

Indonesian Pride: Dimas & Adi



These are the two local SE/Consultants at B-EN-G Indonesia who do not only have a deep understanding of manufacturing and IT systems, but also equipped with a profound knowledge of the Japanese language and its work ethics. Dimas and Adi appreciate the Japanese culture of being meticulous in everything they do hugely. We have talked to the two young talents to learn more about the business challenges facing Indonesia and why it is important for them to render support to Japanese corporations in the country.

Two men who know manufacturing inside out

Both Dimas (Dimas Trulyanto) and Adi (Adisyah Oktavianto) hold the position of SE/Consultant at B-EN-G Indonesia and are responsible for introducing "mcframe" to the Japanese companies that are entering the market. "We take great pleasure in solving our customers' problems".

At the beginning of the system deployment, the Japanese customers would always raise all sorts of questions such as "how should I fix this or that issue?" . They will have fewer problems in time when the questions are skillfully answered with patience. "I always say, no news is good news," said Adi. "I am just glad the issues are resolved. It is a good sign that shows the mcframe is successfully adopted and a smooth operation is ensured."

Prior to B-EN-G Indonesia, Adi was a SE at a Japanese manufacturing company that had adopted the mcframe. He is such a rare talent who understands perfectly how the system operation works in manufacturing and sees the difficulties from the client' s point of view.

Most Japanese companies would have their local employees to perform data entry for parts and materials manually in Excel. The practice would often inevitably incur data input errors. The calculation can now be easily handled with mcframe' s cost management function; the separate spreadsheets managed by the human resources and accounting offices can also be uniformly integrated on mcframe to improve work efficiency.

"You will have a better understanding of the problems the customers face when you spend a good part of the day in their office," said Dimas in fluent Japanese. He is a mechanical engineering graduate and has completed the graduate school at the four-year college Polytechnic University (Sagamihara City, Kanagawa). He then worked at a SI company in Tokyo for two and a half years. A valuable asset to the company as an Indonesian SE, Dimas has a deep understanding of manufacturing

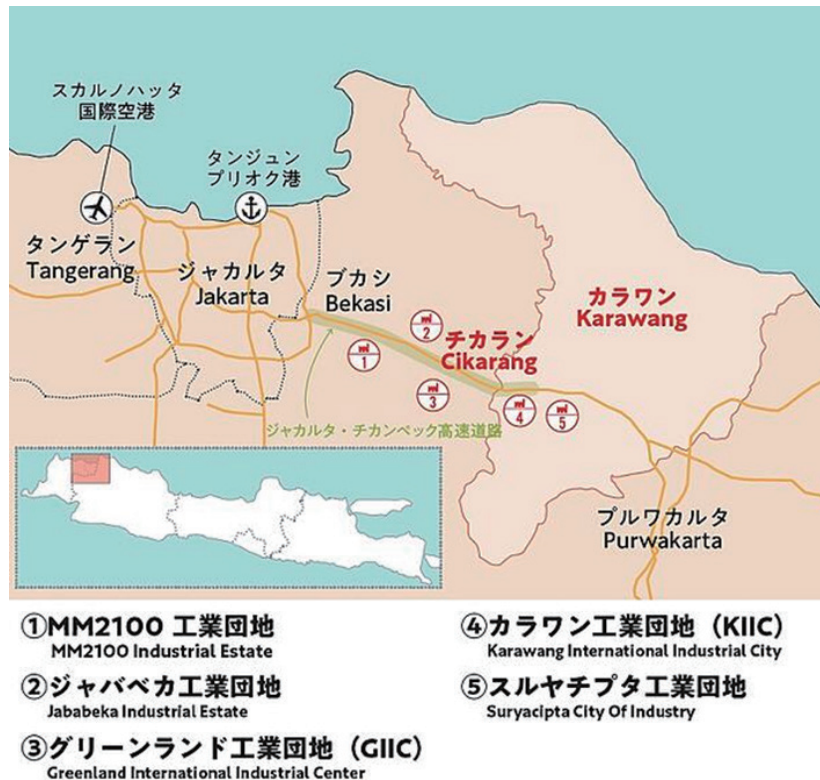


Dimas at Polytechnic University in Kanagawa

SE performance pledge: “at your service” – fast response time at the industrial parks

Not only do these two young executives task with the responsibility to introduce mcframe to the new Japanese companies in the country, but they are also empowered to create an “always on” support system for the customers including additional customisation, data maintenance, and streamlined operational efficiency. Whenever a customer has any issue with the system, they will swiftly make a visit to the site with a solution while checking the status on the computer simultaneously. "It' d be difficult to resolve the problem satisfactorily through email or phone call only. It' s essential to provide onsite support," said Dimas.

What makes it even more challenging is the unique business conditions in Indonesia. "Jakarta is a city of traffic jams. It could take two to five hours to get to the rural industrial area such as Cikarang and Karawang (Bekasi, West Java) where many Japanese manufacturers are expanding into," added Dimas. The solution is to make Jakarta the location base for some SEs, and the industrial area for others. The fast onsite support has earned praises from the Japanese customers. In fact, Dimas is now staying in Jakarta and Adi in Cikarang.



Map of Jakarta and the surrounding industrial areas

"There are not many manufacturing management SI companies that can provide such support service to the industrial area" Dimas commented. "Our outstanding support system has made B-EN-G Indonesia the preferred business partner." They are also the only SE/Consultants who can converse in Japanese, English and Indonesian fluently. The language ability has enabled smooth communication between them and the Japanese ground staff in order to resolve even the most pressing operational issues efficiently.

B-EN-G Indonesia plans to set up a project office in Cikarang with a significant number of SE/Consultants to further enhance the support system.

Mission critical: workforce localization

"Currently, many senior executives at Japanese companies are still very much involved in the overall organisational operation in general. We have a long way to go to localize the workforce," said Adi. "Localization is an inevitable trend for many foreign corporations here. It is critically essential that the systems be run smoothly with local manpower after the senior Japanese executives return home. When we get the operation fully up and running, it would be even more important for the Japanese companies to provide more crucial training for local employees."



Dimas and Adi meet up regularly to exchange ideas about the IT system needs for Japanese companies.

Although many Japanese companies are in the Bonded Zone where import and export duties are exempted, they are still required to maintain contact with the local Customs and Excise Office. A new system integration has therefore been developed for mcframe to connect the data with the Customs Office. B-EN-G Indonesia also supports unusual situations that mcframe users might not be able to resolve themselves such as rule and regulation changes due to increased export volumes. "We are simply glad that we have been able to help our customers. What gives us even more pleasure is that the systems can be run reliably and smoothly after," they said with a smile.