

ORACLE®

NAVIGATING

THE WINDS OF **CHANGE**



FOREWORD

NAVIGATING THE WINDS OF CHANGE IN ASEAN



Ancient Greek philosopher Heraclitus viewed change as the only constant in life. Even back in 500 BC, he concluded that “even the nature of the flow changes”. His theory more than two millennia ago is an accurate prediction of where we are today – the era of exponential change.

Overcoming, managing and leading change is a huge aspect of every business leader’s responsibility today. As captains at the helm, business leaders have the important task of navigating their fleet through stormy seas and expanding their company into new territories as they look to grow their business to the next level. In other words, in today’s dynamic marketplace, there is no time and space to drop anchor because disruption is an ongoing process and not an end-point. Organizations are finding it more challenging to predict when and where their next competitor will emerge. The threat of new competition is always looming on the horizon and that’s emblematic of the challenges that lie ahead.

When choppy waters meet the need for an against-the-tide approach, only the most agile, strategic and innovative organizations can successfully navigate the resulting high winds and rain to surge and stay ahead.

The ASEAN region is a perfect model that showcases these characteristics. The region has shown indomitable spirit over the years to now becoming one of the fastest growing economic regions in the world. In 2018, Oracle celebrated our 30th anniversary in ASEAN. Over the past three decades, we witnessed and have been playing an integral role in our customers’ journey as they continue to navigate the winds of change.

We have undertaken a voyage to narrate how some of our regional customers have changed course and continue to cover nautical business miles, in terms of business growth, innovation and customer experience. We hope you find this compilation of our customer stories inspiring, and gives you some fuel for thoughts as you steer your ship into success.

A handwritten signature in black ink, reading "Cherian Varghese". The signature is written over a background of faint, repeating Oracle logos.

Cherian Varghese,
Vice President and Managing Director,
ASEAN and South Asian Growing Economies (SAGE), Oracle

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DISRUPTORS

Disruptors shift fundamental expectations in the industry and are unafraid to shake up tradition. They understand that the next big thing has yet to be created, and are constantly seeking to bring something new to the table.

With agility as their anchor, they boldly chart unexplored territories by reinvigorating strategies to meet the needs of their constantly shifting environments, harnessing the best in talent, technology and processes to make this possible.

We introduce you to some extraordinary clients – disrupters who create opportunities and set trends by pushing boundaries with persistence.



SHOPBACK



“We are committed to customer centricity and always seek to create personal relationships with millions of users at the same time. With cloud, we are able to disrupt the traditional way of distribution, personalizing the content we serve and the way it is delivered.”

**- Scott Tan,
Head of Customer Relationship Management, ShopBack**

Since our inception in 2014, we have observed how the e-commerce landscape across Southeast Asia evolved to accommodate a diverse mix of players. Our core business model thrives on providing cost-effective marketing solutions for merchants while fulfilling our customers' shopping needs.

We have come a long way in our journey. We believe in change and are proud that we have and will continue to find better ways to drive performance-based marketing across Southeast Asia by connecting each customer with the relevant merchants. As we continue to innovate in the e-commerce space, we are constantly seeking new opportunities and better ways to build relationships with our stakeholders.

We are always striving to create a more relevant product for our customers. In late 2018, we have expanded our services from online cashback to include offline cashback for dining merchants. As we continue to explore new service offerings and acquire more diverse customers across borders in the future, we anticipate an exponential growth in the volume and complexity of data.

Today we operate in increasingly 'mobile-centric' markets. This shift in device and customer behavior has tested our capabilities to serve the right content via the relevant channel for each user.

As such, we have tapped on Oracle's capabilities to stay ahead of the fleet. Oracle Marketing Cloud (OMC) has equipped us with a flexible digital infrastructure that has allowed us to efficiently manage complex data flows, and a dynamic platform that empowered us to truly personalize content on a user level. OMC has given us the agility to tackle broad variations in the market landscape across different countries and verticals.

By leading change and disrupting the industry, we look forward to being data driven in helping our customers make their purchase decisions, while not compromising on the personal touch. We are optimistic that we will be able to navigate future challenges and continue to be a market leader as we help our customers solve their everyday purchasing needs.



ShopBack is a digital loyalty and discovery cashback platform that is on a mission to create a world of Smarter Shoppers.

Founded in 2014, ShopBack has since established strong online presence in seven Asia Pacific countries and offices in eight countries. In a short span of four years, ShopBack has more than 2,000 eCommerce merchants onboard, eight million users across the region, and are powering three million orders every month.

BUKALAPAK



“We are confident that there is no ocean too deep for us. Since our humble beginnings, we have swum against the currents to build capabilities that have helped us create big waves in the e-commerce industry. We hope to continue doing the same with Oracle Cloud Applications.”

**- M. Fajrin Rasyid,
Co-Founder and President of Bukalapak**

Bukalapak was founded on a mission to empower SMEs in Indonesia to be more independent and productive through innovations in technology. As a safe and trusted e-commerce platform, Bukalapak aims to bridge the gap between local sellers and buyers. Since 2010, our platform has empowered the businesses of different sizes to participate in commerce activities, and we are proud to have advanced the livelihoods of entrepreneurs through our technology.

As a result, Bukalapak has grown to become one of Indonesia’s biggest marketplace, and with that comes our own set of challenges. We needed a set of tools that will help our finance teams crunch our financial data quickly, more efficiently and accurately. Similarly, with our workforce expanding as our company continues to grow, our Human Resources (HR) team needs a single viewpoint into our very own talents.

This is when we decided to set sail on a cloud applications journey, by adopting Oracle Enterprise Resource Planning (ERP) Cloud and Oracle Human Capital Management (HCM) Cloud to enable our finance and HR teams to operate with greater agility and finesse. With this connected intelligence supporting our business, our team is better equipped to provide an additional value for our stakeholders to enable them to make better informed decisions with higher productivity and improved results.

With Oracle’s ERP Cloud, our finance and procurement teams are already gaining full visibility of the company’s financial position, reducing the amount of time spent managing accounts and closing their books, while devoting more time to strategic decision making. Oracle’s HCM Cloud is also enhancing our employee experience processes as we continue to grow our workforce.

Moving to the cloud is a major milestone for Bukalapak and we can’t wait to continue making big waves across Indonesia. We are confident that with Oracle, our processes will be better managed and streamlined, allowing us to dedicate more time to more important aspects of our business – growing our people and propelling our business forward.



Bukalapak is one of the leading technology companies in Indonesia that provides online market services and other daily needs. More than just a marketplace, Bukalapak has transformed itself into an instrument of solution and taken a part in its users’ lifestyle. Bukalapak’s vision is to empower small and medium-sized enterprises (SMEs) in Indonesia by consistently striving to spread digital literacy to enable SMEs in to grow Indonesia.

Founded in 2010 and based in Jakarta, Indonesia, Bukalapak has since grown to be Indonesia’s fourth unicorn and a billion-dollar startup. It hosts more than four million SMEs, 500,000 kiosks and 700,000 independent micro-businesses in Indonesia on their platform.

YOMA BANK



Yoma Bank Senior Management in Myanmar Attire

“As a progressive and forward-thinking Bank, we invest in people, technology and digital capabilities. By weaving transformational technologies into the Bank’s fabric, we are confident that we will drive our business further and faster than ever before.”

**- Hal Boshier,
CEO, Yoma Bank**

Since the political and economic liberalization of Myanmar in 2010, the country witnessed the shift in customer interest towards technology – in particular the demand to access banking services digitally. As a modern and future-focused bank, we endeavor to improve our digital capabilities and performance to be the leader in our industry. It is our goal to lead by example and be the bank that people share their aspirations with, and their confidence in us is the core of our organization’s compass point of being the disruptors in banking technology and products.

The tale of our bank’s growth journey has its genesis in people and culture. As we grow our customer base, our success in the banking ecosystem was achieved with significant investments in strategic priorities – people and technology. Over the past six years, we’ve emerged as a progressive and forward-thinking bank that attracts people to share our vision and it’s this foundation that allows us to be groundbreaking in technology and product.

Steering our course towards capturing the mass market, we foresee challenges in better understanding our customer’s changing needs

as we grow as a bank. As such, we decided to leverage Oracle’s analytics platform and Infrastructure-as-a-Service (IaaS) solutions to better serve our customers. With Oracle solutions playing a key role in our digital transformation journey, we have created a hybrid data analytics platform that enables us to serve users more securely and improve our management’s decision-making by tapping on analytical insights. Since then, we are able to further enhance customer experience by accessing our customers’ cashflow through our bank, and provide additional credit based on this flow.

Currently, 90% of Myanmar has limited access to financial services. Technology and innovation provide an incredible catalyst for financial inclusion. We believe that Yoma Bank will be at the forefront of this evolution. With innovation as a key fabric of our organization, we are proud to be the most progressive bank as we ramp up our digital initiatives to better serve our customers. We will be an example for ASEAN, demonstrating the potential of digital to accelerate financial inclusion.



Yoma Bank is one of Myanmar’s largest private and most progressive domestic banks. The Bank believes in leveraging data analytics to understand the needs of their customers.

Founded in 1993, Yoma Bank has grown to operate with 79 branches in 36 cities worldwide. It is the first bank to use a computerized accounting system and pioneered wireless banking communications in Myanmar. With more than 25 years of experience in Myanmar’s financial sector, Yoma Bank strives to support the continued growth of the financial industry.



Taking risks does not mean making random gambles. Risk takers are constantly looking for opportunities to learn and navigate uncharted seas. They understand that progress and innovation are key to not merely staying afloat but to surge ahead.

Customer demands are constantly changing, and successful businesses will always need to be in a state of change. True risk-takers accept this as the cost of opportunity and embrace it to rappel down dynamic ice bergs, business storm surges and harness the harmony of the seas.

Meet some of the region's most successful organizations who have navigated bottomless channels and rough waters to steer ahead – clearly, confidently, and with renewed vigor.

RISK-TAKERS



ASIA COMMERCIAL BANK



“We believe that innovation starts from within. To transform and win means we need to take risks, and that is exactly what we have done to build the future of modern banking in Vietnam.”

**- Loc D. Nguyen,
Chief Information Officer, Asia Commercial Bank**

In our 25-year history, we’ve seen the birth of the Internet, the smartphone, blockchain and now artificial intelligence (AI). Our customers have always been our core focus and with the changes that we are witnessing, we recognize the need to adapt to meet their changing needs, demands, and expectations.

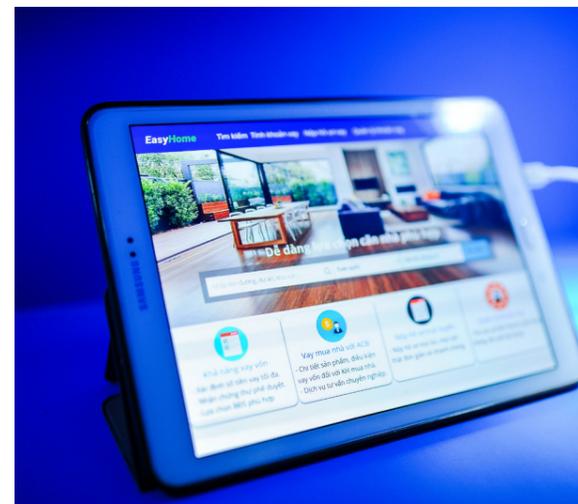
The country’s growing young and digitally connected population has been sweeping transformation in Vietnam’s financial sector. As a leader in Vietnam’s banking sector that operates across 346 branches and provides retail and commercial banking services, we wanted to be one of the digital frontrunners in the industry.

To redefine the modern banking experience, we made a bold decision and took the opportunity to be Vietnam’s first bank to move to a cloud-based ERP system. With the help of Oracle Cloud, we migrated key areas including finance, procurement, and project expense management to the cloud, that resulted in improvements in productivity and controls.

In fact, we are the first bank in the country to implement data warehouse and the results speak for themselves: we are able to process daily closing up to 4x faster, increase storage capacity by 3x, and reduce overall hardware investment costs by 30% over the next three years.

ACB now has the powerful core needed to develop, refine, and deliver faster services with increased transparency. At the same time, with the use of cloud, we are able to access data and insights to improve speed, agility, and accuracy for our customers in the digital world.

Conventional wisdom says that firms in developing markets import and copy innovation from other markets – this is not true. In fact, we believe that innovation starts from within. To transform and win means we need to make bold moves, and that is exactly what we have done to reinvent the future of modern banking in Vietnam.



Asia Commercial Bank (ACB) is one of the largest private banks and most technologically advanced financial institutions in Vietnam. Founded in 1993, ACB has grown and evolved with the digital world to meet the changing needs and demands on its customers.

Today, it operates 346 branches and provides retail and commercial banking services, including term deposits, credit card, loans, financial services, import and export finance, trade finance global payment, and guarantee services, to more than 4 million customers nationwide.

FORTH SMART

“Forth Smart is utilizing Autonomous IT to analyze its data in a way that it has never done before. We are using Oracle Machine Learning to do customer segmentation and visualize our data in real-time on automated dashboards.”

**- Pawarit (Taa) Ruengsuksilp,
Business Development Analyst, Forth Smart**



As a FinTech company that started almost a decade ago, Forth Smart has undergone massive changes. Beyond expansion, we realized the importance of adapting to the changing needs of our business and our users.

From starting out with 1,000 kiosks across Thailand, to operating over 120,000 kiosks we have today, we had to make bold moves in order to be the leading payment services provider in Thailand. This included the need to redefine common industry practices – from manual reporting via Excel pivot tables to automated real-time dashboards; and re-orienting the business focus towards meeting changing customer needs and behaviors.

Another big step in our journey was the adoption of Cloud. Forth Smart is one of the early adopters of Oracle Autonomous Data Warehouse. It has given us a head start in the industry by enabling the simplification of processes, including providing us with the ability to make better sense of the massive amounts of data we receive on a daily basis. By automating more processes, we are able to free up time for our employees to dedicate to driving business value.

Automation and machine learning have also proven to be key in helping us understand our clients' needs better. By unlocking information about new customers, points exchanges, kiosks used and impacts of our campaigns derived in real-time, we are able to create campaigns that are more targeted and effective. As customer needs continue to change, I hope that we are able to leverage data to provide deeper customer analysis and provide a better overall experience.

Change will continue to be a constant and continual process, but I believe that Forth Smart's risk-taking mentality has encouraged us to take the step out to harness new technologies in order to move forward.

Every time we take steps toward improvement, we are taking risks. I believe Forth Smart will never stop doing that, because we are risk-takers and that has made us a leader amongst Thai FinTech companies today.



Headquartered in Bangkok, Thailand, Forth Smart is a payment services provider that engages in the provision of top-up services for prepaid mobile phones and online games, as well as topping up e-wallets and transferring money. Forth Smart is also active in supporting e-commerce businesses with Be Mall, a platform for online trading that it runs.

Since its establishment in 2008, Forth Smart supports millions of customers and over two million transactions per day with over 120,000 vending machines nationwide.

PHILIPPINE SEVEN CORPORATION

“We believe in constantly evolving to meet the modern customers’ needs in today’s technologically-advanced era. To build up our cloud and data-driven capabilities in our voyage of business change, we need to take risks and embrace digitization to ensure continued success.”

**- Jason Jan Ngo,
Head of IT, Philippine Seven Corporation**



Since we acquired the license agreement to use the 7-Eleven Convenience Store system in the Philippines, we have seen how big box retailers have been affected by the wave of technological disruptions. There have been numerous changes in convenience stores’ offerings and retailers’ businesses have now become increasingly digital with the advent of e-payments.

As a leader in the convenience store business, we took a risk to decentralize our operations and build more warehouses in the country to ensure we have a strong logistics backbone. Despite the challenges of embarking on this voyage as numerous convenience store players enter the market, we have pulled ahead of the fleet by overcoming regional language barriers and rising overheads. We are now proud to be the established leader in the convenience store business and we have seen continued growth in revenue in recent years.

As the nation becomes more digitally-savvy, we have to constantly evolve to meet the country’s appetite for convenience and ride on the wave of e-payments and e-wallets. We wanted to fulfill the role of being the convenience store that is providing convenience not just in ways where customers can purchase what they want, but also how they are making those purchases – by expanding the variety and localization of platforms and payment gateways.

In fact, to stay ahead of the curve in terms of digital business, we believe that a robust cloud and database infrastructure such as Oracle Gen 2 Cloud is essential as we look to increase our service offerings. Before migrating to cloud, our company’s infrastructure required maximum surveillance and constant human support.

Now that Philippine Seven Corporation is on the cloud, we are better equipped to save time and costs by accessing on-ground situations and employing the best technology for cross-region communications and administrative processes beforehand, leading to a better decision-making process. The value of Oracle’s cloud infrastructure has allowed us to increase our market competitiveness with a reduction in manpower needs and has enhanced our key focus of providing convenience for our customers.

We believe that we are able to continue to propel forward and take the lead in the convenience store business by taking transformational risks in our digital business. We look forward to continuously pushing ourselves to be the offline to online gateway for customers, and provide them with more than just food and drink, eventually transforming our business to be the top-of-mind convenience store at one’s fingertips for all daily needs.

Philippine Seven Corporation, the local licensee of 7-Eleven, operates convenience stores in the Philippines and envisions itself to be the best retailer of convenience for emerging markets.

The company is headquartered in Mandaluyong, the Philippines, and has operated more than 2,500 stores under the 7-Eleven brand name since its inception in 1982. Philippine Seven Corporation aims to make daily life easier by providing modern convenience as their company’s mission.

KALLA GROUP



“Our company has a rich history built upon the entrepreneurial spirit of the Kalla Group family. We’ve expanded and evolved our business over the years, and today, we’re aware of the need to embrace digital technologies to keep us ahead of our game. With many subsidiary companies within the Group, we need a single viewpoint into how each of our subsidiaries are performing, enabling us to make timely and strategic decisions to meet our existing challenges.”

**- Disa Novianty,
Corporate Strategic & Development Director, Kalla Group**

Kalla Group was established in 1952, and it is in the center of experiencing rapid environmental changes that is affecting our business. Digitization is one of many waves of change that is impacting across multiple industries and in order for Kalla Group to remain relevant and competitive both within Indonesia and across the ASEAN region, we made the decision to innovate and modernize our business – a decision we would not have made decades ago.

Last year, the command of the Kalla Group ship was handed over to Solihin Kalla. With a new captain on board, Kalla Group is steered towards the start of our digital voyage. With that, we took a bold step into digital transformation.

As a company with multiple subsidiaries across various industries, we never had the resources to manage all subsidiaries from one single business point of view. We had difficulties gathering comprehensive data from our subsidiaries in a timely fashion and this impacted the time taken to make swift decisions.

We know that we were lacking in the standardization of data and did not have complete control of it. That was when we turned to Oracle Enterprise Resource Planning (ERP) Cloud to overhaul our legacy ERP environment and transitioned to Oracle Human Capital Management (HCM) Cloud to streamline our Human Resources strategy.

With these solutions, we were able to streamline our financial operations with better visibility and

real-time insights across all our business units. As a result of that, we experienced an increase in productivity as we channel more time into more meaningful activities such as analyzing results and recommending strategic directions for the company to further grow our business.

We also benefitted from Oracle’s HCM Cloud because we now have access to a single, unified platform that provides comprehensive data analytics. Our HR team is now able to make use of data gathered to better source and retain talents within the organization and help drive employee engagement. It also allows us to reduce time on manual processes and focus more on driving business productivity.

Change is never an easy undertaking, but we are proud of the steps that we have taken towards embracing digital technologies as we move one step closer towards becoming a connected, intelligent enterprise. The future holds many promising opportunities for our company, and we are excited to achieve more in the years to come.



Kalla Group is an Eastern Indonesian family-owned conglomerate with thirteen subsidiaries across Indonesia. Headquartered in Makassar in South Sulawesi, Indonesia, Kalla Group was established by Haji Kalla who started an automotive dealership in the 1950s. In 1967, under the leadership of Jusuf Kalla – first son of Haji Kalla – the company was brought into the construction industry, shipping, transportation, as well as the property and real estate business in the 1990s. Following Jusuf Kalla’s appointment as Indonesia’s Trade and Industry minister in 1999, his sister Fatimah Kalla took over his position as the CEO.

Now in its third generation of leadership, Kalla Group is the largest corporation in the Eastern Indonesia region. Having undergone massive transformation over the years, its core business areas now lie across eight different industries, including automotive, transportation, logistics, construction, property, trading, manufacturing and energy.

APL LOGISTICS



“The logistics industry worldwide is confronting intense changes on all fronts at a rapid pace. This is why IT has to move even faster with the ability to adapt and scale accordingly to meet higher customer expectations. We are not satisfied to just survive tumultuous seas; we thrive to sail into uncharted waters to develop more integrated, nimbler and more flexible logistics solutions for our customers.”

**- May Chew,
Chief Information Officer, APL Logistics**

In the logistics industry today, we need to be agile. Customers have differing expectations; they want things to be fast and this is why investment in the cloud is critical when it comes to scalability and a need for velocity in process automations. Our customers expect us to be part of their vision to embrace changes together. As a result, we need to invest and capitalize on new technological breakthroughs, and adapt to not only survive but lead against the high tides of tomorrow with flexible solutions that will improve our business operations and place global shipments in the fast lane.

We offer a comprehensive suite of services extending from international freight forwarding to both origin and destination services, including freight consolidation, warehousing and distribution management. We employ innovative IT solutions to deliver maximum supply chain efficiency, visibility and control. Our transformation journey began since 2015 and we continue to innovate in areas of modern infrastructure, robotics and leverage on mobility in our day-to-day operational and delivery capabilities.

Upon recognizing the need for rapid changes as well as complex route planning processes in real-time, we developed ShipmentOptimizer™ using the Oracle

Transportation Management (OTM) in 2009 to optimize and drive innovation in our supply chains. This helped to automate our operations planning processes, balance complexities of load and container utilization, manage ever changing shipping rates and lead times to achieve a more efficient logistics operation. Customers can count on APL Logistics for improved efficiencies, risk mitigation as well as an end-to-end visibility in their transportation needs.

In order for us to remain competitive, we moved the domestic aspect of our Oracle Transportation Management application to Oracle Cloud Platform. Together, Oracle applications on Oracle Cloud provide a seamless integration and delivery platform that increases competitive advantage and time to value for existing and new applications.

When it comes to technology, we are all looking for a future-generation platform, where we can see the big picture. Thanks to Oracle’s innovative solutions, APL Logistics allows our customers to outperform their markets through industry-leading transportation planning and execution capabilities. IT is one of the core functions in APL Logistics today and we are excited that Oracle is supporting us through this transformation.



APL Logistics is a global supply chain services provider that offers an extensive range of origin and destination services worldwide, serving the automotive, consumer, industrials and retail sectors.

Operating with over 6,800 professionals in more than 110 locations in 60 countries, we manage 200 logistics facilities covering over 20 million square feet globally. APL Logistics brings with it a long history and distinguished innovator experience in logistics and technology solutions to manage smart integrated supply chains.

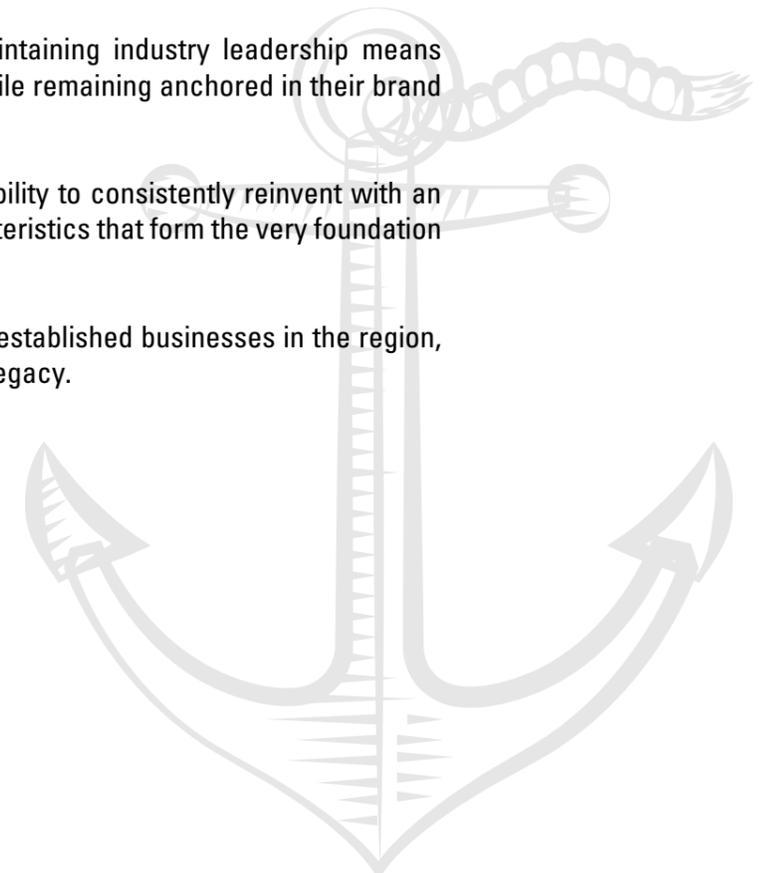
VISIONARIES



Established incumbents understand that maintaining industry leadership means constantly navigating impending changes, while remaining anchored in their brand ethos and what defines them as a business.

Visionaries set themselves apart with their ability to consistently reinvent with an aggressive pursuit of innovation – two characteristics that form the very foundation of their voyage.

We are proud to work with some of the most established businesses in the region, who go against the tide to leave an enduring legacy.



JNE



“Unprecedented disruptions are driving an era of deep transformation in the supply chain and logistics industry, especially with the rise of e-commerce. Foreseeing this change, we leveraged technology to ensure JNE is always-on to deliver outcomes.”

**- Mohamad Feriadi,
President Director, JNE**

JNE has been in the logistics business for almost 30 years. Guiding us is the principle that customer happiness is the main goal, which is why we have always placed the customer at the heart of everything that we do.

The shifting economic and industry fundamentals, changing distribution patterns as a result of e-commerce, evolving customer expectations, and the continuous advances in technologies (front-line and behind the scenes) have meant that we had to be constantly on top of the learning curve.

For example, we anticipated the growing influence of e-commerce in the Indonesia market and we took steps to ensure we have a round-the-clock system that includes a connected JNE network. Not only that, we also foster collaborations with other key e-commerce elements such as online platforms, payment gateways and other logistics.

We realised the importance of an agile and robust technology framework to reinvent and innovate in order to support our digital transformation journey, helping deliver a seamless experience for our customers. With that, we decided to bring Oracle on board to help us in our voyage.

Oracle helps ensure that our entire network is connected and managed 24/7; resulting in both internal and external benefits. Using Oracle database means our internal operational activities in sending 20 million packages per month on average to all customers in Indonesia is well supported.

Externally, the Service-Oriented Architecture Middleware suite from Oracle helps display updated

information on our website, support activities of our shipping customers who use JNE mobile apps, manage our sales and customer transactions across more than 7,000 JNE networks in the country, and monitor and efficiently manage our field deliveries.

To provide us with an overview of all our critical workloads, the Oracle Management Cloud offers real-time monitoring of over 100 JNE services, providing alerts in the event of a problem.

We are able to meet the dynamic requirements of 500+ e-commerce brands and online marketplaces such as Shopee, Tokopedia, Lazada, Bukalapak, Blibi and Brodo, to name a few.

Our tagline, “Connecting Happiness”, has a deep meaning for us. It’s not only about delivering happiness through our field staff to our customers, but also the future development strategies taken by the company to positively impact our consumers.

We always have an eye on the future and will continue to steer the marketplace and the industry to leverage newer opportunities while remaining true to our business.



JNE was established in 1990 as a national company that concentrated on the field of shipping and distribution services. JNE also extends its business fields to typical food delivery services area (PESONA), customs services, airport pick-up, and money remittance. At the end of 2012, JNE separated the Logistics division, becoming a separate business unit from the express courier unit. In 2013, JNE was ready to expand in the logistics sector, focusing on services that included warehousing, cargo, land line shipping, sea freight and air freight. Starting in 2014, JNE optimizes Mobile Applications. Today, JNE has expanded the network to more than 7,000 outlets throughout Indonesia and is supported by around 40,000 employees that spread in Head Quarter Office, Branches, and Agent’s outlets.

MAI LINH GROUP



“Our success is link to our forward-looking culture. Innovation never stops with Mai Linh Group. With the Cloud, we are now able to scale and make actionable decisions in real-time to maintain this edge over our competitors.”

**- Mr. Ho Huy,
Chairman, Mai Linh Group**

Vietnam’s public transport scene has evolved significantly from the days of our company’s beginnings. Disruptive technologies, like the emergence of ride-hailing applications, continue to impact traditional business models, redefine customer behaviors, and transform the transport industry.

As the leading taxi company in Vietnam, we welcome this change and challenge to continuously evolve and adapt to our customer needs as a business. Our success is linked to our forward-looking culture. Innovation never stops with us. With Oracle ERP Cloud, we are now able to scale and make actionable decisions in real-time to maintain this edge over our competitors.

In the past, one of our main challenges was cost-cutting. We were constantly looking for ways to ensure that we maximized efficiency and keep prices competitive, while delivering the highest-quality service that our customers expect from us.

With Oracle ERP Cloud as our chosen IT infrastructure, it has enabled us to measure costs and track data more effectively. As a result, we are able to get the insights we needed to make better informed decisions in real-time.

This deployment is the first of its kind in the transport industry in Vietnam, and it has given us the ability to scale and operate more efficiently and effectively. Our cloud journey represents our intended approach towards change – to be in control of the process by being proactive, instead of reactive, even if it means paving the way and embracing innovation ahead of any of our peers or competitors.

We are thankful for our relationship with Oracle and how Oracle Cloud is keeping us on top of our business priorities even as we discover new areas of growth and productivity. Looking ahead, we hope to continue meeting and exceeding the needs of our customers in the most innovative ways possible as we have been doing all these years.



Mai Linh Group is the largest taxi service companies in Vietnam. Headquartered in Ho Chi Minh City, the company is Vietnam’s leading taxi company that offers taxi advertising, car rental, and public transport services.

Since its inception in 1993, the company has grown to include 15,000 cars and 53 branches servicing the Vietnam market today.

RANGSIT UNIVERSITY



“Through the cloud, we are consistently on pulse with technological change, and we mobilize our students with the digital tools they need to make their ideas a reality.”

**- Asst. Prof. Dr. Chetneti Srisaan,
Dean of the college of Digital Innovation and
Information Technology, Rangsit University**

Since our inception in 1986, Rangsit University (RSU) has established itself as one of the top private universities in Thailand with academic excellence and innovation core to our philosophy.

We remain continually impacted by technology evolutions in today’s hyper-connected world. Workplaces, and even educational institutions like ours are becoming digitized. To ensure our students are prepared for the future world of work, it means moving from talking about technology to creating hands-on opportunities for students to utilize these resources in order to thrive amid needs and demands.

At the College of Digital Innovation and Information Technology, we have recognized that change remains the fundamental core of the technology narrative – it is how we can leverage the best in technology and work with the right service providers to provide the best for our students.

In 2016, we started the RSU Startup community to provide students with an avenue to explore entrepreneurship initiatives and build their startup dreams. We have also become integrated within the national startup community as the first and only private university within the Startup Thailand League. To date, our students have already set up eight firms registered legally.

Most recently, we introduced entrepreneurship within the curriculum. Our first batch saw 179 students in the course, 31 projects conceptualized and eventually developed, with the winning pitch team moving on to compete in a national pitch in early 2018.

This was also where our journey with Oracle began. Oracle Cloud deployments were introduced to provide our students with a platform for efficient prototype creation and an avenue for collaboration. We have always recognized Oracle as a gamechanger – over the last 20 years, Oracle has been redefining database technologies, moving toward java, and now, the Cloud.

Oracle Cloud deployments helped students incredibly with speeding up design and development processes for new innovations, taking only one school term on Oracle Cloud as compared to one school year previously to launch an idea.

RSU will continue to look ahead to the next wave of change on the horizon. With cloud in our toolbox, we are confident that our students will continue to benefit from cloud deployments, and we hope to work with Oracle to continually get the most out of our implementations.



Rangsit University (RSU) is a leading private university in Thailand and is fully accredited by the Thai Government’s Commission on Higher Education, Ministry of Education.

Renowned for its academic excellence and international teaching standards, RSU has an enrolment of over 28,000 students studying in 134 degree courses (87 Undergraduate degrees, 36 Master degrees and 11 Doctoral degrees).



NAVIGATING THE WINDS OF CHANGE

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About Oracle

The Oracle Cloud offers a complete suite of integrated applications for Sales, Service, Marketing, Human Resources, Finance, Supply Chain and Manufacturing, plus Highly-Automated and Secure Generation 2 Infrastructure featuring the Oracle Autonomous Database.

For more information about Oracle (NYSE: ORCL), please visit us at [oracle.com](https://www.oracle.com).

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