

ABSTRACT

The development of business in the current digital era is inseparable from the role of Information Technology. With the implementation of free markets in Indonesia, competition in the business industry is getting tougher. In the transition to Shared Service, it is necessary to implement an Information System that will maximize the contribution of company resources, IT investment, and system development activities to achieve goals. In this case the Enterprise Architecture will help MSMEs make a transition to be able to compete with existing competitors. Regarding the use of technology in business development, it is deemed necessary for the production sector in Indonesia to make alignment between existing and ongoing business processes. Shared Service is a platform that connects SMEs with those who need SME services. The idea is to use their assets to generate profits by sharing assets, and bringing together demand and supply. However, implementing IT at Babagi Coffee is not easy, as for the obstacles constraints, among others, relate to human resource factors, cultural traditions, employee resistance to change, lack of knowledge and good practices, and a lack of business strategy and business processes that do not focus on customer needs. Therefore, we need a system information that will align the business side with IT. With IT, all Babagi Coffee's resources and business have the same orientation which focuses on customer needs

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