

# CASE STUDY

## RECREATION & PROPERTY INDUSTRY NEWS



**JAYA ANCOL**  
PT. PEMBANGUNAN JAYA ANCOL, TBK.

### THE COMPANY

PT. Pembangunan Jaya Ancol, Tbk. (PJAA) was appointed in 1966 as Managing Constructor of Ancol Project in order to develop Ancol area as an integrated tourism area.

The conducive economic growth these days gives bright prospect for the Company to improve the business to become the **Biggest Integrated Tourism Area in South-east Asia** just in line with the company's vision and mission.

Based on the superior policy, strategy and management system (Good Corporate Governance) to increase profitability and high business growth the Company has been creating synergy between the development and management activities all the time.

In order to develop an integrated tourism area, the Company establishes an inventory land bank policy by increasing land assets through reclamation and land purchase which is expected to give positive impact for the company business. In addition to revitalizing the existing site as public recreation facility, the development also performed to increase the number of visitors.

*PT. Pembangunan Jaya Ancol, Tbk, and PT. Taman Impian Jaya Ancol have been using Orlansoft Solution to integrate their Financial Business Process*



*"Orlansoft is the most flexible business system for a quick, painless Financial Integration.*

*A lot of features are there to help us optimize our Financial Business Process"*

Fransiskus Xaverius Husni CMA, CIA. – Deputy Finance Director  
PT. Pembangunan Jaya Ancol, Tbk. (PJAA)



**INTEGRATION – LESS RESOURCES FOR MORE INFORMATION**



## THE CHALLENGES

PJAA's financial business process involved five separate systems that ran on multiple platforms in the company's head office. The main system was a legacy General Ledger module, assisted by three other systems used to record daily transactions in the Treasury Department. A customized application was used to generate water and utility invoices in the Property Management Department.

A lot of redundant entries had to be manually keyed-in into the separate systems. Aside from that, users found it difficult to share information online, since data involves more than 30 business units in two companies. Each business unit is an independent entity with its own balance sheet and income statement.

The first challenge was "how to integrate business processes in both Treasury and Accounting departments into a single Enterprise Financial System, from supplier invoice verification, supplier payment & check management, sales invoice generation, accounts receivable control, to cash and bank management and finally link them into General Ledger?"

The second was "how to deliver the Financial Integration within the framework of Best Practice Financial Business Process with the least changes in Business Process and with no downtime".

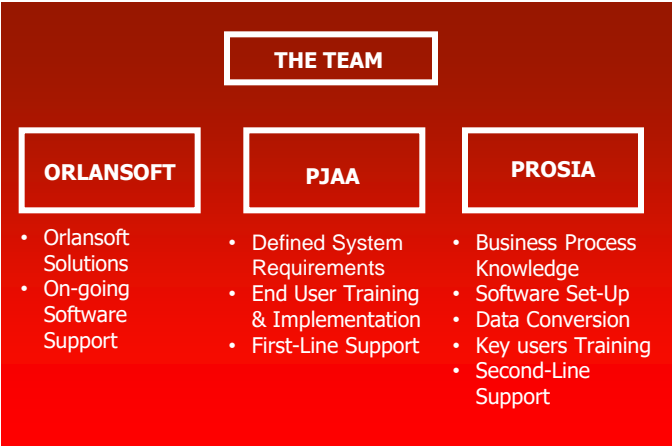
The third was to integrate Financial Business Process in three Property businesses (Property Investment, Property Sales, and Property Management) that range from water and utility billing, land and building invoicing, A/R control and integrate them with Treasury and Accounting departments

PJAA Financial Integration was the largest and yet the most successful integration project that involved more than 50 users, 6 departments, 2 divisions, and 2 companies.

*"PJAA Financial Integration was the largest and the most successful Integration Project."*

*"PROSIA and Orlansoft delivered best solutions with least changes in Business Process and no down-time."*

Fransiskus Xaverius Husni CMA, CIA. – Deputy Finance Director  
PT. Pembangunan Jaya Ancol, Tbk. (PJAA)



## ORLANSOFT SOLUTIONS

Having learned from previous ERP implementations, PJAA put special importance to consultants expertise and their level of support and therefore picked PROSIA as the solution provider vendor for Financial Integration.

PROSIA's mastery of PJAA business process and its expertise in Financial Business Process Best Practice, complemented by the full support from PJAA's team and its management, led to the first success, which was the GO-LIVE Phase-1 for Cash Management in mid May and General Ledger for June 2005 Financial Period Closing. Both was achieved without downtime and needed just one month of parallel-run in journal transactions.

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## ORLANSOFT SOLUTIONS continued

The project continued to Phase-2, Online Supplier Invoice Verification processing, which would be used to create payment forecast by the Treasury department. This process also provided transparency about the payment status of invoices to suppliers.

Phase-3 covered invoice generation in Accounts Receivable department, A/R monitoring, and completed the integration with Cash Management and General Ledger.

The string of successes of Financial Integration Phase 1-3 in 2005 was followed by Phase 4, which involved Business Units outside the Finance Division. In just 3 months in 2006, 3 property businesses in the Property Division successfully implemented Orlansoft and became integrated with Finance Division.

Fast and accurate data conversion helped accelerate the Water & Utility Billing process and other financial activities without downtime.

Financial Integration finally made it possible to achieve Financial Period Closing on week 2 of the following month.

## THE RESULTS

PROSIA and Orlansoft successfully implemented Financial Integration in 2 of 6 divisions in PJAA. This integration provided ease and accuracy in the management of financial information to enhance the flow of PJAA business process. Integration has been gradually extended into other divisions by teams from PJAA and with less involvement from PROSIA.

## HIGHLIGHTS

<b>Company Name</b>	PT. Pembangunan Jaya Ancol, Tbk. (PJAA) PT. Taman Impian Jaya Ancol	<b>COMPANY</b>
<b>Industry</b>	Recreation & Property (Real Estate)	

<b>ORLANSOFT Solutions</b>	Orlansoft ERP - Core Enterprise Edition (Sales, Purchase, Inventory, AR, AP, Cash, and GL)	<b>SOLUTION</b>
<b>Sites</b>	Single site (Jl. Pasir Putih, Jakarta)	
<b>Implementation Time</b>	Phase 1 – General Ledger & Cash Modules in 6 months, Phase 2 – Account Payable Module in 3 months, Phase 3 – Account Receivable Module in 3 months, Phase 4 – Financial at Property in 3 months	
<b>Platform</b>	IBM PC Server using Microsoft Windows 2003 Server	
<b>Environment</b>	Sybase SQL Studio 8.0.3 database, Microsoft Windows XP -OS	

- Replace 5 legacy systems and integrate in ORLANSOFT ( 4 systems at Finance Division & 1 system at Property Division )
- On Line Processing of Supplier Invoice Verification and Supplier Payment
- Better AR Control & Cash Management
- Faster Financial Period Closing

## RESULTS

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