



**Cahyo Widiyanto**, *GM/Head of Reporting & MIS Department, Finance Group, Smartfren Telecom, Indonesia*

Cahyo has been working for 16 years' experiences in several areas: Management Information System (MIS), Business Intelligence, Data Mining, Revenue Assurance, Business & Data Analysis, Tariff/Pricing, Cost and Profit Margin, Interconnection, Content Provider and International Roaming.

He graduated from Electrical Engineering of Telkom University and holds a Master of Financial Management for his postgraduate from Pelita Harapan University, Indonesia.

Combining his strong understanding from engineering and financial side, he started his career for Excelcom (now XL Axiata), then assisting to set up Revenue Assurance function for Mobile-8 Telecom and also develop this division as data center gateway from data warehouse to all department, do depth analysis of activation, top up, usage, ARPU, RGU, interconnection, churn and customer usage behavior for reporting to Group CEO, Board of Directors (BOD), Marketing and Sales team.

He is now as GM and Head of Reporting & Management Information System (MIS) Department at Smartfren Telecom, Indonesia. His role is to provide automated Management Reporting. He also lead **MTRASS** (Management Tools for Reporting Analysis, Solution & Strategy), a project to integrate report from All Groups: Product, Sales, Network, Information Technology, Finance, Customer Engagement and Human Resources (HR) starting from the data source up to automatic reports & dashboards.