Slide 1:
Title - Self-Explanatory

Slide 2:
Now that we already know the process of SCM, we want to know closer the participants, what challenge they could be facing and what are their role, etc

Slide 3:
Mostly manufacturing company will use/outsource an expedition (especially for shipping their product across the globe) because I am very sure if a  manufacturing company will also pushing themselves to also own container ships.

Slide 4:
Self-Explanatory

Slide 5:
Perantara, bagi Supplier/Pabrik yang tidak mau ribet dengan banyak process pajak, custom, paperworks, dll dalam distribusi barang/produck dari satu negara ke negara lainnya
3PL Third Party Logistic

Slide 6:
Nah pihak-pihak ini responsible for making sure the logistic in the way, distribution across border is safe and under correct regulation, eliminating breaking the laws, etc.

Slide 7:
Self-Explanatory

Slide 8:
Basically kegiatan2 yg trjadi dalam proses itu menghasilkan business docs, seperti PO, Invoice (Kalian kirim PO, mereka kirim Invooice)
Dalam tahap-tahap ini lack of trust sangatlah lazim, karena dalam rantai pasok ini bila cycle nya sudah sangat Padat dan kita tidak cenderung meneggunakan jasa yang lebih affordable (less quality), bisa bersiko, pihak yang ada dibelakang kita atau depan kita bisa saja melakukan kesalahan/error/atau sengaja melakukan kesalahan

Slide 9:
Poin terakhir:
Nah Mengapa hal ini menjadi sangat pentinng utk kita diskusikan karena setiap customer mereka demand untuk bisa dapat higher/ faster response time and more efficient process. Proses/keunggulan EDI yang menyebabkan tereliminasinya proses berkepanjangan ini (gambar X) akan mempersingkat Supply Chain Cycle dan akan berpengaruh pada kepuasaan pelanggan/retailer.

Slide 10:

Mengapa hal ini menjadi sangat pentinng utk kita diskusikan karena setiap customer mereka demand untuk bisa dapat higher/ faster response time and more efficient process.

Slide 11:

EDI Process eliminate the intermediary system. Reduces paper works/consumptions.
Similar mechanism with how internet works. Internet works by communicating form 1 computer to another with same language, (binary code) uniformed protocol so as do this system of EDI. They are using standardized documents, where can easily read by each party internal systems.

Slide 12:

Self-Explanatory

Slide 13:

1 NFT nya berkisar 100 jutaan keatas,
Chef Arnold Purnama beli juga 300juta
bersaing di kancah international

Slide 14:

Self-Explanatory

Slide 15:

Di sebuah RT yang mempunyai 15 rumah, Pak RT mempercayai pencatatan transaksi finansial kepada Pak Budi. Pak Budi bertugas untuk mencatat siapa saja yang belum membayar iuran bulanan RT, dan juga rumah mana yang berhutang ke rumah lain jika mereka mengadakan acara makan bersama. Di sini, Pak Budi adalah pihak yang dipercayakan sebagai akuntan. Ke-15 rumah di RT tersebut, mempercayai Pak Budi untuk melakukan pencatatan yang akurat. Tentunya ada beberapa resiko di sini:

- Bagaimana jika buku catatan finansial Pak Budi dicuri oleh pihak yang tidak bertanggung jawab?
- Bagaimana jika Pak Budi mencoba mencuri uang kas RT?
- Bagaimana jika sahabat-sahabat Pak Budi mencoba memanipulasi Pak Budi untuk menghapus hutang mereka dari catatan Pak Budi?

Slide 16:

Once you joined the ecosystem, you become part and you become the ledger. When you have transaction everyone will automatically updated their ledger and if others have, you will also participate without even knowing, because you are part. Except Miniing
All transaction are processed automatically. You don't have to do a thing whenever transaction is occurred.  And verything is Accesible anytime anywehe to ervyone.
Everyone is anonimus (maybe you know them but you don't know which is whom)

Slide 17

Some characteristic about Blockchain

Slide 1:

COHERENT "Bertalian seecara logis"
Nah Pengembangan technology Blockchain ini menimbulkan beberapa penafsiran ya dari para pakar bisnis maupun pelaku bisnis itu sendiri.
Some would says EDI is enough for smaller and shorter SC, other would say in couple years from now Blockchain Supply chain will replace EDI in total.
Other says that EDI and blockchan technology will always be complementing each other, which in my analysis it is truly possible eventhough there might be a possible aswell that the EDI technology will be embedded within the Blockchain or vice versa, so it might be unnoticeable and letting the Blockchain take the spot slight. But no matter what it is, it is never be more important as long as the SCM become improved, better, faster and more efficient in the future. That's what matter.

Slide 19:

Provenance:
Example about NFT, we can know if our NFT or products once owned by famous persons. All information are recorded very well and is Indelible (cannot be erased)?

Slide 20:

Self-Explanatory

Slide 21:

The technology also allows manufacturers, shippers, and customers to aggregate data, analyze trends, and perform predictive monitoring.

Slide 22:

Kalau dilihat dari Namanya cukup mudah difahami ya Manjemen/pengelolaan Hubungan dengan Pelanggan
Jadi garis besarnya adalah bagaimana suatu perusahaan mendapatkan, mengembangkan dan mempertahankan hubungan dengan customer.
CRM = Nah ini umumnya berupa technology, software atau semacamnya bahkan saat ini bnyk perusahaan yang khusu menawarkan/menjual produk khusus untuk Customer Relationship Management
What is CRM mainly used for?
Customer Relationship Management (CRM) is a strategy that companies use to manage interactions with customers and potential customers. CRM helps organisations streamline processes, build customer relationships, increase sales, improve customer service, and increase profitability.
Siapa yang udah pacaran, ? Kalau pacarana yang diinginkan diharapkan daam suatu hubungan apa sih? Agar tetap loyal (Kata lain Setia) Seneng ga kalaupasangan setia? Terus agar tidak pergi (retensi) begitupula dengan suatu perusahaan, tapi ya beda nya kalau perusahaan tujuam utamata adalaha Profitabiity (keuntuungan) kalau pasangan yang baik ya seharusnya tidakk ya

Slide 23:

What pushes the origination of CRM?

Product Focused/Product Driven = heavily focused on the product superiority, features & function to sell (best of the best prodyct), Nomatter the experience of user,

I think of iPad and Apple as a classic example. Mr. Jobs and Apple have yet again created a product that most likely wasn't identified by consumers as something they must have or even need in daily life. Instead, the focus was on creating a product Steve and team thought was right for market

Custmoer Focused: believes in satisfying the customers' needs.

Slide 24:

Apple, gapedulli si pembeli harus ambil duit dari mana,
ga peduli mereka harus berkemah sebelum launching.
Toko pedia berdasarkan sale history, search history, product on checkout cart, mereka menyediakan/menawarkan produk2 yg serupa dan lebih beragam "SESUAI KBUTUHAN CUSTOMER"

Slide 25:

Dari awal pengembangan CRM, sudah terjadi beberapa evolusi ya, mulai dari CRM yang simple hingga yang lebih mendetail dan complex untuk mendukung pengambilan keputusan yang lebih baik dan complex pula
Untuk bisa mengeksekusi semua tahapan/proses diatas, kita memerlukan data customer (database) dan bagaimana mengolahnya.
Nah disinilah MIS menjadi sangat bergurna dalam proses CRM. Karena untuk membuat report, menganalisa data dan membuat forecast/prediksi memerlukan proses bisnis yang ada dari data-informasi-BI-knowledge.

Example for Bojo – Reporting Stage, but Youtube/Burger King or any company that asking customer review is in 2nd or 3rd Step, (example Burger King di Pluit Village) – ditanyain / interview sambil makan.

Slide 26:

Disini sekali lagi menyatakan Bahwa system management Custom Reaionhip Mangement ini tidak dapat dipisahkan dengan Information Sytem ya.
Karena kita mengetahui bersama bahwa Businiess Intelligence adalah suatu bentuk dari core driver of Information Age (Penggerak Utama) pada Era informasi yang merupakan landasan bagaimana kita bisa survive dalam Kompetisi Bisnis/oraganisasi adlan Information Age.

Slide 27:

Lead = person/business yang pada akhiirnya jadi client kita, potential client

1. Identity Data

Identity data includes descriptive details that can be used to identify your customers, leads, and contacts. Ideally, this data should support your targeted outreach efforts. Identity data can include:

- Name— Typically includes the contact's first and last name.
- Mailing information— Physical address where the contact can receive mail or product.
- Email address and telephone number— Additionally, it's worth noting if the contact has a preferred method of communication.

- Social Media— Links to social media accounts and preferred social media handles.
- Relevant personal information— Date of birth, account information related to your product or service.

2. Descriptive Data

Descriptive data includes lifestyle details relevant to your contacts. This data gives you a holistic picture of who your leads and contacts are on a more personal level, providing insight on their general choices. In your CRM, descriptive data can include:

- Career and education details— Company name, profession, and education level.
- Family details— Contact's marital and parental status, how many children they have.
- Lifestyle information— Homeownership status, car ownership status, general interests.

Ibu Voucher Cooking Class, Husband Swimming Pool Voucher

Slide 28:

3. Quantitative Data

Quantitative data includes measurable data points that can help you interpret how your contact has interacted with your company. Here are some examples of quantitative data for your CRM:
How many purchases the contact has made from you, and the average order value.
How often they visit your website, and what sources brought them to your website.
Service tickets filed.
How often they engage with your company on social media platforms.

4. Qualitative Data

Qualitative data can be stored in your CRM to inform you about your contact's attitudes, motivations, and behaviors that relate to their buying decisions. This information is typically gathered from direct feedback and surveys administered by your company. Questions that can support your company in gathering qualitative data include:
How would you rate our company's customer service?
How satisfied are you with your purchase?
Why did you make this purchase (for yourself, gift, etc.)?
What made you choose this product?
------- So if you guys we're also learning about Marketing this Quali data is inline with 2 of the four Market Segmentation (Geographic, Demographic, Psychographic and Behavioral) which are Psychographic and Behavioral segment where in Quali data covers the attitude, personality (Psycho) and also the reasoning, the motives or behavior of why they are purchasing our product (Behavioral segment)

Slide 29:

the #1 CRM provider by International Data Corporation for five years running.
Salesforce is so popular because it is packed with features like no other CRM software. Features such as contact management, workflow creation, task management, opportunity tracking, collaboration tools, customer engagement tools, analytics, and an intuitive mobile-ready dashboard. Along with these features, there are features designed for marketers such as social media integration, marketing leads monitoring, and email integration. For salespeople, sales forecasting, sales communities,
From Spotify to Adidas to Toyota and many more, and sales lead monitoring are all helpful features.

Slide 30-31:

Self-Explanatory

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*End of Note*