

The Legacy System Sinar Mas Land



Executive Summary

Sinar Mas Land is an Indonesian real estate development company, which is a subsidiary of Sinar Mas Group. It combines two big developers, Bumi Serpong Damai and Duta Pertiwi. It formed in 1988 under the flag of Duta Pertiwi. It now holds substantial interests in a businesses including residential housing, apartments, shopping centers, hotels, office buildings, industrial estates, townships and cities. Before the implementation of AWS, Sinar Mas Land was using several legacy applications that cover several business processes. Which not covered by the core system (ERP). Samakta offered a quick and agile solution for Sinar Mas Land to remain competitive. After using AWS, Sinar Mas Land successfully achieved its goal and this can avoid the business lost and maintain business agility..

Sinar Mas Land

With more than 40 years of experience, Sinar Mas Land is listed on the Indonesian stock exchange under the name of PT. Bumi Serpong Damai Tbk, (BSDE). In early 2011, BSDE has completed the acquisition process of its affiliated companies, namely PT Duta Pertiwi Tbk, PT Sinar Mas Teladan and PT Sinar Mas Wisesa. This acquisition is expected to improve BSDE's performance, especially BSDE's revenue portfolio and business diversification.

Sinar Mas Land has developed more than 50 projects in Indonesia. Sinar Mas Land's success in developing property & real estate in Indonesia is also recognized by credible and independent institutions in the world by getting various kinds of prestigious international awards such as the FIABCI Golden Award in Andora (2017), MIPIM in Hong Kong (2017), MIPIM Award at France (2018), Asia Pacific Property Awards 2018 in Thailand (2018).

Sinar Mas Land IT Challenge

Currently, Sinar Mas Land is using several legacy applications that cover several business processes. And apparently not covered by the core system (ERP). The challenge was the application continues to grow along with the number of subsidiaries using it, this also include increasing number of users. So that's why the need to upgrade the existing and currently on premise (data center) servers, also demand for upgrading and provisioning a new server is growing every time. In fact, the upgrade process itself takes a lot of time. So that delays in infrastructure procurement can cause the business lost many opportunities.

Why AWS?

AWS has many different cloud computing products and services. Amazon Web Services provides servers, storage, networking, remote computing, email, mobile development, and security. One of the main product is Amazon EC2. AWS has many availability zones in which its servers are located. These serviced regions are divided in order to allow users to set geographical limits on their services, but also to provide security by diversifying the physical locations in which data is held.

About Sinar Mas Land



Sinar Mas Land (SML) is one of Indonesia's largest and most diversified property developer. On a land bank of about 10,000 hectares we develop townships, residential areas as well as commercial, retail, hospitality, recreational and industrial properties.

A future that offers something better, fulfilling and enduring – building an environment that capitalises on knowledge, technology and innovation. Progress must be sustainable, based on a solid foundation of past learning and investment, as well as responsible approach to conserve and provide for generations to come.


PT Samakta Mitra (OneSmartServices) Solution for Sinar Mas Land Legacy System

As the biggest property developer in Southeast Asia, Sinar Mas Land is looking for large amounts of storage. But storing on a cloud could mean signing an expensive contract for a large amount of storage space and if not well considered, this solution could be disastrous if the service provider is not reliable. But AWS allow the companies to pay only for what they use. There's no upfront cost to build a storage system and no need to estimate usage. AWS customers use what they need and their costs are scaled automatically and accordingly.

Samakta Mitra provide a comparison between two approaches, the first is using AWS EC2 versus procuring a new server in the on premise data center. Including time, total cost of ownership, scalability, operation, and support. Without neglecting migration process, testing, and training to customers or end users. The benefit is not just for migrating side but also remapping from sizing local on premise servers into the architecture in AWS EC2. The result is cost efficiency, it is now possible to modernize the legacy system by integrating it to several AWS service platforms.

Result & Benefit for Sinar Mas Land

Metrics	Local On Premise	aws
Time To Provision / Upgrade	Months	Minutes
Cost	High	Low
Scalability	Low	High
Operation & Support	More Complex	Simple



By migrating the service to AWS reliable platform, now is easier to roll out legacy apps or add capacity due to the increase in the number of users. Since the business is much faster, Sinar Mas Land can avoid lost and maintain business agility.

About PT Samakta Mitra (OneSmartServices)

PT Samakta Mitra is an independent local owned company and a pioneer in ITaaS provider focusing on the solution that meet the customer business requirement through the design, development, deployment, and maintenance of IT based services which include cloud system, network infrastructure, Smart City, and many more. Established as a multi-division organization in 2016, supported by big company in Indonesia and formed by some people whose expert and with vast experience in IT, financial, customer oriented and operation area, PT Samakta Mitra emerged a leader in the deployment of system technologies including business applications, blue print, data centre, cloud computing, structured cabling, GPON, telephony services, wireless infrastructure, and security system integration. Samakta Mitra committed to staying intimately in tune with client's needs. PT Samakta Mitra is a registered partner of Amazon Web Services as consulting partner.

