

# Nutanix helps Artajasa solidify its market leadership in Indonesia

## About PT Artajasa Pembayaran Elektronik

**Industry:** Financial Services

**Location:** Indonesia; APJ

**Website:** [www.artajasa.co.id](http://www.artajasa.co.id)

### Applications

- Over 100 applications helping customers with electronic financial payments
- OracleDB
- OKD
- Oracle WebLogic
- QRIS (Quick Response Code Indonesian Standard)

### Products:

- [AHV Virtualization](#)
- [AOS Storage](#)
- [Nutanix Cloud Infrastructure \(NCI\)](#)
- [Nutanix Cloud Manager \(NCM\)](#)
- [Nutanix Database Service \(NDB\)](#)

### Solutions:

- [Business Critical and Enterprise Apps](#)
- [Databases & DBaaS](#)
- [Private Cloud](#)
- [Sustainability & IT](#)
- [VMware](#)

## Ready to get Hands-On?

[Take a Test Drive](#)

Nutanix supports Indonesia's financial services institution in handling majority of the country's total financial payments,

# speeds up time to market, and provides near instantaneous access to its apps.

## Overview

Established in 2000, PT Artajasa Pembayaran Elektronis (Artajasa), is a pioneer in the electronic transaction market in Indonesia, particularly in providing network infrastructure for banks and financial service providers. It also helps them develop global payment services that are faster and more secure than before.

Artajasa moved from VMware to Nutanix and is reaping the benefits of agility today. The app dev team is able to bring products to market much faster than before, and its end-user access to customer-facing applications is near instantaneous with twice the performance, directly boosting customer satisfaction. And all of this has been accomplished while realizing huge cost savings of up to 60%, by cutting licensing costs, maintenance fees, and person-hours, freeing up valuable resources that can be directed to other business-critical areas.

## Key Benefits

### Speed up Innovation

Get products to market much faster than before; provisioning a new database takes minutes not days.

### Boost customer satisfaction

Access to apps and services is now near instantaneous and run twice as fast.

### 60% reduction in TCO

Move from VMware to AHV slashed license costs, reduced maintenance bills and saved 75% in person-hours.

“With Nutanix, we are able to fully leverage the potential of automation and maintain our market leadership to support majority of the electronic transaction market in Indonesia. Nutanix is the right choice, and it never loses its promise of simplicity and high performance. It has accelerated the pace of innovation for our app dev team, helping us to bring products to market many times faster. Together, we’re building a foundation for delivering great customer experiences.”

Roni Wijaya,

Vice President, Operations, PT Artajasa Pembayaran Elektronis

”

## Challenge

Artajasa is the market leader in electronic transactions in Indonesia as its services cover majority of the country's total financial payments. On a daily basis, the company handles up to millions of online transactions per day, performed through services such as ATM network switching (ATM Bersama), e-commerce payment gateway, mobile and internet banking solutions, bill payment services, real-time electronic fund transfers, and QR code payments for numerous types of industries.

It is vital that Artajasa continues to solidify its market leadership and explore the untapped market opportunities in Indonesia. An estimated 48% of the country's population is still unbanked and there is a huge market opportunity to use technology to reach this segment.

As such, the company needed an agile system to better respond to fast-changing business needs and accelerate innovation by the app dev team. The previous VMware environment was outdated, too complex to maintain, and too slow in its daily operations to support the massive volume of its business transactions. It also did not support best practices in business continuity measures, like automating backup and reducing restore times.

## Solution

Artajasa deployed the Nutanix Cloud Platform (NCP) solution, including the Nutanix Cloud Manager platform and selected the Nutanix AHV hypervisor as their virtualization choice, marking a significant departure from their previous VMware environment. “When we heard that VMware was being acquired by Broadcom, we were concerned about the potential impact on our software licensing and customer support,” said Roni Wijaya, Vice President of Operations.

Artajasa also deployed Nutanix Database Service (NDB) solution, a complete database lifecycle management solution with a high level of

automation that allows users to carry out complex actions like database provisioning, cloning, and patching at the click of a button. After the deployment, Artajasa moved hundreds of its customer-facing applications onto NCP, such as mobile banking, internet banking, reporting, and many online payment services. "To win in this competitive market, we need smooth operations, timely and effective IT resource provisioning, and simple IT infrastructure management. Nutanix has become a critical part of our business. Database deployment and administration no longer becomes a bottleneck to our developers, applications are successfully deployed on schedule, we enjoy a faster time to market for new software-based services," said Wijaya.

## Customer Outcome

### Accelerate innovation and brought products to market many times faster

"One benefit of using Nutanix is we can respond quickly to new projects. Our team now has a competitive advantage by innovating faster and bringing products to the market much faster than before. Previously our developers needed up to two days to provision a database cluster, but now we can have one up and running in 30 minutes. All of this used to be almost impossible," Wijaya noted.

### Boost customer satisfaction; applications run twice as fast

More than a hundred customer-facing applications are now hosted on Nutanix, accounting for about 90% of its total applications. "With NDB, our database availability now exceeds 99.95% and we have not faced any downtime for our critical applications with Nutanix. Our data operates effortlessly, and our applications now run twice as fast, delighting our customers as they now get near instantaneous access to all their payment and financial applications," said Wijaya.

"Within IT, our database administrators are happy with the simplicity of Nutanix's platform as everything is automated in just a few clicks. They can now authorize new databases with little effort, and they're reinvesting the time saved for more business-critical IT operations," he said.

### TCO reduction by 60% with 75% savings in person-hours

The switch to Nutanix has slashed Artajasa's total cost of ownership (TCO) by 60%, which includes up to a 50% reduction in maintenance and power costs. "Nutanix has really simplified our IT operations and tripled our data capacity compared to our previous VMware environment," said Wijaya.

Nutanix Cloud Manager (NCM) capabilities have also given the 200-strong IT team complete visibility across its entire environment, helping to automate detection of performance anomalies and forecast capacity to meet business demands. "With the daily operational burdens lifted, our team is working much faster, and we estimate at least a 75% savings in person-hours, which could be reinvested in other areas that drive better business values," said Wijaya.

## Next Steps

Artajasa's digital transformation is an ongoing journey modernizing applications to best serve its customers. It has begun exploring other Nutanix solutions to further enhance its end-user-experience, as well as further strengthen its microservice architecture.

"Nutanix has been a true technology partner to us, helping us grow and evolve our capabilities. We look forward to building a long-term relationship with Nutanix and remain excited about the possibilities this collaboration opens for us, particularly in AI, blockchain and cloud services," concluded Wijaya.

Learn more at [www.nutanix.com](http://www.nutanix.com)

©2024 Nutanix, Inc. All rights reserved. Nutanix, the Nutanix logo and all Nutanix product and service names mentioned herein are registered trademarks or trademarks of Nutanix, Inc. in the United States and other countries. Nutanix, Inc. is not affiliated with VMware by Broadcom or Broadcom. VMware and the various VMware product names recited herein are registered or unregistered trademarks of Broadcom in the United States and/or other countries. All other brand names mentioned herein are for identification purposes only and may be the trademarks of their respective holder(s). Customer statements on results, benefits, savings or other outcomes depend on a variety of factors including their use case, individual requirements, and operating environments, and should not be construed to be a promise or obligation to deliver specific outcomes.

12/24

# NUTANIX

T. 855.NUTANIX (855.688.2649) | F. 408.916.4039

[info@nutanix.com](mailto:info@nutanix.com) | [www.nutanix.com](http://www.nutanix.com) | [@nutanix](https://twitter.com/nutanix)

©2025 Nutanix, Inc. All rights reserved. Nutanix, the Nutanix logo and all product and service names mentioned herein are registered trademarks or trademarks of Nutanix, Inc. in the United States and other countries. All other brand names mentioned herein are for identification purposes only and may be the trademarks of their respective