

Perencanaan strategis sistem informasi: studi kasus PT Asei Reasuransi Indonesia Persero = Information system strategic planning: case study of PT Asei Reasuransi Indonesia Persero

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Abstrak

PT. Asei Reasuransi Indonesia (Persero) atau AseiRe merupakan salah satu perusahaan asuransi milik pemerintah yang memiliki produk asuransi ekspor, asuransi kredit, penjaminan, asuransi umum, asuransi umum syariah, dan reasuransi. Permasalahan yang teridentifikasi antara lain aplikasi yang masih bersifat silo-silo, manajemen informasi yang tidak efektif, dan terjadinya konflik internal dikarenakan perbedaan data. Untuk mengatasi permasalahan yang ada, perlu dirumuskan Perencanaan Strategis Sistem Informasi PT. Asei Reasuransi Indonesia (Persero), agar keselarasan strategi bisnis dan strategi SI/TI menjadi optimal. Penelitian ini menggunakan metodologi Ward & Peppard.

Analisis yang dilakukan yaitu analisis lingkungan bisnis internal dengan metode Value Chain and Strengths-Weaknesses; analisis lingkungan bisnis eksternal dengan metode PEST(EL) dan Opportunities-Threats; analisis lingkungan SI/TI internal dengan metode Value Chain and Strengths-Weaknesses; analisis lingkungan SI/TI eksternal dengan metode tren teknologi dan Opportunities-Threats; dan analisis kebutuhan SI/TI dengan metode CSF. Strategi SI yang dihasilkan: penerapan BI, DW, dan EIS sebagai pengolahan data dan manajemen informasi; penggunaan aplikasi CRM yang terintegrasi dengan SI Pemasaran, SI Produksi dan Manajemen Asuransi, dan SI Keuangan; serta pemanfaatan komunikasi terpadu ESN dan UCC. Strategi TI yang dihasilkan: memprioritaskan peningkatan kapasitas infrastruktur TI dengan penambahan server, penambahan cabang online, dan peningkatan kapasitas jaringan intranet dan internet Kantor Pusat dan Kantor Cabang; pembangunan Data Center; peningkatan infrastruktur keamanan dengan penerapan firewall; serta pemanfaatan jaringan komunikasi terpadu dengan penggunaan UCC pada setiap pengguna. Strategi manajemen SI/TI yang dihasilkan: tata kelola TI dengan penyusunan Master Plan TI dan peningkatan tingkat kematangan CoBIT 4.1; penerapan organisasi pengembangan usaha yang berada didalam organisasi TI; penambahan jumlah pegawai TI; peningkatan kompetensi pegawai TI dengan mengikuti sertifikasi internasional dan terjadwal; penerapan strategi inhouse development - outbound training; dan sosialisasi kesadaran IT awareness kepada stakeholder dan pegawai AseiRe.

.....PT. Asei Reasuransi Indonesia (Persero) or AseiRe is one of the government-owned insurance company that has products of export insurance, credit insurance, suretyship, general insurance, general insurance sharia, and reinsurance. The problems identified include applications that still silos, ineffective information management, and internal conflicts due to the difference in the data. To overcome the existing problems, it is necessary to formulate Strategic Planning for Information Systems PT. Asei Reasuransi Indonesia (Persero), so that the alignment of business strategy and IS/IT strategy becomes optimal. This study uses a methodology Ward & Peppard.

The analysis carried out by an analysis of internal business environment with methods Value Chain and Strengths- Weaknesses; analysis of the external business environment with methods PEST(EL) and Opportunities-Threats; analysis of internal IS/IT environment with methods Value Chain and Strengths-Weaknesses; analysis of external IS/IT environment with technology trends method and Opportunities-

Threats; and analysis of IS/IT needs with methods of CSF.

IS strategy produced: implementation of BI, DW, and EIS as data processing and information management; the use of CRM applications that integrate with Marketing IS, Production and Insurance Management IS, and Finance IS; and the use of unified communications of ESN and UCC. IT strategy produced: prioritizing increasing IT infrastructure capacity with the addition of servers, additional online branch, and increasing intranet and internet capacity on Headquarters and Branch Offices; building Data Center; improvement of security infrastructure with firewall implementation; and the use of unified communication network with the use of UCC on each user. IS/IT management strategy produced: preparation of IT governance for IT Master Plan and the improvement of COBIT 4.1 maturity level; the implementation of Department of Corporate Development located within the IT organization; increasing the number of IT employees; improving the competency of IT employees to follow international certification and scheduled; implementation of inhouse development-outbound training strategy; IT awareness introduction to the stakeholders and employees.