



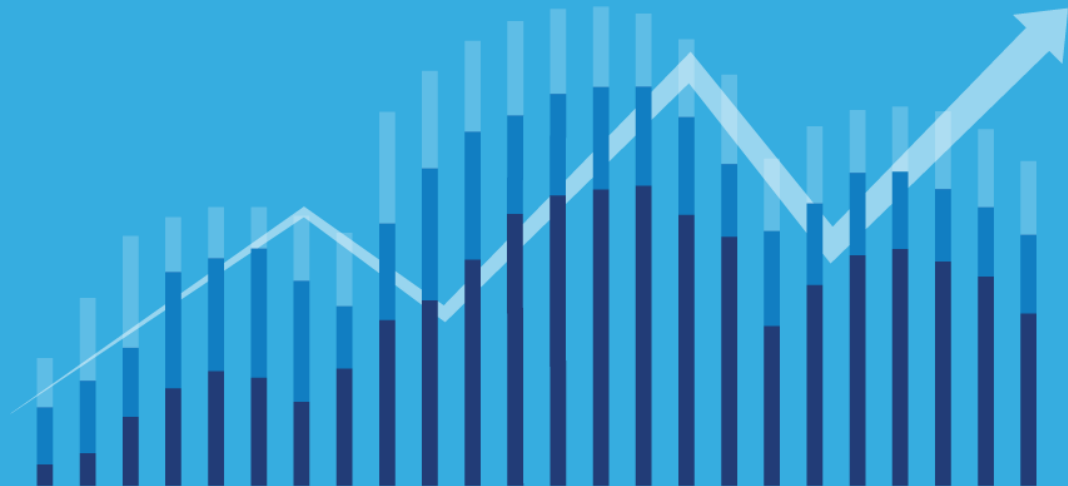
# RHIPE CLOUD SUMMIT INDONESIA

**Date:** Thursday, 25 April 2019

**Venue:** The Ritz-Carlton Jakarta, Mega Kuningan, Ballroom 3 & 5, Level 2

**Address:** Jl. DR. Ide Anak Agung Gde Agung Kav.E.1.1 no.1  
Kawasan Mega Kuningan - Jakarta 12950

**Time:** 12pm to 6pm



# RCS 2019 Indonesia Agenda

TIME	AGENDA
12.00pm	Registration & Lunch
1pm	<p><b>Keynote: The Journey to Cloud Profitability</b> The journey to cloud profitability is a difficult and perilous one; filled with many ups and downs. Over the past 15 years, rhipе’s vision of a “world with shelfware” has defined our strategy, culture, and value proposition in the APAC market. Rhipе continued to be subscription software focused, operates in 18 different markets across APAC and supports +2,500 partners providing value added services including marketing, consulting and 24/7 support as a service. But how did we get here? What type of financial and business risks did we encounter? How did we cross the chasm and where do we go from here?</p> <p><b>K.Patara Yongvanich.</b> Managing Director SE Asia, rhipе</p>
1.30pm	<p><b>rhipе Indonesia Update:</b> Understand how rhipе can help you differentiate in today’s crowded cloud marketplace - latest program updates and GTM support available</p> <p><b>Iskandar Myrza.</b> Country Manager Indonesia, rhipе</p>
2.00pm	<p><b>How to Successfully Hire for a Start up</b> The biggest challenge most companies and start-ups face is hiring the right people. Most start-up fail because they don’t know how to find, attract and hire the right people. In this session, you will learn tips on how to hire the right people, find out what challenges you will face in the recruitment process &amp; how to attract the right talent to your company.</p> <p><b>K.Patara Yongvanich.</b> Managing Director SE Asia, rhipе</p>

# RCS 2019 Indonesia Agenda

TIME	AGENDA
2.30pm	<b>Azure App Service &amp; rhipe's PRISM Portal</b>  Ryo Fadzrin. Azure Tech Knight, rhipe Indonesia
3.00pm	<b>Break</b>
3.30pm	<b>Panel Session:</b> In this panel, we will have Microsoft, VMware, Acronis & Citrix talk about how service providers and ISVs can strengthen their unique value proposition through value added services, verticalized intellectual property, and optimized solution offerings. We will also be discussing the support & investments made available to ISVs & Start Ups to innovate & grow in Asia
4.30pm	In this session, Purwadhika will be sharing on <b>MVP Application Development for Startups</b> . They will share insights on where you can seize the opportunities and requirements in the cloud market.  Purwa Hartono. Founder and President, Purwadhika Startup and Coding School
5.00pm	Andal Software has been in the market for over 30 years, and we have changed the business model several times from custom development to software rental business, and now we are going to SaaS solution. Andal experienced almost bankruptcy in 2003, we were able to turn the company around. In this session, Indra Sosrodjojo will share his experience on how he managed to bring the company from almost bankrupt to a company with a 20% YoY growth for the last 5 years. And what is next in the cloud era?  Indra Sosrodjojo. CEO, PT. Andal Software Sejahtera