



**NEW
VERSION**



Press Release - Launch Event LOKASI INTELLIGENCE V2.0



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Press Release

Minister of Tourism and the Creative Economy Dr. Sandiaga Uno was present at the Mercantile Athletic Club in Jakarta as BSD based Location Intelligence and Mapping company Bhumi Varta Technology (BVT) launched their Lokasi Intelligence version 2 which COO Benny Emor promised was an improved system with upgraded and extended tools and features and superior User Experience. Metro TV's Sara Wayne was the MC for the product launch.

Dr. Sandi has regularly talked about big data and mapping in his early months in his new role and has run a number of webinars with BVT.



He said : " We at the ministry (tourism and creative economy) continue to support location intelligence based technology to create tourism sustainability and i was thinking LOKASI Intelligence 2.0 could strengthen and accelerate the economy in indonesia. Local product, local economies to become the best."




BVT Founder and Investor Martyn Terpilowski set out a vision to be the number one Indonesian deep tech company and a world-class Location Intelligence provider. He stated that despite Covid, the long-term Indonesian success story remains intact and that foreign companies would want to be part of that and the importance of big data in separating the winners and losers. He believes true deep tech businesses can bring about huge advancement for Indonesia and make it an economic powerhouse. Furthermore, he said BVT would change the perception of Indonesia tech as being truly world-class and asked 'Why can't Indonesia have its own SAP or Salesforce?' BVT is set to make sure they do.

Finally, he referred to the Government's One Map Indonesia policy and the aims at having a local map provided by a local company. He stated, "As we speak there is a major company testing our API routing so that during 2021 the Indonesia people will have their very own map. We think that is extremely important".

BVT was set up in October 2018 by former Asian Financier Terpilowski and GIS Expert Benny Emor. The pair had met just 1 week earlier. In November 2019 they announced that ex Viva Networks CTO Jullian Gafar would join as their new Chief Executive Officer. The company is growing rapidly and has close to 100 staff in their BSD office.

They provide all types of business intelligence based on big data and location helping some of the largest companies in Indonesia and also global companies with site selection, sales management, risk management, asset management, geotagging, and many other things. Their diverse clients include Kopi Janji Jiwa, Cinema XXI, BAT, Kraft Heinz, and Tower Bersama Group, and in Government, BSSN.





BVT is also creating its very own Indonesian map LokasiMaps for API routing and Dheket, an application based on geofencing aimed at helping provide effective advertising to the large SME community. The map in particular could be huge for Indonesia with the aim of becoming the default map application for Indonesians.

BVT is also launching the BVT Academy where they intend to help teach more deep tech and GIS to an expert level. This is part of their long-term vision to become a truly world-class leader in GIS, mapping, and big data analytics.

