Built on tests, not guesses.

Coba Dulu
Siapa Tahu

Technology and business process improvement

UJI · UKUR · ULANGI

Process first, then technology

“We find where work breaks, fix the process first, then build the technology that makes the fix last.”

We build technology and improve the processes behind it, in short cycles: test, measure, repeat. What proves useful we continue; what does not, we stop.

WHAT WE ARE

A technology developer and a business process and improvement consultancy. Technology is our main service, not the goal.

WHAT WE BELIEVE

Understand how the business really runs, find the friction, improve the process. Then apply the right technology so the improvement lasts.

HOW WE WORK

Uji, Ukur, Ulangi: Test, Measure, Repeat. Small tests, numbers we record, and the result decides the next step.

Technology is rarely the biggest problem

01

Technology gets the blame

When work is slow or full of errors, the first answer is often a new system. The cause usually sits in how the work flows between people.

02

Automating chaos makes it faster

A broken process that is automated still breaks. It now breaks faster, and in more places.

03

Nobody owns the process

When no one is named as the owner, problems fall between teams and stay there. Reports get made, nothing changes.

Three service lines, one method

01

Process diagnosis and improvement

Map how work really flows, find friction and ownership gaps, redesign it, and set KPIs with a named owner.

02

Technology build and automation

ERP optimisation, system integration, workflow automation, and custom internal tools. Built once the process is clear.

03

Data, analytics and AI for operations

Reports and dashboards so managers see yesterday's numbers this morning. Practical AI where it serves a real need.

Also a product studio. Our first product, Jayata, is in development and not released.

Uji, Ukur, Ulangi: test, measure, repeat

Uji

TEST

Diagnose one process, agree a baseline with you, and pilot one improvement.

YOU GET

- Process map
- Baseline metrics
- One pilot build

→

Ukur

MEASURE

Measure the pilot against the baseline, together with the process owner.

YOU GET

- Before and after numbers
- Review with the owner

→

Ulangi

REPEAT

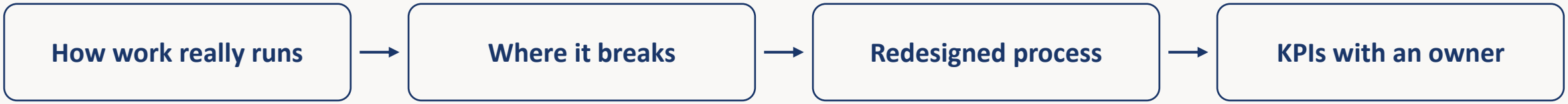
Scale what worked, drop what did not, and choose the next process.

YOU GET

- Rollout plan
- Next process to work on

A typical shape, not a fixed offer.

Process diagnosis and improvement



WHAT WE DO

- Walk the process with the people who do the work
- Find friction, handoffs and gaps in ownership
- Redesign the process and remove steps that add nothing
- Set a few KPIs, each with one named owner

A process without an owner does not improve.

Owners turn a process map into results. Without one, the map stays on the wall.

Technology build and automation

ERP optimisation

Make the ERP you already run fit how the business works, and help business users own it.

System integration

Connect systems so data is entered once and moves without retyping.

Workflow automation

Automate repeated steps once the process is stable and has an owner.

Custom internal tools

Build small tools and apps where no existing system fits the need.

OUR RULE

Fix the process before you automate it.

If the process is not clear yet, we fix that first. Then we build, and we measure the build against the baseline.

Data, analytics and AI for operations

Managers should see yesterday's numbers this morning.

01

Reporting

Regular reports built from the systems you already use, not retyped by hand every week.

02

Dashboards

A small set of numbers for each manager, tied to the KPIs and to their owners.

03

Practical AI

Used where it serves a clear operational need, and measured like any other change.

The point is not more reports. It is the right numbers, early, each with an owner.

How a first step usually looks

The typical shape

- One process, looked at closely
- How it runs today and where it breaks
- One small improvement to test first

What we talk about

- One process that hurts
- What a good result would look like
- Who owns the process today
- What data and systems exist

What it can lead to

- A shared picture of how the work runs
- An idea of what to test first
- A view on whether a small first test makes sense

A typical shape, not a fixed offer.

Principles we work by

01	**Name the process owner**	Every process and every KPI has one person who is accountable for it.
02	**Measure before and after**	Without a baseline, there is no honest claim of improvement.
03	**Ask the people closest to the work**	They see the friction first, and they often know the fix.
04	**Pilot small before rolling out big**	A change proven on one process is safer to scale.
05	**The business owns the system**	Systems work when business people own them, not only IT.

The same method on our own products

We also build our own products, with the same loop we bring to clients: test small with real users, measure, then improve or stop.

Each product has its own name and look. The company stands behind it as the responsible party.

FIRST PRODUCT

IN DEVELOPMENT

Jayata

Records race results, personal bests and athlete progress, starting with swimming. Made for parents and guardians who follow their children's progress.

Private by design: a child's data is seen only by the parent's account, unless the parent chooses to share it.

Not released to the public. No launch date is promised.

Working with partners

Open to working with software vendors, implementation firms and other consultancies.

Before implementation

Process mapping, requirements and KPIs, so the system can be set up for how the business should work.

During implementation

A link between business users and the implementation team, so business users can own the system.

After go-live

Measuring adoption against the baseline, closing process gaps, and adding reports and small integrations.

WHO WE ARE OPEN TO

Operations-heavy businesses in any sector, and partners who work with them.

A FIRST CONVERSATION WITH A PARTNER

Where each side is strongest, which part each would own, and how results would be measured.

NEXT STEP

Built on tests, not guesses.

Tell us about one process that hurts.

A first conversation is about how the work really runs today, and whether a small first test makes sense.

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PT COBA DULU SIAPA TAHU

SOFTWARE & PRODUCT STUDIO · JAKARTA

What we do not do

Automate an unmapped process

If the work is not understood yet, we start there.

Big-bang rollouts

A change is piloted on one process before it is scaled.

Claim results without a baseline

If we did not measure before, we do not claim an improvement after.

Promise what we have not tested

We do not promise outcomes we have not measured with you.