

Salim Group Signs Strategic Partnership with Google Cloud to Advance its Digital Transformation Strategy

Jakarta, Indonesia and Sunnyvale, Calif, February 24, 2021 – Salim Group, one of Indonesia’s largest conglomerates, announced today a partnership with [Google Cloud](#) as one of its key strategic partners to advance its digital transformation strategy. Salim Group is present in multiple industries, in multiple markets, and employs hundreds of thousands of people.

With Salim Group’s vast operations, the need to orchestrate and synchronize the digital transformation process of its businesses has become essential. Salim Group sees Google Cloud as one of the leading enterprise-grade technology providers that is at the forefront of big data and analytics.

“Salim Group believes in the importance of data. We are very excited to be partnering with Google Cloud to embark on this transformative journey. With Google Cloud’s experience in big data and analytics, we see them as a partner that is capable in assisting Salim Group’s business goals now and into the future,” said Axton Salim, Executive Director of Salim Group.

The extensive experience that Google Cloud brings to Salim will enable its diverse group of businesses to innovate with greater performance and reliability. The collaboration will also pave the way for continued adoption of new cloud-based technologies such as Google Cloud’s advanced AI and ML applications across Salim Group to support new digital business models.

“The work we’re doing with Salim Group represents what’s possible when we apply the transformative power of the cloud to traditional businesses and industries, and we’re honored to help them solve their complex business and technology challenges and accelerate their data-led innovation,” said Megawaty Khie, country director, Google Cloud in Indonesia.

About Google Cloud

Google Cloud provides organizations with leading infrastructure, platform capabilities and industry solutions. We deliver enterprise-grade cloud solutions that leverage Google’s cutting-edge technology to help companies operate more efficiently and adapt to changing needs, giving customers a foundation for the future. Customers in more than 150 countries turn to Google Cloud as their trusted partner to solve their most critical business problems.

About Salim Group

Salim Group operates globally in multiple regions with diverse operations across several industries covering upstream and downstream businesses. We provide everyday solutions for consumers of all ages across market segments and strive to build an ecosystem that nurtures sustainable growth and innovation for everyone.

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