



20

26

*lod.*



hello

**hello**

hello



*LOD*

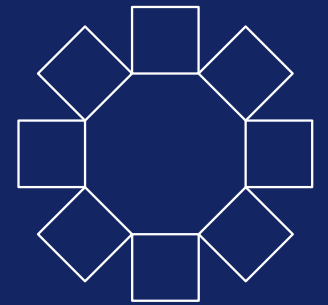
/el • ow • di/

The artworks presented in this portfolio are property of LOD Agency  
the information, images, and/or data contained in this document are copyrighted by their respective  
owner and may not be distributed, modified, reproduced in whole or in part without prior  
permission of the respective owner

## ABOUT *LOD*

Established in 2019, **PT Laju Omega Digital (LOD)** continuing its journey since 2012 as a pioneering Digital Technology company based in Jakarta that focuses on 360 Communication & IT Services from Strategy, Planning, Execution and Technology implementation tailored to the need of our clients. Over decades, we have evolved alongside the digital landscape, building a legacy of creativity and technical expertise.

In 2025, LOD marked a historic milestone by joining PT Bangunindo Teknusa Jaya Group, a subsidiary of Indonesia's largest IT Services and IT Consulting powerhouse. This strategic acquisition synergizes LOD's 14 years of digital DNA with the robust infrastructure and world-class resources of the Bangunindo Group.





PT Bangunindo Teknusa Jaya is a data management company that has helped enterprises build data since 2012. We are assisting enterprises with Data Utilization at its finest to unlock hidden opportunities in their data. A concrete action worth doing.

Bangunindo Product and Services:



Bangunindo Strategic Partners:



We've been helping

150<sup>+</sup>

brand fo over

2583

days to assist them in

2  
1  
1  
4  
1  
1



Deliver  
the message



Reach  
more audience



Increase  
brand awareness



*We are committed to being a strong partner for our clients in achieving their digital success by leveraging our knowledge and experience in this field.*



# Partnered with :

Telkomsel

 **PLN**  
Icon Plus

 **KOMDIGI**  
Kementerian Komunikasi dan Digital  
Republik Indonesia

 mandiri

Bangunindo 

 **JD.ID**

wonderful  
indonesia 

 **BULOG**

**TVRI**

**IndiHome**  
Aktivitas Tanpa Batas

**FUJI XEROX**

**LUMINOR**  
HOTEL

 **SELERA  
PEDAS**

 **ninjaxpress**

 **iOTACE**



 **bpdlh**  
badan pengelola dana  
lingkungan hidup

*braze*

**MBC**  
PT. MITRA BANGUN CEMERLANG

and many more...



# What *We Do*



## Digital Experience CRM

Connected system build around customer persona and behavior for effective marketing activations



## Digital Transformation

End-to-end modernization of business processes and customer experiences.



## System Integration

Seamlessly connecting complex systems for maximum efficiency.



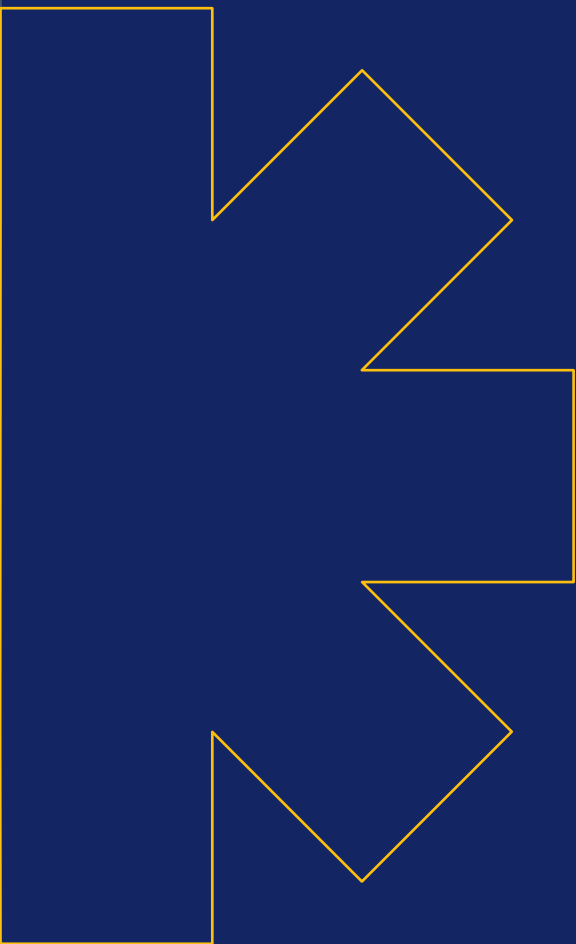
## World-Class IT Consulting

Strategic guidance to align technology with business goals.



# **Digital Experience and CRM**





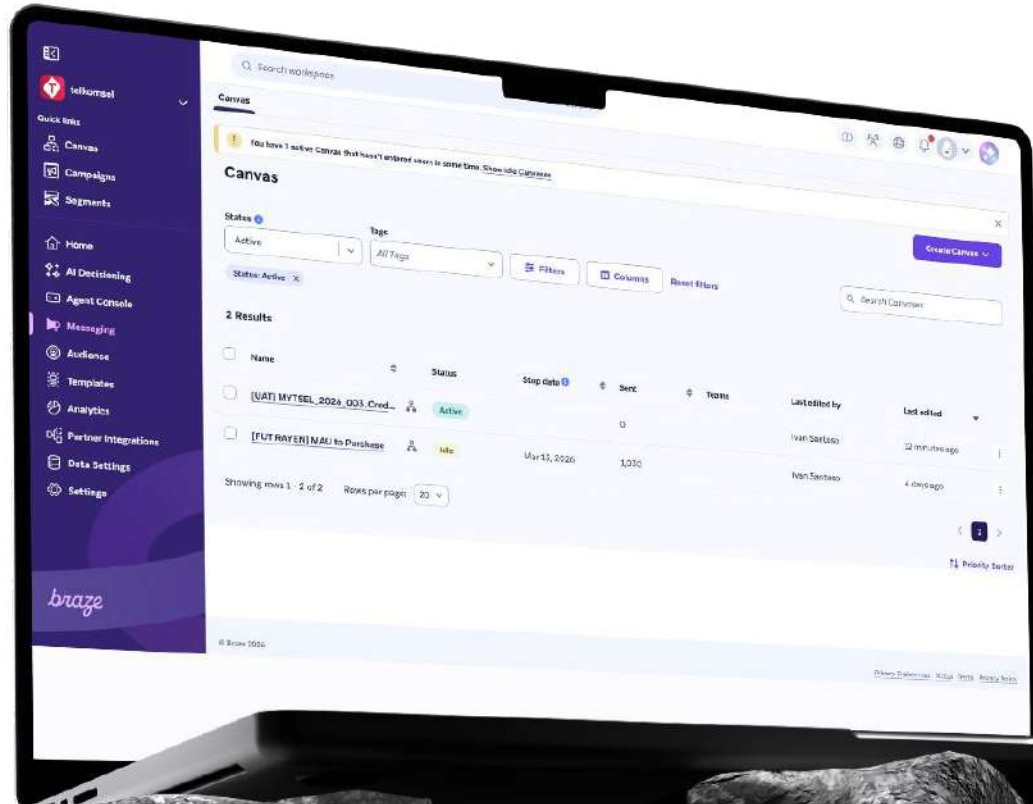
GROWTH MARKETING PLATFORM

Telecommunication Company

Jakarta, Indonesia

Telkomsel





## Growth Marketing Platform

LOD engineered a high-performance Growth Marketing Platform for **Telkomsel**, Indonesia's telecommunications leader to develop and implement a sophisticated, data-driven marketing platform designed to fuel company-wide expansion.

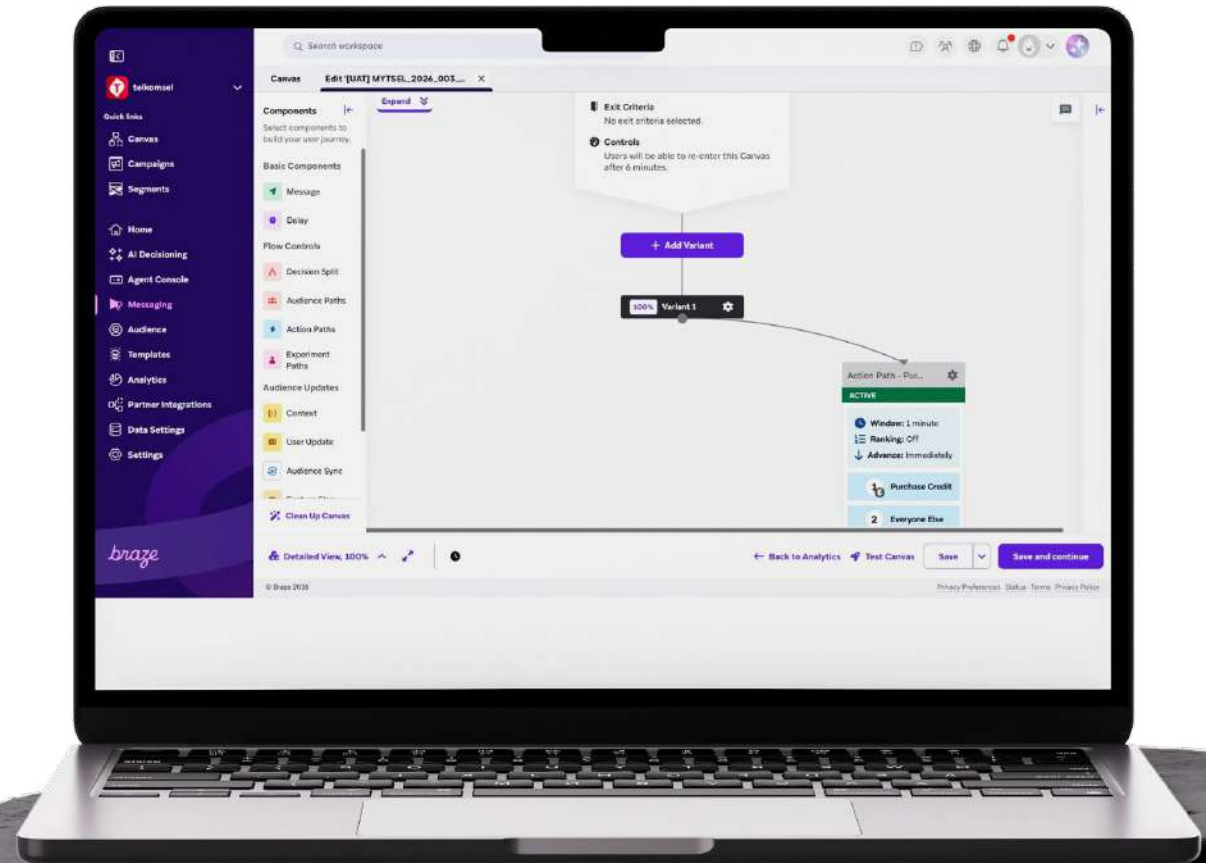
### What We Do

By architecting a centralized hub powered by **Braze**, we transformed complex data into actionable multi-channel marketing campaigns. Our solution enables Telkomsel to drive company-wide expansion with unprecedented speed, efficiency, and data-driven precision.



This platform serves as the engine for high-velocity growth, focusing on three core pillars:

- **Precision Targeting & Segmentation:** Utilizing advanced logic to ensure the right message reaches the right user at the optimal time, significantly boosting customer acquisition.
- **Enhanced Retention:** Strengthening brand loyalty through personalized automated journeys that adapt to individual user milestones.
- **Deep Behavioral Analytics:** Leveraging comprehensive data streams to provide a 360-degree view of customer trends. This allows Telkomsel to remain agile, tailoring strategies to meet evolving market demands and real-time user needs.





# Digital Transformation

## Enterprise Core





ERP SYSTEM

**Textile Industry Company**

Jakarta, Indonesia



HR & COMPRO SYSTEM

**Textile Industry Company**

Jakarta, Indonesia



E-PROCUREMENT (EPROC)

**Digital Company**

Jakarta, Indonesia





## ERP System

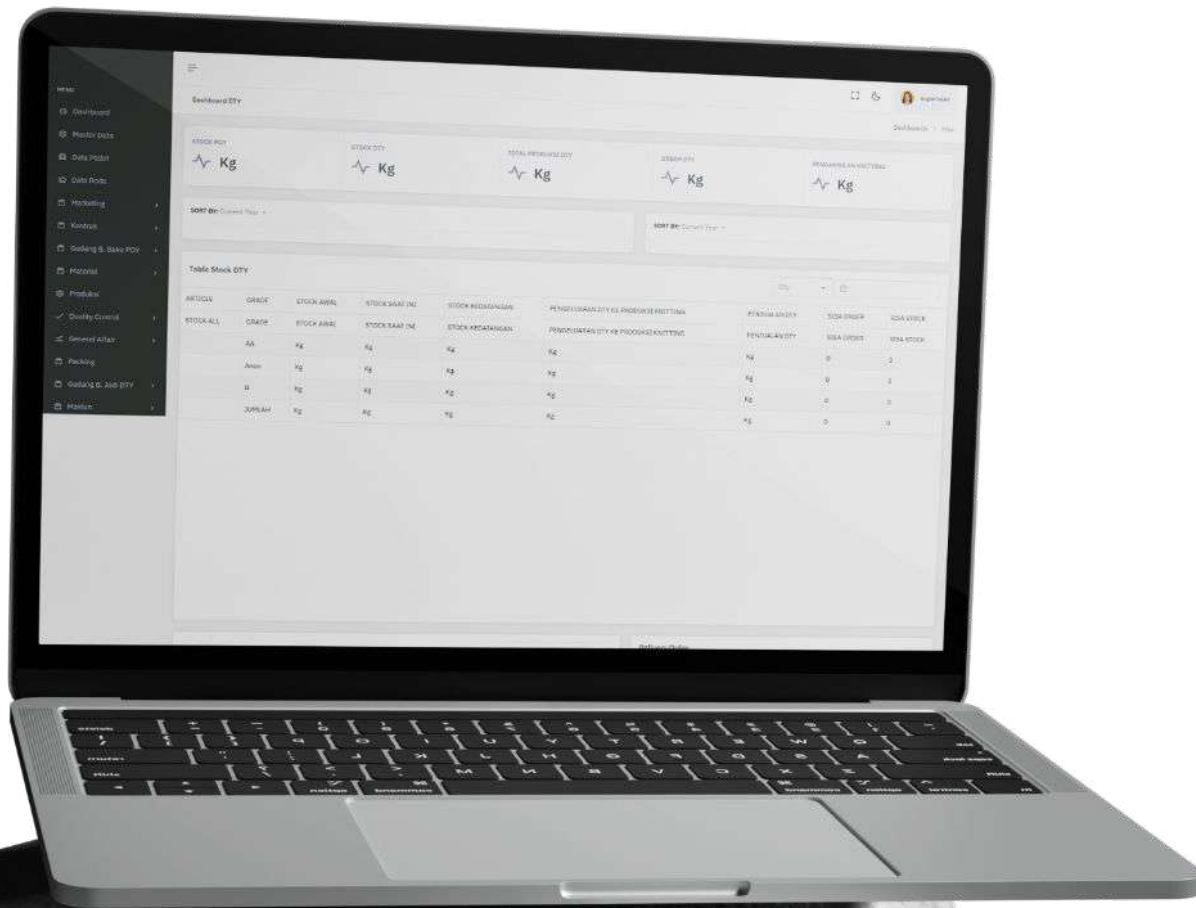
LOD spearheaded the comprehensive development and implementation of a custom Enterprise Resource Planning (ERP) system for **PT Mitra Bangun Cemerlang**, a strategic move designed to modernize their internal operations and scale their business capabilities.

### What We Do

Our approach focused on creating a seamless flow of information across departments, ensuring that every stakeholder has access to real-time, accurate data, including:

- **Integrated Resource Management:** Real-time synchronization between supply chain, inventory, finance, and human resources.
- **Custom Automated Workflows:** Replacing manual, fragmented processes with intelligent automation to reduce human error and accelerate approval cycles.
- **Unified Data Architecture:** A centralized database that ensures consistent data flow across all departments, providing a holistic view of company performance.





## The Impact:

By implementing this ERP solution, PT Mitra Bangun Cemerlang has achieved a higher level of organizational transparency and agility. By achieving total organizational transparency, the company has successfully:

- **Drastically Reduced Lead Times:** Streamlining the path from order to delivery.
- **Optimized Resource Allocation:** Maximizing asset and human capital efficiency.
- **Established Scalable Excellence:** Creating a robust foundation for sustainable, data-driven growth.

## HR and Compro System

LOD delivered a dual-stream digital transformation for **PT Mitra Bangun Cemerlang**, integrating human capital management with end-to-end operational oversight into a unified architectural framework.





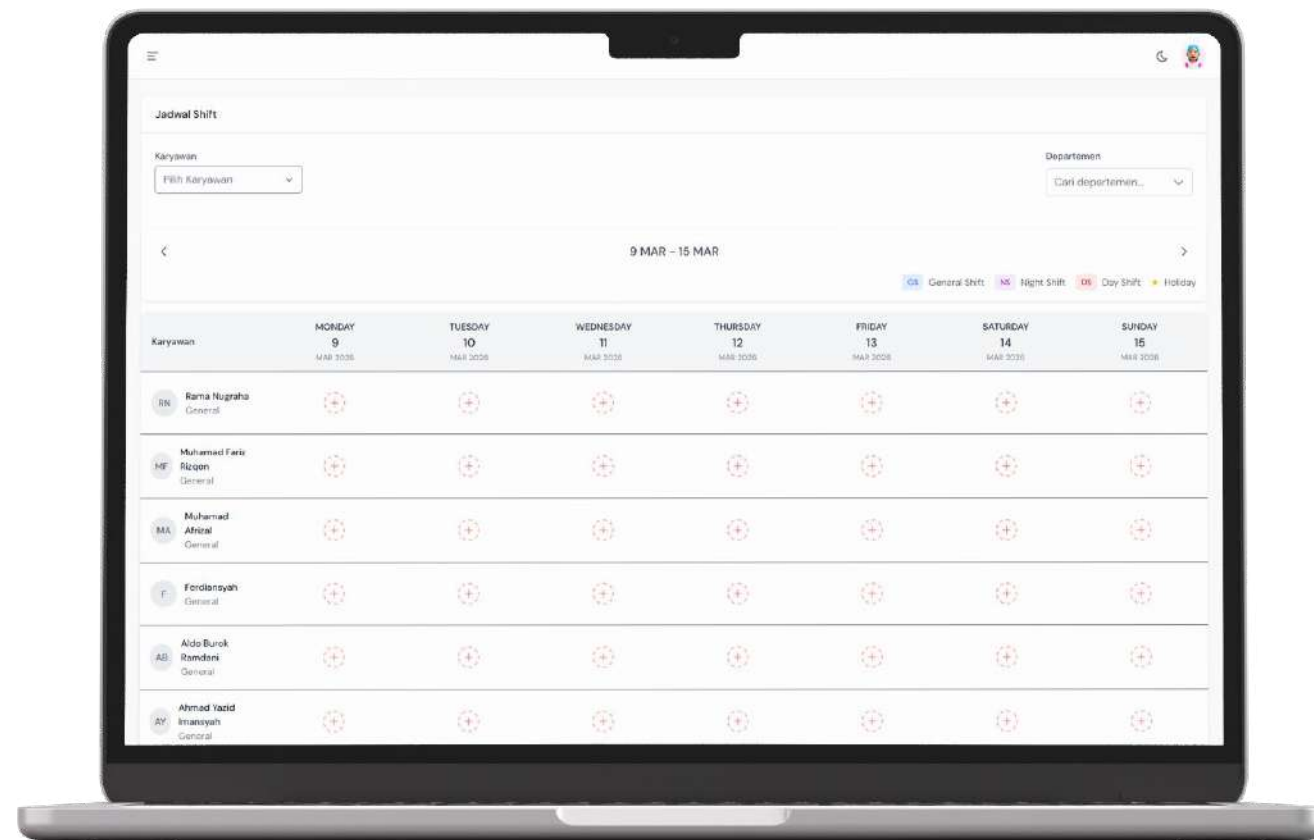
## What We Do

Developed and deployed two interconnected core systems designed to eliminate manual bottlenecks and centralize corporate intelligence:

- **Integrated HR Management System:** A robust platform automating the entire employee lifecycle—including centralized employee databases, automated payroll processing, attendance tracking, and performance management.
- **Comprehensive Operations System (Compro):** A high-level operational engine designed to manage the full project lifecycle. This system integrates planning, execution, and monitoring into a single transparent interface for cross-functional teams.

## The Impact:

The integration of these systems introduced a structured layer of governance to the organization's most critical assets: people and projects.

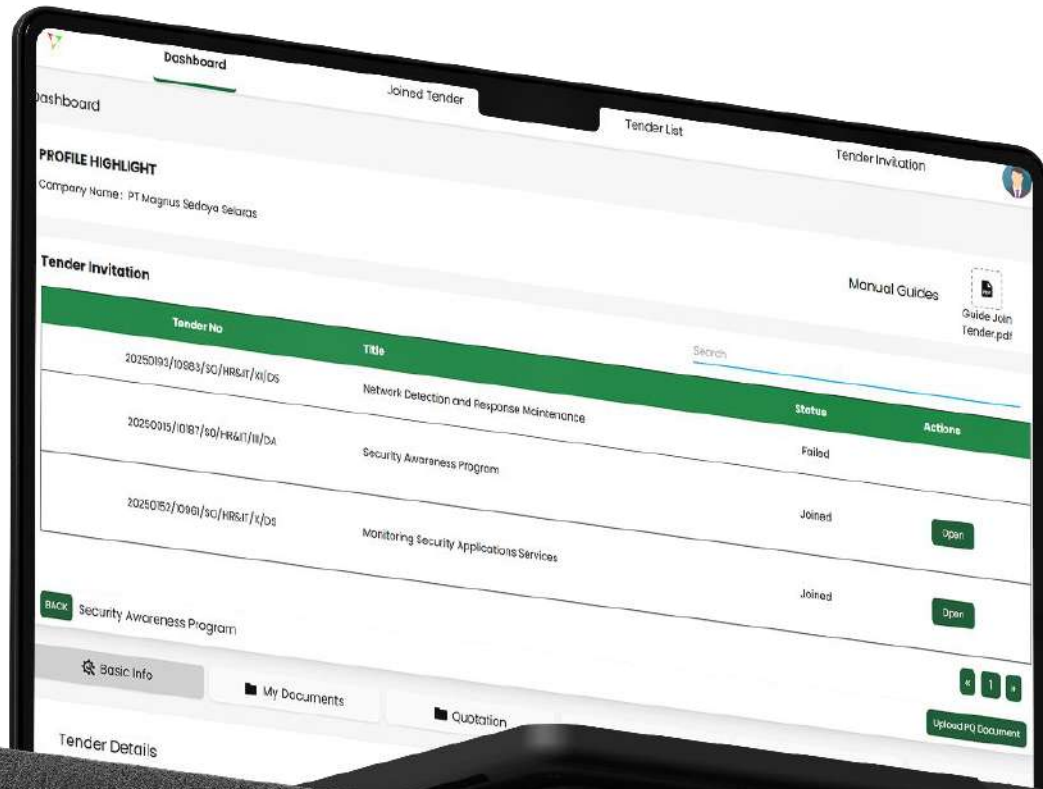




## EPROC

LOD engineered a sophisticated digital procurement ecosystem for **PT IOTACE Solusi Indonesia**, transforming traditional manual purchasing into a streamlined, high-integrity digital operation.





## What We Do

We developed a comprehensive E-Procurement (E-PROC) platform designed to digitize the end-to-end supply chain lifecycle. Key technical features include:

- **Centralized Tender Management:** A secure online portal for publishing bids and managing vendor submissions in real-time.
- **Dynamic Negotiation Tools:** Integrated modules for transparent price negotiations and automated bid comparisons.
- **Automated Document Governance:** A digital verification and approval workflow ensuring all procurement documents meet compliance standards before final sign-off.

## The Impact :

The implementation of E-PROC introduced a new standard of accountability and speed to the organization's procurement department.



**SYSTEM INTEGRATION**  
**IT & MONITORING**  
**SYSTEM**



**DEVELOPMENT DASHBOARD**  
**State-owned Company**

Jakarta, Indonesia



**DASHBOARD DEVELOPMENT**  
**Software Solutions Company**

Jakarta, Indonesia



**SIGNAL MONITORING DASHBOARD**  
**Public Broadcasting Institution**

Jakarta, Indonesia



**SURVEILLANCE TEAM SYSTEM**  
**IT & Data Management Company**

Jakarta, Indonesia



**SIGNAL MONITORING (SIGMON)**  
**DASHBOARD**  
**Ministry of Communication**

Jakarta, Indonesia



**DOMAIN & BUSINESS MAIL**  
**Ministry of Environment and Forestry**

Jakarta, Indonesia





## Development Dashboard

LOD engineered a centralized innovation management ecosystem for **PLN ICON Plus**, designed to capture, evaluate, and scale internal intellectual capital across the organization

### What We Do

We developed a high-performance Innovation Development Dashboard that serves as a digital incubator for corporate transformation. The platform features:

- **Idea Crowdsourcing Hub:** A unified portal for employees to submit and document innovative concepts and technical improvements.
- **Multi-Level Approval Workflow:** A structured digital governance layer that routes proposals through the appropriate management tiers for technical and financial validation.
- **Real-Time Monitoring & Tracking:** An interactive interface for leadership to oversee the status of every innovation from ideation to deployment.





### **The Impact :**

The ICONIC (Icon Innovation Center), often referred to as the "Innovation Dashboard" within PLN ICON Plus, acts as the central engine for the company's digital transformation. Its impact is centered on shifting the organizational culture from passive participation to active, data-driven problem solving



## Signal Monitoring Dashboard

LOD developed a comprehensive dashboard solution to enable real-time tracking and management of transmitter systems for **TVRI**. TVRI required a custom dashboard for transmitter metering and monitoring (Signal Monitoring Dashboard).



## What We Do

We engineered a high-precision Signal Monitoring Dashboard that serves as a centralized nerve center for broadcast quality control. The technical implementation includes:

- **Real-Time Telemetry:** Continuous live tracking of signal strength, quality, and status from multiple transmission points across various geographical locations.
- **Geospatial Visualization:** An interactive map-based interface that provides an instant overview of the national broadcast health and signal coverage.
- **Smart Alerting System:** Automated triggers that notify technical teams of signal drops, latency issues, or hardware failures the moment they occur.

## The Impact :

The implementation of the Signal Monitoring Dashboard transformed TVRI's technical operations into a proactive, high-precision broadcast environment.





## Signal Monitoring (SIGMON) Dashboard

LOD developed SIGMON, a high-level strategic intelligence platform for **Kementerian Komunikasi dan Digital (KOMDIGI)**, designed to monitor and manage the vast digital and communication infrastructure across Indonesia.





### What We Do

We engineered a comprehensive Signal Monitoring (SIGMON) ecosystem that serves as a national data aggregator for the telecommunications sector. The platform features:

- **Infrastructure Intelligence Hub:** A centralized system that collects and processes real-time data from telecommunication providers and digital networks nationwide.
- **Advanced Analytical Engine:** Proprietary algorithms that transform raw infrastructure data into deep performance reports and trend analyses.
- **Strategic Reporting Module:** A high-level interface designed for policy makers, offering granular visibility into digital penetration, signal strength, and network distribution.

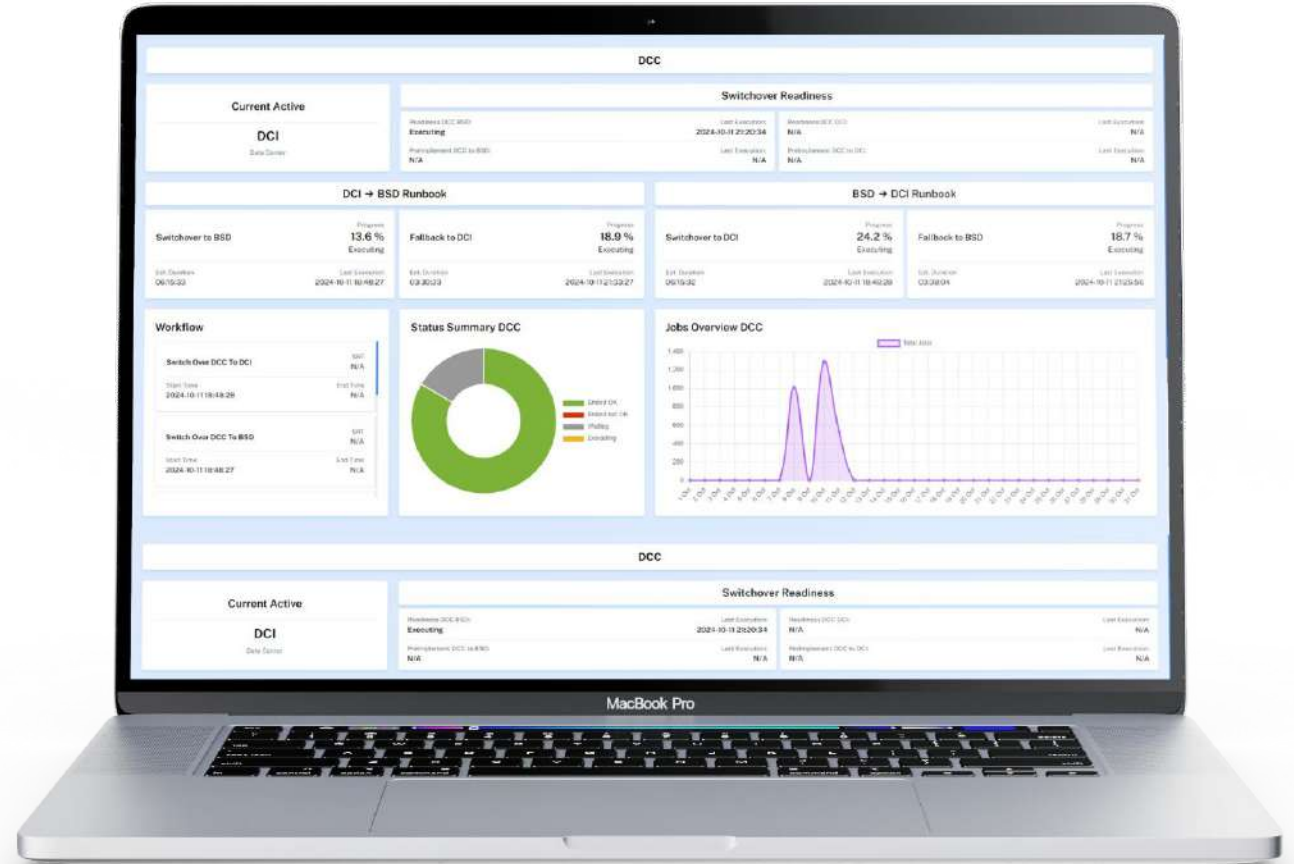
### The Impact :

SIGMON (Signal Monitoring) for KOMDIGI is centered on transforming national infrastructure data into strategic digital sovereignty.



## Dashboard Development

LOD developed a high-performance Business Intelligence (BI) Dashboard for **PT Software Information System Nusantara (SISN)**, turning complex organizational data into a visual, real-time command center.





## What We Do

We engineered a custom Data Visualization & Analytics Platform designed to act as the primary interface for executive and operational oversight. The system features:

- **Real-Time Data Integration:** Automated data pipelines that aggregate information from multiple business streams into a single, unified view.
- **Intuitive Visual Analytics:** High-fidelity charts and heatmaps that translate dense datasets into easily digestible, actionable insights.

## The Impact:

The deployment of this dashboard transitioned the company from manual reporting to an automated provided a mission-critical command center for one of the most complex maneuvers in data center management: the migration from a Data Control Center (DCC) to a Data Center Infrastructure (DCI).





## Surveillance Team System

LOD designed and deployed a sophisticated, multi-layered Surveillance Team System for **PT Bangunindo Teknusa Jaya**, bridging the gap between physical security and digital operational oversight.

\*This asset is for illustration purposes only, because the real data is confidential.

## What We Do

We engineered an intelligent Surveillance and Monitoring Platform capable of providing 360-degree visibility across the company's critical assets. Key technical components include:

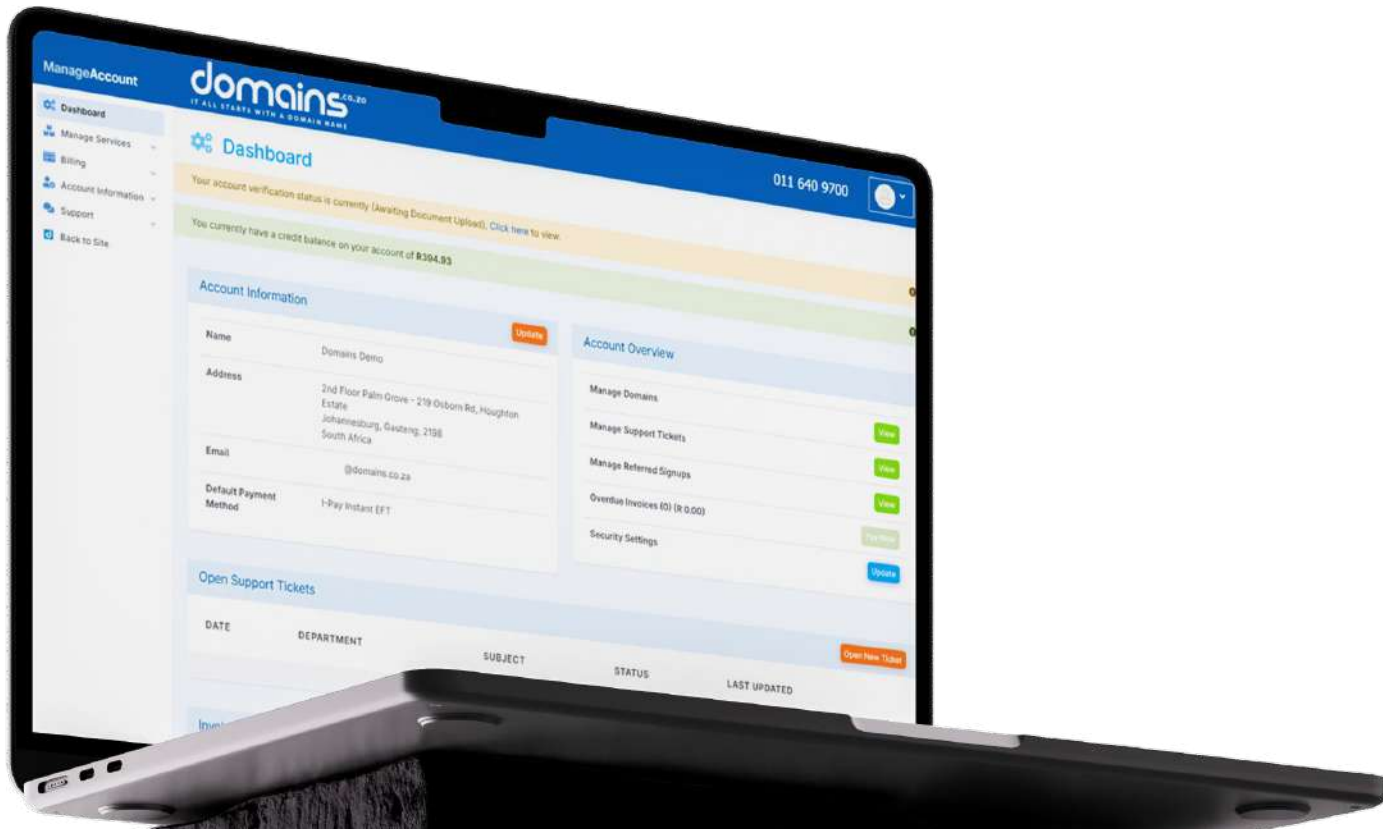
- **Hybrid Security Architecture:** A unified system integrating physical asset monitoring with digital network surveillance to protect both tangible and intangible resources.
- **Early Warning System (EWS):** Automated detection modules designed to identify anomalies, unauthorized access, or technical failures in real-time.
- **Centralized Command Interface:** A high-fidelity dashboard that aggregates live feeds and sensor data into a single point of control for rapid site-wide assessment.

## The Impact:

The impact of the Surveillance Team System for PT Bangunindo Teknusa Jaya is centered on shifting from a reactive security posture to a preemptive, high-visibility operational model.



\*This asset is for illustration purposes only, because the real data is confidential.



## Domain and Business Mail

LOD engineered and managed a secure, high-availability digital identity and communication ecosystem for **Kementerian Lingkungan Hidup dan Kehutanan (KLHK)**, establishing a unified and fortified gateway for the ministry's national and international correspondence.

\*This asset is for illustration purposes only, because the real data is confidential.



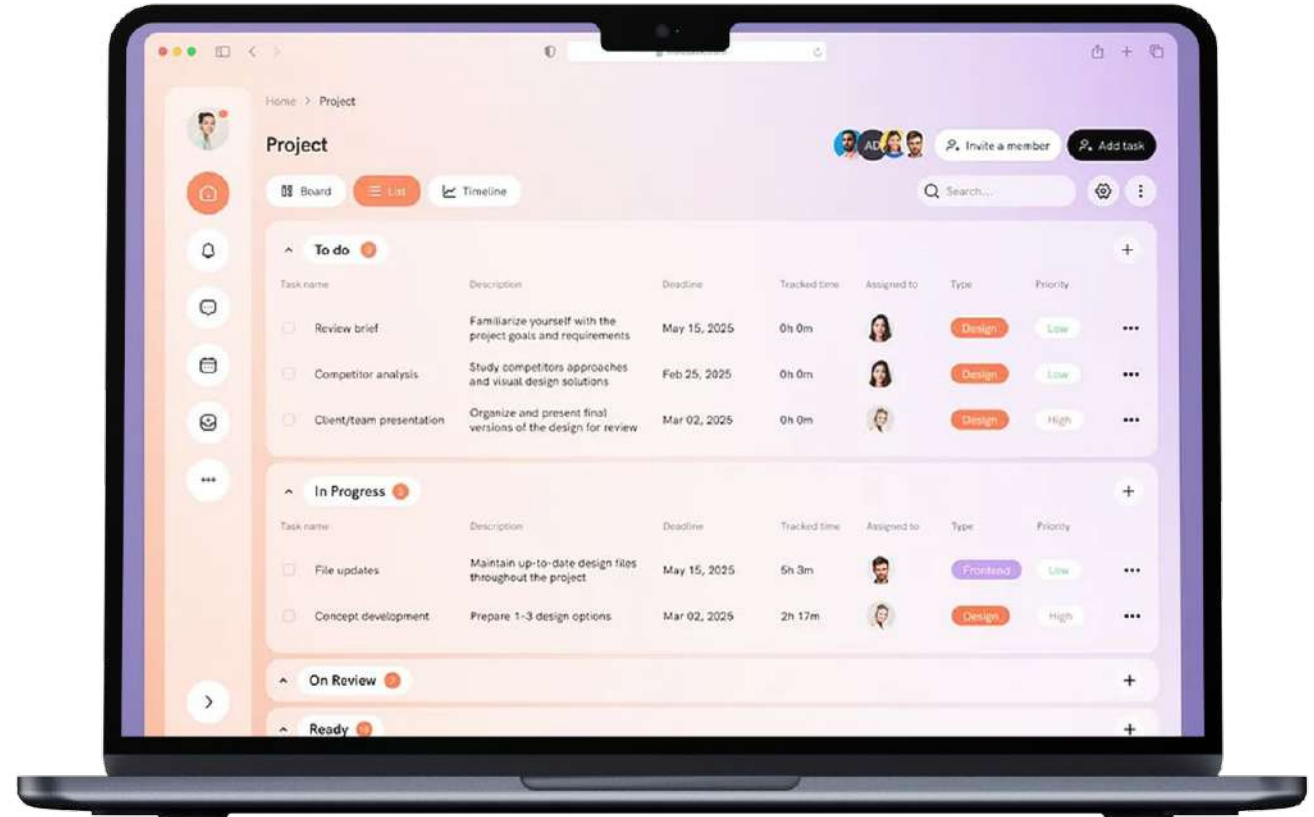
## What We Do

We developed and deployed a robust **Enterprise Communication Framework** designed to centralize and secure the ministry’s digital presence. The technical implementation includes:

- **Unified Domain Management:** Centralized administration of the ministry’s official domain registry, ensuring 100% uptime and DNS integrity across all sub-sectors.
- **Encrypted Business Mail Infrastructure:** A high-security email environment featuring end-to-end encryption, advanced threat protection, and specialized internal-to-external routing.
- **Digital Identity Governance:** Structured identity management protocols that verify and protect official credentials, preventing unauthorized spoofing and ensuring brand consistency.

## The Impact:

The development of the Enterprise Domain and Business Mail system for KLHK successfully established a secure and professional communication backbone for Indonesia’s environmental governance.



\*This asset is for illustration purposes only, because the real data is confidential.



**IT Consulting - Creative**  
**Web Development and**  
**Marketing**





## WEBSITE & SYSTEM DEVELOPMENT

### E-Commerce

Jakarta, Indonesia



Mystery Box Indonesia

## REVAMP WEBSITE

### Environmental Fund Management Agency

Jakarta, Indonesia



## LIVE CHAT AI & PICK UP ORDER

### Ministry of Communication

Jakarta, Indonesia





## Website and System Development

LOD engineered a high-engagement, scalable digital marketplace for **Mystery Box Indonesia**, blending traditional e-commerce functionality with a unique, gamified "surprise" retail experience.





## What We Do

We developed a bespoke Full-Stack E-Commerce System designed to handle high-velocity sales and complex inventory logic. The technical implementation includes:

- **Dynamic Product Engine:** A specialized back-end system that manages "mystery" inventory pools, ensuring balanced item distribution across various box tiers.
- **Integrated Payment Gateway:** A secure, multi-channel checkout system supporting diverse payment methods (E-wallets, VA, Credit Cards) for seamless transactions.
- **Automated Order Fulfillment:** An end-to-end logistics module that tracks orders from the initial "unboxing" moment to final doorstep delivery.
- **Responsive Web Experience:** A high-performance, mobile-first interface optimized for speed and user engagement.

## The Impact:

The development of the Mystery Box Indonesia platform transformed a niche retail concept into a high-performance, digital-first brand by successfully bridging the gap between gamified consumer experiences and robust e-commerce infrastructure.

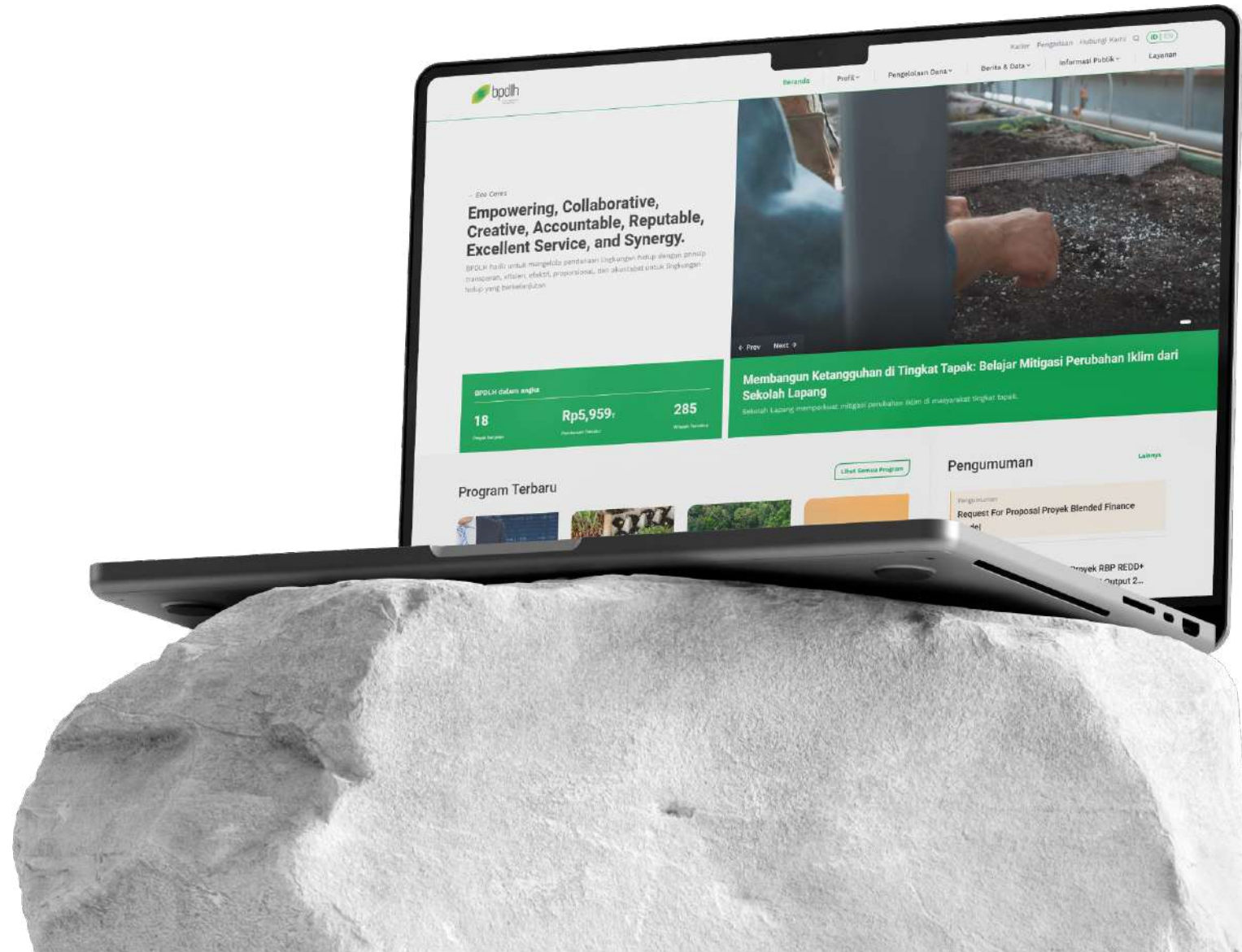
## Revamp Website

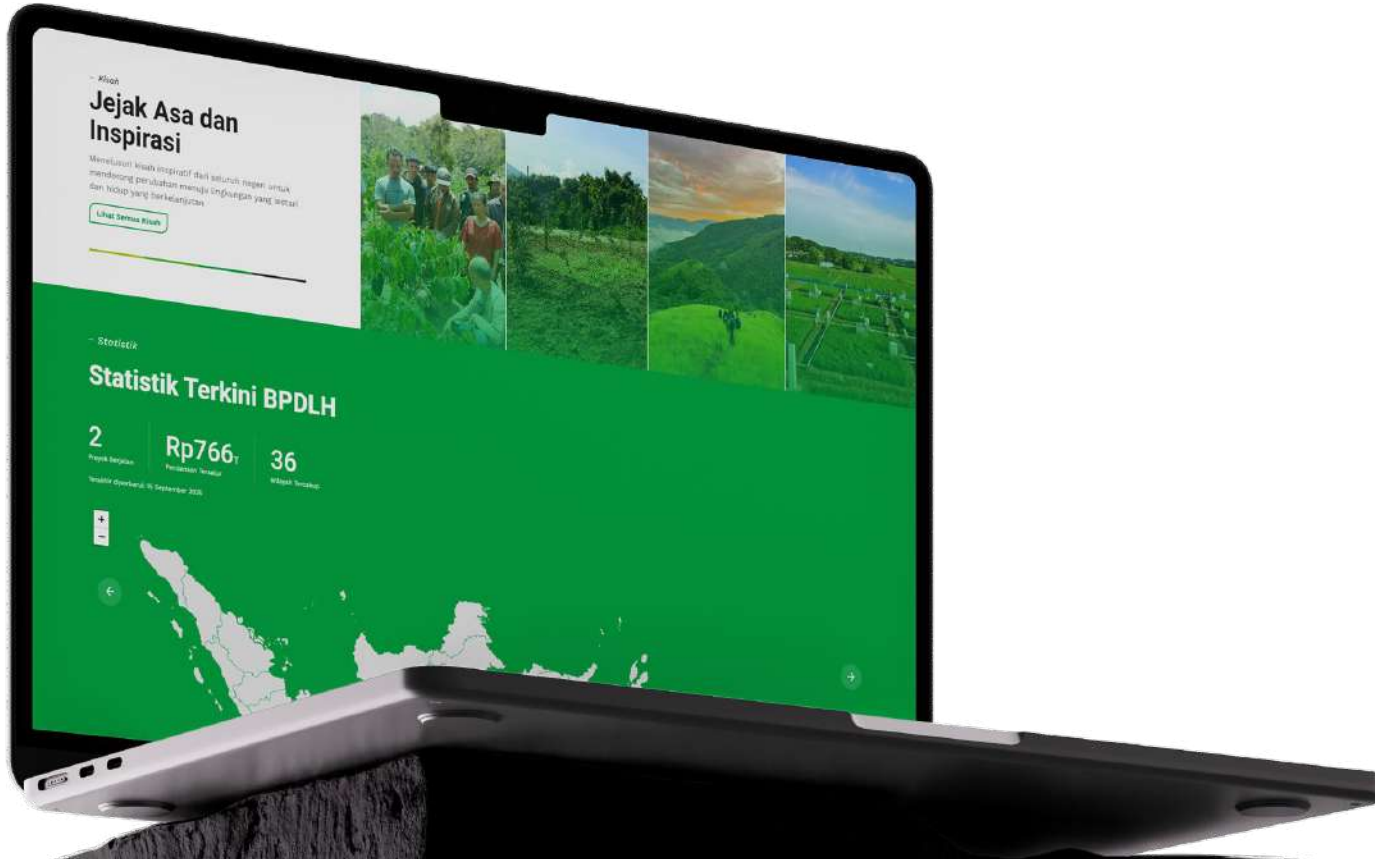
LOD spearheaded the comprehensive digital transformation of the official web portal for **Badan Pengelola Dana Lingkungan Hidup (BPDLH)**, focusing on elevating public transparency and institutional accessibility.

### What We Do

We engineered a modern, high-performance Web Ecosystem designed to serve as the primary information hub for environmental fund management. The technical solution includes:

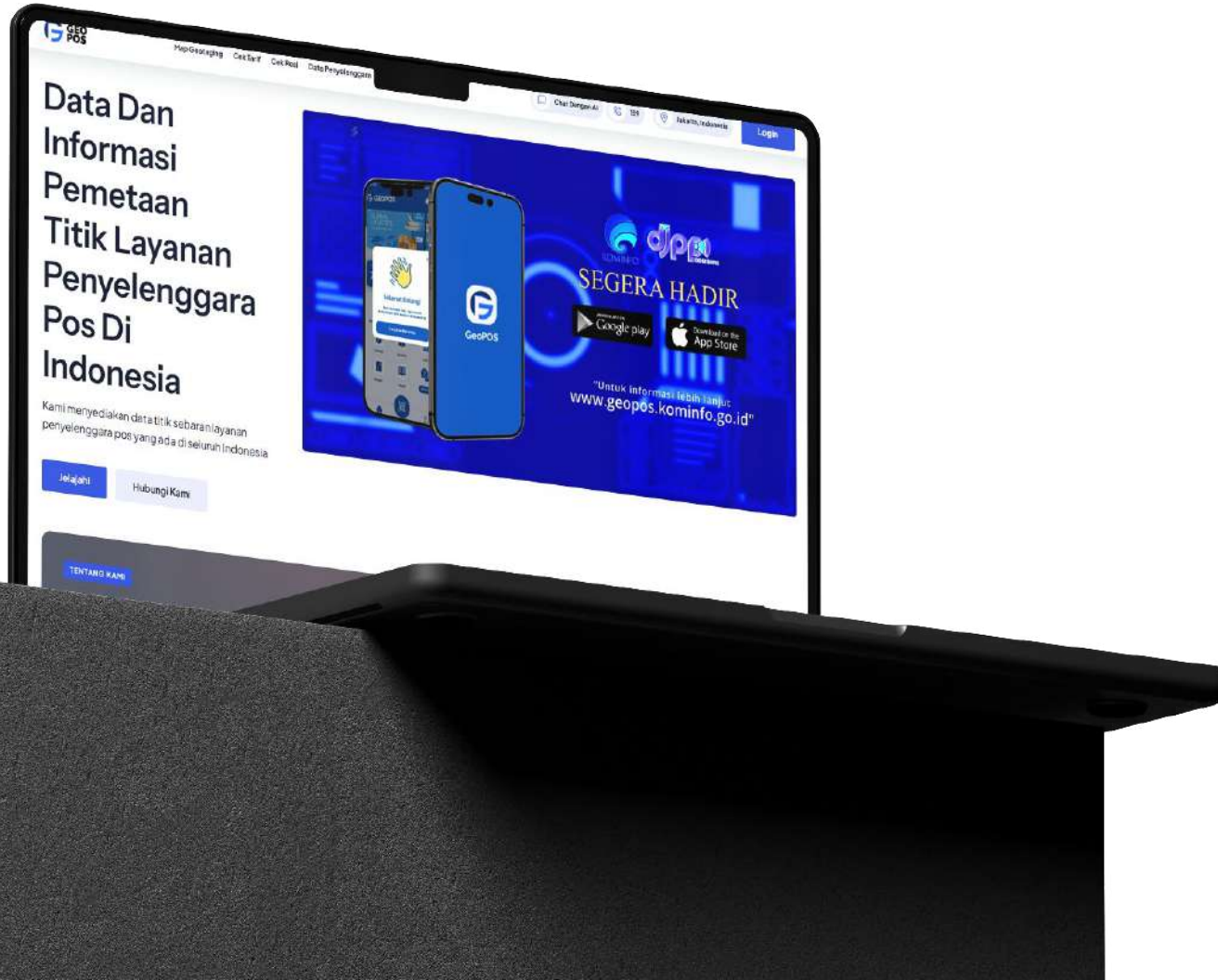
- **User-Centric UI/UX Redesign:** A clean, professional interface optimized for multi-device accessibility, ensuring stakeholders can easily navigate complex financial and environmental data.
- **Dynamic Content Management System (CMS):** A robust back-end allowing for real-time updates on environmental programs, fund allocation reports, and institutional performance metrics.





### **The Impact:**

The comprehensive revamp of the BPDH digital platform successfully transitioned the agency from a static information provider to a dynamic, high-transparency authority in environmental fund management. By re-engineering the user interface for multi-device accessibility and integrating a robust, real-time Content Management System, the project significantly amplified institutional trust among both national and international stakeholders.



## Live Chat AI & Pick Up Order

LOD engineered a dual-stream customer engagement platform for **Kementerian Komunikasi dan Digital (KOMDIGI)**, merging Artificial Intelligence with high-efficiency logistics to redefine the ministry's digital service standards.

### What We Do

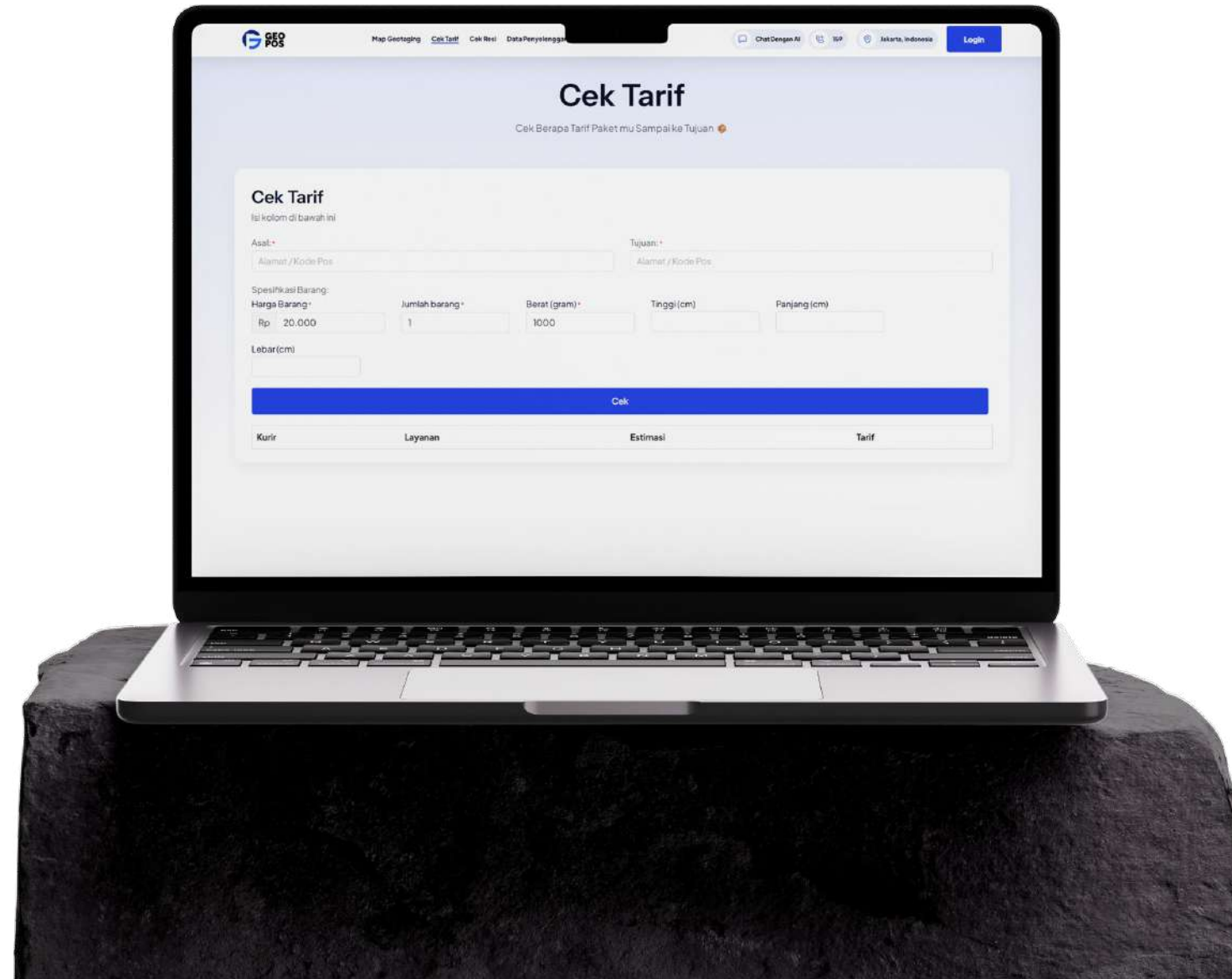
We developed and deployed an integrated Conversational AI and Smart Pickup System designed to automate public inquiries and modernize physical service fulfillment. The technical architecture includes:

- **AI-Driven Live Chat Engine:** A sophisticated Natural Language Processing (NLP) bot capable of delivering instant, 24/7 responses to complex service inquiries and product information requests.
- **Digital Pickup Order Module:** A streamlined transaction layer that allows users to place orders digitally and schedule on-site pickups, bypassing traditional shipping delays.
- **Unified Service Dashboard:** A centralized back-end that synchronizes AI interactions with physical inventory and pickup schedules for real-time operational oversight.



## The Impact:

The implementation of the Live Chat AI and Pickup Order systems for KOMDIGI fundamentally modernized the ministry's service delivery by replacing manual, time-intensive processes with instant, automated interactions. By leveraging Natural Language Processing (NLP) for 24/7 public inquiries and a structured digital-to-physical pickup workflow, the project achieved a significant reduction in service bottlenecks and response times.



## CONTACT US:

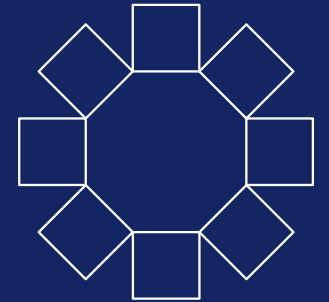
Website : [www.lod.co.id](http://www.lod.co.id)

LinkedIn : [PT Laju Omega Digital](#)

Instagram : [@lodagency](#)

Email : [hello@lod.co.id](mailto:hello@lod.co.id)

Phone : [+6221-2271-7906](tel:+6221-2271-7906)



Let's do a

**C**  **LLAB**  **RATION**  **N**

**With us!**

*load.*

**Thank** *You!*

