



MASTER OF THE FLEET

VIDEO TRANSCRIPT

PT. SERASAI AUTORAYA

[Voiceover]
End-to-end fleet management capabilities position SERA as a technology visionary and, mobility service leader in Indonesia

Yoana Puspitasari
Corporate Strategic, Control, and Integration
Division Head
PT. Serasi Autoraya

We have thousands of fleet assets and aim to lower costs, increasing utilisation, and improve services by leveraging on IOT and related digital services.

Syam Purwoko
Corporate Information System and Technology
Division Head
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Accenture assesses SERA's business and technology to create the solution blueprint for three key pillars called Astra FMS.

First, a connected fleet management solution, hosted on Microsoft Azure Cloud, and powered by Accenture's core IOT solution and Azure IOT.

Second, an operation management system to manage fleet booking, scheduling, and how to dispatch vehicles to fulfill the orders and third, a driver management system, to manage driver registration, assignment, and other services.

Leonard Nugroho Managing Director Accenture

SERA now has powerful new tools to be an integral part of the mobility ecosystem and generate new value-added services.

[Voiceover]
An immediate indication of the transformation success is SERA's partnership with Indonesia's largest tech company, and the development of a transportation solutions venture. This venture is expected to onboard around 4,000 vehicles in the first phase.

Additionally, SERA is also offering fleet management as a service to various logistics, mining customers in Indonesia.

Yosafat Siregar President Director PT. Serasi Autoraya

Creating an end-to-end fleet management solution was really critical for our business. It is helping us to pull ahead of our competitors, and position SERA as an innovative partner in the new mobility service ecosystem.

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