



DataOn

Company Profile

ABOUT DATAON

At DataOn, we understand that the journey towards HR transformation is not just a destination—it's a transformative experience that shapes the future of your organization. Like many other companies, we embarked on our own journey in 1999, navigating the complexities of the ever-evolving business landscape. Having amassed over two decades of knowledge and expertise in the HR best practice and technology domain, we are a powerful asset to organizations across industries that seek to unlock the full potential of their people management capabilities through innovative HR solutions.

Our Journey

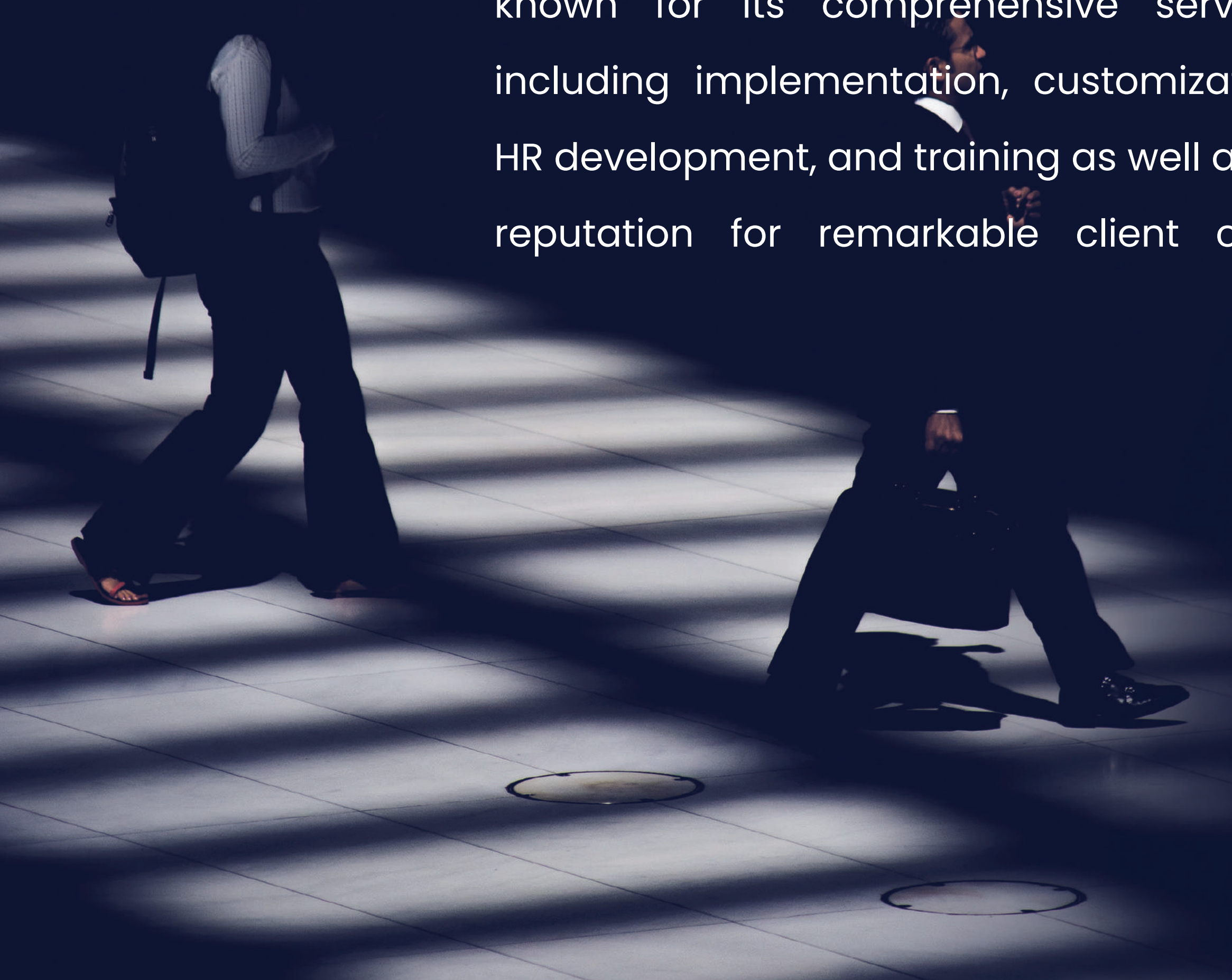
Originally founded in 1999, DataOn evolved into one of Indonesia's most respected and trusted HR solutions providers.

The foundation of our success is our award-winning technology platform, SunFish HR.

SunFish is an innovative, cost-effective HR solution to address organization's peoples' needs and improve the delivery of their HR services. It is designed to empower employees, and to enable HR teams to become a strategic partner to their organizations.

Beyond its SunFish technology, DataOn is known for its comprehensive services including implementation, customization, HR development, and training as well as its reputation for remarkable client care.

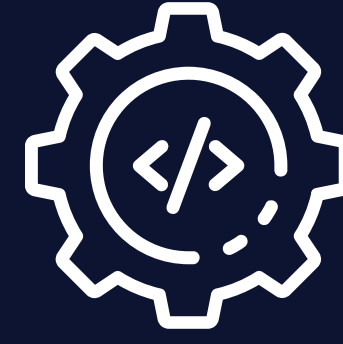
Due to our commitment, we have a large client base of ca. 2,000 companies across Asia, and a 98% satisfaction rating. At the end of 2021 DataOn merged with Humanica, Thailand's largest provider of business process outsourcing and system implementations. Now part of the Humanica umbrella, our combined force of 1,200 employees, 500 of them technical experts, serve a growing base of 5,000 clients, with over 2 million users in 13 countries in Asia and the Middle East. With 9 regional offices in Thailand, Singapore, Indonesia, Malaysia, Philippines, Vietnam, and Hong Kong, we are one of Southeast Asia's largest business solutions providers with a holistic approach to people management and client services. Our offerings include payroll outsourcing, technology implementation, and consulting services.



Never complacent, DataOn always has and still is continuously investing in new technology, better web tools, world-class products, and new best practices to support its clients unique and evolving needs. Working in conjunction with them, our goal is to always bring real, meaningful innovation that supports clients today and into the future and honors their trust in us.

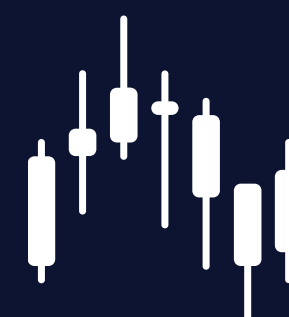
Our latest SunFish 7 version was launched in 2022 and is a brand new, next-generation HCM platform bringing together our strength in product innovation with 20+ years of market know-how and HR expertise. Our functions for core HR, payroll & time, and strategic human capital management are wrapped in the latest UI frameworks, with major processes carefully designed to meet new UI/UX demands. Moreover, it is built on a new microservice architecture and a front and back end separation for easier maintenance and faster releases of upgrades.

DataOn was founded offering Corporate Portal and Content Management products.



2002 – 2005

SunFish HR and ERP dominate product offering. DataOn introduced its first HR version for mobile (SunFish Go) as part of customer's HRIS purchase to improve adoption company-wide.



2013

DataOn expands into Malaysia, Philippines, Thailand. 2018 saw the release of GreatDay HR a mobile first HR app for SMEs.



2022



1996

Strategic pivot to develop web-based solutions for HR, Accounting, CRM & SCM. Establishment of the 'SunFish' brand in 2025.



2008 – 2012

Complete overhaul in SunFish's design & architecture. DataOn is the first vendor to offer multitenancy SaaS HCM solutions with the release of SunFish 6.



2008 – 2012

Merger with Humanica Thailand and Launch of a completely redesigned SunFish built on a microservice architecture and with a fresh user experience, intuitive workflows and sleek interface

Key Figures



**DataOn
Headquarter**
Jakarta, Indonesia



**Founding
Year**
1999



9 Regional Offices
Jakarta (ID), Jogjakarta (ID),
Manila (PH), Kuala Lumpur (MY),
Hong Kong (HK), Bangkok (TH),
Chiang Mai (TH), Ho Chi Minh (VN)
Singapore (SG)



Headcount
> 1K current
employees



Serving
> 5k clients Who Trust In Us
> 2M Employees Under Our Care
> 1 M Daily Active Users
> 800k Payroll Runs per Month



**Group
Revenue**
> 40 Mio USD per Year

Leadership Team



Gordon Enns
CEO of DataOn
Indonesia



Soontorn Dentham
CEO of Humanica Group
Thailand



Yus Wadi
COO of DataOn
Indonesia



Yook Chan Kim
Commissioner
Indonesia

Management Team



Sri Coles
CEO of DataOn Philippines
Philippines



Matthew Pearson
Global Head of Multinational Client Sales
International



Alfa Bumhira
Director Business Development
International



Yance Ongkosari
Implementation Director
International

Implementation Teams



Yuwita Hermin
Solution Delivery Head
International



Andrey Tjahjana
Implementation Director
Indonesia



Frenky Pranata
Implementation Director
Indonesia



Luigi Tobias
Implementation Manager
Philippines



Margarita Paz Esteraz
Sr. Service Delivery Manager
Philippines



Ringo Rimando
Sr. Technical Solutions Manager
Philippines



Chee Aun Nee (Annie)
Implementation Manager
Malaysia



Wisnu Wioko Prabowo
VP - Payroll Service
International



Salasiah Binti Jaafar
Payroll Service Manager
Malaysia

OUR VISION

Our vision is to drive real business evolution with real software solutions for organizations worldwide.

OUR MISSION

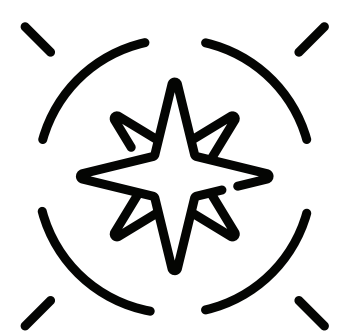
Our mission is it to create the best software-based solutions for our clients in a way that has the greatest impact on their unique organization.



“Our values form the foundation of DataOn’s success, embodying our strength and commitment to innovation. They reflect our unique position as a technology company that creates solutions designed for people.”

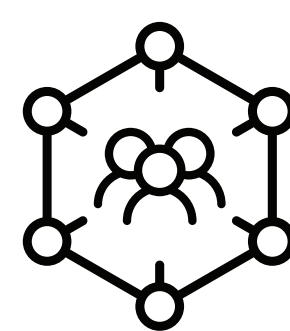
CORE VALUES

At DataOn, our employees are the driving force behind our success. We uphold four core values that define our work ethic, relationships, and commitment to clients, colleagues, and the community. These values are: client-Centered Innovation, Integrity & Accountability, Open Communication & Collaboration, Trust & Ethical Business Practice. These values are intertwined with our culture and guide us in our day-to-day work as we strive to become the leading HR technology provider in the Southeast Asian market.



Client-Centered Innovation

We care for our clients by delivering innovative solutions that address their organizational challenges. Through commitment and persistence, we strive to create the greatest value for our clients in the most efficient and effective ways.



Integrity

We uphold and strive to achieve high standards of integrity through ownership and accountability for ensuring success. Respect for clients, co-workers, and the community is fundamental to our work, and we aim to do what is right and fair while creating a nurturing and collaborative environment.



Open Communication

Our open-door working approach is meant to encourage transparent and open-minded communication with clients, coworkers, and the broader community. By embracing different perspectives and inclusivity, we ensure that we as teams and as a company remain flexible, adaptable, accommodating and innovative.



Trust & Ethical Business Practices

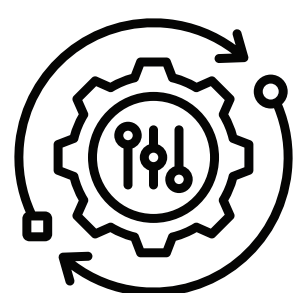
Trust is at the core of everything we do. We build and maintain credible business relationships with shareholders, employees, partners, clients, and suppliers. Our business operations strictly adhere to the laws and regulations of the regions in which we operate, ensuring ethical and responsible business practices.

OUR PRODUCT PHILOSOPHY

Reliable. Flexible. Future-Proof.

Today, IT solutions have become an integral part of business strategies and are essential for business strategy, process optimization, and innovation. DataOn delivers business software and services designed for Southeast Asia's unique market needs, helping companies digitize, modernize, and future-proof their business processes.

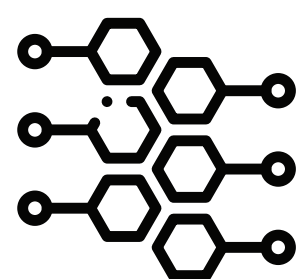
Our solutions are built with adaptability in mind, ensuring that businesses can scale, evolve, and stay competitive without disrupting their operations.



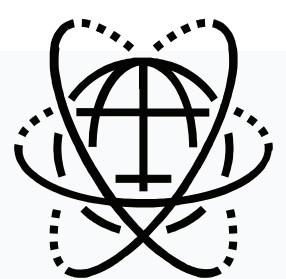
Customization. Our solutions are highly customizable, designed to meet every company's unique work processes and requirements—no matter your industry. Providing a unified, user friendly and open next-generation engineering suite, we enable seamless integration and flexibility.



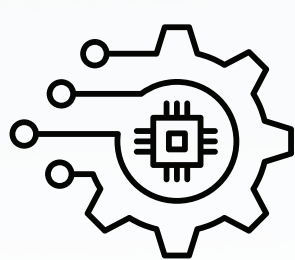
Uncompromising Security. We uphold rigid security standards with continuous optimization to ensure safe, efficient, and reliable operations. Our proactive approach keeps data and applications protected, giving businesses the confidence to operate securely.



Modular Approach & Scalability. Our solutions let businesses expand at their own pace, without the need of constant reinvention of processes and systems. Our solutions are built around the business rather—not the other way around, ensuring seamless adaptation to growth and new opportunities.



Global Capabilities. Our solutions are designed for international operations and embed multi-currency, multi-language and multi-legislation features to empower your business to deliver consistent, high-quality services across borders.



Future Ready. DataOn leverages the latest technologies in the development of its products to provide excellent stability, performance and continuous innovation. Every new product version offers upgrades for existing clients, ensuring that they always have access to the latest advancements—without losing their initial investment.

With over 20 years of experience in HR services and project engagements, and a 98% client loyalty rate, DataOn is a trusted partner committed to rapid implementation and cost-effective solutions. Our mission is to ensure that every organization benefits from technology that meets both immediate needs and long-term expectations—while safeguarding their investment every step of the way.

OUR SOLUTIONS PORTFOLIO



YOUR TRUSTED BUSINESS SOLUTIONS PROVIDER OF CHOICE FOR SOUTHEAST ASIA

Over the past 20 years, DataOn has built comprehensive business solutions for the modern day organization. Our innovative technologies are complemented by services that center around employees - their payroll, their as well as the simplification of their lives.

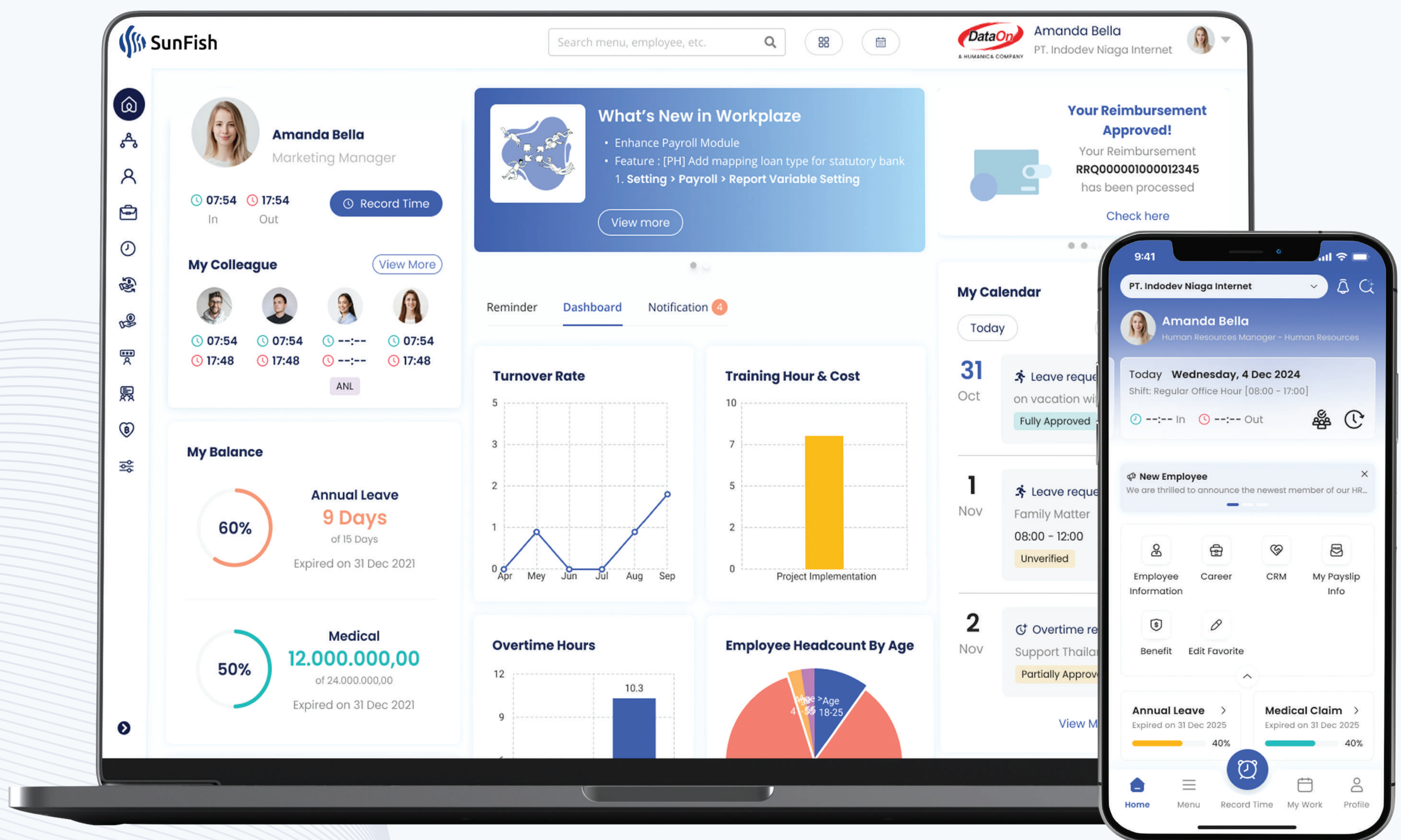
Whether you are looking for a digital work-life HCM platform, a mobile HR app, or a reliable partner to run your local and global payroll, we have the solutions you need to get you ready for what is next in your business transformation journey. We work side by side with you to create value for years to come.





SunFish is a pure web based, employee-centric HR solution that addresses the needs of Asian clients for a modern, integrated solution to Core HR, Payroll & Time Management & Human Capital Management that includes many of the highly demanded tools linked to HR for employee engagement, productivity management, collaboration and project management.

SunFish was completely overhauled to meet the demands of the new digital era. The latest version was launched in 2022 with a new look & feel, architecture, extensive data analytic power, and AI. It is our next-generation digital platform to transform the regional HR market.



CREATE CAPACITY

SunFish HR Core

Organization Structure,
Employee Data SSOT,
Career Admin, On-
boarding, Employee
Engagement, Standard
and Custom Workflow
Management

SunFish Time

Status Management,
Attendance Tracking,
Request Management,
Scheduling, My Calendar,
Timesheets

SunFish Payroll

Component Management,
Payroll Processing, Payroll
Data and Payslips –
Employee View, Guided
Process

OFFER CONVENIENCE

SunFish Benefits

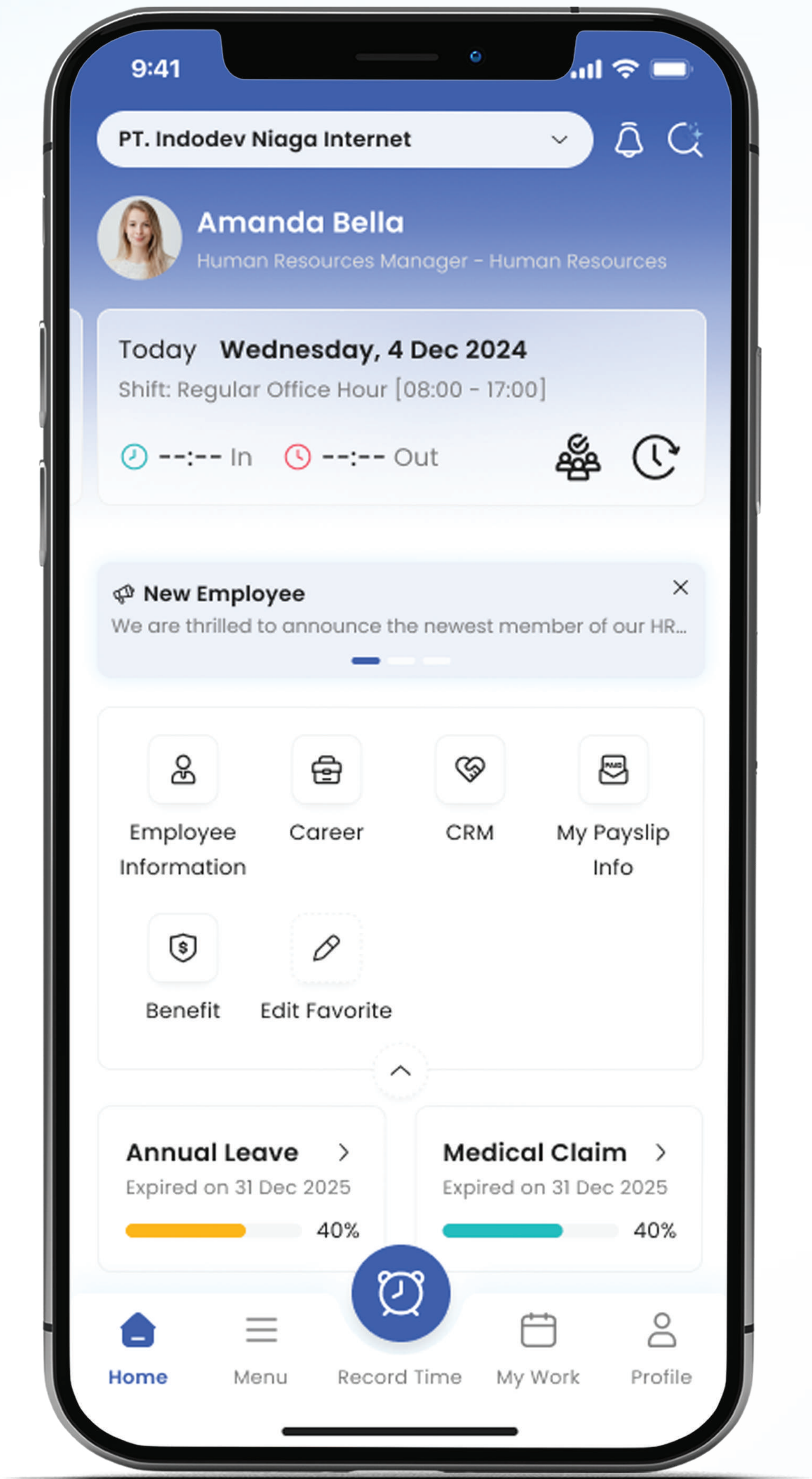
Claims and Allowances,
Travel Expenses, Loans,
Cash Advance

Analytics

In-Page Analytics,
Dashboards, Standard
Reports, Custom
Reports, Report Builder

ESS & Mobile

Embedded ESS allowing
employees to self-manage
administrative tasks



GROW CAPABILITIES

SunFish Performance

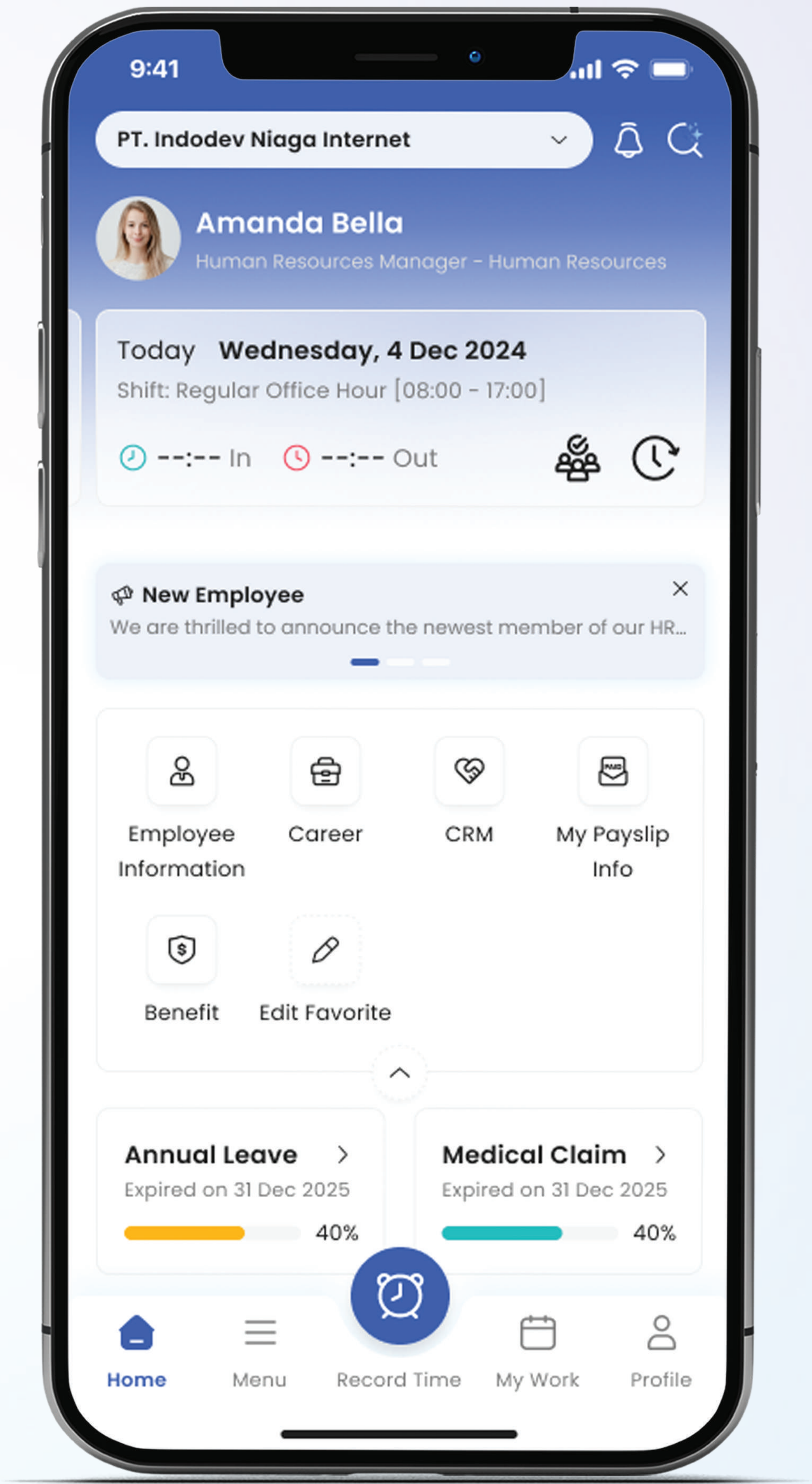
Multi-dimensional Performance Management, Multiple Evaluators, 360° Feedback, Weighting, Brownie Points, 9 Box Talent Grid, Automated Calibration, Tailored Development Planning

SunFish Recruitment

MPP, Link to Budgeting, Recruitment Management, Vacancy Admin, Selection Processing - Shortlist, Hiring Recommendation, Online Recruitment, Applicant Interaction

SunFish Training

Training List and Course Management, Competency and Prerequisite Set Up, Event Calendars, Manage Registration & Attendance, Course Feedback, Evaluations of Impact on Competency, Effectiveness Analysis, eLearning: content set up, multiple formats, self learning progress tracking



BOOST CREDIBILITY

Objective Key Results - OKR

Set Objectives Collaboratively, Plan Key Results, Manage Alignment & Dependencies, Track Activities & Progress, Set Periodic Monitoring, Auto Data Collection, Achievement Monitoring

Advanced Performance

Manage Daily Tasks, Support Communication & Collaboration, Consolidate Tasks & Feedback for Scoring, Career Progression Plans, Career Growth Mapping Tools, Succession Planning, Successor Pipeline, Skill Gap Analysis

Project Management

Plan Projects and Subtasks, Schedules, Deadlines and Resources, Track Project Progress, Use Indicators for Task Management, Timesheet Integration for Man-Day Estimation

Compensation Planning

Define 'compa-ratio' for Over/Under Paid Evaluation, Automate Increment Calculation based on Salary and Performance Score, Salary Matrix Definition, Ideal Salary Analysis

THE SUNFISH DIFFERENCE

Why SunFish is your Best Choice – Unique Selling Points

PreConfigured Best-Practice yet Customizable:

SunFish is deployed with preconfigured support for best practices in HR applicable, allowing for lower implementation cost and better results. At the same time, SunFish maintains flexibility to adjust processes for unique business requirements, ensuring a tailored approach that aligns with your goals and objectives.

Localization:

International products lack product market fit and are generally unable to provide locally compliant features in the area of payroll and time management while SunFish is preconfigured to support the requirements and languages of most southeast Asian countries.

Direct Implementation:

DataOn primarily implements directly allowing us more flexibility in pricing and greater efficiency in comparison to providers that are exclusively required to implement their solutions through third party Systems Integrators.

Scalability

Regardless of where you are in your HR transformation journey, our scalable solutions grow with your business, providing flexibility and agility to support your evolving needs in the future.

Client Support:

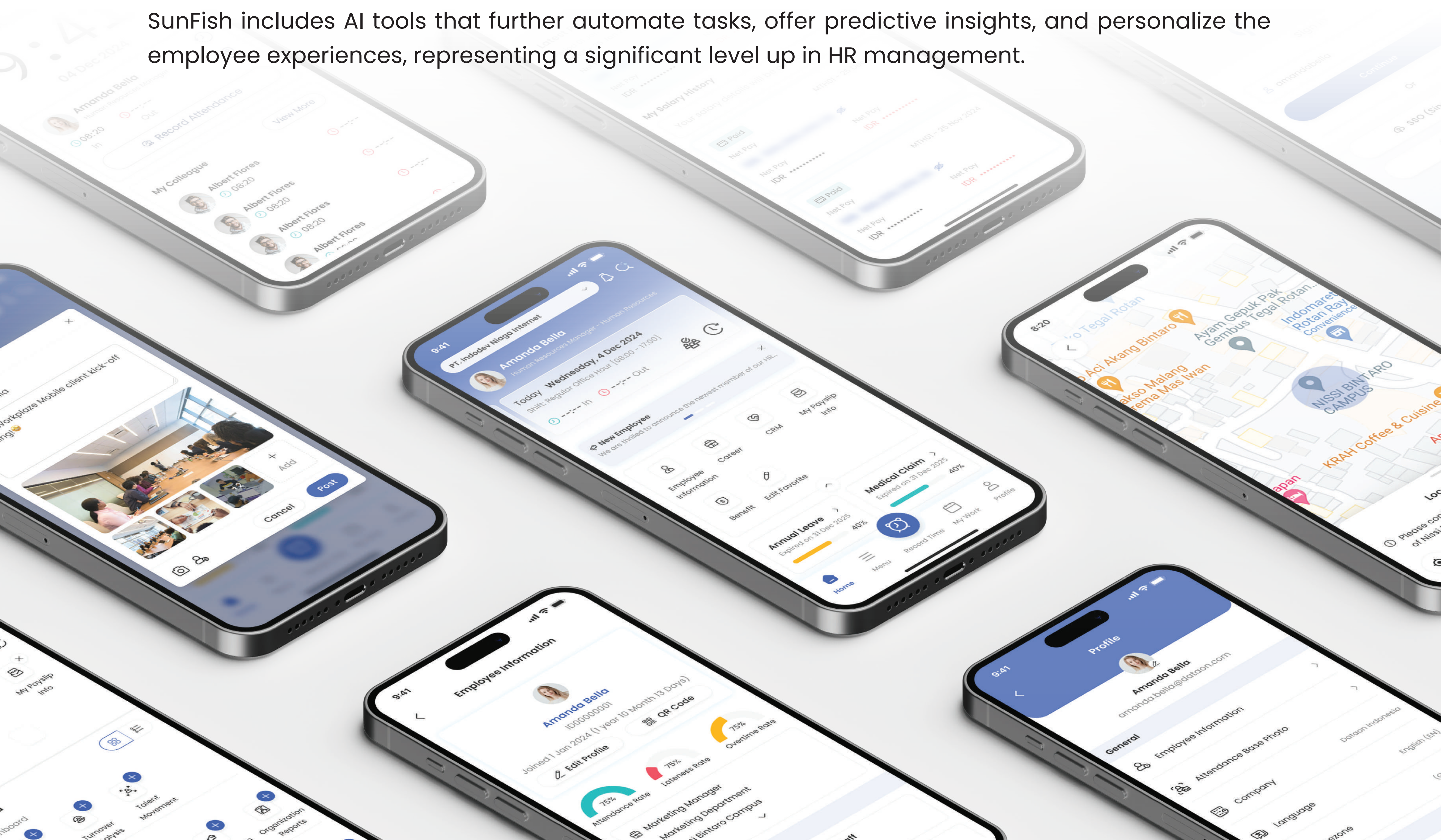
The easy-to-understand design encourages all employees to use the software, which drives adoption. Company-wide adoption is the key for improved automation and data collection, which lead to better decision-making.

Multi- Device Compatibility:

Because mobile is the heart of daily life in Asia—where 98% of activities happen on phones—we built the SunFish mobile app to ensure employees can manage all their HR tasks anytime, anywhere.

AI Support:

SunFish includes AI tools that further automate tasks, offer predictive insights, and personalize the employee experiences, representing a significant level up in HR management.



PAYROLL OUTSOURCING

With over 20 years of human resource management and payroll experience, we specialize in modern and professional payroll services that match your business needs on the back of our award winning SunFish HR system and dedicated professionals.

Get the best of both worlds: increase convenience and ensure accuracy by outsourcing your payroll, and improve employee engagement by taking advantage of our comprehensive world-class software.



Our Expertise



You will be assisted from the very beginning by our experts, regularly coordinating with your payroll contact points.



Simplify the complex payroll process with SunFish HR's efficient functionalities. Rest assured that all payroll transactions are quick, accurate, and secure.



Manage tax calculations and deductions, and coordinate directly with the IRS. Our services also include preparing tax certificates for deductions and withholding Tax.



Maximize convenience with a modern HR system suitable for any type of organization, from an ESS-enabled software to a fully-featured HRMS. Configure everything according to your needs.

Our Value Proposition

SERVICES

- Handled by experienced staffs with certification in Tax.
- Customer satisfaction, 98% of customers recommend to use our service.
- 100% timeliness of payroll services.
- Experienced in multiple countries and industries.

TECHNOLOGY

- Run the payroll on an award-winning HR system equipped with a proven payroll module.
- Highly secure technology with certification ISO 27001 and regular penetration test.
- Comply with government standards.
- Monitor issues with self-service ticketing system.

PRICE

- Competitive price.
- Special discount for customers using SunFish Desktop or Mobile version.
- 2 admin user to access SunFish is included for using payroll outsourcing only.
- Tailored to customer's needs.

MULTI-COUNTRY PAYROLL OUTSOURCING

As a leading HCM platform provider for the region combined with its decade long experience as payroll outsourcing company, DataOn knows the needs and requirements of companies in Indonesia, Singapore, Philippines, Malaysia, Thailand, and Vietnam better than anyone else.

With their different languages, currencies, laws, and regulations it can be difficult for companies as they expand into these fast growing economies.

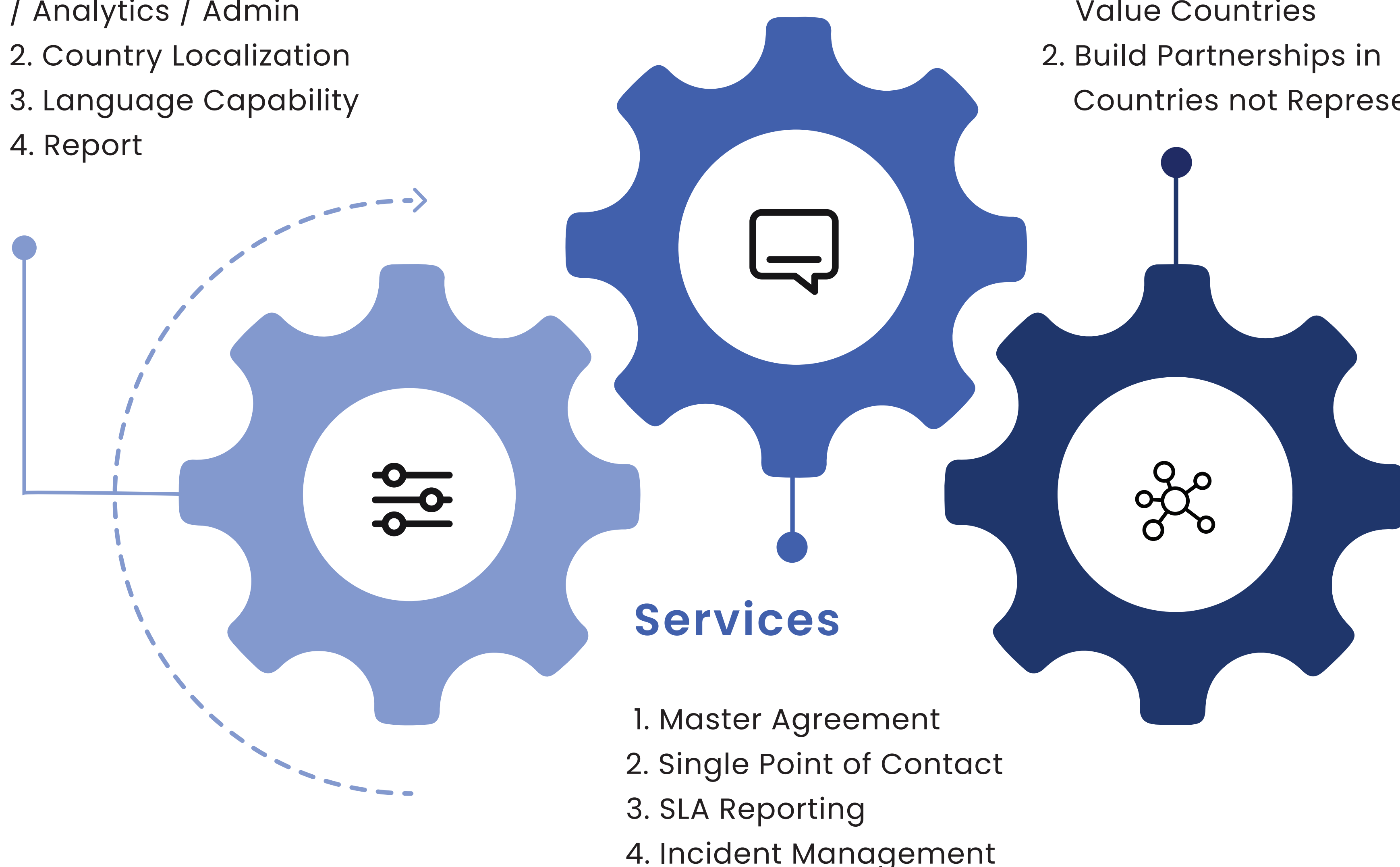
Having seen these challenges first hand, DataOn is using its deep HR and Payroll expertise and has established multi-country payroll and HR services for multinational organizations. Our services are designed to support all companies - whether they are operating in a Shared Services environment or have a multiple offices or multiple country environment.

Technology

1. Aggregator / Dashboard / Analytics / Admin
2. Country Localization
3. Language Capability
4. Report

Network

1. Expand Offices in High Value Countries
2. Build Partnerships in Countries not Represented



SMALL-MARKET SOLUTION

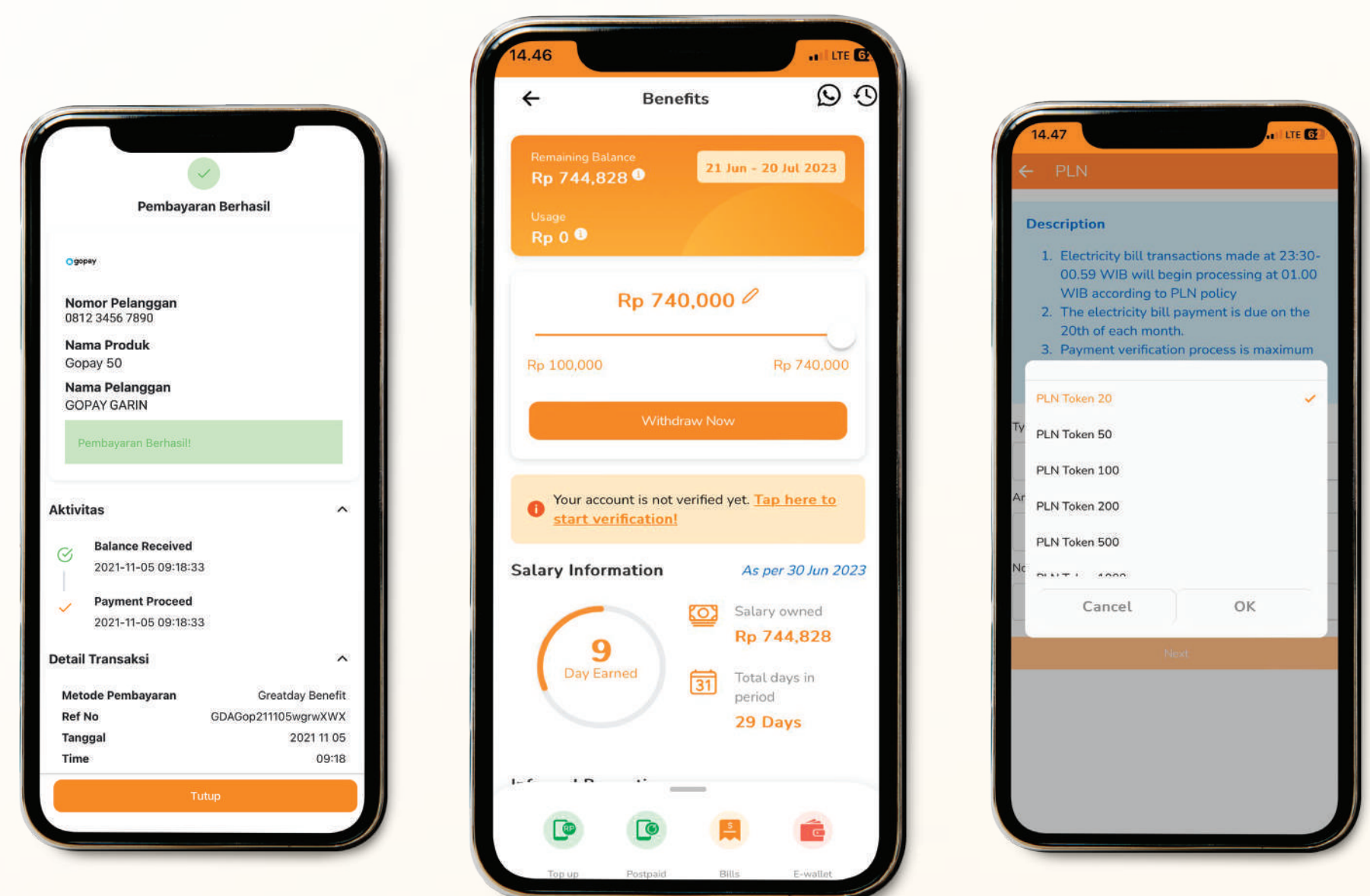
At DataOn, we always try to cover all target markets. While SunFish covers the medium and large enterprise market, we know that smaller companies and Startups have different HR needs due to the growing nature of their businesses. While they need HRIS features that benefit them across the board, flexibility and the ability to grow with changing requirements without a heavy price tag are also important considerations. With GreatDay HR, we offer a platform that caters precisely to the needs of smaller-market companies.



GreatDay is an all-in-one HRIS software to manage every HR task built for mobile only. It includes comprehensive functionality to administer an organization, manage workflows and encourage communication. The single, streamlined solution helps clients to automate, and thus easily manage all aspects of the employee life-cycle, from payroll and tax calculations to attendance records, leave requests, and reimbursements. It is highly secure and receives top reviews for breadth of functionality.

EMPLOYEE FINANCIAL SUPPORT

Great Day Benefits is an Earned Wage Access Solution that provides employees the ability to access a portion of the salary they have earned up to the current day of the month. EWA function supports instant payment to the employees bank account, transfer to eWallets or bill payments. Early salary is automatically reconciled with the month end payroll process in SunFish.



OUR CLIENTS

SunFish is trusted by over 2000 great companies – in every industry, some small, some large, some operating locally, some internationally – each of them unique. Working side by side with so many different clients supplies us with a wealth of knowledge and experience that we put in the constant innovation of our technology. This is our way of honoring our commitment to prioritizing clients' needs and to continue to deliver value for decades to come.

Samples of SunFish Clients:



CUSTOMER TESTIMONIALS

KOMATSU

Agustinus S.
Komatsu Indonesia

In 2005, we stopped maintaining our old system and started looking for an off-the-shelf system to suit both current and future needs. After looking at several products, we defined a shortlist of three. SunFish was the best.



KFC Team
KFC Indonesia

SunFish's Recruitment module was a critical enabler for the uptick in mass hiring activities in 2016, as KFC continued strong expansion in Indonesia. Automating the recruitment process enabled recruiters to effortlessly compare and select candidates based on specific job criteria.

Jumeirah

Ety Saetiawati
Jumeirah Bali

After all, for a decade that I've been using the SunFish system, I don't have any hesitation on recommending the system to be used by other companies in the Hospitality industry, especially in Bali, Indonesia and otherwise, because it is really very good.



SunFish

OUR LOCATIONS



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Bintaro Sektor 9 Tangerang Selatan 15413

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