

Leverage your business value with mapping and big data analytics





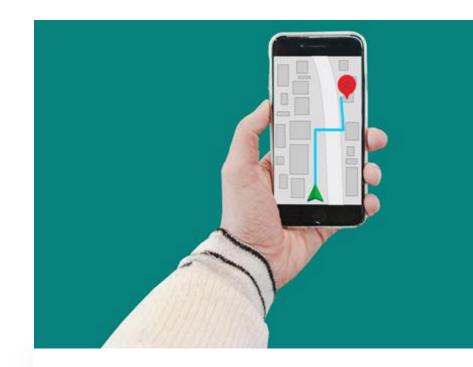
Bhumi Varta Technology (BVT) was founded in 2018 and has already become the leading location and business intelligence software provider in Indonesia and has now expanded globally.

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.

BHUMI VARTA

Challenges



Disintegrated & disorganized data

Lack of Digital Transformation





Difficulties in market expansion and finding the target market

Competitive market



LOKAS

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:

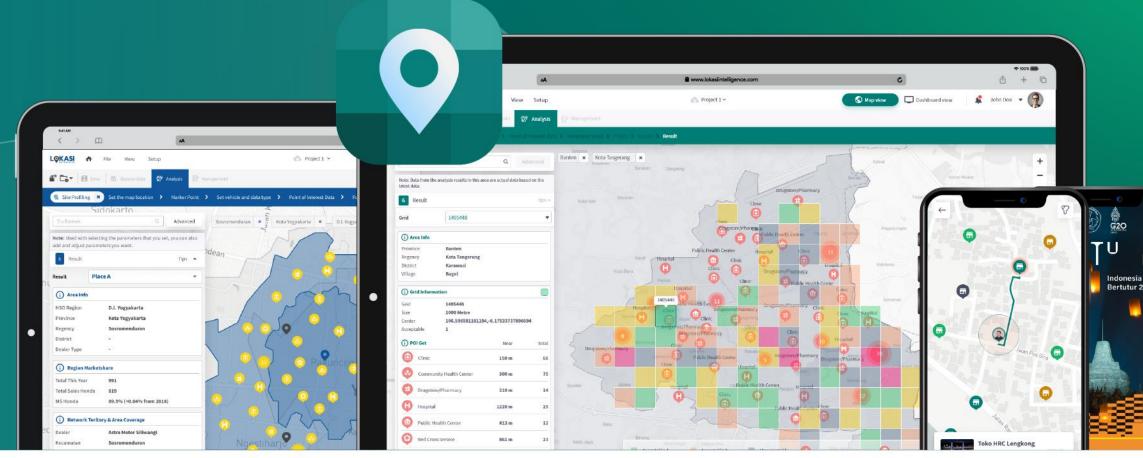
- •Customer characteristics & segmentation
- •Competitor analysis
- •Estimate Market Size
- •Traffic analysis

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



Expansion Analysis:

- •Correlation analysis
- •Market gap analysis
- •Revenue projection
- •Product cross-selling/up-selling

Territory Management:

- •Territory mapping
- •Resource allocation
- •Sales territory optimization
- •Performance tracking

Site Selection:

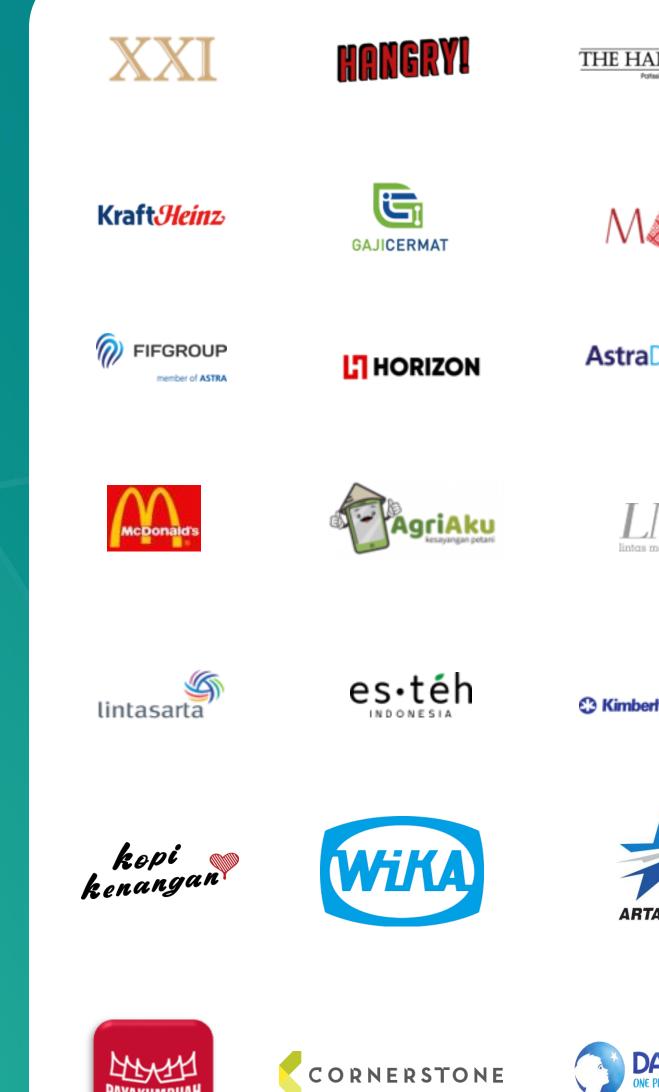
- •Area to recommend or to be avoided
- •Urban growth analysis
- •Demographic, SES, and POI analysis
- •Catchment analysis

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...



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and many more



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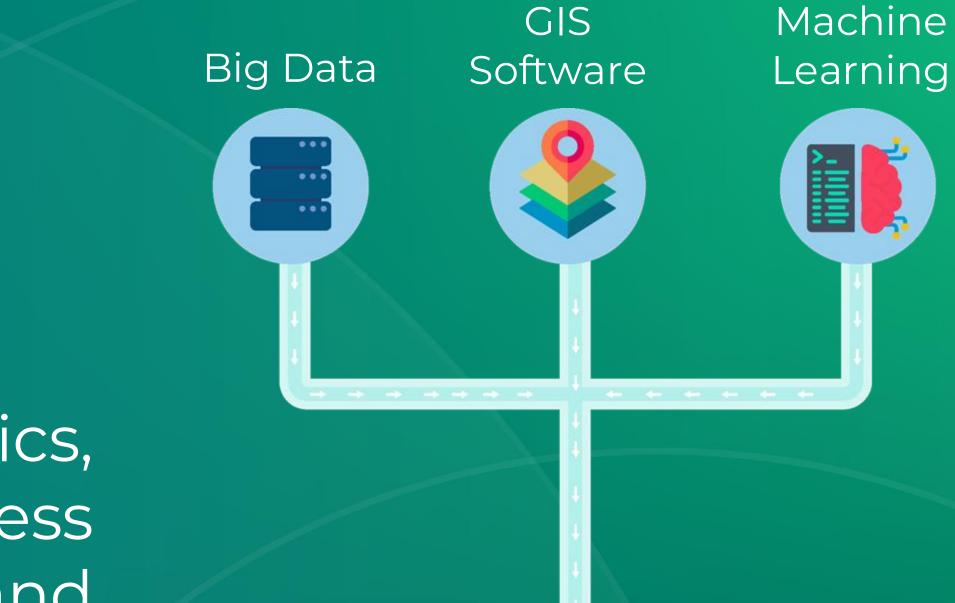


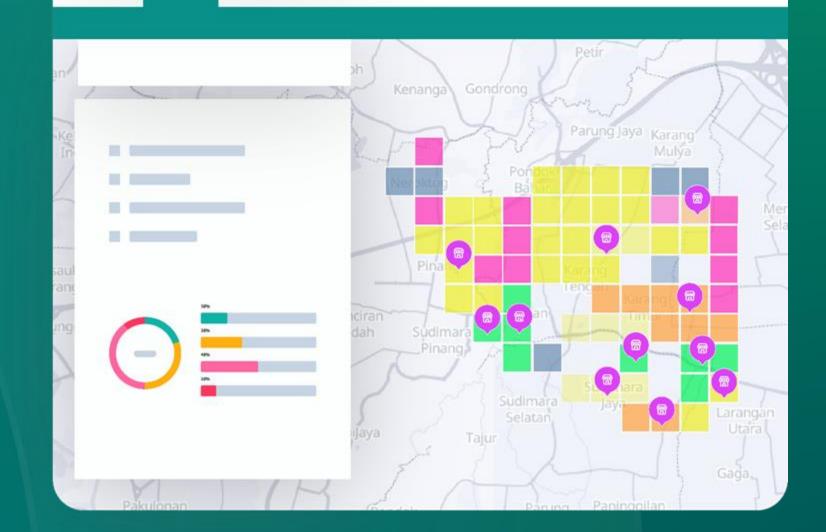






LOKASI utilizes big data & analytics, machine learning to derive business insights to Visualize, Analyze and Optimize operations.





Think Spatial



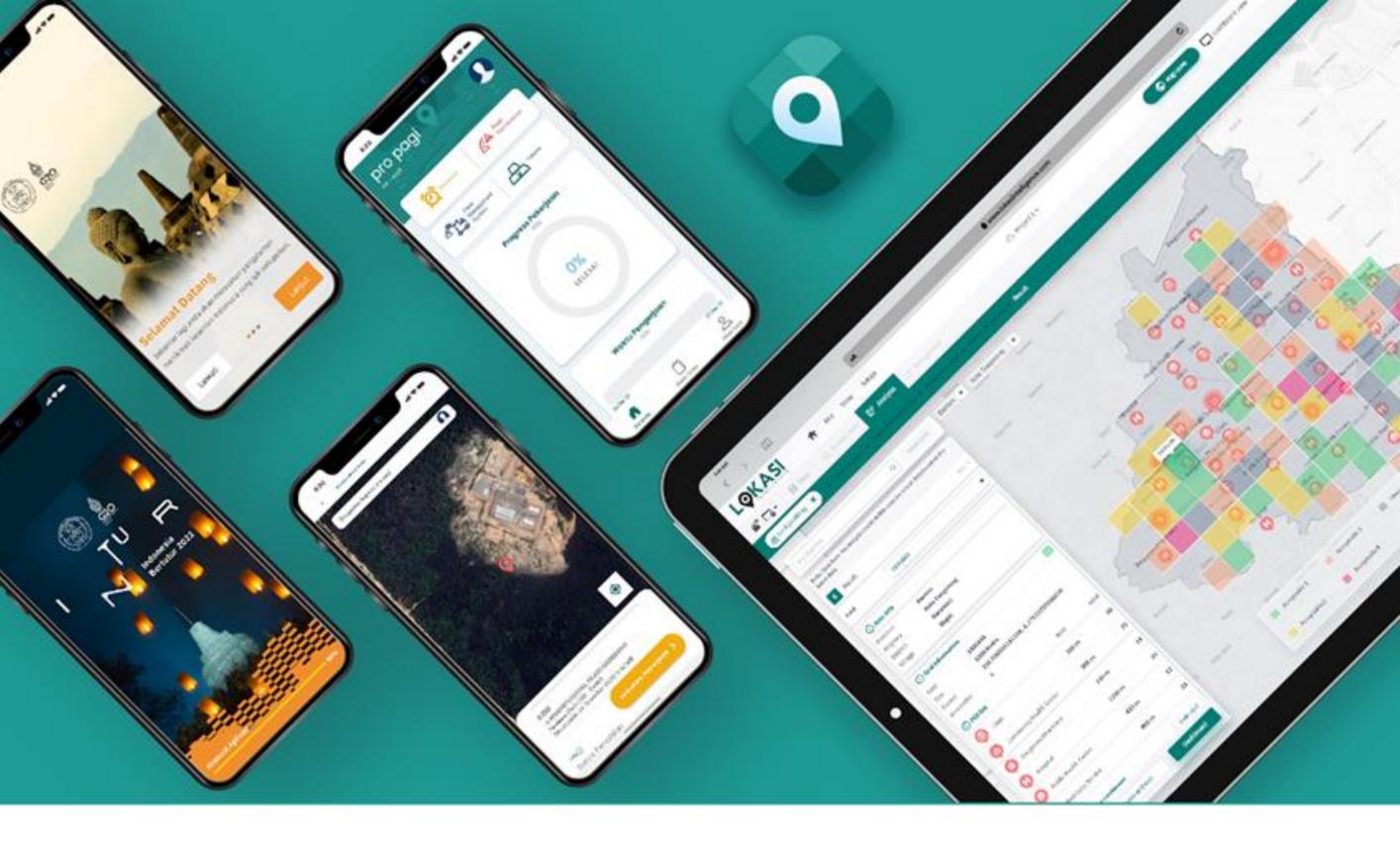




Streamline data collection and easy integration



Evaluating business performance based on location



Why LOKASI?

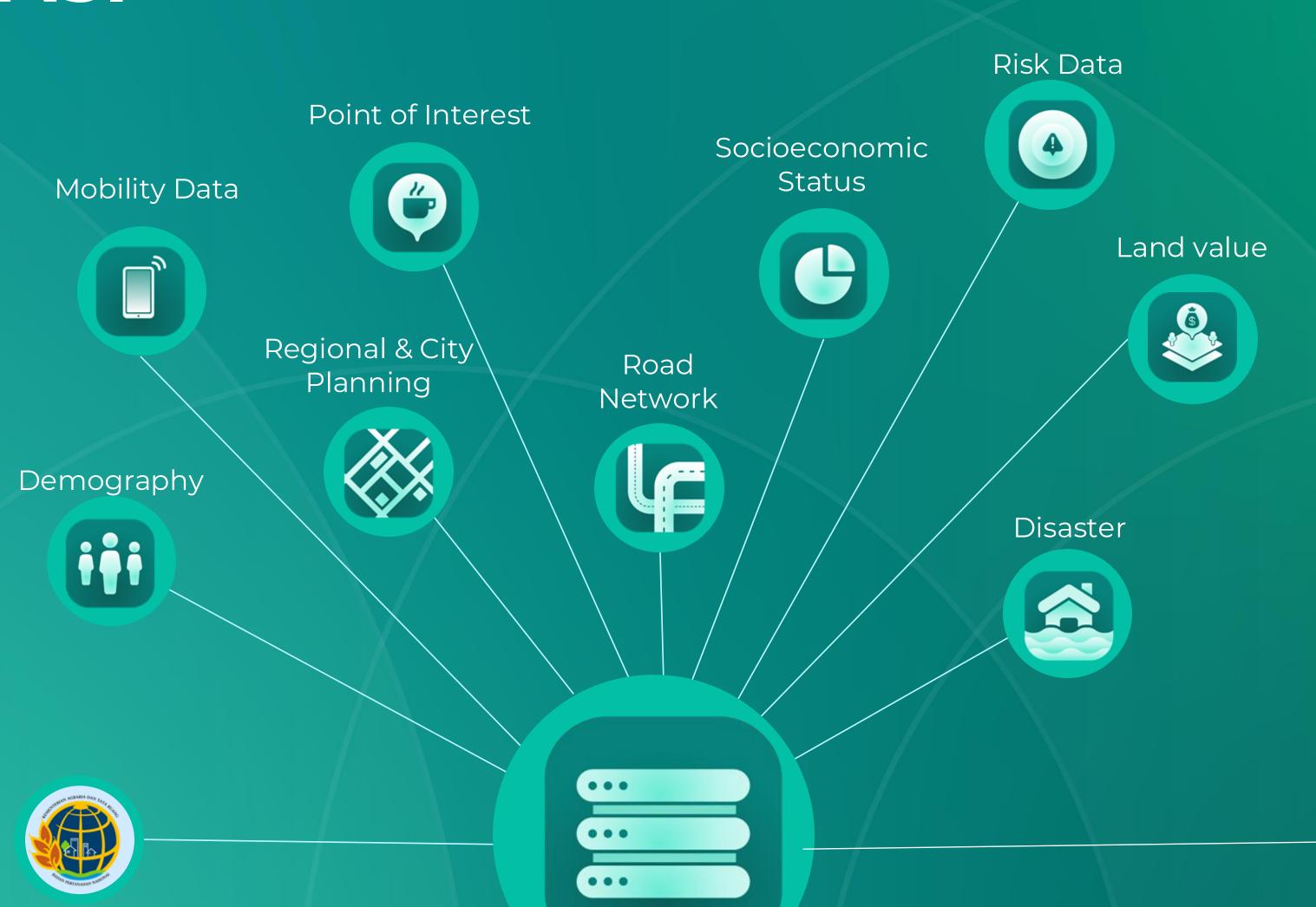


Data visualization made simple

Think Spatial LOKASI







* More data are available upon request.

Big Data

ADD ONS OTHER PARTNERS DATASETS

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VISA









UNIVERSITAS GADJAH MADA

And many more



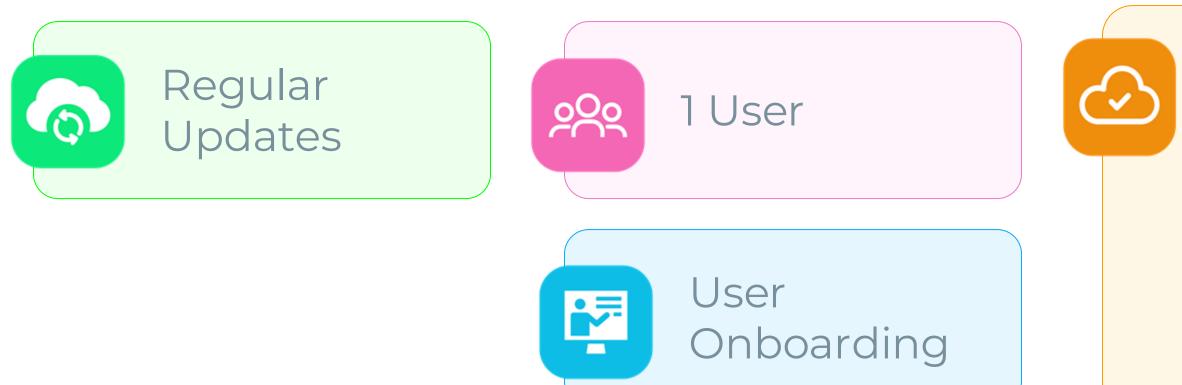
More POIs, better insights







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



Data Sets and Analytics

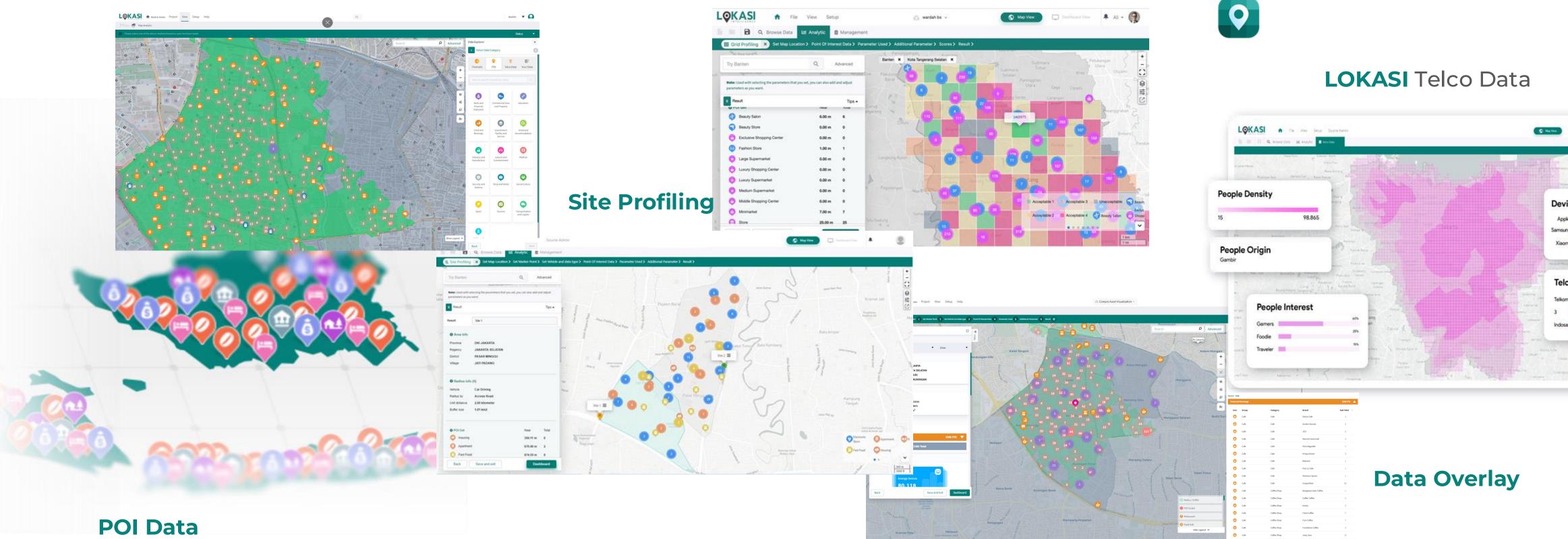
- Thematic Data
- Point of Interest
- Site Profiling •
- . Grid Analysis
- . Asset Visualization







Data Explorer



POI Data Millions POI and Growing

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



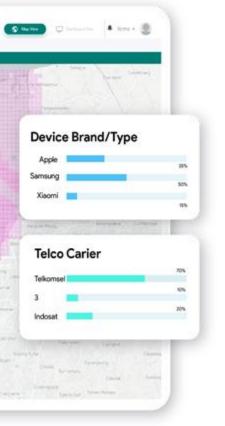


Grid Profiling

Big Data Spatial

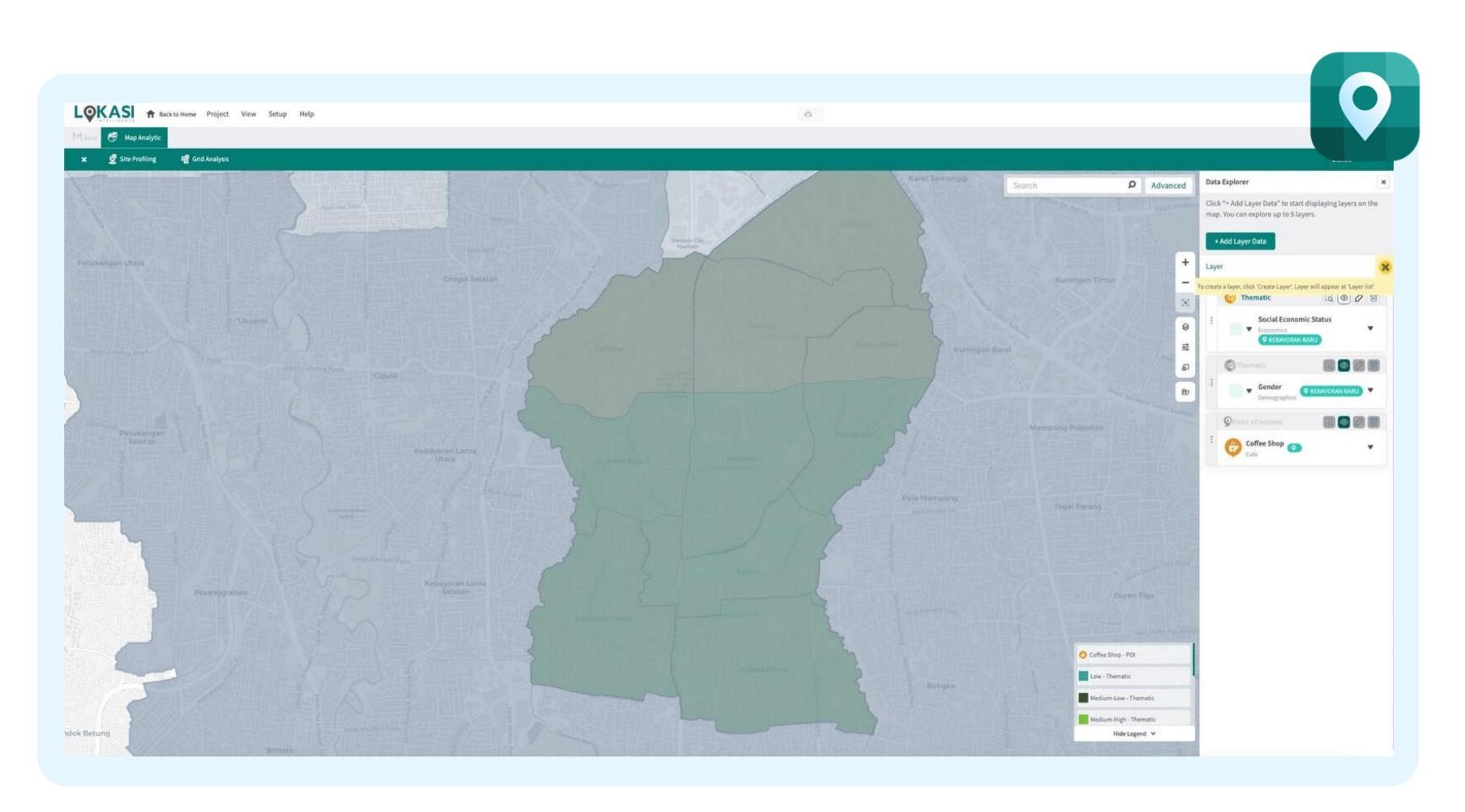






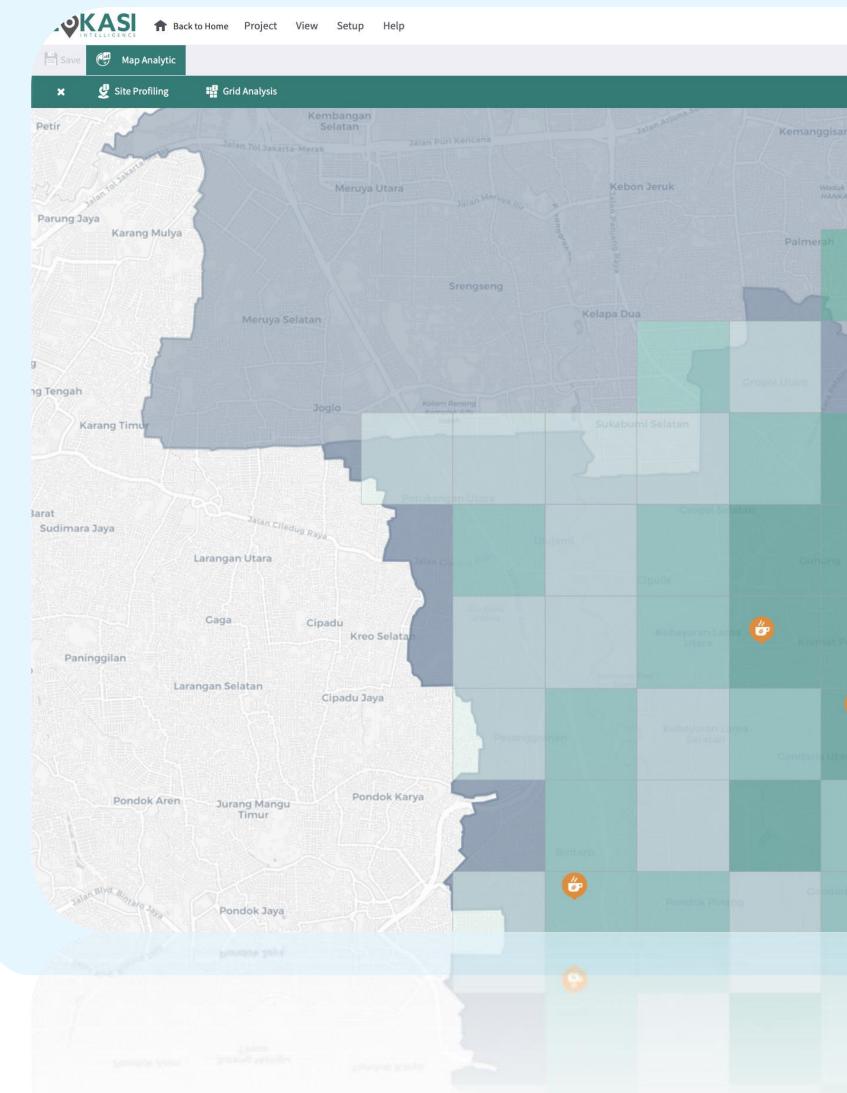
Thematic Data

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.





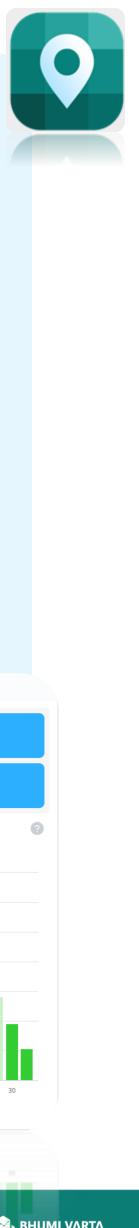
LOKASI Telco Data



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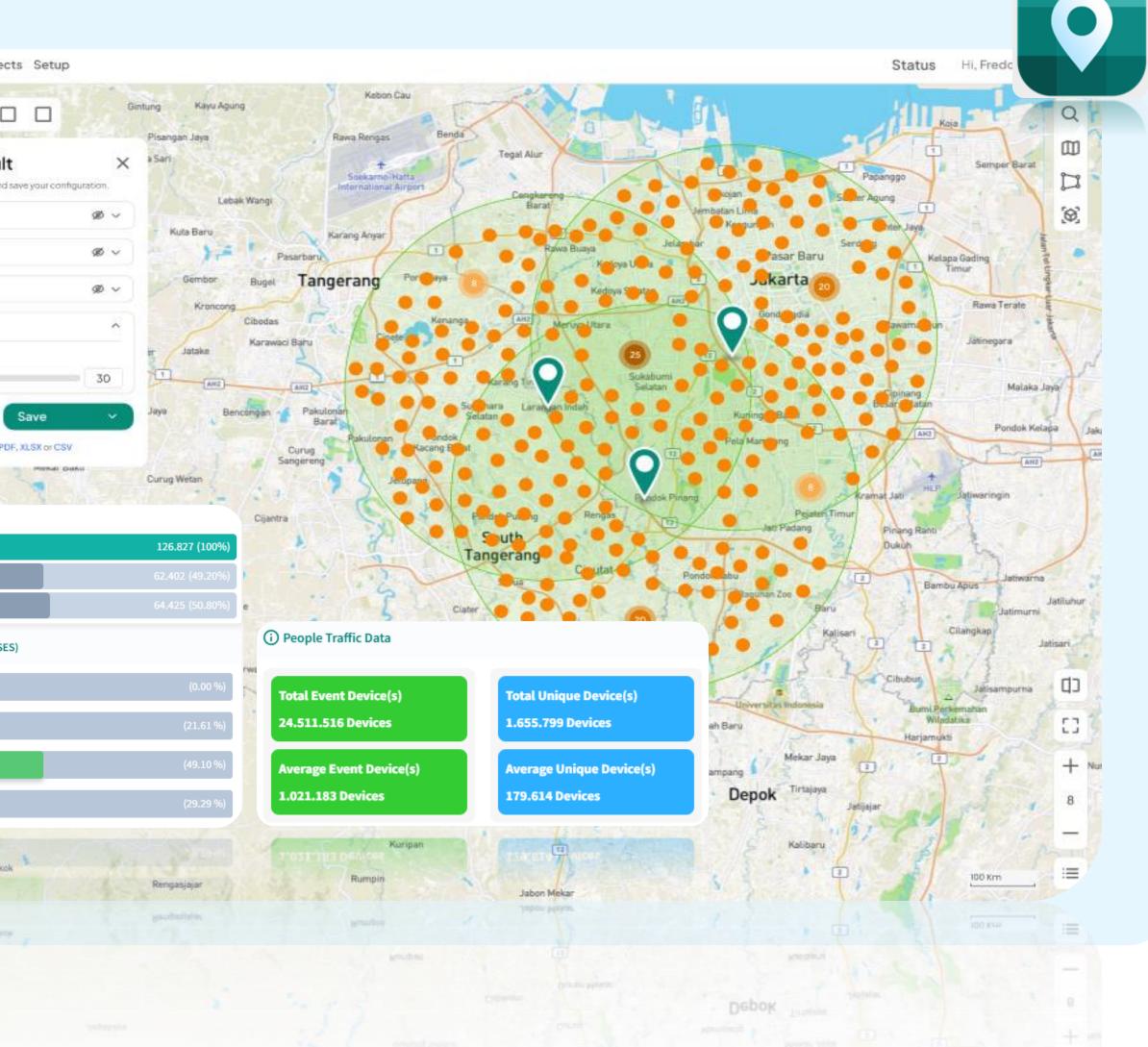


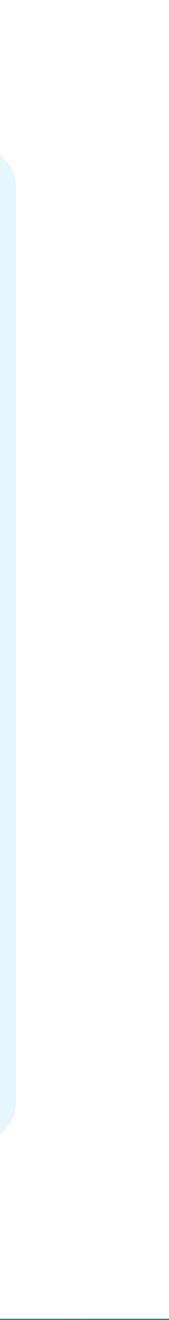
Analytics Site Profiling

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

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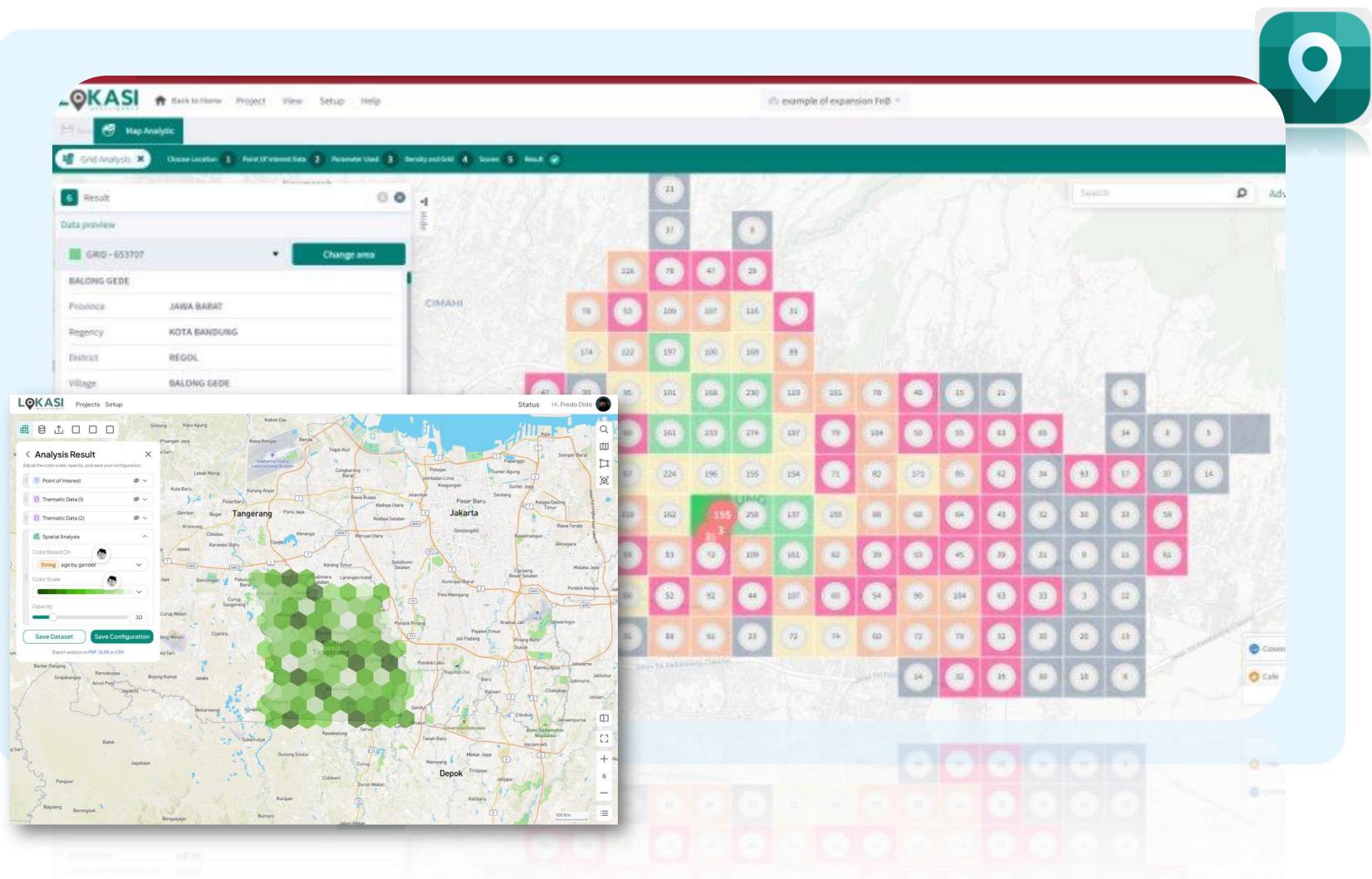




Analytics **Grid Analysis**

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 hexagon rectangle, 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.



Grid	13072
Size	1000
Center	106.7
Acceptable	Accep
Min. Acceptable Score	49.00
Max. Acceptable Score	64.00
Grid Score	51.00

Choose Location 1 Point Of Interest Data 2 Parameter Used 3 Density and Grid 4 Scores 5 Result 📀 Advanced Admin 0 8 4 Change area DKI JAKARTA JAKARTA SELATAN CILANDAK GANDARIA SELATAN CILANDAK JAKARTA SELATAN DKI JAKARTA (i) Grid Information 965911812, -6.265337379 B Back Add New Marker Ciputa Show Legend

Grid Profiling / Project contoh Leasing motor



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Add Ons / Custom Analytics on SaaS LOKASI Intelligence

Map Analysis



Clustering & Sales Projection





KPI Tracking & Monitoring

Think Spatial

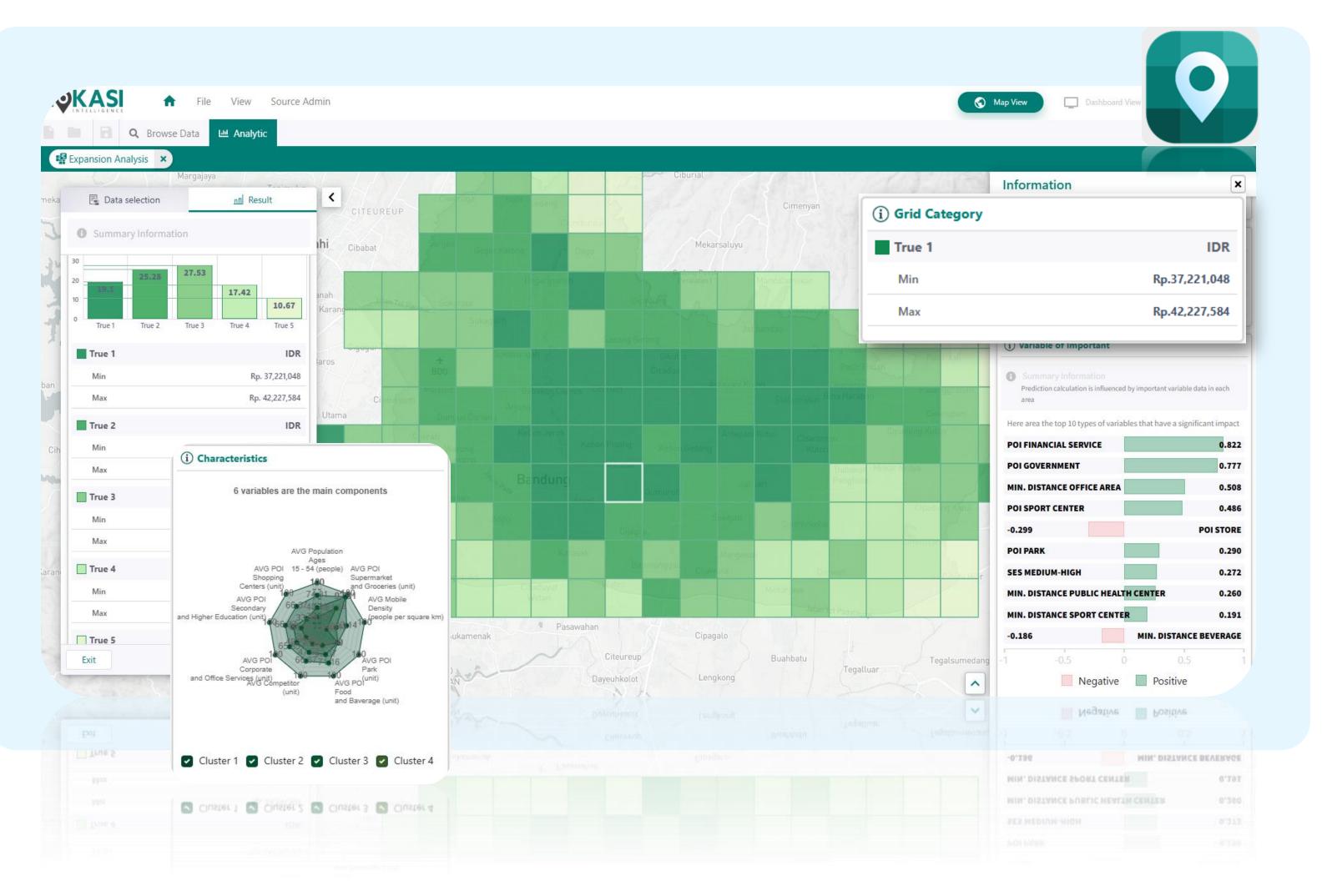


Analytics Add Ons **Clustering & Sales Projection**

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.





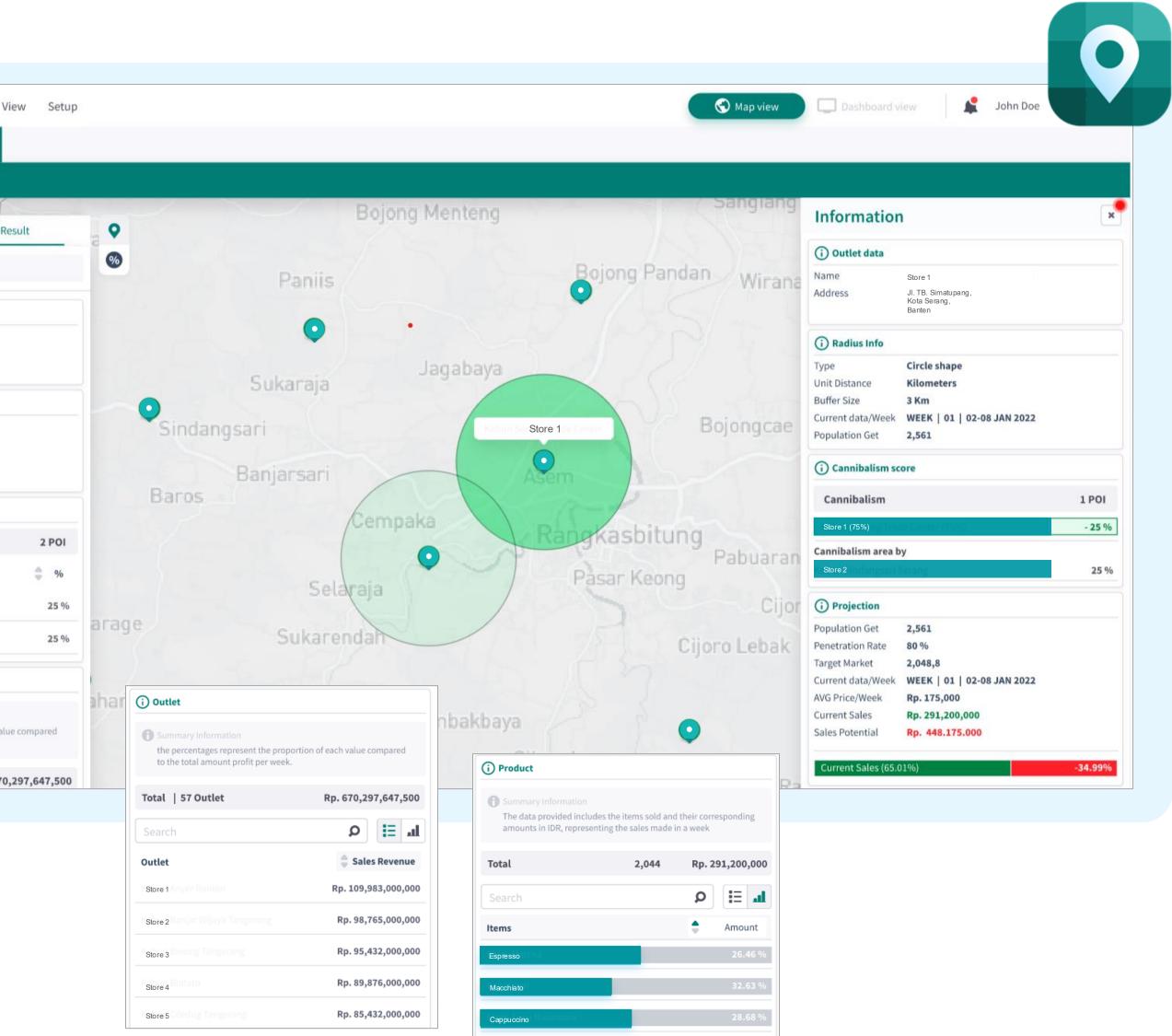
Adds on Module **KPI Tracking &** Monitoring

Analysis to calculate <u>Sales Potential</u> on internal data (example: based target market, cannibalism, and streams of Point of Sales data) and supporting spatial external 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.

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-	(i) Outlet								
	Summary Information								
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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.

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	Dashboard								
Dashboard Store	Summary								
	Total Sto 10.78 Visits			ar to date . 721 ↑ 5% from lasty its	year	Month to date 800 2.5% from last month Visits		Week to date 211 ↑ 1.5% from last week Visits	
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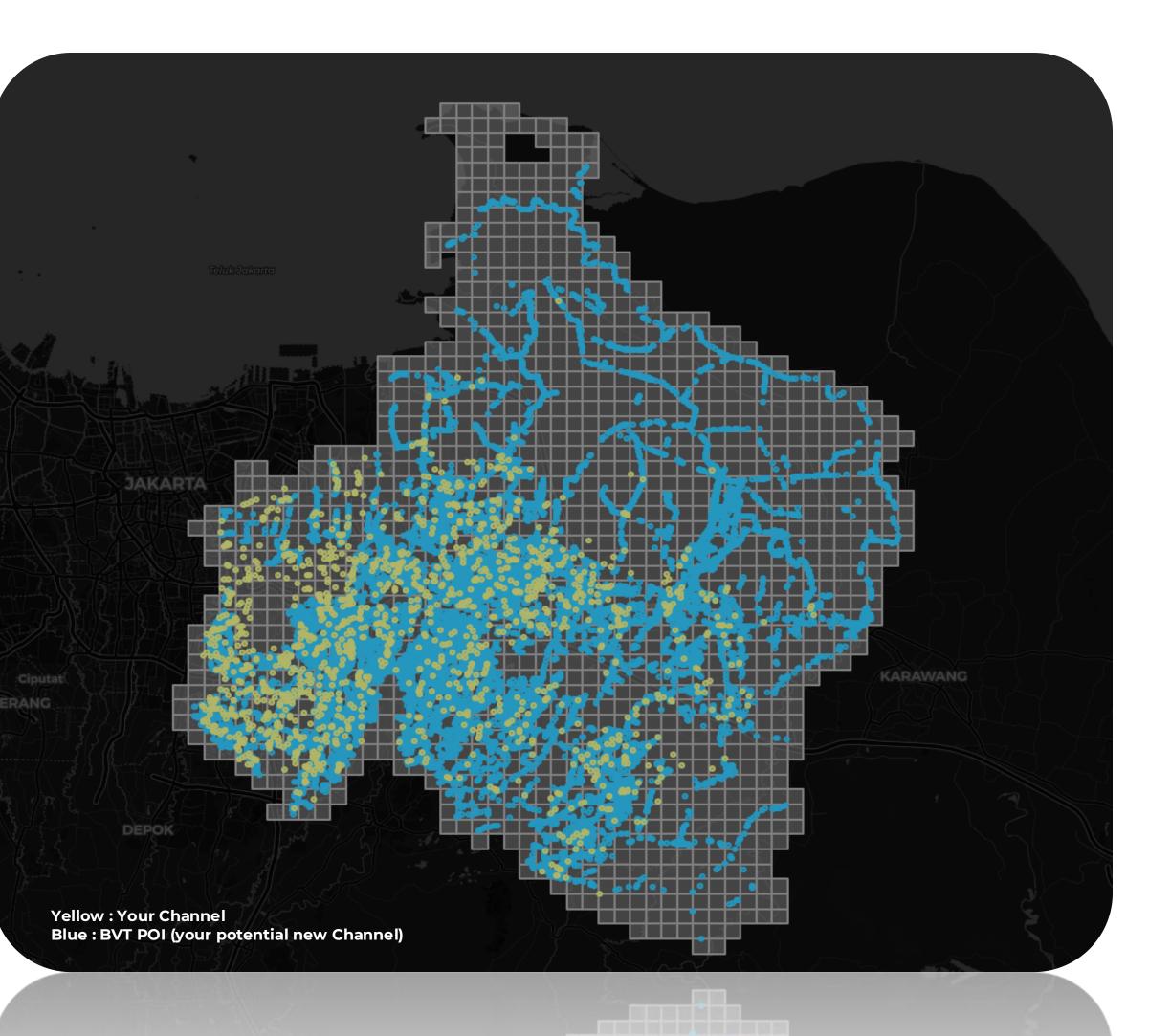


Analytics Add Ons Whitespace Analysis

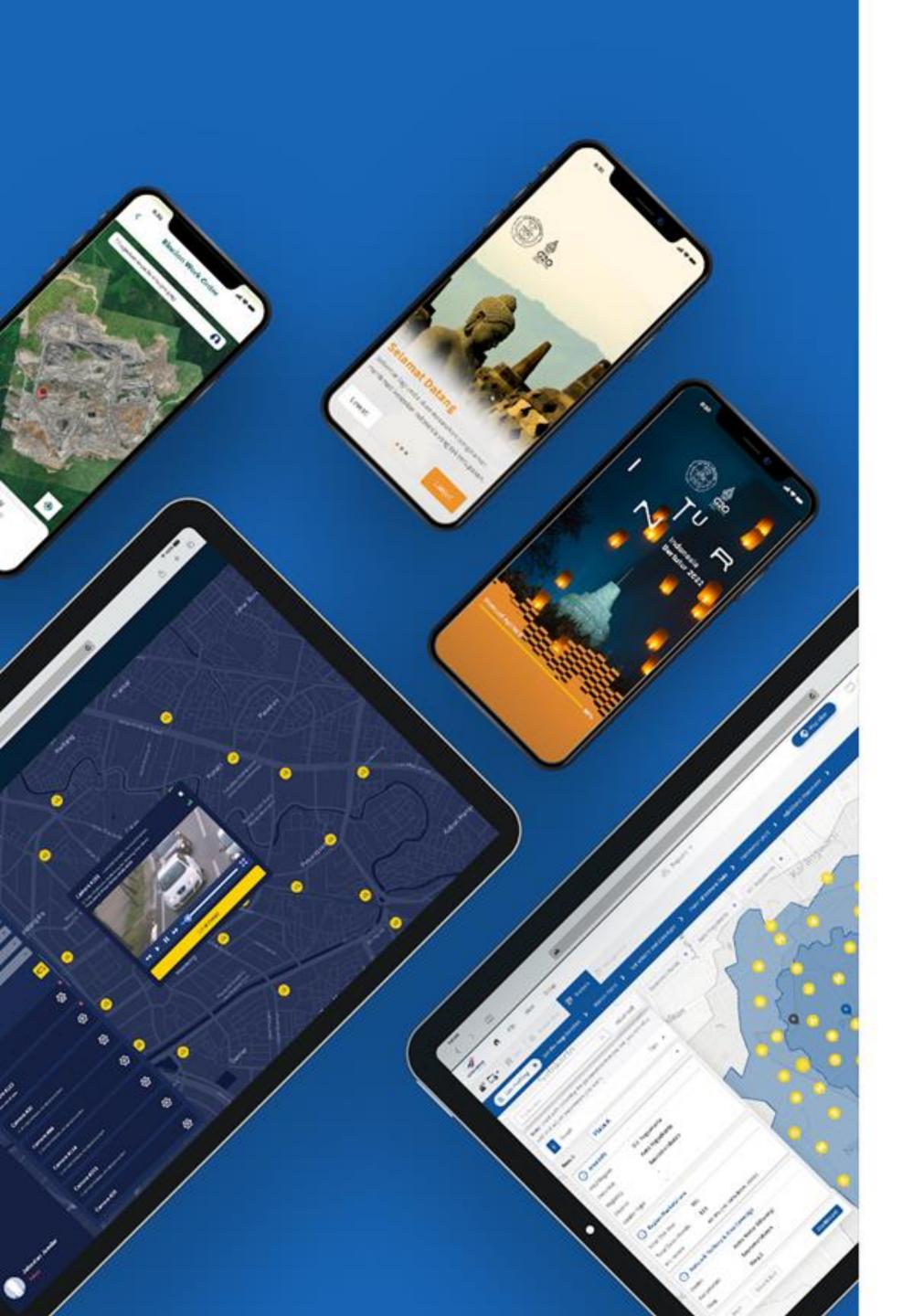
Identified Uncovered Area For GT and MT or even HOREKA to expand

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

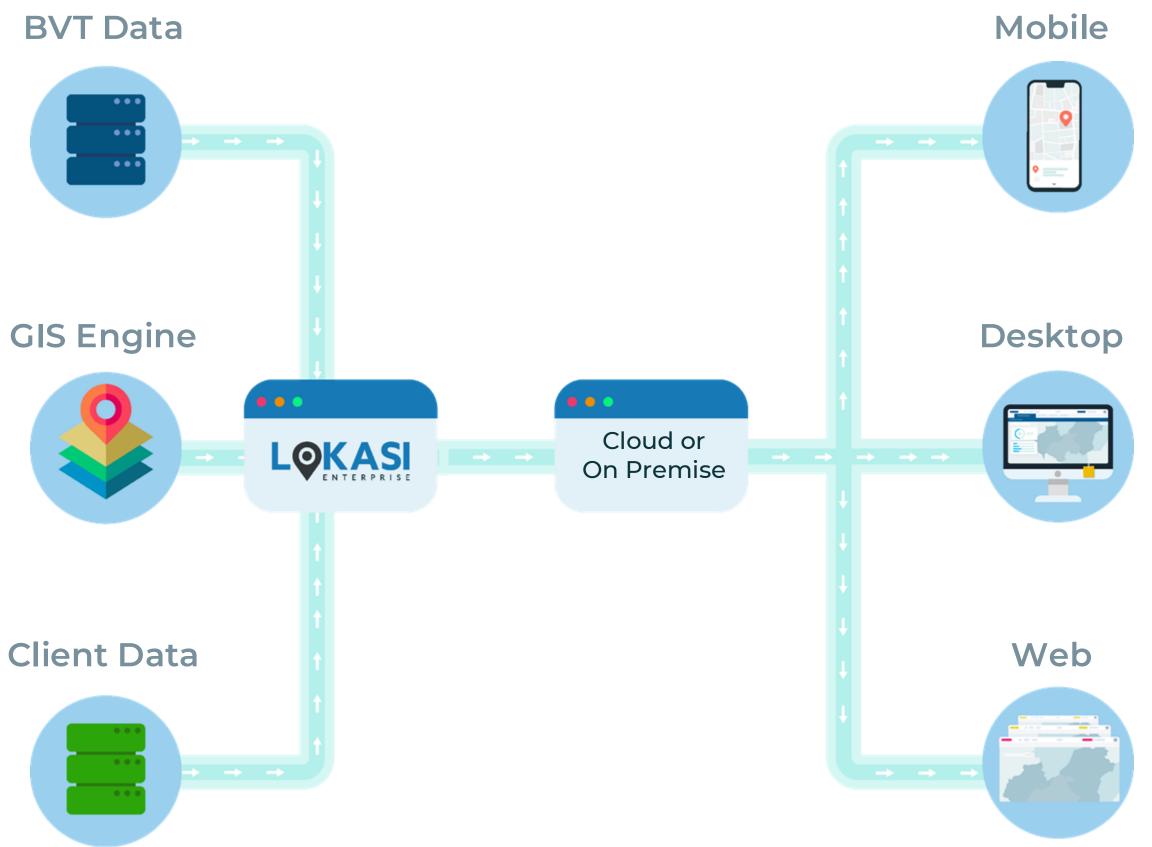


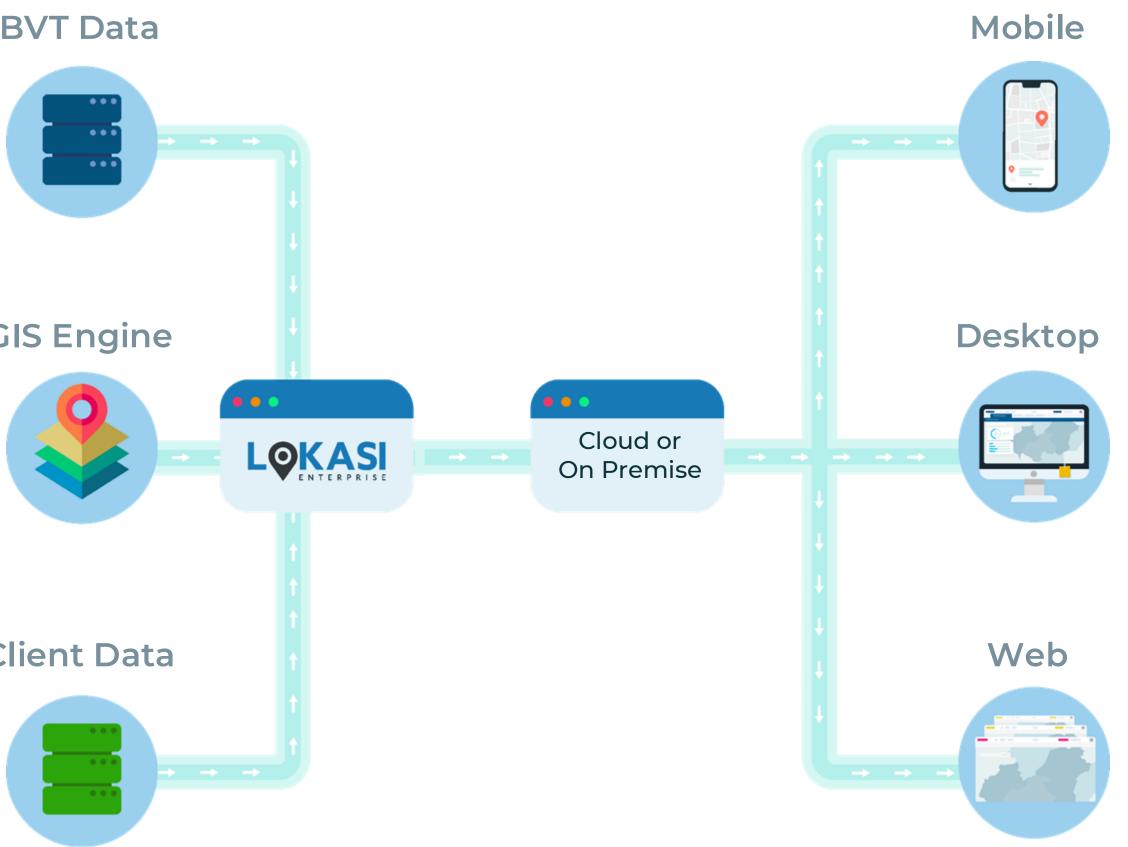






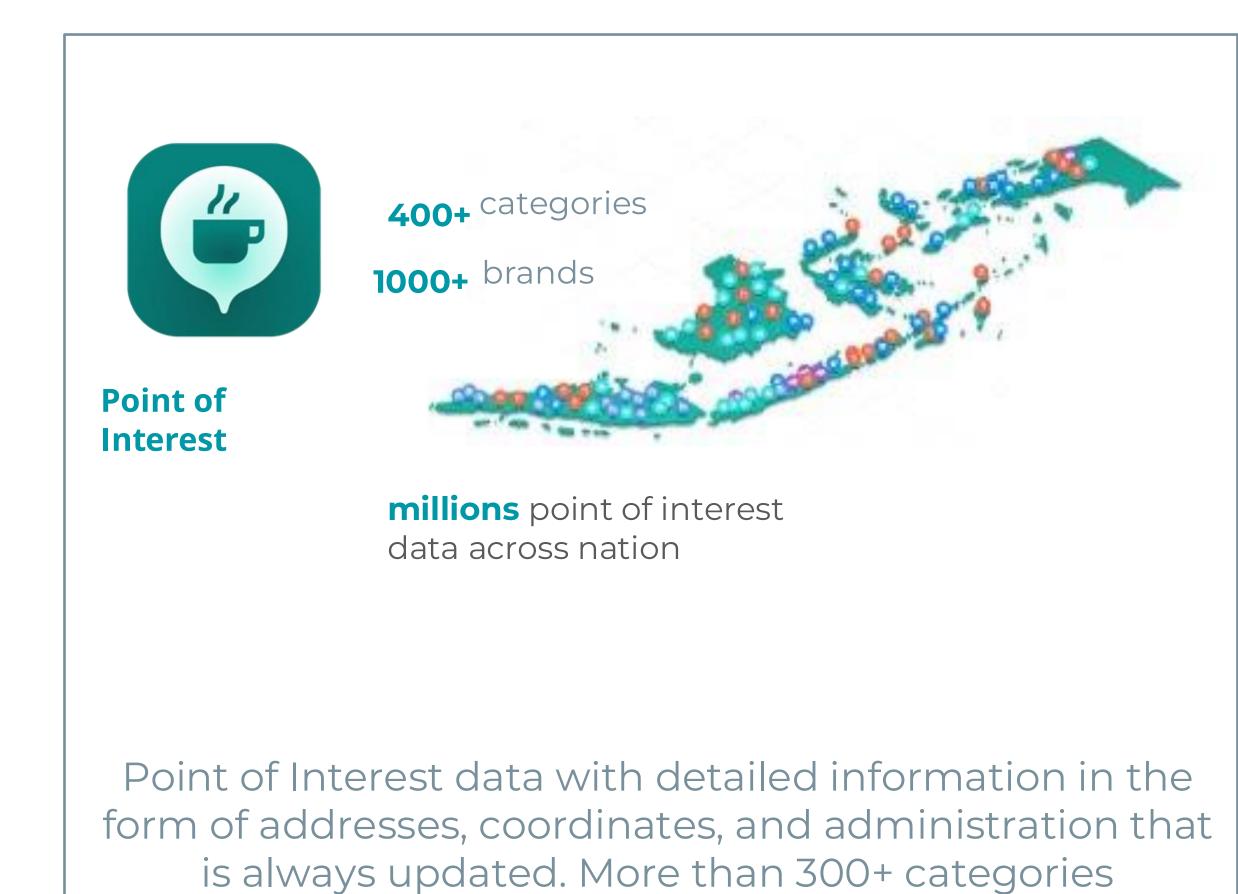
Industry agnostic bespoke GIS providing in-depth business analytics, insights and intelligence for future proofing.













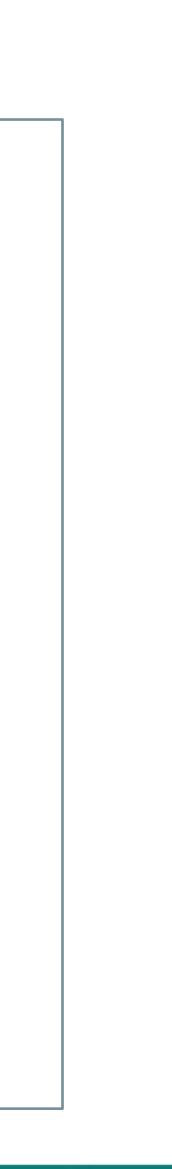
Mobility Data



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













What our clients said about LOKASI



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!"



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 beyond annual revenue increased our expectations."







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