

GoTo Group Builds on Google Cloud for Next Phase of Growth

Jakarta, Indonesia, July 27, 2021 – GoTo Group is tapping Google Cloud as its principal technology partner to power its next phase of growth across Southeast Asia. As the largest technology group in Indonesia and the “go to” ecosystem for daily life, GoTo Group will leverage Google Cloud’s secure and scalable infrastructure, leadership in data analytics, and advanced productivity and collaboration toolset.

GoTo Group was formed earlier this year through the combination of Gojek and Tokopedia. The GoTo ecosystem comprises e-commerce, on-demand and financial services, with over 100 million monthly active users, 2 million driver partners and 11 million merchant partners.

Severan Rault, Gojek’s Chief Technology Officer, said: “We have worked with Google Cloud for many years and are excited to strengthen our partnership. As GoTo looks to reduce more friction for consumers and create new growth opportunities for the millions of drivers and merchants in our ecosystem, collaboration will be absolutely crucial. Google Cloud will continue to play an integral role in helping us leverage data to understand our users, optimize our operations, and ultimately ensure that we deliver on our promises in the most efficient and effective manner.”

Herman Widjaja, Tokopedia’s Chief Technology Officer, said: “We look forward to our continued partnership with Google Cloud as a key technology partner to support GoTo’s continued expansion across cloud infrastructure, data with cloud artificial intelligence (AI) and machine learning (ML), as well as productivity and collaboration needs with Google Workspace. We hope that this partnership can also empower us to provide the convenience of accessing high availability and scalable services from anywhere at any time for business, especially MSMEs, and consumers.”

Gojek and Tokopedia have been working with Google Cloud since 2015 and 2018 respectively. Today, Gojek uses Google Cloud to help power its advanced AI and ML platform.. This enables data to be captured and analyzed across Gojek’s more than 20 services including transportation, food delivery, logistics and more, connecting millions of consumers with drivers and merchants in Southeast Asia. By unlocking the power of data science, Gojek is able to apply scalable ML models to do everything it does from optimizing dispatch time and analyzing driver utilization and income, to delivering dynamic pricing and much more.

Tokopedia uses Google Cloud to deliver a highly secure and frictionless shopping experience and turn new customers into return shoppers. This includes running major sales campaigns flawlessly on Google Cloud’s secure and scalable infrastructure, as well as leveraging its AI and ML technologies for demand forecasting, effective logistics delivery time and costing, and customer insights. The company has also been leveraging Google Workspace to maximize Tokopedia-wide collaboration for over a decade, and it’s been especially helpful in enabling teams to stay productive while working remotely through the pandemic.

GoTo Group will also continue to leverage Maps, YouTube, Play and Google Marketing Platform capabilities and more from Google to open up new frontiers and possibilities.

“Google Cloud is proud to have been part of Gojek and Tokopedia’s growth journeys. We’re now excited to help fuel GoTo Group’s continued expansion across Southeast Asia and unlock the benefits of the digital economy for millions of people in the region,” said Ruma Balasubramanian, Managing Director of Google Cloud in Southeast Asia.

About Google Cloud

Google Cloud accelerates organizations’ ability to digitally transform their business with the best infrastructure, platform, industry solutions and expertise. We deliver enterprise-grade solutions that leverage Google’s cutting-edge technology – all on the cleanest cloud in the industry. Customers in more than 200 countries and territories turn to Google Cloud as their trusted partner to enable growth and solve their most critical business problems.

About GoTo Group

GoTo Group is the largest technology group in Indonesia and the “go to” ecosystem for daily life, capturing a

majority of Indonesian consumer household expenditure. GoTo combines e-commerce, on-demand and financial services through the Gojek, Tokopedia and GoTo Financial brands, creating the first platform in Southeast Asia to host these three essential use cases in one ecosystem. GoTo's mission is to "Empower Progress" by offering an unparalleled selection of goods and services through a comprehensive merchant and partner network and promoting financial inclusion through its leading payments and financial services business.

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