

# The Impact of Digital Era on Business Strategy and Conducts: Are Accountants Still on the Fore Front in Creating Value?

Setio Anggoro Dewo

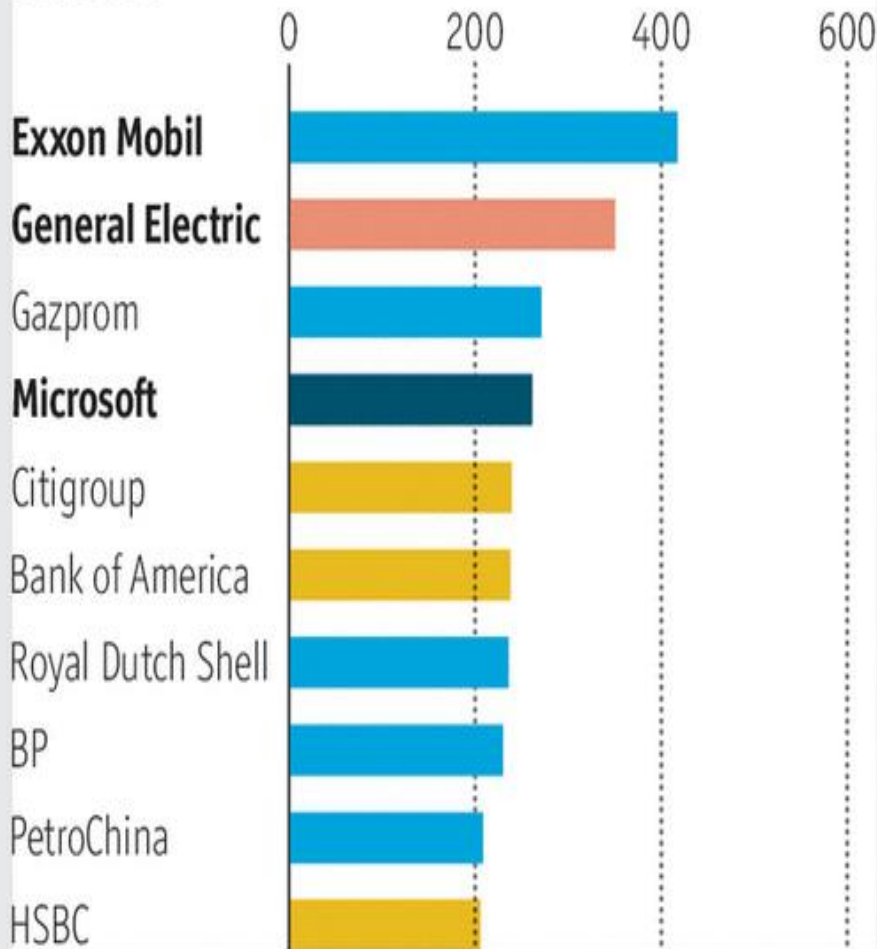
Jakarta, 10 Agustus 2017

# A virtually new world

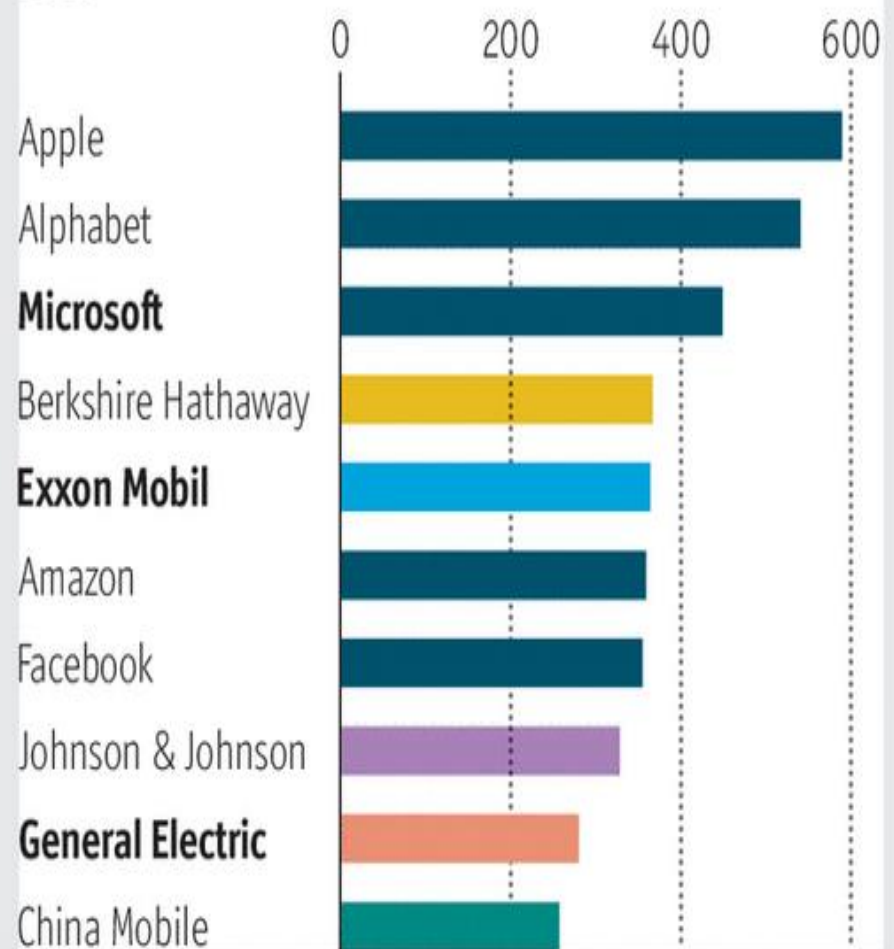
World, largest listed companies by market capitalisation, \$bn

Sector: ■ Energy ■ Financials ■ Health care ■ Industrials ■ IT ■ Telecoms

End 2006



2016\*



# ASEAN-6 digital population 2017



## Indonesia

Population	262.0 M
Internet users	132.7 M
Social media users	106.0 M
Mobile connections	371.4 M
Mobile social users	92.0 M



## Thailand

Population	68.22 M
Internet users	46.00 M
Social media users	46.00 M
Mobile connections	90.94 M
Mobile social users	42.00 M



## Malaysia

Population	30.96 M
Internet users	22.00 M
Social media users	22.00 M
Mobile connections	42.93 M
Mobile social users	20.00 M



## Singapore

Population	5.74 M
Internet users	4.71 M
Social media users	4.40 M
Mobile connections	8.44 M
Mobile social users	4.00 M



## Philippines

Population	103.0 M
Internet users	60.0 M
Social media users	60.0 M
Mobile connections	129.4 M
Mobile social users	54.0 M



## Vietnam

Population	94.93 M
Internet users	50.05 M
Social media users	46.00 M
Mobile connections	124.7 M
Mobile social users	41.00 M

Source: WeAre Social, Hootsuite Jan 2017



Moka takes away the pain of running a business so you can focus on what's really important: serving your customers and growing your business.



## Beautiful Design

Moka POS is specially crafted to make your stores stand out.

GET FREE 30-DAY TRIAL



## Accept Card Payment

### Moka mPOS Card Reader

Simply connect your Moka mPOS Card Reader to your device via bluetooth, and start accepting card payments.

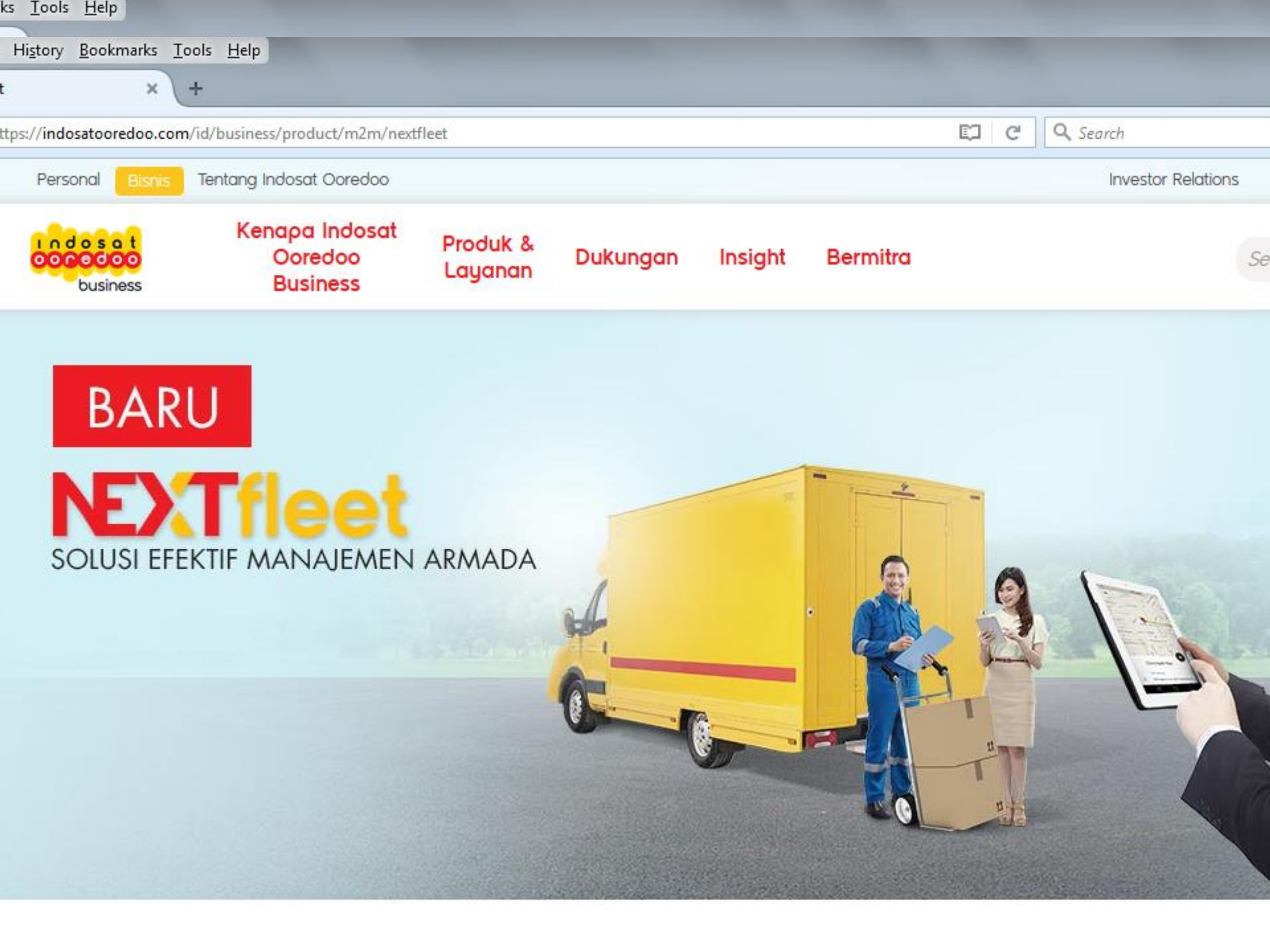
### Simple Pricing

2.2% per transaction.

### Easy Onboarding

No need to go through the bank; simply get your card reader from Moka, make transactions, and see the amount on your bank account in 3 days!





**Kenapa Indosat  
Ooredoo  
Business**

**Produk &  
Layanan**

**Dukungan**

**Insight**

**Bermitra**

Se

**BARU**

**NEX fleet**

SOLUSI EFEKTIF MANAJEMEN ARMADA



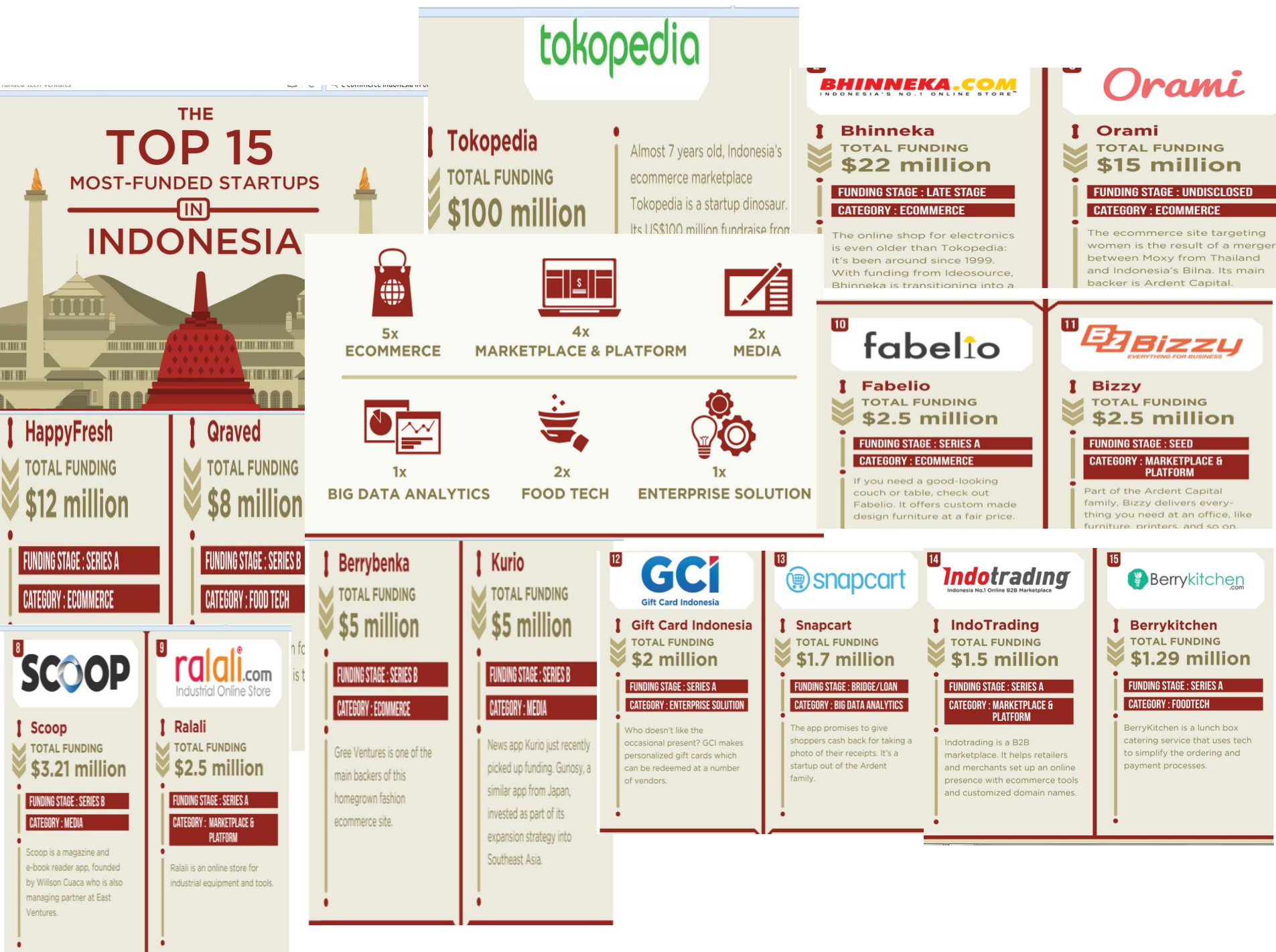
# FINTECH STARTUPS IN INDONESIA

Powered by



Personal Finance & Investment	  
Payment	           
POS	    
Lending	       
Accounting	  
Comparison	          
Crowd funding	    
Crypto Currency	  









# ISCA-ICAEW Report: Creativity, Predictive Analytics, Coding are Among Skills Required of Future Accountants

In today's volatile, uncertain, complex, and ambiguous workplace, accountants need to possess knowledge and skills across multiple disciplines. These include technological know-how, interpersonal and communication skills, critical thinking and creativity. Longer and more structured internships, as well as apprenticeships are welcomed by the accountancy profession to enable accountancy students to understand real-world problems and determine where their passion lies.

These are some of the findings from a report produced by the Institute of Singapore Chartered Accountants (ISCA), and the Institute of Chartered Accountants in England and Wales (ICAEW), with the Singapore Management University (SMU) School of Accountancy



## SEARCH

## RECENT NEWS

ISCA Becomes First Accountancy Body in Asia Pacific to be Full Member of Chartered Accountants Worldwide



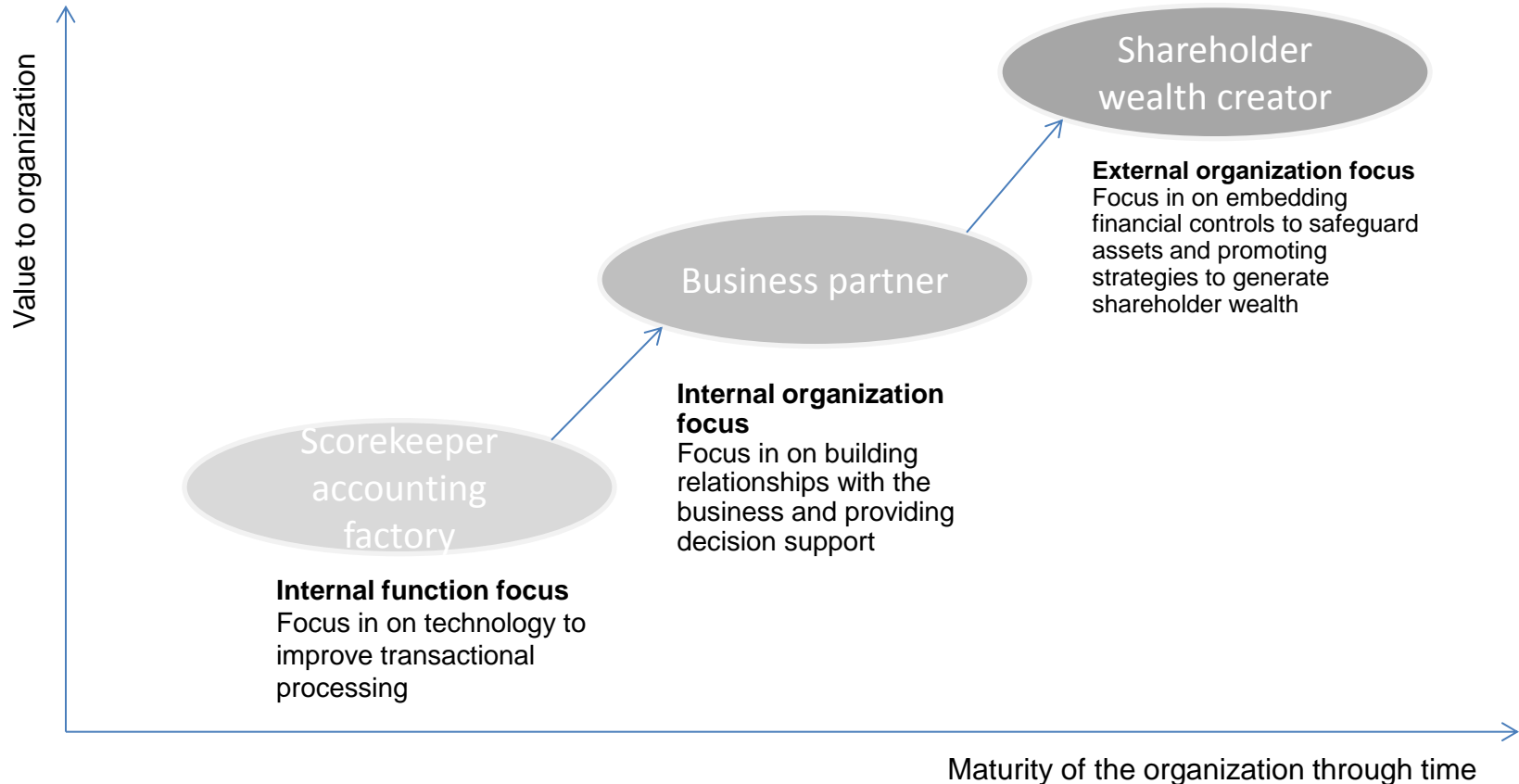
June 27, 2017

Chartered Accountants and achieving the UN Global Goals



May 19, 2017

redefine the role from score keeper and to be more consultative and value creation:



# Role of Accountants – Present to Today...and Future

Book Keeping	Payroll	Cash Collections and Payment	Procurement and Inventory + Asset Management	High Performance Finance & Accounting
1500	Industrial Era	B2B + B2C era	Supply Chain era	Value Chain era
<b>Main Task:</b>				
In the simplest form, this meant creating a balance sheet with separate debit and credit	Calculate the total wages and salaries earned by every employee every pay period, called gross wages, including taxes and deductions	All cash received from sales and from all other sources are carefully identified and recorded. Prepares payments and signatures who are authorized	keeping track of all purchase orders that have been placed for inventory and all other assets and services that the business buys	Explore transformation of the entire enterprise using digital capabilities to reduce complexity and drive economic outcomes
<b>Big Ideas:</b>				
	Providing information to develop proper budgeting and expenses	Correlation between the sophistication of finance and performance management capabilities and company's overall performance	Substantial improvement in capabilities,– strong alignment within business	Role continues to evolve as an architect of Business Value



## ALFAMART REPORTS STRONG GROWTH FOR 2016

Alfamart, leading mini-market player in Indonesia, announces full year revenue growth up 16.2% to IDR56.1tn (US\$4.2bn) and gross profit up 18.1% to IDR10.9tn (US\$0.8bn) for 2016.

### Continued expansion outside of Greater Jakarta

The retailer operated 13,745 stores by the end of 2016, of which 12,336 stores are under the Alfamart banner. 65.7% of the stores are located outside of Greater Jakarta area, compared to 60.4% a year ago. 3,583 of the stores are franchised stores, accounting for 24.6% in terms of number of outlets, an increase of 213 from last year.

### New warehouses to support expansion

To support the Alfamart business, the retailer opened two new warehouses during the year, in Serang and Cianjur, both in Java. As of end of 2016, the retailer managed 40 warehouses in Indonesia (32 for Alfamart, 7 for Alfamidi and 1 for Dan Dan).

### Experimenting with new formats

Besides the new online initiatives, such as Alfamart and Alfamidi, Alfamart is experimenting new formats offline. Alfa Express is a new format, being tested at airports; Alfa Kiosk a new 25 sq. m concept, while Alfa Box is a new vending trial - both of which also offer online shopping and delivery.



BERIKUT: PARTNER ALFAMART, PARTNER PRIMA, BERIKUT PARTNER, BERIKUT LAIN



SAATNYA PUNYA  
**Toko Virtual  
Alfamart-mu  
Sendiri**



DAFTAR SEKARANG



**9  
Keunggulan  
ALFAMIND**

Lihat Ciri

PENGALAMAN BELANJA SEPERTI ASLINYA



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# Indonesia: Mandiri Capital leads series round in P2P startup Amartha



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## Investasi Pada UMKM Untuk Ekonomi Indonesia Yang Lebih Inklusif

Lebih dari Rp. 66 milyar pembiayaan yang telah disalurkan  
Lebih dari 29,000 pengusaha mikro telah diberdayakan  
99,95% angsuran tepat waktu

Daftar Sebagai Investor



Antonia Timmerman

March 7, 2017: **Mandiri Capital Indonesia**, the investment arm of state-owned Bank Mandiri, led a series-A funding round into Amartha, a peer-to-peer (P2P) lending platform for small and medium enterprises.

Existing backers Beenext and Midplaza Holding also participated in the investment round. Other new investors including Lynx Asia Partners, the company announced.

CEO of Mandiri Capital, Eddie Danusaputro, said: "Amartha's business model plays a key role in our economy as it addresses the challenge behind delivering financial services to small and medium enterprises."



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## Investasi Pada UMKM Untuk Ekonomi Indonesia Yang Lebih Inklusif

Rp. 102 milyar

40046+

99.47%

pembiayaan yang telah disalurkan

pengusaha mikro telah diberdayakan

pembayaran tepat waktu

Daftar Sebagai Investor





**Terima Kasih**