

Kopi Kenangan drives a game-changing 'grab-and-go' coffee experience with IBM and SAP



Jakarta - 14 August 2023: Kopi Kenangan, a leading Indonesian coffee chain, announced a cooperation with IBM Consulting as the implementing partner of RISE with SAP to reinvent customer experiences by optimising operations, as part of its digital transformation journey.

The cooperation involves Kopi Kenangan replacing its existing ERP system and integrating current applications, point of sale and management systems on RISE with SAP – a complete offering of ERP software powered by SAP S/4 HANA Cloud, industry practices, and outcome-driven services for migrating SAP ERP to the cloud. This enhances operational efficiency and improves inventory controls and monitoring to support monthly financial reporting. Implementing the new system would also further boost employee productivity and customer experience.

“By harnessing IBM's expertise and innovative solutions with the adoption of RISE with SAP, we are able to equip our employees with digital tools to gain valuable insights into our customer preferences and spending patterns. It would also allow us to step up personalized marketing initiatives, targeted promotions and the development of innovative products and services to create memorable experiences

”
“The digital transformation initiative underscores our commitment to the national agenda of galvanizing financial inclusion among micro, small, and medium enterprises (MSMEs) of local coffee farmers and suppliers into the wider economic ecosystem,”
Indry Dian Lestari, VP of Finance, Accounting, Tax & Treasury, Kopi Kenangan.
”

for Kopi Kenangan customers,” said **Indry Dian Lestari, VP of Finance, Accounting, Tax & Treasury, Kopi Kenangan**. “The digital transformation initiative also underscores our commitment to the national agenda of galvanizing financial inclusion among micro, small, and medium enterprises (MSMEs) of local coffee farmers and suppliers into the wider economic ecosystem.”

Kopi Kenangan had grown from its start-up roots in 2017 to operate over 800 stores in Indonesia and Malaysia. The coffee chain experienced accelerated growth in its “grab-and-go” service, prompting the need to streamline and standardise its supply chain, inventory and financial workflows using RISE with SAP.

“Kopi Kenangan is a dynamic and innovative company that is constantly looking for ways to improve its customer experience. RISE with SAP is a comprehensive solution that will help Kopi Kenangan streamline their operations, improve efficiency, and gain insights into customer behavior. This will allow them to better serve customers and grow their business in Indonesia and beyond,” said **Andreas Diantoro, Managing Director SAP Indonesia**.

“Speed and productivity are essentials in today’s business environment. The pace and scale of transformation from back-end business operations to supply chains and customer experience are now more crucial than ever for retailers like Kopi Kenangan to lead in the market,” added **Diantoro**.

“IBM Consulting has helped clients in Indonesia successfully digitally transform their operations in the simplified way with new levels of flexibility and resiliency brought by RISE with SAP,” said **Andrian Purnama, Managing Partner, IBM Indonesia**. “The IBM-SAP partnership will continue to help strengthen retailers in the country to emerge smarter, more agile, and ready to meet changing consumer needs.”

#

SAP and SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE in Germany and other countries. Please see <https://www.sap.com/copyright> for additional trademark information and notices. All other product and service names mentioned are the trademarks of their respective companies.

About Kopi Kenangan: Kopi Kenangan is a non-franchise tech-enabled grab-and-go coffee chain with around 800 stores across more than 60 cities in Indonesia. The company became the first F&B Unicorn in SE Asia in December 2021. Kopi Kenangan is Halal Certified and was named Brand of The Year winner in the Café Chain Category Indonesia by The World Branding Awards 2020-2021. Visit www.kopikenangan.com for more information,

About IBM: Visit www.ibm.com for more information.

For further information: Paranee Reymondon External Relations Leader, IBM Asia Pacific and ASEANZK
paranee@th.ibm.com

<https://asean.newsroom.ibm.com/Kopi-Kenangan-drives-grab-and-go-coffee-experience-with-IBM-and-SAP>