Linkcap**in**

PT WISESA LATIH INDONESIA AND LINKCAPIN

The Company-

1. About PT WISESA LATIH INDONESIA

   PT WISESA LATIH INDONESIA is a private limited software development and human capital management consulting company. The founders established the business in 2011, and developed Capin (gradually becomes Linkcapin) a solution that focused in HR management.

   Linkcapin aims to fulfil the completeness of vision and the highest ability to execute HR technology in the Leaders Quadrant – a term used in Gartner Magic Quadrant - particularly in providing Human Capital management suites support core HR, payroll, talent management, workforce management, HR service management and future leaders for the organization.

PRODUCT ROADMAP & CUSTOMERS

   The company equips Linkcapin with Artificial Intelligence (AI). A tool that is common in industry 4.0 era, particularly machine learning and scheduling in payroll, competency management, career ladder and succession path.

   In the near future, PT WISESA LATIH INDONESIA plans to extend its market to the United States, where technology finds environment and society for growing faster. Moreover, the company wants to make sure the customers see Linkcapin in the new living space, metaverse.

   Moving forward, the firm aims to initiate its unique hyper-smart ERP project that is integrated to its HCIS.

2. What were the initial challenges the company faced?

   By definition, human capital represents collection of resources, include the knowledge, talents, skills, abilities, experience, intelligence, training, judgment, and wisdom possessed by individuals that is embodied to produce economic value for the

organization. Where, human resources management does not emphasize the individual employee financial outcomes.

The development of Linkcapin is initially sparked by the fact that there is no handbook of human capital management published, while human resources management books are largely and easily found in the bookstore's racks and online market. Tri Junarso, the founder of the company, then learns deeply about human capital management, writes articles about it, and involves in discussions. And finally put it on a software.

This solution measures employee performance, profit generation and attract employee with automated career tract, future succession program and employee capitalization. While, it balances the employer expectation too, such as presenting return on investments, and effective organization.

People know, there is no single HCM Solution works for every HR requirement. Customers experience different challenges; therefore, they don't want to use a template. Linkcapin can be customized for each customer requirements, which are collected from their current challenges, company labour agreement or company regulation, materials discussed in the Board or HR related committee, and their visions for the future. For instance, automation in talent management which is not merely related to training need analysis (TNA) but at least 18 development types. It is a single development program that offers comprehensive learning management. The development program then builds competency level of the employees. It is simply called Competency Need Analysis (CNA).

3. Which was that point that triggered the growth of the company?

   PT WISESA LATIH INDONESIA designs Linkcapin to become the pioneer solution of human capital management, that is comprehensive, simple, user friendly, and generating financial impact in business. Therefore, from the beginning, artificial intelligence (AI) is placed to automate Linkcapin.

   After focusing in payroll, employee database and service, measurement of employee performance, profit generation, it attracts the Board and employee with automated career tract, and succession path.

   PT WISESA LATIH INDONESIA empowers customers with Linkcapin, and in the future, this application is expected to leverage the company achieving the world-class human capital management solution provider, through advancement of its technology, seamless innovation and uniqueness.

   Before doing the setup of Linkcapin, PT WISESA LATIH INDONESIA's rich experience team shall discuss the requirements with the customer's implementation taskforce. The team shall affirm the clients to express their current and future thoughts, Board recommendations, labour regulation, labour agreement, and submit other documents they want to adopt in Linkcapin during the first 30 days. So that, it can be customized within agreed time frame, and no space for delay. Linkcapin has been equipped with formula/algorithm to ensure high quality analytics.

4. How have the company changed since the foundation?

   Customers emphasize their complex HR requirement is simplified; expecting an HR solution that impacts greatly in the business. Such as efficiency in people, time and

cost. Moreover, the company board demands the presence of more than data/information and analysis. They seek a solution that is able to demonstrate prediction and recommendations. The solution should have capacity to deliver accurate analytics and no wrong decision making.

Linkcapin as far as compared with similar global HR solution, is show significant ahead step in competency management. It generates Competency Pyramid complete with Job Competency Index, Competency Grade, Core/Sub Competency Level, Program Point and Sub Program Score.

Along with competency program, automation of payroll and performance management, Linkcapin provides a solution for the most flexible time management, since one of our customers implements high flexible working time, up to 45 types of working time.

5. What is the reason behind company's success?

    PT WISESA LATIH INDONESIA believes in how the operation of Linkcapin can be made as simple as WhatsApp - no operation manual needed for every level of user, no operator certification, minimum brainwork and handwork. By doing this way, the users do not waste their energy for thinking and typing. Since, it implements artificial intelligence, and offer lower cost structure

    On other hand, Linkcapin aims to help company's Board having high level of confidence to take quick decision, undoubtful data and easy to connect with the business and maximum cost-saving.

    AI based-payroll enables the customers to operate employee or manager self-service with minimum handwork (typing) and brainwork (thinking). The customers, therefore, focus on their time for succeeding their core duty or business.

    On other hand, AI also spreads in competency plan and scheduling, which is preparing future high quality talents. Employees don't need to worry about their competency need and the schedule of development programs.

    By combining various features, such as competency management, leadership grid, and talent map, Linkcapin demonstrates itself as a predictor tool, so that the customers shall find surprisingly the future leaders/successors in the organizations, anytime they want to view. As well as, by using particular features, the employee can see the portrait of his/her career ladder.

LINKCAPIN

6. What are the products/services the company focuses on?

    Human capital management grows based on the questions why CEO is practically succeeded by candidates with financial back ground such as finance and marketing. Successors with technical background, such as engineering and production, have lower opportunity to take the CEO position.

    Linkcapin born to demonstrate the management of human capital as a collection of resources, include the knowledge, talents, skills, abilities, experience, intelligence, training, judgment, and wisdom possessed by individuals that is embodied to produce economic value for the organization. It balances employers and employee's interest. Where it measures employee performance, profit generation and attract employee with

automated career track, succession plan and employee capitalization. While, it balances the employer expectation, such as return on investments, and effective organization. Linkcapin-Succession offers solution of succession in the organization, for supporting leadership sustainability. This module has leadership grid and is integrated with the talent grid. By using the AI-based Succession, companies do not need to make succession plans, or conduct job auctions. Because successors have been mapped for the next 3 years (could be more than 3 years, depends on company needs).

📌 Competency Structure									˅

Job Title	: President Director		Designation	: CEO					
Job Level	: Director		Job Grade	: 18					

JOB COMPETENCY		COMPETENCY		SUB COMPETENCY		PROGRAM		SUB PROGRAM	
Title	Index	Title	Grade	Title	Level	Title	Point	Title	Score
CEO Job Competency	4.65	TECHNICAL COMPETENCY	15.5	Able To Deal With Complexity	15.5	Financial Modeling and Valuation Analyst (FMVA)	31	Financial Modeling and Valuation Analyst (FMVA) 1	77.5

Linkcapin-Career provides solutions for employees who have passion/ambition in pursuing a career/position. By using this module, a career plan is no longer needed. With AI, Linkcapin shows the employees their real time career/position opportunities

7. How do customers see uniqueness in LINKCAPIN?

There are two challenges shall be faced by employees in the future. First, Human Capital Index which is a measure of the economic value of an employee's skill set. Where, the experts are not in the same view. They mix up it with human trade/human trafficking. Secondly, whether employer and customer want to buy employee outcomes or not. Since, HCM is about creating value through people - anything is translated into economic value, such as revenue. In HCM, people are seen as value adders, not overheads. In Linkcapin, employees are viewed as CAPITAL, not merely ASSET. On other hand, Linkcapin doesn't consider people as products/commodities, conversely it measures their competencies that generate financial value for both employers and employees. So that, both parties are benefited in balance.

8. Is there any challenge faced against Linkcapin modules?

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Conversely, for some reasons, Linkcapin modules such as Human Capital Index, Employment Profit, and Employee individual ROI do not attract employees. It's relevant to a survey, which indicates employees in general do not to be measured, particularly in relation with financial/profitability.

9. How does the company take decision to move one step ahead the technology of Linkcapin?

Taking principle of "generate new and advanced," Linkcapin is developed consistently with seamless innovation and advanced technology - such as artificial intelligence – aiming to have ability to grab higher market share, capacity to reach level of employer of choice, and a best place for investors to invest their money

Linkcapin starts with employee database, and job profile. By using both features, it builds competency management, talent management and leadership. It ends with promotion and employee (financial) valuation.

Linkcapin demonstrates strong Competency Management. The modules are very particular in this field, which other global HR solutions may not own it, and so flexible for customization. It can meet the competency standards set by the government or the need of positions in the company. Through Linkcapin, Competency Need Analysis (CNA) is set automatically. This module does not require employee intervention, because it uses artificial intelligence (AI).

Talent Management of Linkcapin excels in talent grid, talent map and talent pool. This module is attractive, because it is strong in employee experience for the talents of the organization, particularly the use of AI

10. How the firm places itself in the market competition?

Competition cannot be stopped. Periodically, PT WISESA LATIH INDONESIA monitors competitors' advancement through their appearance in the news, articles, its website, its customers, and survey reports. Therefore, the company knows the competitors SWOT (strength, weakness, opportunity, and threat), as well as how to narrow down the gaps in future.

By combining set of skills and experiences, and various literatures, Linkcapin wants to place itself as customer of choice solution.

Linkcapin provides users with Modules which are integrated/connected comprehensively like (formerly) Facebook, "Human Capital Search Engine" platform like Google, Services for every HC's need like Microsoft Office, and a system where Users feel like blogging.

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