



Mobile360
Digital Societies

APAC IoT INNOVATION SUMMIT

Kuala Lumpur 24-26 Sept 2019



#MOBILE360

Connectivity Sponsor: **maxis**



Kuala Lumpur 24-26 Sept 2019

Session 3: IoT Capability Beyond Connectivity

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Session 3: Smart Agriculture



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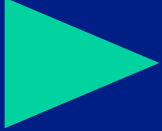
The Role of XL Axiata in supporting Industry 4.0 (Smart Poultry) in Indonesia

Sharif Lukman Mahfoedz
Group Head –VP Enterprise Product & Marketing





Our Mission is ...
“ WE HELP YOU GROW ”

 **What do we see in IoT (Internet of Things)**

IoT will & enhance touch all sectors



Manufacture



Agriculture



Healthcare



Financial Services



Smart City



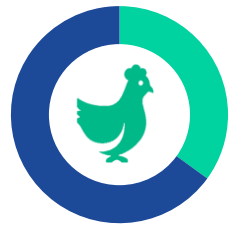
Power & Energy



Transportation

 **What do we see in poultry
Industry**

► Market that is Growing, however there are challenges



65%
Animal Protein



Rank 12
Broiler Producer



\$ 34bio
Market Value



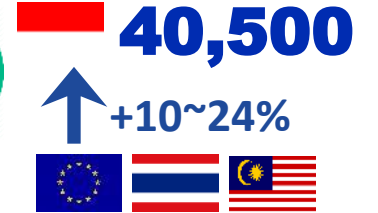
+6%
CAGR



12.7mio
Employment



Selling Price



2%

Adopting IoT / Automation

8%

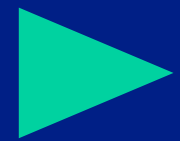
Average Mortality Rate

► Consumers are liking it.

Padang Restaurant still number (1)

But KFC came strong 2nd





Where is our role as a Telco ?

- ▶ Enabling Industries to have a good infrastructure

1

INFRASTRUCTURE

Growing Industry is critical for the nation and WITHOUT infrastructure it is impossible to grow

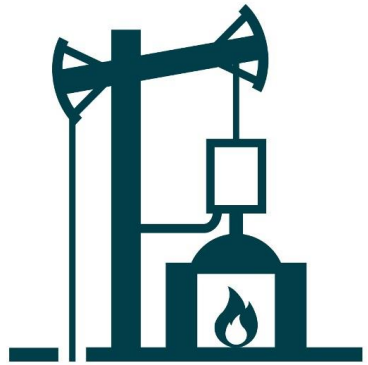
13mn

Private Sector Employment

12th

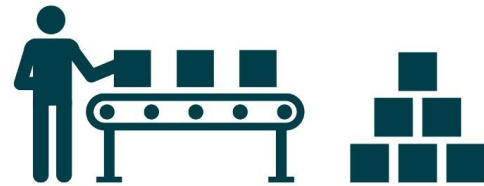
Broiler Producer

► Telecoms play pivotal role in enabling Industrial Revolution 4.0 with new connectivity technologies



INDUSTRY 1.0

Mechanization, steam power, weaving loom



INDUSTRY 2.0

Mass production, assembly line, electrical energy



INDUSTRY 3.0

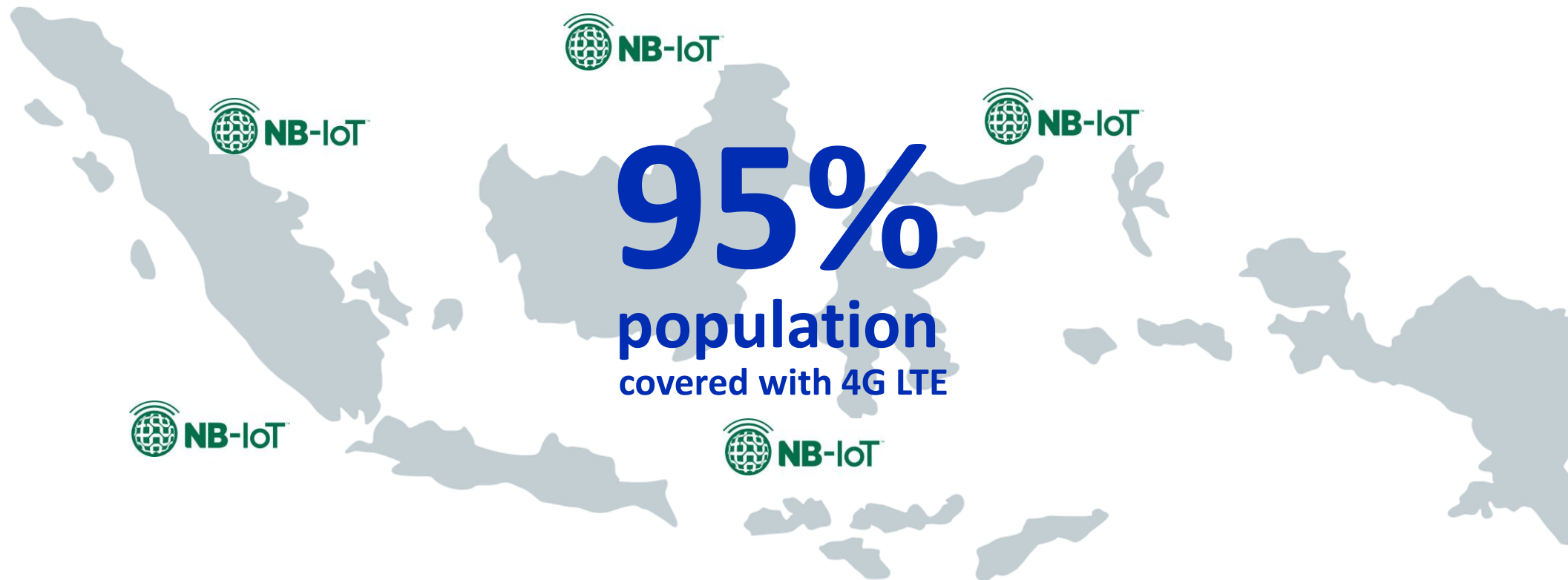
Automation, computers and electronics



INDUSTRY 4.0

Cyber Physical Systems, internet of things, networks

► Fast, reliable nationwide data network, NB-IoT in 31 cities!



Total Users
54.9 Million

>118,000 Total BTS
51,000 3G BTS
40,000 4G BTS

4.5G LTE HIGH SPEED EXTREME VIDEO
4x4 MIMO

2900+ Corporate Joined

▶ **Enabling
Digitalization**

**Moving beyond
Connectivity**

2

DIGITALIZATION

To provide an automated monitoring system to cater “manual processes” and to minimize “human intervention”

Food

Water & Food Intake

Environment

NH₃, Temp, Humidity

Welfare

Nutrition, Weigh
Monitoring

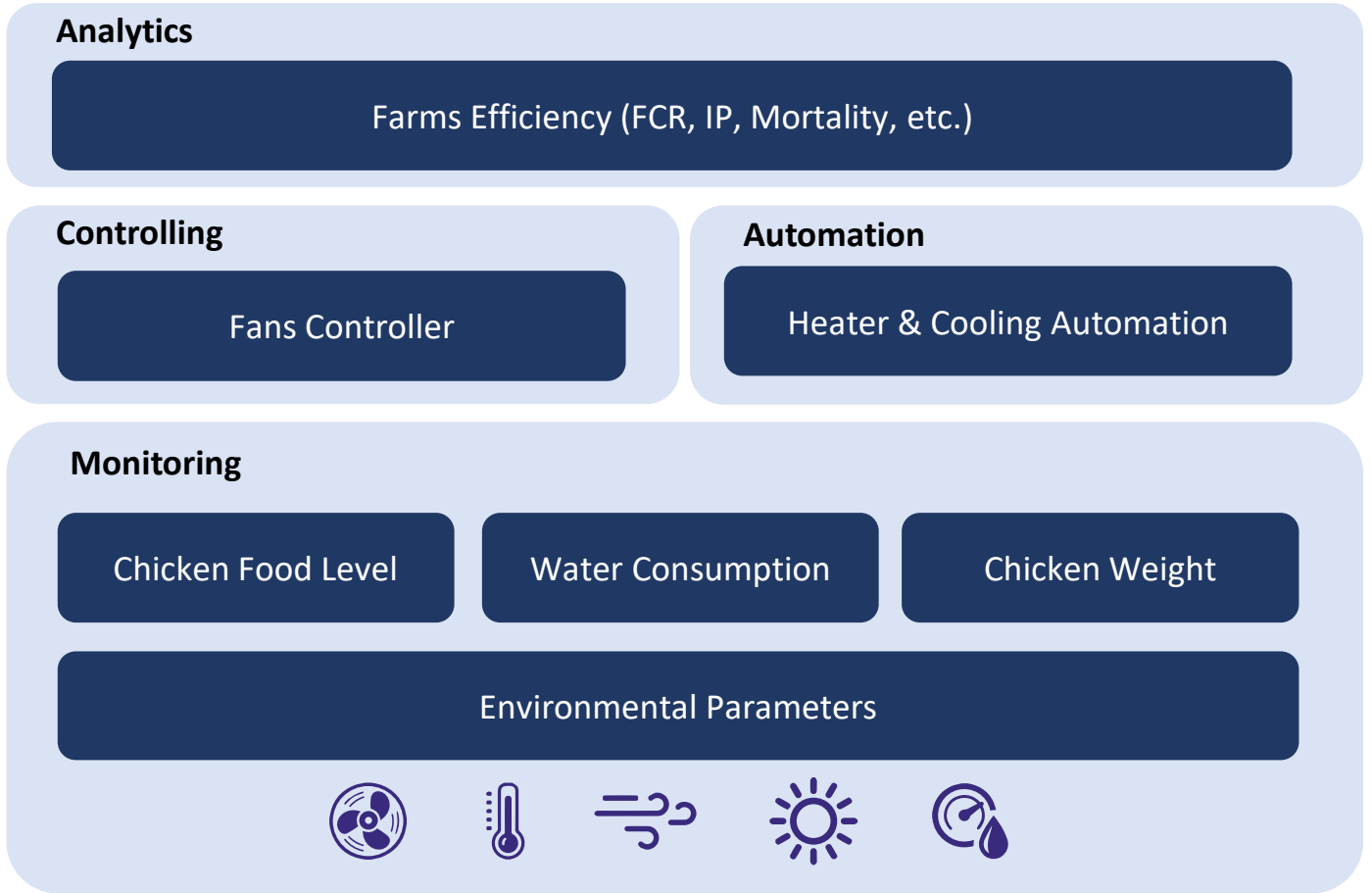
Working with



TOP 5
Poultry Player

80%
Market Share

► Full Stack Smart Poultry IoT



Intake Efficiency

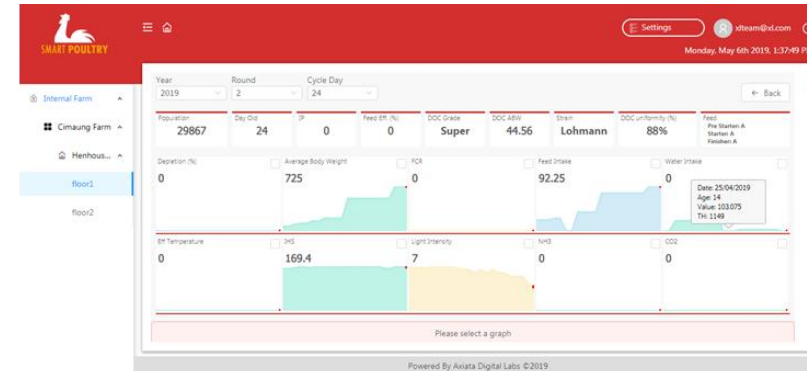
Increased Survival

Cost Efficiency

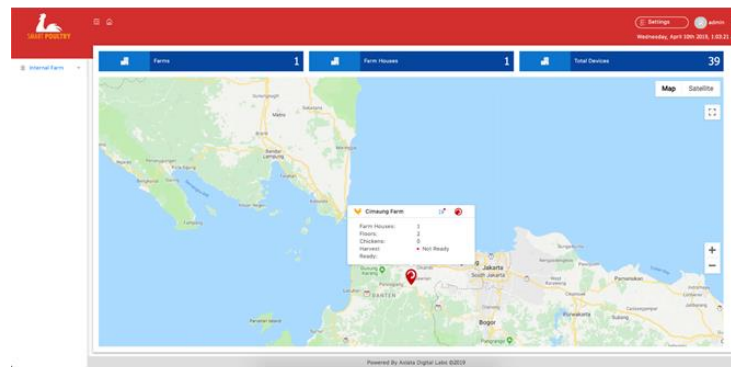
► Life Commercial
 Projects with more
 than 250K chickens
 planned



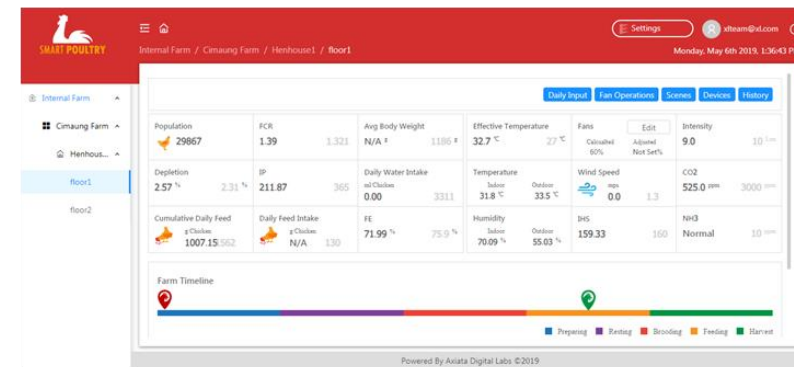
Login screen



Historical Report



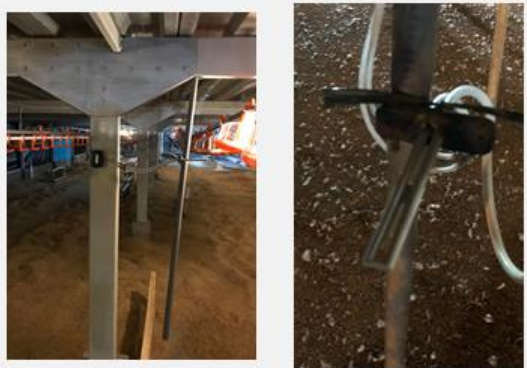
Location Map



Dashboard monitoring

► Sensors installed

► 150+ sensors and to be upgraded to NB-IoT



Wind sensor



NH3 Sensors



Inverter Panel



Digital Scale Devices

▶ **Future oriented
approach**

3

UNLOCK FUTURE ECONOMY

A system without future economy use case will just be a theory. It is our duty to further enhance it together with **all stakeholders**

**Industry
Player**

**Technology
Provider**

**Eco
system**

► To summarize:

3 highlights on
IoT in Smart
Poultry

Beyond
Connectivity

1

INFRASTRUCTURE

to enable business operations

2

DIGITALIZATION

to increase efficiency

3

UNLOCK ECONOMY

to nurture ecosystem play



We help you grow



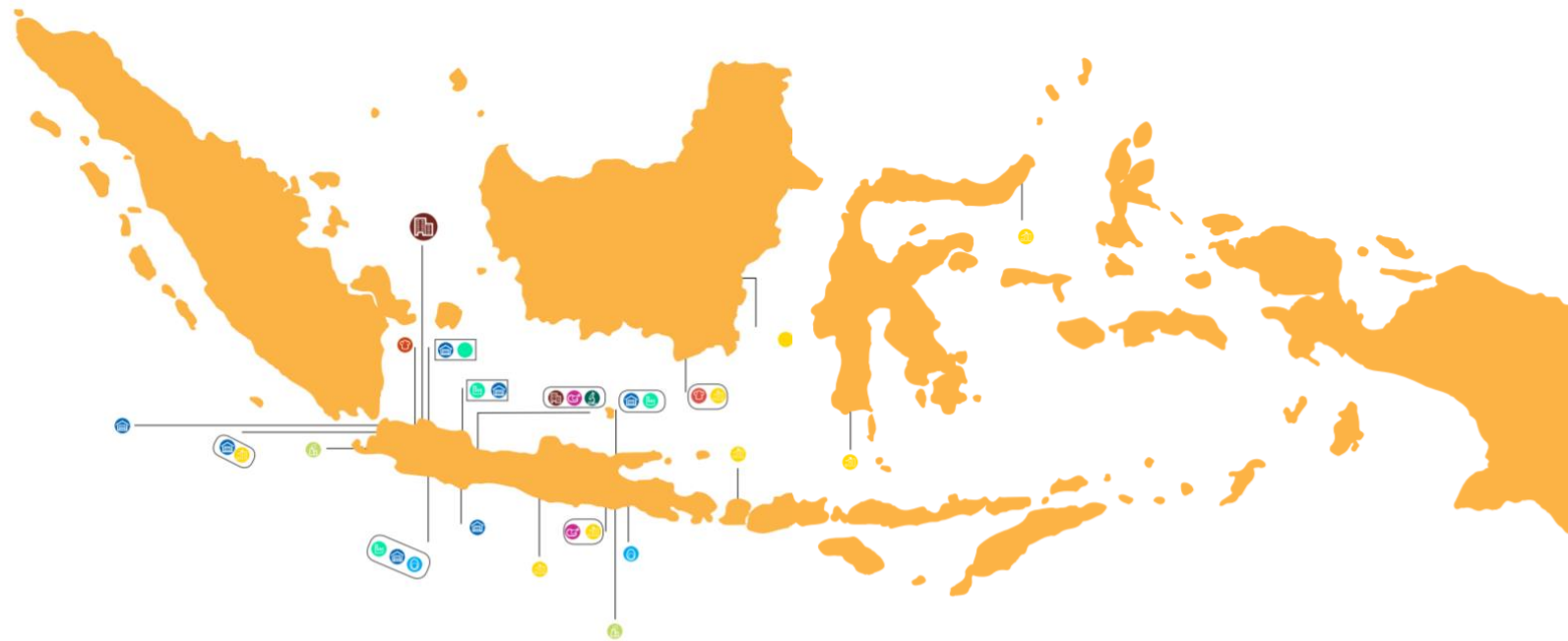


WE HELP YOU GROW



 **Would like to invite**

Pak Tommy Wattimena
(CEO Sierad Produce)



	Office
	Depot & Sales Office
	Feedmill
	Breeding Farm
	Commercial Farm

	Hatchery
	Slaughterhouse
	Food Processing Factory
	Layer Farm
	Laboratory