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Chapter 2

COMPANY DESCRIPTION

2.1 Brief History of the Company

PT. Crubiks Global Indonesia is a consulting firm that was established in Vancouver, Canada. They are considered as a *full-service boutique* consultancy firm that delivers end-to-end service [1]. First founded in 2017, PT. Crubiks Global Indonesia aims to utilize the latest technologies to empower small to medium-sized businesses[2]. The logo of PT. Crubiks Global Indonesia, or more commonly known as Crubiks is shown in Figure 2.1



Figure 2.1. Logo of PT. Crubiks Global Indonesia

As a modern-day company, PT. Crubiks Global Indonesia operates virtually or through co-working spaces. By implementing the agile and scrum methodology, PT. Crubiks Global Indonesia manages to ensure progress and results. From the start everyone at PT. Crubiks Global Indonesia works very closely, with daily scrum meetings to constant collaboration throughout the day by utilizing multiple social media platforms.

In general, PT. Crubiks Global Indonesia provides several services that can contribute to the digital transformation of companies. These services include Robotic Process Automation, Business Applications, Application Integration, Analytics, and AI, Customer Experience, Modern Workplace, Organization Change, and Cyber Security. With the range of services PT. Crubiks Global Indonesia offers, their existing and past clientele is filled with well-known organizations such as MNC, Ranch Market, Erha, and Hermina Hospital[2].

2.2 Company Vision and Mission

In order to achieve satisfactory results, a company adopts a vision and mission to stand for. PT. Crubiks Global Indonesia is not any different, the company strives for greatness through implementing and optimizing technology to empower small and medium-sized businesses. As a whole, the company believes in taking part in the development of the community by helping it transform in the digital age. In order for PT. Crubiks Global Indonesia to fully achieve their goals, they came up with a central vision and mission, and some central values.

A vision is a statement that describes how a company wants to be in the upcoming times. Therefore, PT. Crubiks Global Indonesia's vision is "To provide every organization with the knowledge and tools to leverage technology for good". This vision is seen in Crubiks's everyday activities as they utilize their knowledge of the multitude of technologies and tools that are available to deliver results to their clientele.

On the other hand, A company's mission statement stands for their objective as a whole, and what they would do to achieve that goal. In PT. Crubiks Global Indonesia, the vision states "Implement technology and help every organization in their digital transformation journey". This mission statement, it represents Crubik's intent to help establishments apply the technologies and tools that are available to better themselves and make them more adjustable to the modern age.

Additionally, PT. Crubiks Global Indonesia also stands by some core values to further strengthen its drive towards achieving its goals. These values are, *Collaboration*, *Integrity*, *Knowledge*, and *Humility*. These values are applied in everyday tasks performed within the company were, *Collaboration* is prioritized where all the employees work together to come up with a viable solution, this is to ensure that the *Integrity* and desire to do the right thing no matter how difficult the task may be is full-filled. Overall, at Crubiks, *Knowledge* is exercised through the range of technologies applied and utilized, but above all else, *Humility* is also prioritized as the team continues to improve each and every day, and furthermore embrace the mistakes that were made.

2.3 Organizational Structure of the Company

Overall Organizational Structure of PT. Crubiks Global Indonesia can be seen in Figure 2.2, whereas the specified organizational structure and the position of interning individuals are shown in Figure 2.3.

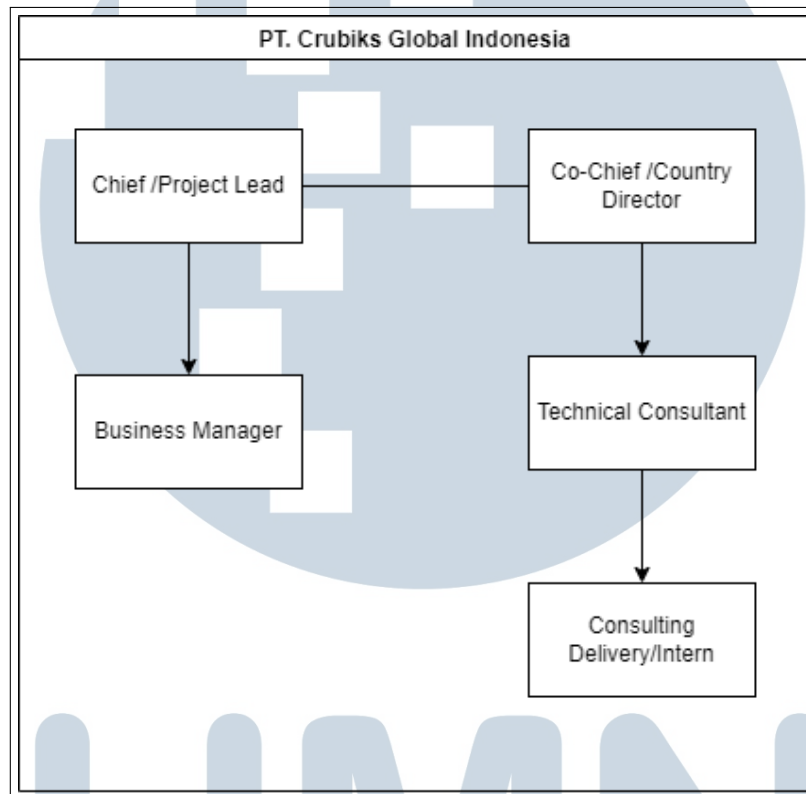


Figure 2.2. Overall organizational structure of PT. Crubiks Global Indonesia

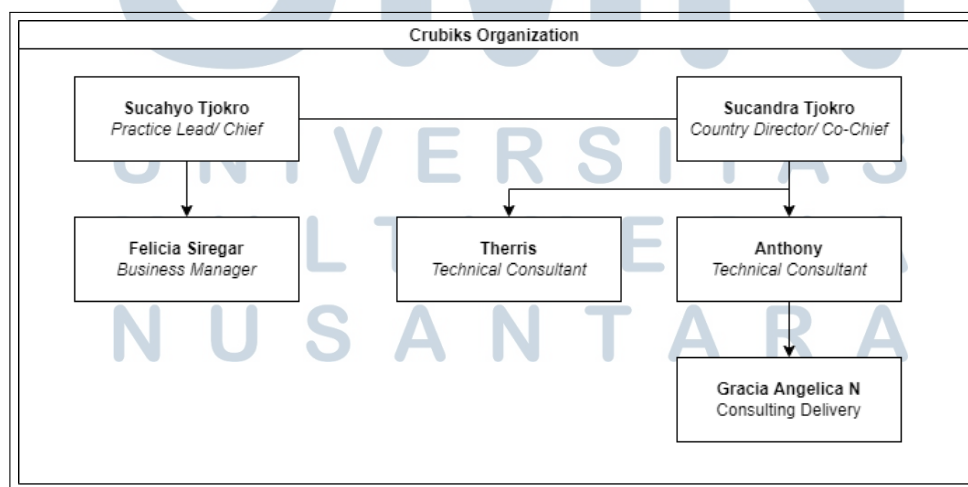


Figure 2.3. Specified organizational structure of PT. Crubiks Global Indonesia