



Company Profile

Who we are? what we do?

We are Industrial Automation System producer.

Our business is to produce a Smart Automation System for you in order to increase the efficiency and the productivity of your company and to solve its persistent problems. Our products usually include a set of software, hardware (infrastructure, devices), manpower training, and SOP documents (standard operating procedures as part of Business Process Reengineering).



What distinguish us? Why us?

Compared to similiar companies, we are more accustomed to producing Automation Systems that are massive, nationwide, mission critical, and operating in internationally regulated hazardous environment. Very few companies in indonesia have this kind of experience.



Our products have been used nationwide by PT Pertamina, a state-owned Fortune-500 companies rank 133 in 2014, for controlling the process of distributing fuel from Terminal Storages to Fuel Stations to the Indonesian people in the last 6 years. As such, our products and our teams have been proven capable of:



Massive & Nationwide Implementation.

Utilizing supervised distributed control architecture, our product currently runs on hundreds of servers and device scattered over virtually all cities in Indonesia. It also integrates tens of external system such as MySAP and various TAS systems (e.g. by Honeywell, Yokogawa, Shell DKI, ETC).



Mission Critical System

Being a system for fuel distribution in big and volatile country such as Indonesia, our product must work for 24-hour 7-day virtually without system failure. Single system failures is sufficient to create politically unstable environment within the country.



Standard Compliance implementation

Being a system for Oil & Gas distribution, our product and teams are accustomed to work with hazardous environment regulated by strict international standards such as the -IEC and ATEX standards.

Our service scope

The Smart Automation System ”



Hardware

Design, build, and or acquire IT & Communication Infrastructure, automation and robotics equipment.



Software

Develop relevant software (Management Information System /Electronic Resources Planning/ Special Purpose).



Business Process

Design, reengineer, standarize document optimal process flow for every business activities in the company.



Manpower

Training and support. Provide inspiration and perspectives on ways to improve efficiency of a business process by workshop.

Strengthen mental integrity by motivational training.



How our products

Help our customer



PT Pertamina (persero) and its subsidiaries is the only state-owned company energy services in Indonesia. It is the largest company in Indonesia and one of the richest in the world. Rank 133 in the 2014 fortune-500 companies

How Our Products help Our Customer In the last decade, our products have been used mainly by huge companies, specializing in Oil and Gas, such as PT Pertamina (persero) and PT Elnusa. You can get the detail of each product in our product catalogue. For big companies, each product usually needs some customization to accommodate the specific business process of the companies.

To provide a sneak preview on how our products help a customer on solving its problem, below we describe the Automation System that we implement in PT Pertamina (persero) and its subsidiaries. It is one of the biggest and the most complex Automation System in Indonesia.

The Needs

The Indonesia government has assigned PT Pertamina (persero) the task of distributing Fuel to the Indonesian people nationwide. PT Pertamina, in turn, forms a supply chain of task, part of which is: "to move the fuel by Tanker Trucks from Terminal Storages to its surrounding Fuel Stations (a.k.a SPBU), in which Indonesian public will obtain the fuel." The task involves carrying fuel from over a hundred of storage terminals to more than 5000 fuel stations by thousands of tanker trucks. The objective is to deliver the fuel to correct destination in a correct time, correct quantity, correct quality and cost-efficient way. To optimize the process of management of the deliveries by the tanker trucks, PT Pertamina has appointed several subsidiaries and partners such as PT Pertamina Patra Niaga, PT Elnusa Petrofin and Koperasi-Koperasi Pertamina.

This task is deceptively simple. However, it will become highly complicated when we recall: the cargo worths up to Rp 400 million on a single trip, which could easily be stolen by virtually anyone (the driver himself, professional thieves, or even a mafia which could involve defective army personels); the truck worths up to Rp 1.5 billion, whose tire cost reaches Rp 60 million; the possibly of long hours travelling in challenging terrains and deserted roads thus providing ample time for theft and accidents; every inefficient route and obstruction could easily impact the traveling cost; the archipelagic nature of Indonesia. Consistent with its Service Excellent slogan, PT Pertamina and its appointed subsidiaries decided to employ an Automation System to control the whole delivery process in the best possible manner consistently. For this purpose, we have been under a long-term contracts since 2009.

The Solution

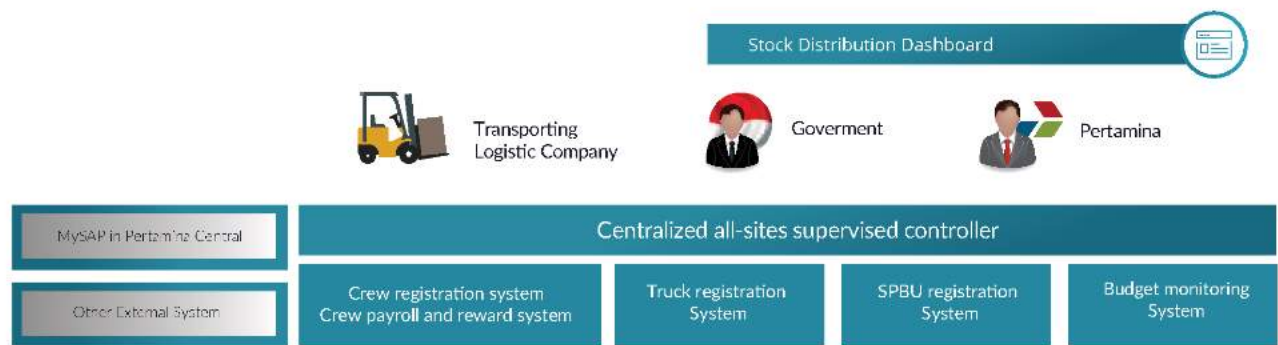
Thanks to the modular architecture of our products, we could implement our custom products in stages and by smooth evolution to ensure minimal disturbance to public service. Until mid 2015, the solution has covered virtually all major terminal storages, controlling the most determining aspects of the delivery. To get a grasp of the currently implemented module, please see below picture.



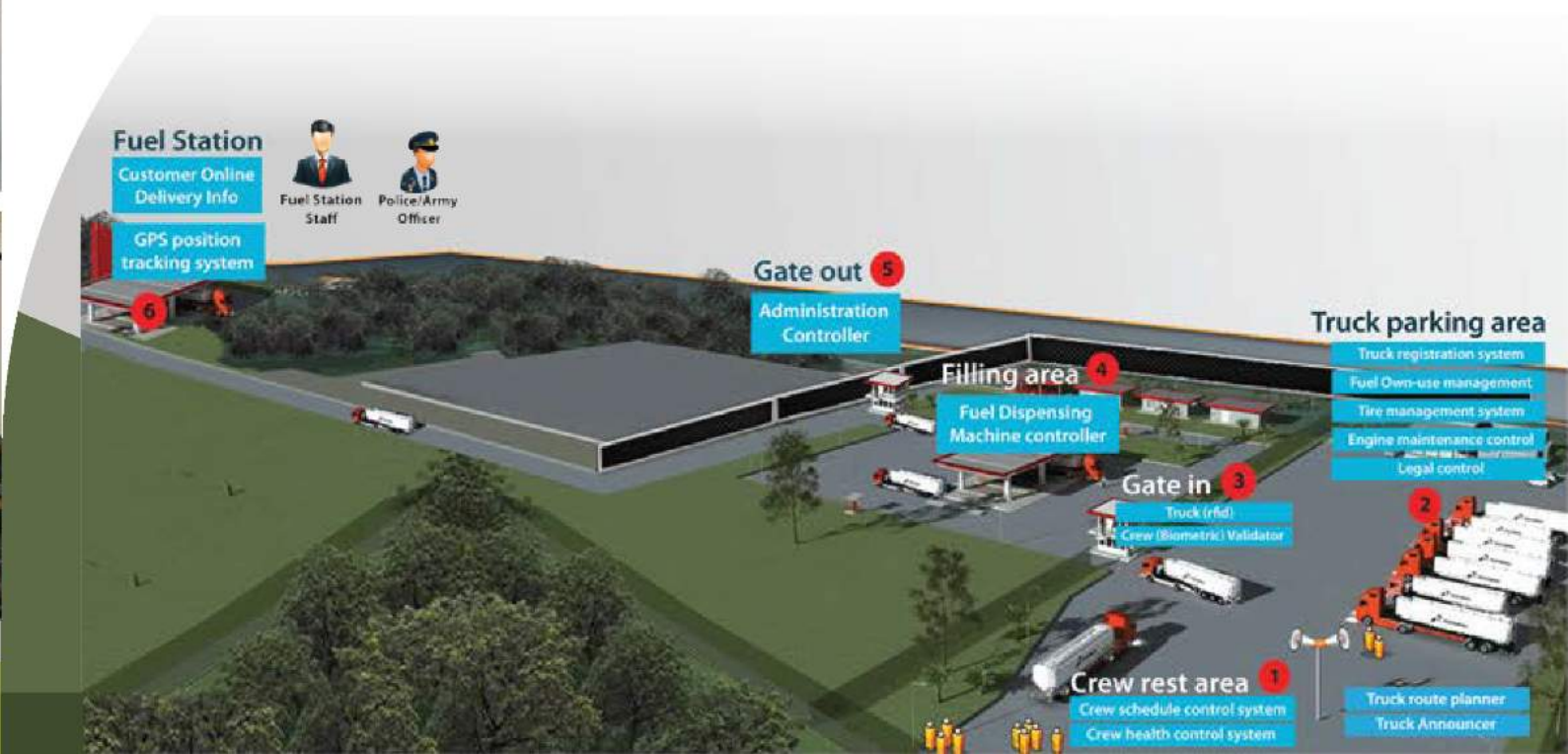
Pertamina and Government of Indonesia

Our product are used in Pertamina

To understand, how the modules cooperates together in each stage of delivery, have a look at the picture below.



On site Automation process controller



Let us absorb all your risk



Your Risk

Many customer considers the task of hiring a consultant for producing an IT/Automation System as "risky". This is mainly because the investment cost for this kind of system usually huge, and some of it has to be paid with a down-payment. Meanwhile, due to the high-complexity of the system, the possibility of getting unsatisfactory result is also quite high. In the end, you may have to face the wrath of the stakeholder for the loss of investment.



Let us absorb your risk

With us, let us free you from all your risk. Free of charge for the consultation. No down-payment. If we agree to take your project, we will develop a solution for you, and install it in your premises for free trial. If you are have to pay anything. If you like it, you can choose to BUY it or to simply to RENT it monthly. Most of our customers prefer to rent it to avoid the initial investment and also to ensure our full support.

Is our service expensive?

You can compare our pricing with others. Indeed, you should also compare our expertise, experience, and the credentials of our team along with the price. However, the fact that our products have been used for years for public service in a big country like Indonesia should also reveal something to you. Currently, our product is still the most cost-efficient (read: 'cheap') service to PT Pertamina in solving their problems compared to the competing products.

“ We are qualified
 We are young, energetic and enthusiastic
 If you have a problem,
 that no one else is willing to take,
 Please try us. No need to pay anything,
 if our products can not solve your problems. ”



Smartleaders HQ Team



Our CEO



Romy started the first phase of his professional career in academic field as a full-time lecturer and researcher. He was awarded scholarship by the government of Singapore for a Master of Engineering and PhD level program in National University of Singapore and Nanyang Technological University respectively. His area of expertise is in Industrial Automation and Artificial intelligence.

ulfilling his desires to implement vast knowledge obtained in academic field, Romy began his career as an Industrial Automation consultant. He led his team in creating System for various companies until finally hired by one of the fortune-500 company in Indonesia, PT Pertamina (persero), for which he led the creation of large scale mission critical system for energy supply chain for the Indonesian people.

Besides his professional activities, Romy has a strong enthusiasm on educating and volunteering since his early age. This enthusiasm has made him elected by ASEF (www.ASEF.org) as one of four Indonesian delegation to Asian-European Young Leaders Symposium EYLS 6th in Germany as the preliminary program for ASEM presidential summit.

In arts, Romy is a pianist who also plays guitar and few other instruments, because of which he was once involved as a music composer for theatrical performance. The multi-disciplinary experiences provide him large room of creativity in designing creative solutions, and successful and interesting training/workshop.

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We provide 24 hours x 7 days support through
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