

IBM's watsonx to Empower Indonesia's Journey towards AI-Driven Digital Transformation



Jakarta - 10 August 2023 – IBM (NYSE: IBM) today showcased the latest offerings including the new enterprise-ready AI and data platform [watsonx](#) at its flagship Think Experience and Tech Summit 2023 in Jakarta. The event brought together industry experts, business leaders, and representatives from the government to explore the latest advancements in AI and how these can help Indonesian organizations accelerate growth. The event also witnessed a dialogue around the readiness for AI adoption, as well as the academic collaborations and cross-sectoral partnerships vital to bolster country's AI-driven digital transformation.

Speaking at the event, **Roy Kosasih, President Director IBM, Indonesia**, said “the government of Indonesia has outlined a roadmap for achieving and enabling holistic digital transformation to drive economic growth¹. To support this vision, a robust digital infrastructure and adoption of digital technologies, such as automation and analytics, I envision will boost productivity and efficiency. I believe, organization need to deeply contemplate in infusing AI across all their workflows, business processes and operations.”

“We need to thrive in this new era of AI with trust and transparency as foundation. IBM strives to empowering the government and businesses with advanced watsonx AI platform to drive growth and competitiveness in this inflection point in time.”

According to the IBM Institute for Business Value (IBV)'s [global CEO study](#), an impressive 75% of CEOs surveyed believe that enterprises equipped with the most advanced generative AI will gain significant competitive

advantage. A significant number of CEOs (43%) have already implemented generative AI to inform strategic decisions, while 36% use it for operational decisions and 50% are incorporating it into their products and services.

Adding further, he said “we need to thrive in this new era of AI with trust and transparency as foundation. IBM strives to empowering the government and businesses with advanced watsonx AI platform to drive growth and competitiveness in this inflection point in time.”

Making AI real for business in Indonesia

Developed under ethical principles that IBM commits to, watsonx provides self-service access and everything businesses need—tools, technology, infrastructure and consulting expertise at scale in one place. watsonx comes with quality controls built to ensure trust, together with tools that enable businesses to use their own data securely while flexibly adapting to ever-changing legal and regulatory environments. The models in watsonx ensure accuracy and prevent the generation of false information. In addition, the platform's security and automation features allow data scientists and developers to utilize governed enterprise data for training foundation models while addressing compliance and security across the data ecosystem.

The platform comprises of the watsonx.ai studio for new foundation models, generative AI and machine learning (now available); the watsonx.data data store, built on an open lakehouse architecture (now available), and the watsonx.governance toolkit to help enable AI workflows to be built with responsibility, transparency and explainability (coming soon).

Powering the energy sector with AI

At Think Experience Jakarta, IBM also announced that PLN Icon Plus, a subsidiary of a prominent Indonesian state-owned enterprise (SOE), Perusahaan Listrik Negara (PLN), is leveraging IBM Maximo Application. The organisation is leveraging this path breaking AI solution as it believes that that will be key in enhancing the reliability of its operations, in support of its environmentally-responsible commitment.

Speaking on the occasion, **Ari Rahmat Indra Cahyadi, CEO, PLN Icon Plus**, said, “We are embracing the transformative power of AI to bolster the power generation and distribution systems, while staying committed to our sustainability goals. We are confident the utilization of AI will support us in driving positive change, as part of our focus on sustainability practices for a brighter future.”

Future-ready workforce for the AI-driven digital transformation

To support the “Advanced Indonesia 2045” vision which places digital technology as one of priorities, IBM has taken significant steps to prepare talent for the country through the launch of programs like IBM SkillsBuild in disruptive technologies such as AI, for example with the agreement signed earlier this year in Nongsa Digital Park, Batam. This strategic move is crucial because, as reported by the IBV, 77% of entry-level workers will see their jobs shift by 2025. CEOs see generative AI play a central role in work, and as such, Indonesia’s talent should be prepared for an AI-driven future⁴.

“To help further enhance country’s skills in the IT and digital space, IBM through our collaboration with the

education partners and institutions has nurtured in the future of work with a holistic approach that fosters access to both online and instructor-led classes, as well as hands-on workshops and real-life insights from experts. Through such collaboration with the education partners and institutions in February this year, the first batch of graduates have successfully attained credentials through programs like IBM SkillsBuild, in topics including AI and cybersecurity, as well as the Red Hat Certified System Administrator certification. With the success of this first group, such effort is scaling to take in the next cohort of Kampus Merdeka program, targeting university students across all cities in Indonesia.” said Roy.

###

Reference

- MSMEs Digital Technology Intervention: Policy and Strategies in Indonesia, adb.org
- “CEO decision-making in the age of AI,” IBM Institute for Business Value, 2023
- Wujudkan Visi Indonesia Maju 2045, Teknologi Digital Jadi Instrumen Utama, Kominfo.go.id, 2023
- “The CEO’s Action Guide to Generative AI,” IBM Institute for Business Value, 2023

About IBM: www.ibm.com

For further information: Media Contacts Paranee Reymondon External relations leader, IBM Asia Pacific and ASEANZK E: paranee@th.ibm.com Vinsensius Dimas Anantyo Weber Shandwick Indonesia E: VAnantyo@webertshandwick.co.id P: +62878-8665-5665

<https://asean.newsroom.ibm.com/IBMs-Watsonx-to-Empower-Indonesias-Journey>