

Annex 1:

Markono: Transforming from Print to Supply Chain Powerhouse in Asia

1. Markono, established in 1967 as a small general printer in Singapore, has transformed into a smart factory, leveraging automation to reshape the book printing and fulfillment industry in Asia. The company set out to expand its capabilities by integrating production and fulfillment systems, but faced a significant challenge where existing solutions in Asia were inadequate for the complexity of this model. This gap presented Markono with an opportunity to become a dominant player in the market.
2. To tackle these challenges, Markono joined the IMDA's Digital Leaders Programme (DLP) and built a digital core team, including a Chief Technology Officer and three members. This strategic move marked the beginning of a digital transformation aimed at overhauling operations. Markono focused on two key projects under the DLP.
3. First, it developed a proprietary production workflow system to streamline various complex workstreams, resulting in a robust data warehouse platform for enhanced data collection and analytics. The company plans to integrate machine learning and AI to improve inventory management and sales forecasting.
4. Second, Markono developed an E-Commerce platform integrated with its internal systems to complete the end-to-end experience and workflow and offer its publishing customers a virtual shopfront to sell in Asia Pacific. With that, it acquired the rights to sell over 250,000 titles from the publishers it prints for. This strategic move expanded its business model and increased demand for its integrated services, encompassing both printing and fulfillment.
5. The results have been impressive – Markono has increased its product offerings by 400%, now offering 1.2 million titles online and diversifying sales channels from one to four. Additionally, the company achieved a 50% reduction in on-demand print delivery times and boosted production capacity by 15% through enhanced machinery efficiency.
6. Markono's journey illustrates how a traditional printing company can successfully embrace digital transformation to meet market demands. By evolving into a leader in integrated supply chain solutions, Markono is setting a new standard in the printing and publishing sector in Asia, demonstrating that adaptability and innovation are key to future success.