

ABSTRACT

The emergence of new connected and M2M (machine to machine) devices and ubiquitous future of connectivity brings a new opportunity to the telecom industry, which is connected car technology. Digital lifestyle also supports that technology. PT Telekomunikasi Indonesia or Telkom captures this opportunity to develop the first integrated connected car in Indonesia named IndiCar.

IndiCar provides six integrated features. Those features are connection, driving, infotainment, security, diagnostic, and emergency. The IndiCar connectivity will be implemented through a tethered connectivity solution. The OBD (On-Board Diagnostics) in the vehicle works as a Wi-Fi hotspot to enable both drivers and passengers access the six features.

Since Telkom need a real strategy for its new developing business, Telkom needs a business model. This research aims to design appropriate business model of IndiCar by using Business Model Canvas. Business Model Canvas considered as an appropriate tool and model because it covers nine important building blocks of business.

To reach the objectives, this research applies Business Model Canvas assessment and SWOT analysis along with the Eisenhower Matrix and QSPM models. This research uses in-depth interviews to the expert to get insights. Based on the inputs given by the consensus of the experts, EFE and IFE matrixes were developed and SWOT matrix obtained. The Eisenhower Matrix are often used by Telkom to decide and classify the strategies based on the importance and urgency level, meanwhile the results of the QSPM shows the most attractive strategies among all feasible alternative strategies. As an output of those analysis, the enhanced business model is obtained.

This research has successfully generated an enhanced Business Model Canvas. The enhanced Business Model Canvas is approved by Telkom. This research provides applicable insights for Telkom. So, Telkom can continue the next step of the development of IndiCar, which is do a business model validation.

Keyword: Business Model Canvas, connected car, SWOT, QSPM, Eisenhower Matrix