

Google Cloud Unveils *Indonesia BerdAla*, a Cross-Industry Program to Co-Create Enterprise AI Solutions for Real-World Impact

15 industry early movers across financial services, telecommunications, retail, education, healthcare, manufacturing, media and entertainment, and public services have joined the program

Jakarta, Indonesia, May 22, 2025 – Today at Google Cloud Summit Jakarta '25, [Google Cloud](#) announced the launch of *Indonesia BerdAla*, an ecosystem-wide program to help organizations build and deploy custom AI solutions that deliver measurable, real-world value for Indonesia's key economic sectors. The program commences with 15 industry-leading member organizations: PT Angkasa Pura Indonesia (InJourney Airports), Bank Central Asia, Bank Negara Indonesia, Bank Rakyat Indonesia, Bank Syariah Indonesia, DANA Indonesia, Fore Coffee, Indosat Ooredoo Hutchison, Kalbe Farma, [MAXStream](#), Paragon Technology and Innovation, Sarana AI, PT Semen Indonesia (Persero) Tbk (SIG), Universitas Brawijaya, and [Vidio](#).

[Research](#) from Public First reveals that if local organizations effectively apply AI, they could contribute an estimated Rp 620 trillion (US\$38 billion) in economic value to Indonesia by 2030. The [research](#) also identified three barriers holding back organizations from taking full advantage of AI: 1) ensuring AI models consistently produce factual responses; 2) lack of AI-ready data sources; and 3) shortage of workers with the right data analytics and AI skills.

Fanly Tanto, Country Director, Indonesia, Google Cloud, said: "*Indonesia BerdAla* aims to create an AI-driven multiplier effect that benefits key industries, society, and the broader economy. By providing organizations with essential training and industry-leading [AI platform](#) and [data management](#) services, we can help foster an AI-ready workforce and accelerate organizations' ability to deploy scalable [generative AI](#) (gen AI) and [agentic AI](#) solutions that are [grounded](#) on trusted data sources. We're seeing strong interest in this program and already have plans to welcome and support more organizations beyond the initial 15."

"*Indonesia BerdAla*" plays on the word "*berdaya*," which translates to "empowered," capturing the program's core vision: "Indonesia, empowered with AI." This name is also short for "*Berinovasi dengan AI untuk Indonesia*," reflecting member organizations' shared goal of "Innovating with AI for Indonesia."

The program will leverage Google Cloud's fully integrated AI technology stack – including the latest [Gemini 2.5](#) and [gen AI media](#) models announced this week at [Google I/O](#), as well as its AI experts and partner ecosystem, to help organizations advance their missions. For each member organization, it will facilitate:

- **The co-creation of a tailored, actionable AI roadmap** that is integrated with corporate strategy, aligning AI initiatives with core priorities and identifying specific areas where AI can drive stakeholder value;
- **Prioritization of the right AI use cases** by evaluating each use case's expected value generation against its feasibility and actionability;
- **Development of open and interoperable AI solutions** when addressing each AI use case to maximize and future-proof existing technology investments;
- **Formulation of clear metrics** to track, assess, and optimize the performance of AI initiatives throughout their lifecycles;
- **Establishment of risk councils** for central governance over AI initiatives, including the operationalization of [responsible AI](#) and a [Secure AI Framework](#) (SAIF);
- **Enterprise AI skilling** through comprehensive hands-on training programs like [Google Cloud Skills Boost for Organizations](#) and [JuaraGCP](#).

Google Cloud's local partner ecosystem consists of Accenture, Boston Consulting Group (BCG), Deloitte, McKinsey & Company, CloudMile, Datalabs, Devoteam, Elitery, Metrodata, NTT Data, Searce, and more.

At Google Cloud Summit Jakarta '25, various member organizations spotlighted the solutions they have already developed through the program.

Indosat Ooredoo Hutchison: Digital empowerment with gen AI-powered search

[Indosat Ooredoo Hutchison](#) (Indosat or IOH) is leading the charge in digital empowerment across Indonesia, extending its reach even to [rural areas](#). By enhancing the functionality of its mobile apps beyond basic connectivity, Indosat is offering a range of

services through [myIM3](#) and [bima+](#) that support the diverse needs of millions of Indonesians. The Digital Hub within these apps provide users with a wide range of lifestyle services that promote healthy living, encourage domestic travel, fulfill everyday e-commerce and entertainment needs, and protect personal identities. In addition, these apps give them access to skills development courses to help them advance their careers.

To make it easier for users to find relevant services, Indosat has integrated a gen AI-powered [semantic search](#) agent, built using Google Cloud's [Vertex AI Agent Builder](#), into its myIM3 app. This advanced tool allows users to ask questions in Bahasa Indonesia and English, such as "What are the top data packages offered by IM3?" or "Does IM3 provide services to protect me from fraudsters?" By understanding user context and intent, the AI agent delivers tailored recommendations, including specific services from the categories mentioned above and data packages that are optimized to support these services.

Vikram Sinha, President Director and CEO, Indosat Ooredoo Hutchison, said: "Our collaboration with Google Cloud is a key enabler in advancing our AI-driven digital transformation. By integrating gen AI into our applications, we are enhancing user experiences with smarter, more personalized service recommendations. This partnership reflects our commitment to delivering innovative solutions that create real impact for all Indonesians."

Paragon Technology and Innovation: 'On fleek' operations and engagements with multimodal AI

[Paragon Technology and Innovation](#) (Paragon) is a pioneer and market leader in halal beauty and personal care, with a portfolio of [14 well-known brands](#) including [Wardah](#), [Emina](#), [Make Over](#), and [Kahf](#). With an established retail presence across Indonesia and Malaysia and large cosmetics R&D and manufacturing facilities in Southeast Asia, Paragon is now embedding multimodal AI agents, built using [Gemini models](#) on [Vertex AI](#), into its operations to support further domestic and international expansion.

Paragon's products reach consumers through e-commerce platforms, major retail chains, and numerous independent stores. Its AI agent for order management transforms purchase requests from this entire network of distribution partners, often submitted in unstructured formats (e.g., images, PDFs, voice recordings), into precise order drafts that can be easily reviewed and processed by employees. By automating manual order entry, Paragon is boosting B2B transaction capacity to stay ahead of demand for its vast catalog and freeing up staff to forge stronger relationships with new and existing partners.

Paragon has also deployed its AI agent for online content analysis to autonomously review a large volume of content (e.g., YouTube videos, comments, engagement levels) from selected sources and provide insights on trending topics, keywords, and storytelling formats. With a deeper understanding of what is resonating most with audiences, Paragon's marketers and creators can continuously optimize social content strategies and offerings to foster brand love and engagement.

Redha Widiaprasetyo, Co-Lead of IT, Paragon Technology and Innovation, said: "When evaluated against alternatives, Gemini models deliver more precise and relevant multimodal outputs, making them most suitable for our image, voice, and video related AI applications. In addition, Google Cloud capabilities are easy to integrate into in-house solutions that our staff are already familiar with. From enabling seamless order processing to scalable content intelligence, AI is unlocking new business growth opportunities. It's supporting our commitment to continuous improvement with technology to deliver high-quality products and engagements that delight partners and consumers alike."

Fore Coffee: Blending dedication and data analytics to elevate the customer experience

Founded in 2018, [Fore Coffee](#) has established itself as an integral part of Indonesia's coffee culture, offering premium local brews at affordable prices. It currently operates more than 230 stores in more than 42 cities in Indonesia and Singapore, with takeaway and delivery menu offerings also available via its [mobile app](#) and partner food delivery platforms.

Uninterrupted access to operational data, such as up-to-date menu options, promotions, customer profiles, and inventory, plays a critical role in delivering frictionless customer experiences – whether through baristas running point of sale systems or to consumers placing orders via their smartphones. Fore Coffee has been using Google Cloud's [BigQuery](#) platform to host and manage its enterprise data, taking advantage of built-in [autoscaling](#), [data governance](#), [data security](#), and [data backup](#) capabilities to ensure smooth operations – even during spikes in demand and as it [expands](#) its network of outlets.

As a unified data to AI platform for analytics, BigQuery is also enabling Fore Coffee to craft innovative products that are aligned with its customers' tastes while optimizing inventory. Insights on customers' preference for sweeter drinks to kickstart their day and ingredients that were in excess in its inventory, for instance, prompted Fore Coffee to reimagine its classic milk coffee recipe and offer it at a discount under its seasonal *Kopi Gembira* campaign. The same data-driven approach was applied when creating best-sellers like Butterscotch Sea Salt Latte and a non-coffee product line for younger customers.

Christian Wibowo, Vice President of Product, Fore Coffee, said: "An unwavering dedication to using the latest technology and best blends is our driving force for growth. With Google Cloud, we're scaling our presence with the assurance that relevant data remains accessible to users when they need it – and we're consistently serving creative and high-quality coffee products that boost customer satisfaction. We now plan to expand our collaboration with Google Cloud, leveraging *both* its data and AI platforms to unlock new ways to surprise and delight our customers."

Universitas Brawijaya: Elevating educational experiences and career readiness with AI agents

In Malang, [Universitas Brawijaya](#) (UB) is establishing itself as a national AI innovation hub. It has adopted [Google Workspace for Education Plus](#), equipping 80,000 staff and students with tools like the [Gemini app](#) for research, writing, and brainstorming assistance, and Google Cloud Search, an enterprise search agent, to facilitate easy discovery and synthesis of information distributed across university systems.

To further elevate teaching and learning experiences, UB has integrated “campus AI” solutions from [Sarana AI](#), an Indonesia-headquartered AI startup, into its online learning platform [Brawijaya Online Learning](#) (Brone). Sarana AI's *Dosen AI* agent, built using Gemini models on Vertex AI, supports UB lecturers in designing and developing instructional materials for online courses.

At the same time, Sarana AI's *Mahasiswa AI* application is bolstering UB students' career readiness. Also built using Gemini models on Vertex AI, it gives students access to AI-driven role-playing exercises to hone job interview skills, AI-guided tutoring to improve English language proficiency as required by potential employers, and AI-curated upskilling plans tailored to each student's desired career path.

Professor Widodo, Rector of Universitas Brawijaya, said: “At UB, our efforts to harness AI are deeply intertwined with our commitment to national development. We’ve inaugurated an [on-campus AI center](#), the first of its kind in Indonesia, to advance R&D of AI applications for key sectors. And with Google Cloud and Sarana AI, we’re empowering our entire institution with best-in-class training programs and AI capabilities. It was a straightforward decision to utilize Google Cloud AI solutions as they are highly secure and interoperable with our existing systems. Our continued collaboration will not only prepare students for a future where AI proficiency is necessary for them to thrive, but also establish a robust foundation for Indonesia to emerge as an innovative leader in the global AI landscape.”

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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