Indosat Ooredoo Hutchison and Google Cloud Deepen Strategic Alliance to Deliver AI-driven Digital Experiences Across Indonesia

The collaboration will advance Indosat's "AI-native TechCo" vision, empowering it to better serve more than 100 million customers across its B2B and B2C segments

Companies to develop enterprise-grade AI solutions for customer service modernization, dynamic content generation and hyperpersonalization, geospatial analytics and predictive modeling, augmented network and IT operations, and back office transformation

Jakarta, Indonesia, June 14, 2024 – Indosat Ooredoo Hutchison ("Indosat" or "IOH") and Google Cloud today announced the expansion of their long-term strategic alliance, aimed at accelerating Indosat's transformation from telco to AI-native TechCo. This collaboration will combine Indosat's vast network, operational, and customer datasets with Google Cloud's industry-leading unified AI stack to deliver exceptional experiences to over 100 million Indosat customers, as well as enterprise-grade AI and generative AI (gen AI) solutions for businesses across Indonesia.

AI agents and applications, when effectively grounded in a communications service provider's securely managed and privacy-compliant data assets, can augment human capabilities with powerful multimodal data analysis, pattern recognition, and recommendations to unlock new revenue streams and efficiencies, and elevate the customer experience. Under this alliance, the companies' joint innovation initiatives will therefore be focused on creating tailored AI and gen AI solutions to address unique opportunities and challenges in the Indonesian market. These include:

- **Customer service modernization:** Google Cloud's Contact Center AI solutions will equip call center staff with gen AI tools to enhance their productivity and effectiveness. Specifically, these tools will provide live call transcription; recommended responses derived from knowledge bases; real-time conversation analysis; and post-call sentiment analysis, leading to faster, more accurate, and more effective resolution of customer queries. In addition, gen AI-powered conversational agents will be built and deployed to offer self-service options across Indosat's digital touchpoints. These agents will be capable of seamlessly switching between topics, addressing complex inquiries, supporting transactions, and operating 24/7.

- **Dynamic content generation and hyperpersonalization:** Creative AI agents with multimodal and multilingual capabilities will promote relevant offerings based on a customer's profile and specific needs. When integrated with customer relationship management and content management systems, they will assist marketers by identifying high-value leads, generating rich content (i.e., text, images, and videos), and engaging customers across channels with personalized offers and messages.

- **Geospatial analytics and predictive modeling:** Google Cloud's custom machine learning (ML) models, trained on Indosat's extensive operational datasets, will empower organizations across industries to make data-driven decisions around optimal site selection for strategic expansion; optimize asset management and maintenance based on real-time location and condition data; and model potential natural disaster scenarios to develop proactive mitigation strategies. Indosat will also leverage these tools to identify areas with high growth potential but limited network coverage, informing its strategic decisions to expand network capacity and bridge the digital divide between urban and remote communities.

- **Augmented network and IT operations:** Self-optimizing systems that are powered by custom ML and multimodal models will predict ROI from capital investments; reduce energy consumption; optimize asset design and utilization; and proactively detect and resolve issues. This results in cost savings, more sustainable operations, and improved service reliability. For example, AI can dynamically adjust cell tower power levels during off-peak hours, assist field technicians in rapidly diagnosing and resolving faults based on their verbal and visual inputs, and intelligently reroute network traffic to avoid faulty components while repairs are being made. Additionally, gen AI-powered agents that assist with code generation, completion, and troubleshooting will be deployed to significantly increase IT teams' development and delivery velocity, leading to faster time-to-market and time-to-value for reliable software products and services.

- **Back office transformation:** Custom gen AI-powered enterprise search applications will enable HR, legal, procurement,

and finance teams to instantly access the precise information they need to excel in their job roles. By simply asking questions in natural language, they will receive accurate, contextually relevant answers or summaries from vast amounts of unstructured data, such as policies, contracts, financial reports, or employee records, thereby eliminating the need for manual searches, accelerating decision-making, and boosting overall productivity.

In addition to implementing these solutions across Indosat's business operations, Indosat and Google Cloud will also explore joint go-to-market initiatives to empower Indonesia's digital ecosystem. They will look to provide micro, small, and medium enterprises (MSME), startups, enterprises, and public sector organizations with access to these solutions, alongside Google Cloud's AI-optimized infrastructure, unified data platform, and unified AI development platform.

Vikram Sinha, President Director and Chief Executive Officer, Indosat Ooredoo Hutchison, said: "As Indonesia steps into the digital era, we remain committed to Indosat's larger purpose of empowering Indonesia by providing businesses and individuals with the essential tools and technologies needed for success. Our collaboration with Google Cloud is not just a pivotal milestone for Indosat, but also a significant stride in our mission to transform into an AI-native TechCo. Together, we will harness the full potential of cloud and AI to drive innovation, create new opportunities, and propel Indonesia's digital economy forward."

Karan Bajwa, Vice President, Asia Pacific, Google Cloud, said: "Indosat's early adoption of cloud-native architectures and an AI-ready data analytics platform exemplifies its forward-thinking approach. This strong foundation, established through our collaboration from 2021, is now enabling Indosat to pursue a wide range of high-value ML and gen AI use cases at scale—and we're excited by the possibilities. These initiatives will not only demonstrate the transformative power of AI in telecommunications, but also serve as a blueprint for other sectors seeking to harness this technology to drive growth and nationwide impact."

About Indosat Ooredoo Hutchison
Indosat Ooredoo Hutchison (Indosat, IDX: ISAT) has the vision to become the most preferred digital telecommunications company in Indonesia. Together with its subsidiaries and affiliates, Indosat provides cellular services, ICT solutions, data centers, Fiber to the Home (FTTH), electronic payment services, financial services, and other digital services. Indosat has a larger purpose of empowering Indonesia, and with the spirit of Gotong Royong, Indosat wants to be the main collaborator in realizing it and creating meaningful change.

About Google Cloud
Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated, and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models, and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

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