoring Salesman

Dashboard to effortlessly monitor salesman performance.



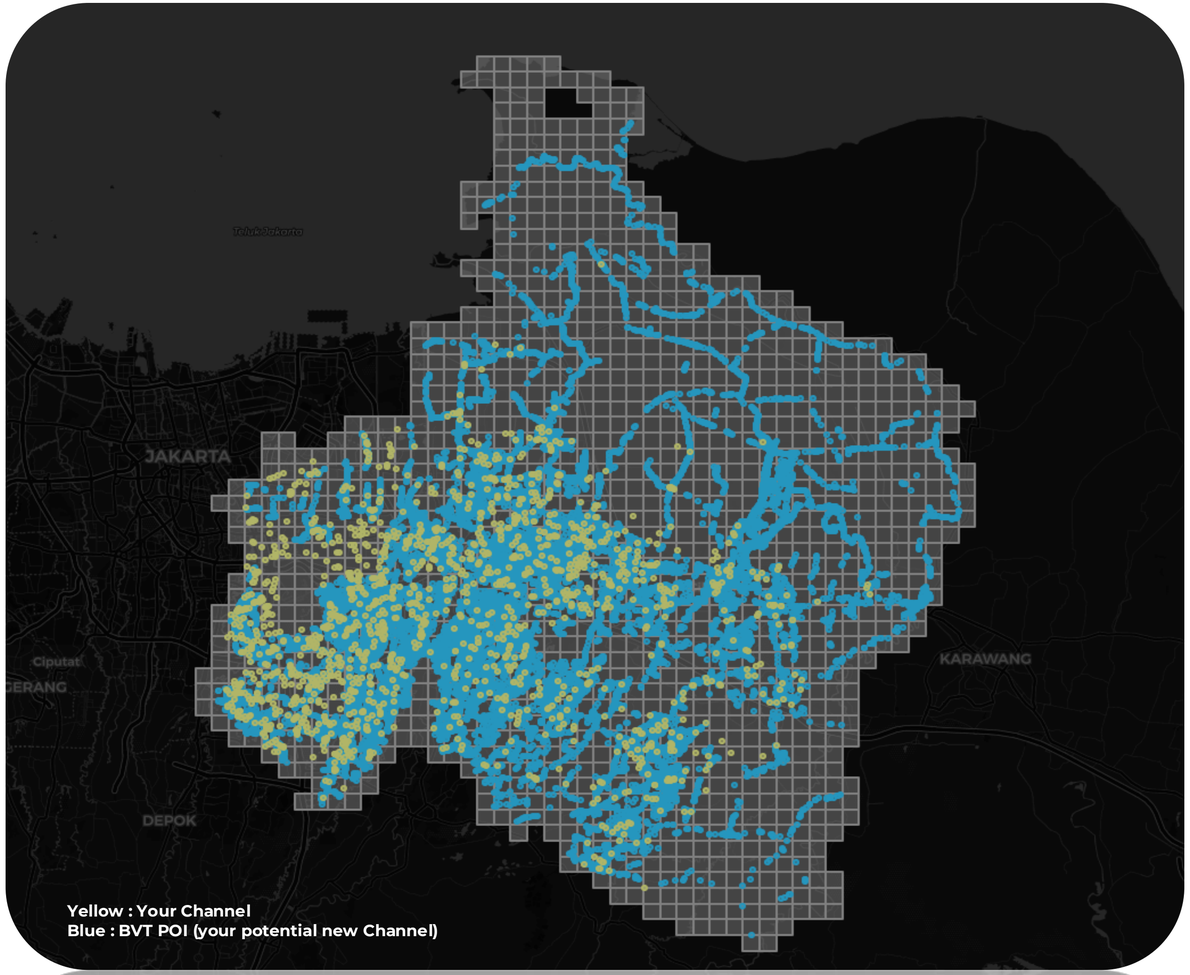
Analytics Add Ons

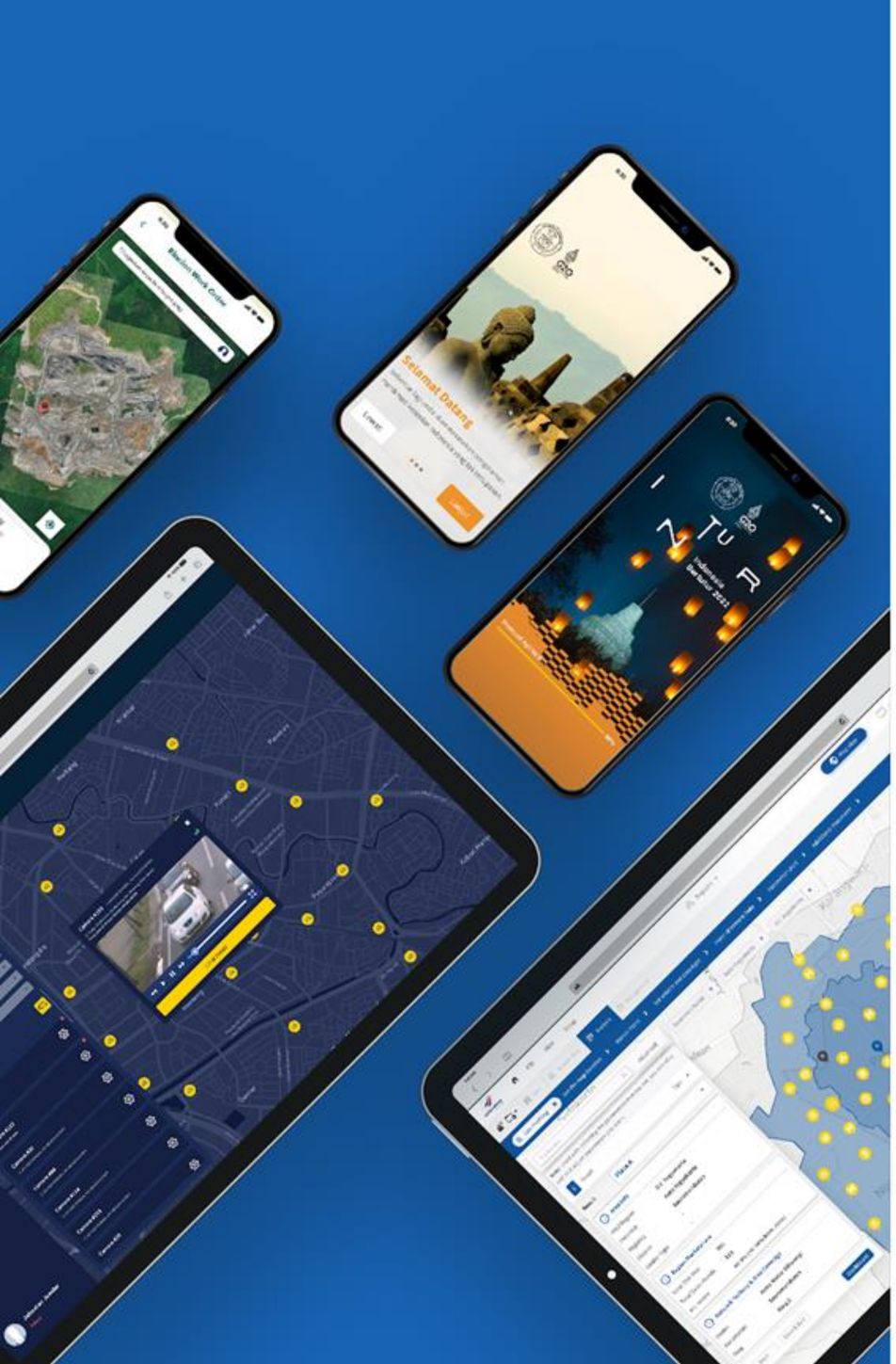
Whitespace Analysis

Identified Uncovered Area For GT and MT or even HOREKA to expand

Refer to a business's plans and actions to identify **untapped markets** and **expansion opportunities**

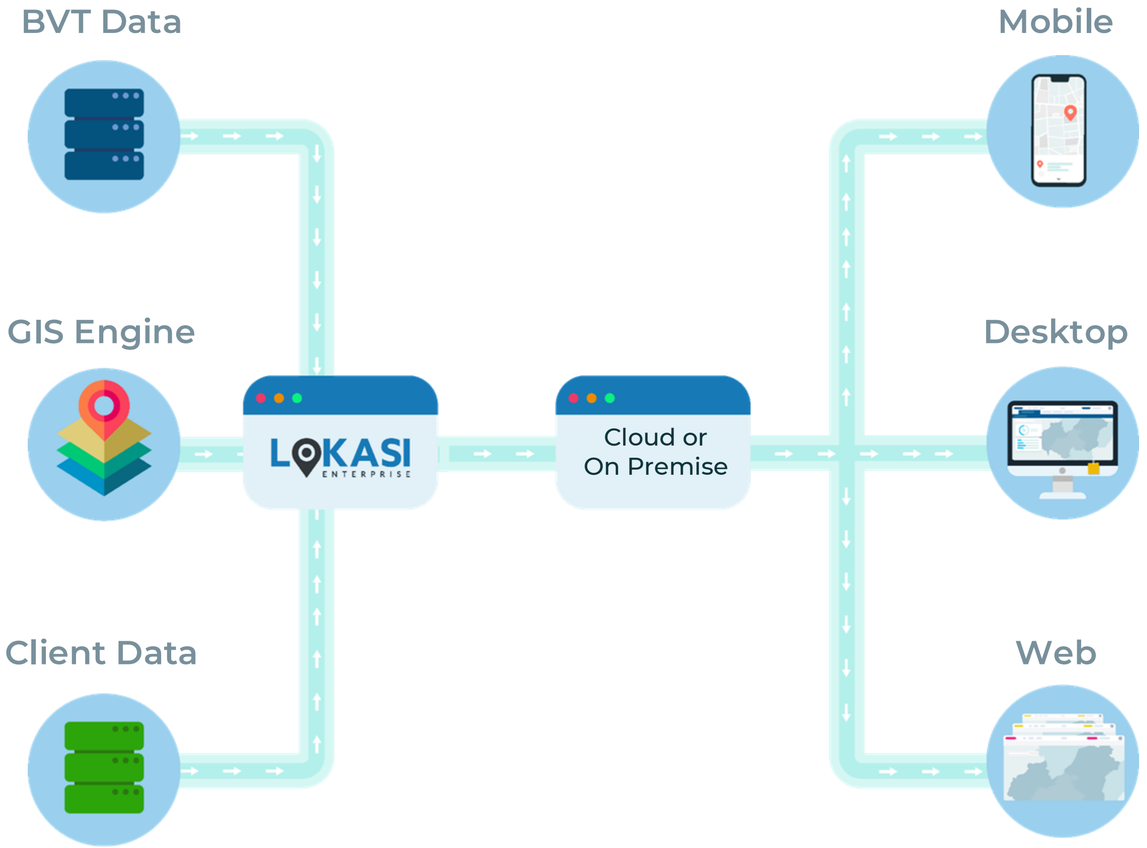
BVT helped identify the location and number of distribution channel that have not been covered by **FMCG Product's GT and BVT's POIs**.





LOKASI ENTERPRISE

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



LOKASI DATA

Point of Interest

400+ categories

1000+ brands

millions point of interest data across nation

Point of Interest data with detailed information in the form of addresses, coordinates, and administration that is always updated. More than 300+ categories

Mobility Data

Identify Trends by estimating the number of visitors, segmented by age, gender, and income level, Profile the visitors, visit patterns, and their origin

Mobile data that records location information, device brand, device os, application name

Partners

nodeflux
Microsoft
metranet
Telkom Indonesia
Prasetia
soltius
UNIVERSITAS
GADJAH MADA
JASA RAHARJA
A Member of IFG
Akar
Inti
Data
metrocom
jaddi technology
HIPPINDO
ABC
VISION CAPITAL
PRIVATE INVESTMENT-ADVISORY
ALPHA JWC
VENTURES
Realizing ambition for legacy and impact
dot
accenture
電通総研
PT. DENTSU SOKEN INDONESIA
searce
digital
prosperity
asia

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!”

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