

PROJECT FLORES

A Case Study
on



#1 Indonesian On-Demand Laundry Reduces System Development Time by Adopting Flores Platform



Customer: Taptopick
Website: www.taptoick.co
Customer Size: 1-99
Country or Region: Indonesia
Industry: On-demand

Customer Profile

Taptopick is an on-demand laundry application that will pick-up, clean, and deliver your laundry anytime and anywhere you prefer. It #1 on-demand laundry application in Indonesia.

"The Flores platform offers a modular approach that identifies the blocks that are required in on-demand laundry business. From idea to launch, it only took us less than 12 weeks"

Halilintar Ramadhan, Chief Executive Officer, Taptopick

To take great idea and transform it into a real business, Taptopick, an On-demand Laundry in Indonesia, chose Flores to empower their digital infrastructure. With this approach, it took 2 times less TIME than building system from scratch, burnt 3 times less CASH while still confidence because the system was built with proven technology, both cloud & mobile native application.

Business Needs

Launched in Indonesia in January 2016, Taptopick is an on-demand laundry application that will pick-up, clean, and deliver your laundry anytime and anywhere you prefer. It collaborates with professional laundry vendors in order to guarantee the best quality of laundry services.

It originated in August 2015, Halilintar, owner of laundry business in Depok planned to expand his business with opening more branches around Jakarta city. To open new laundry business, it requires enormous capital and the competition is quite heavy, especially in big city. It will take a long time to gain profit.

"Mobile technology is already a trend in Indonesia. Everybody now

has a smartphone. That made me thinking what if I'm focused on laundry business value added service, which is laundry pickup and delivery that used a mobile app. I can focused on customer service and be partner with other experienced laundry business", says Halilintar.

The problem arises because Halilintar does not have technology background to build the system by himself. He asked around only to realize that building the whole system for his new venture will take as long as six months with more than 1 billion in rupiahs investment on the technology alone.

As Halilintar examined alternative options, two factors became critically important. First he wanted to reduce the total cost of ownerships for the firm's digital infrastructure. Second, he wanted

to ensure the technology can handle and provide great experience for the customer. "I want to be able to launch my business with reasonable investment," he says, "Having system that can support specific requirement on on-demand business laundry model will provide us with more opportunities. We wanted a modern, high-performance system that was reasonably in term of cost and would enable us to reach our customer on mobile."

Solution

In late September 2016, Halilintar, approached Radya Labs Teknologi, a Bandung-based mobility solution provider, and asked them to help with his on-demand laundry project. Working with Radya Labs, Taptopick built the whole software that consist of an Android app for laundry picker, iOS & Android app for customer and a full-blown content & API management system running on the public cloud powered by Microsoft Azure.

The solution comprised a combination of native mobile application and web application that run on the set of Azure services, which supports modular approach to each of pickup-laundry-delivery process. Halilintar believed that this would provide a stable system with excellent experience for handling order request from customer.

"The Flores platform is flexible and can be tailored on certain level to match each of on-demand business," says Tito Daniswara, Director, Radya Labs Teknologi. "It's attractive to entrepreneur or business owner because it opens new opportunity to reach their customer online".

Taptopick used Android & iOS template application to extend specific laundry business process to the rest of the system. "Using the mobile app template makes our customer app is quickly developed," he says, "You also can

tweak the interface so it match your company brand".

Radya Labs used the Azure App Service and Azure SQL to host Taptopick content & API management system. "Using platform-as-a-service offering from Azure makes our Flores platform far more robust and easy to scale," he says, "It lifts our burden in managing the server hardware for customer like Taptopick."

To transparently manage the backend application built on Flores platform, Radya used Application Insight, which support various kind of metrics.

"Additionally, our choice of cloud platform provides notification alert, so we could easily get informed and found any anomalies happened on the server side", Puja, Technology Director of Radya says, "It was only natural that we choose the platform that enable us to focused on development, not the infrastructure. So we can deliver the best experience for our customer".

Benefits

By using a system built from Flores platform and tools on a public cloud-hosted on Microsoft Azure, Taptopick launched business quickly, lowered overall costs while using proven technology. The firm has also founded an extensible system for future development, where staff can add more features when business grows.

Fast time go-to market

Halilintar believes the system built with Flores platform gives Taptopick the best prospects for delivering amazing experience to its customers.

"Flores platform offers 2 time less development time than expected that works very well with starting new business like us," says Halilintar. "We can start picking up and delivering laundry for

customer less than 12 weeks after I have this on-demand laundry idea".

"We are already benefiting from fast development time, and plan to launch new features. I don't have to worry about extensibility – I know we can add new functionality on top of the platform."

Total cost of ownership down by 30%

The Taptopick integrated software quickly delivered huge savings, "By building our digital infrastructure using Flores, we avoided making an upfront big capital investment while having the luxury of upgrading capabilities as and when we need to," says Halilintar. "This has reduced or total cost of ownership by 30 percent".

"We are also operating more efficiently," he adds, "Using Azure, we can scale server capacity up and down depending on the traffic, so we can only use hardware we need to meet that month's demand".

A Proven technology match current trend

The customer-facing mobile app has proved exceptionally stable and delivered better-than-expected experience for user.

"Combining the newest OS-support both in Android and iOS, delivers great experience for our customers," says Halilintar. "By leveraging the Microsoft Azure cloud hosting, we've also maintained high availability of our system.