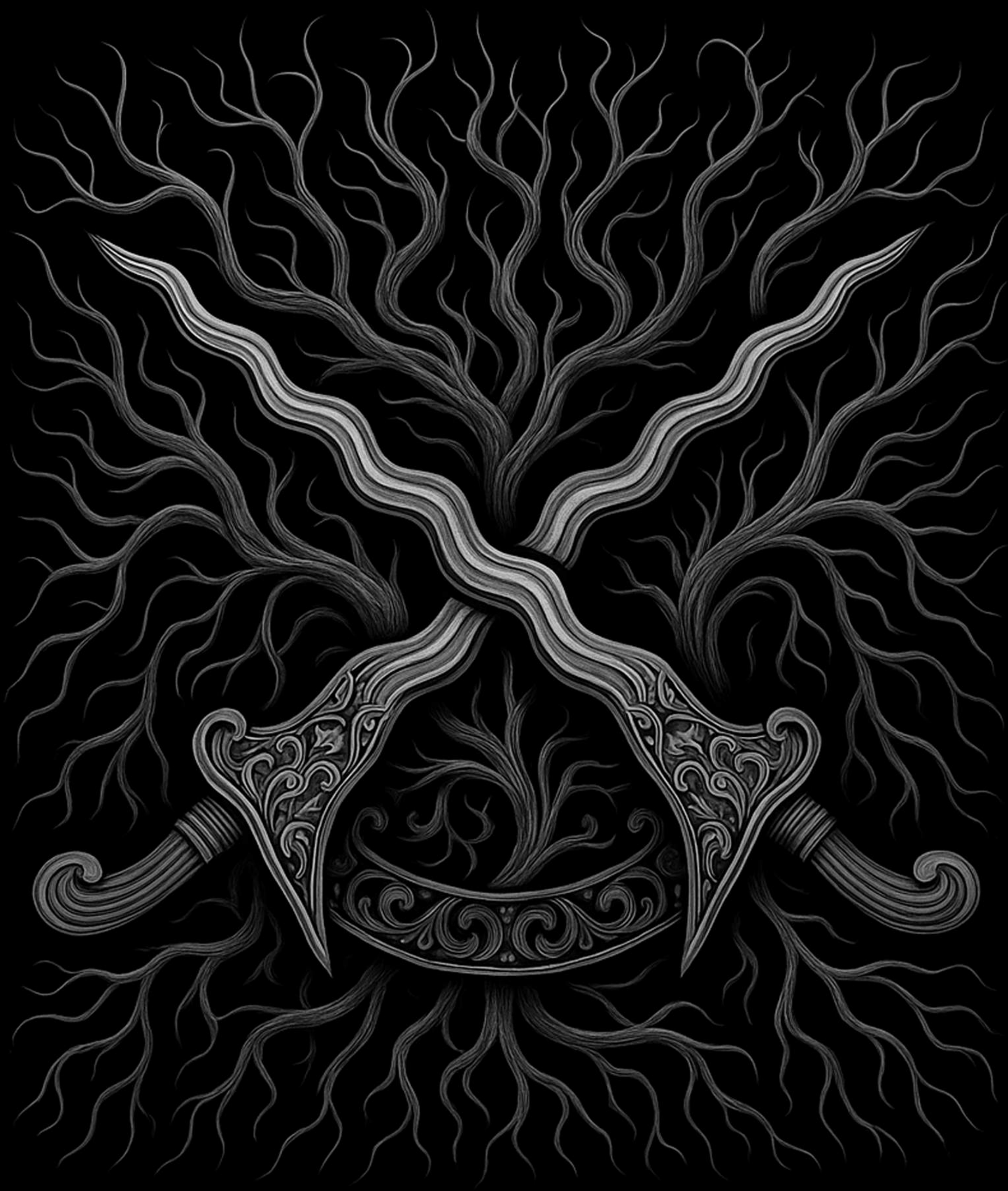


AI PROGRESS REPORT 2025

PUSAKA



SOCQ

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Introduction

1st edition of the annual AI Progress Report

At Soca AI, our mission is to make AI creation accessible for everyone, empowering Indonesian organizations to fully leverage the potential of generative AI. Today, we're releasing the **Soca AI Progress Report**, based on comprehensive research, to highlight best practices for deploying AI that drives real business results.

As AI reshapes industries across Indonesia, the key question remains: Are businesses realizing the full value of their AI investments? This report explores every stage of the AI lifecycle to uncover challenges and strategies driving success. At Soca AI, we are specifically accelerating the development of **Agentic AI**, empowering local enterprises to build, deploy, and scale intelligent, autonomous AI solutions. Our focus is on driving enterprise autonomy, enabling businesses to take full control of their AI capabilities for lasting, impactful results.



“In a world where AI dominates headlines, too many chase distant promises while real problems go unsolved. At Soca AI, we believe true progress lies in practical use not speculation. Today isn't about building another model, but making AI work in the real world. Open-source tools are accelerating this shift, making adoption faster and more accessible. With the right talent, data, and systems, companies can unlock real impact now. *PUSAKA* shares lessons from our journey and fellow Builders to help more organizations turn AI into lasting value.”

Jimmy Yo - Founder & CEO Soca AI

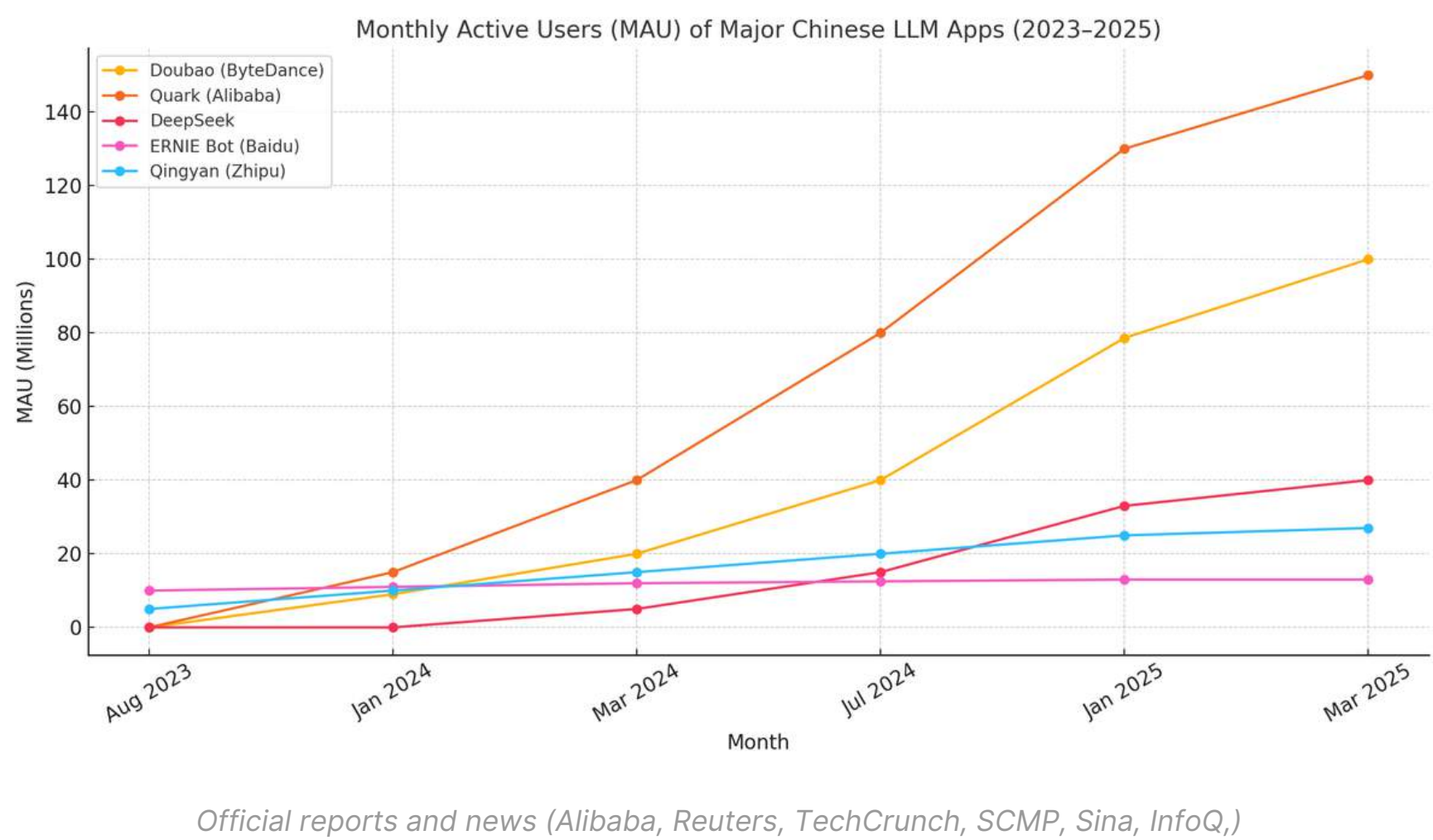
AI Outlook Review

Generative AI continues to reshape the way we live and work.

AI Outlook Review

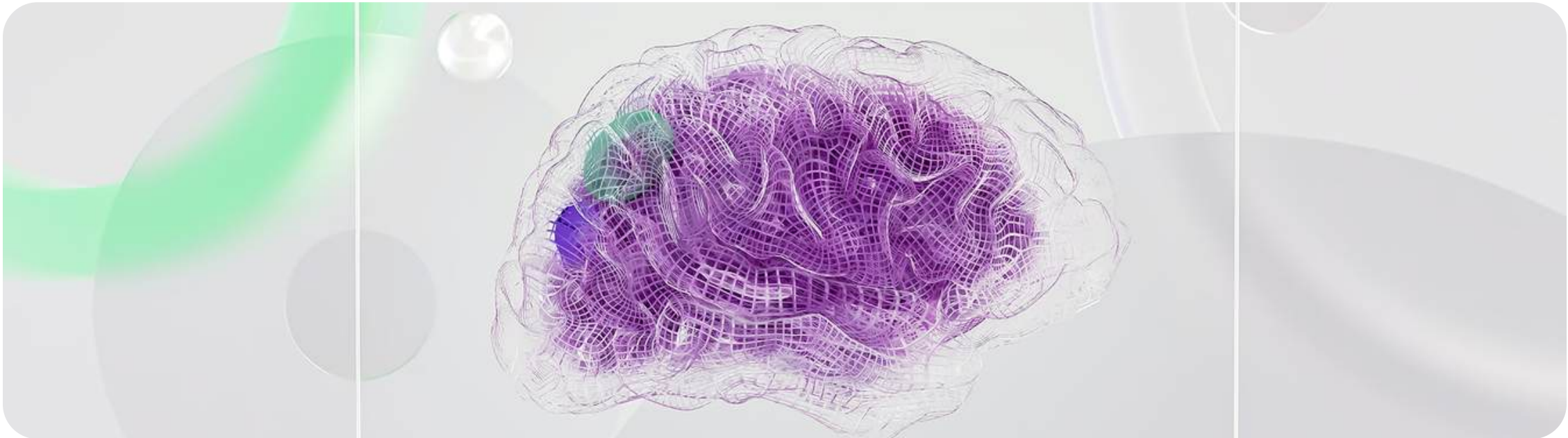
Advancements in generative AI have only accelerated through 2024 and into 2025. After OpenAI’s ChatGPT launch in late 2022 and the release of GPT-4 in 2023, the landscape rapidly expanded. Google evolved Bard into PaLM 2; Anthropic launched Claude 2 and then Claude 3 with massive context windows; Meta released Llama 2 and Code Llama as open weights; and DeepMind’s Gemini became the first model to outperform human experts on the MMLU benchmark. Open-source families like Falcon, Mixtral, and DBRX proved that performant models can be lightweight and locally deployable.

By early 2025, China’s **DeepSeek** made waves with R1 and R2, bringing state-of-the-art capabilities in open-weight models, while Alibaba Cloud’s **Qwen 3** emerged as a powerful hybrid reasoning system rivaling closed models. Meanwhile, **Manus AI** has gained attention for pushing the boundaries in agentic AI focusing not just on model performance, but on enabling autonomous, task-oriented agents that can reason, act, and adapt across complex workflows. This new era isn't just about bigger models it's about smarter systems, driven by real-world utility, open collaboration, and rapid enterprise deployment.

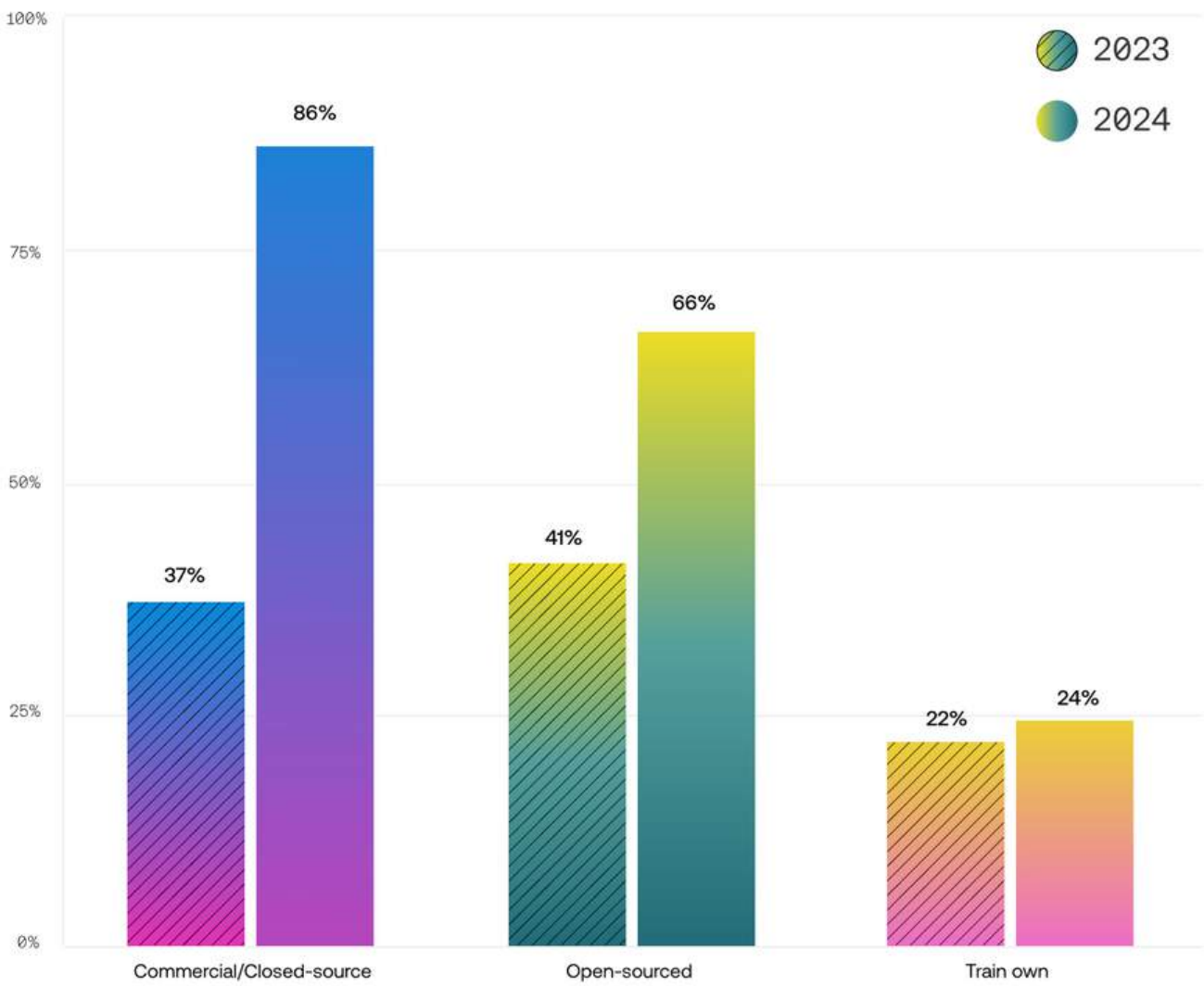


From 2023 to 2025, Chinese LLMs saw rapid growth in enterprise, open-source, and consumer adoption. **Alibaba’s Qwen** led with **90,000+ enterprise users** and **7M+ downloads**, while **DeepSeek** soared to **194M MAUs**, second only to ChatGPT in traffic. **Zhipu’s GLM** hit **30M+ downloads** and **150K GitHub stars**, and **ByteDance’s Doubao** surpassed **100M MAUs**, far ahead of **Baidu’s ERNIE Bot**. Platforms like **ModelScope (4,000+ models, 5M developers)** and **Hugging Face (500+ DeepSeek forks)** reflect surging developer activity. Backed by **state support** and rising **agentic AI** efforts (e.g. **Manus.AI**), China’s LLMs are fast becoming a global force.

AI Outlook Review



How do you work with generative AI models?

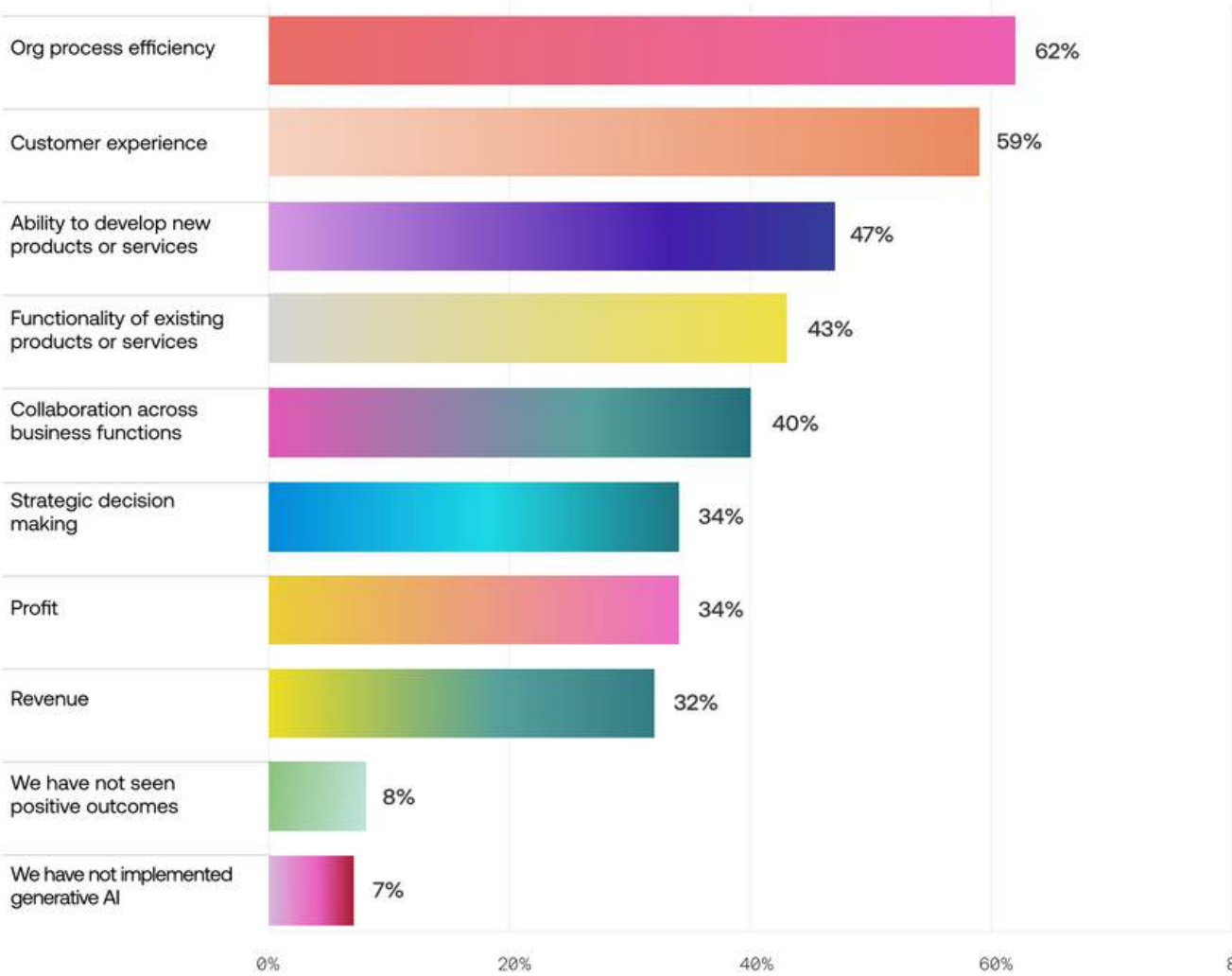


Source : Scale - AI Readiness Report 2024

In 2024, closed-source models saw a sharp rise in usage to 86% from 37%, driven by existing cloud provider contracts and better performance. Open-source models also grew to 66% from 41%, offering flexibility for fine-tuning. Training custom models saw minimal change, remaining at 24%.

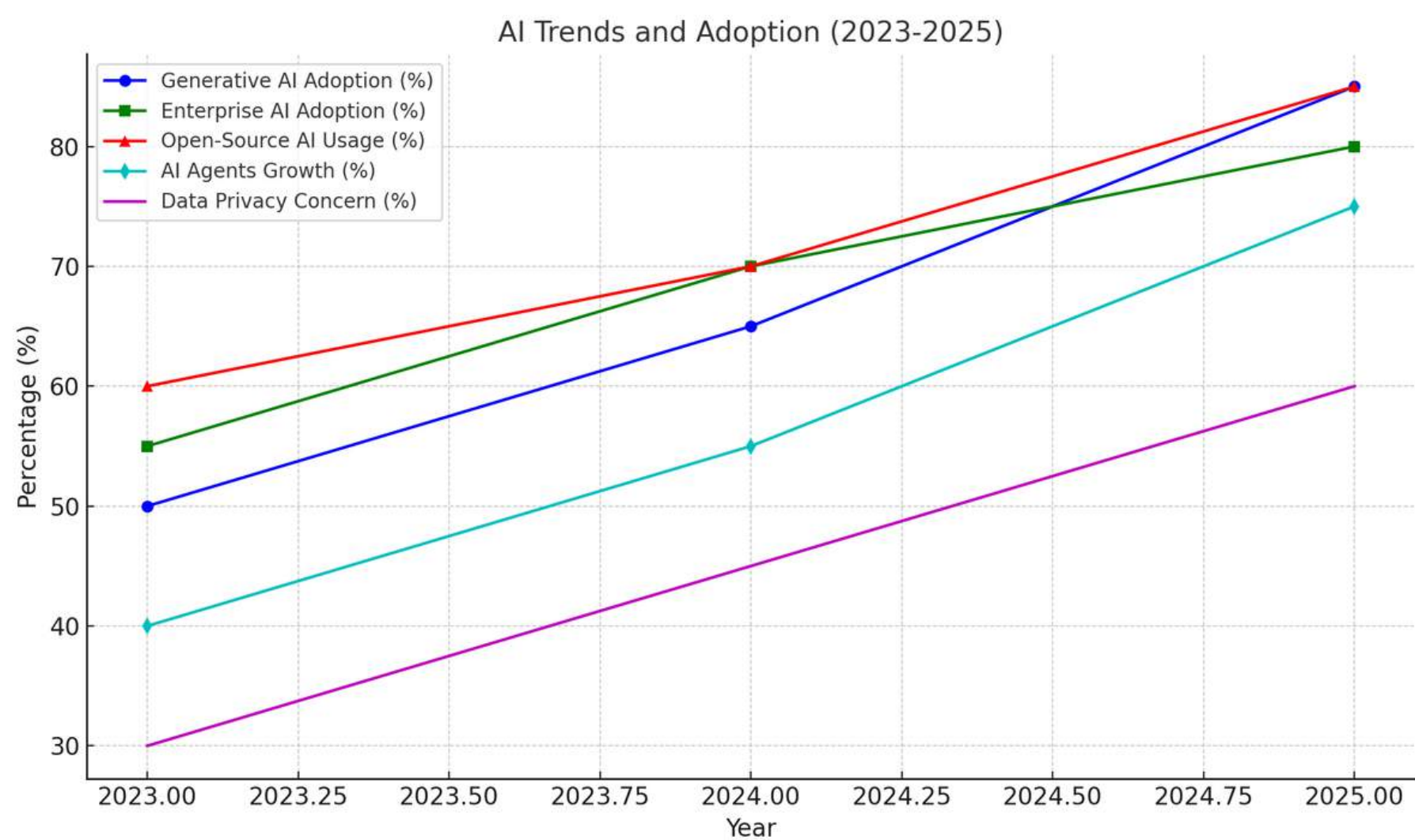
In 2024, 61% of organizations adopted generative AI for operational efficiency, and 55% for customer experience. Challenges include infrastructure issues and difficulties with fine-tuning and real-time data integration. Additionally, 41% lack the ML expertise needed to manage data transformations and evaluate results.

What positive outcomes have you seen from generative AI adoption?



Source : Scale - AI Readiness Report 2024

What to expect in 2025?



Source : Industry analyses, surveys, and expert reports (BCG, IBM, BusinessPlus AI)

AI Model Advances

Generative AI hits 80%, driven by open-source multimodal LLMs handling text, images, audio, and video with enhanced reasoning, boosting innovation.

Data Strategies

RAG and fine-tuning, enhanced by knowledge graphs, leverage proprietary data, with Indonesia focusing on quality and privacy amid 65% concern.

AI Agents and Automation

AI agents reach 75%, automating scheduling and data analysis, though complex tasks lag, requiring strong infrastructure & governance.

Open vs. Closed Models

Open-source models lead at 85%, offering flexibility for AI firms, while closed APIs provide performance, blended for efficiency.

Enterprise Adoption

Enterprise AI climbs to 80%, with Indonesia scaling GenAI using RAG and knowledge graphs for customer service and finance.

Challenges

Infrastructure costs, 3.1% SEA AI talent (vs. 6.3% global), 65% privacy concerns drive Indonesia’s need for MLOps & regulation compliance.

Developer Ecosystem

Open-source AI usage hits 85%, with 99% of developers, including Indonesians, using tools like GitHub Copilot and hybrid AI for privacy.

SEA and Indonesia Outlook

AI is projected to add \$120B to Southeast Asia’s GDP by 2027, with Indonesia leading at 92% adoption. That’s why Microsoft is investing \$1.7B in its **ElevAlte** program to train 1 million workers.

The Rise of Agentic AI

Smarter cognitive agents that bridge the gap between conception and execution.

AI Agent vs Agentic AI

Many confuse "**AI agents**" with "**Agentic AI**," but the difference is critical. AI agents are task-specific tools, chatbots, automation scripts, or customer service bots. They're everywhere today. **Agentic AI**, however, is the next leap. It's about building systems that can **plan, act, and adapt**, almost like independent collaborators. As noted by **Stanford's Human-Centered AI** group, agentic systems represent a leap toward more **autonomous and purpose-driven intelligence**. **Fei-Fei Li**, co-director of the **Stanford Institute for Human-Centered AI** and one of the most influential figures in modern AI, emphasizes that the next frontier of AI is about **reasoning and contextual understanding** not just reacting. This evolution isn't just about efficiency, it's about enabling AI to become a true collaborator in problem-solving.

Type	AI Agent	Agentic AI
LLM	Non reasoning	Reasoning
Goals	Predefined tasks	Self-directed
Tools	Limited integration	Dynamic selection
Autonomy	Low	High



Continuous Observe, Plan and Act cycle.

Observe

- Gather data from the environment using:
- **Interfaces** like APIs, user inputs, metrics, sensors
 - **Memory** from past interactions and context

Plan

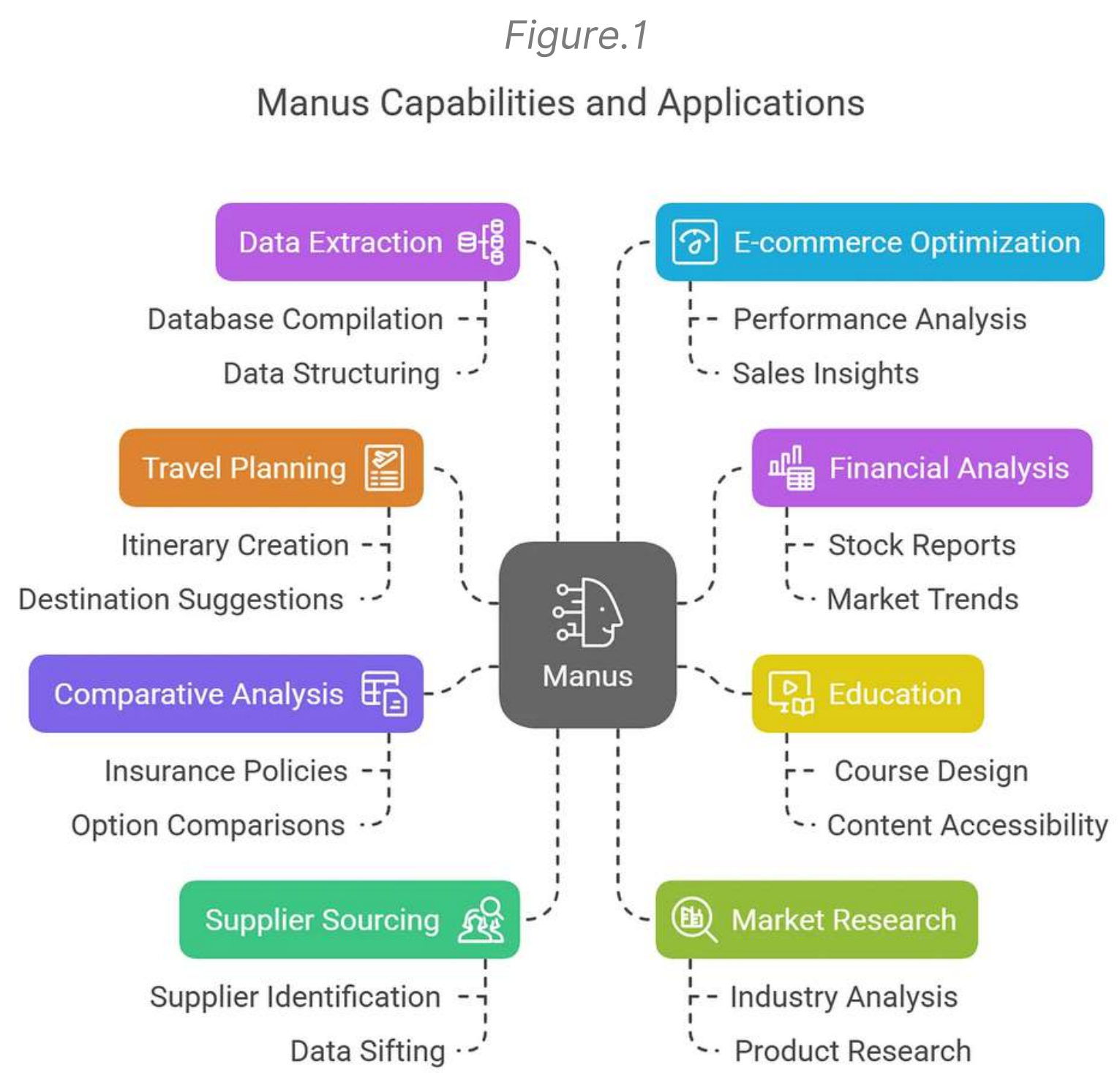
- Evaluate and choose what to do based on:
- **Goals** the agent needs to achieve
 - **Roles** that shape the agent's behavior
 - **Reasoning** powered by LLMs
 - **Context and memory** built by the agent

Act

- Carry out actions through:
- **Interfaces** to systems and databases
 - **Delegation** to other agents
 - **Clarification** by asking users for more input

Manus: A Glimpse of Agentic AI's Future

As we explore the rise of agentic AI, Manus stands out as one of the most advanced real-world examples. More than just an AI agent, Manus embodies a new generation of autonomous systems **capable of orchestrating tasks across 29 integrated tools** with minimal human input. Designed to operate independently, it goes beyond traditional chatbot capabilities, blending reasoning, planning, execution, and even coding into a single cohesive agent. Manus isn't just responding to commands, it's **thinking, deciding, and acting**, much like a digital teammate.

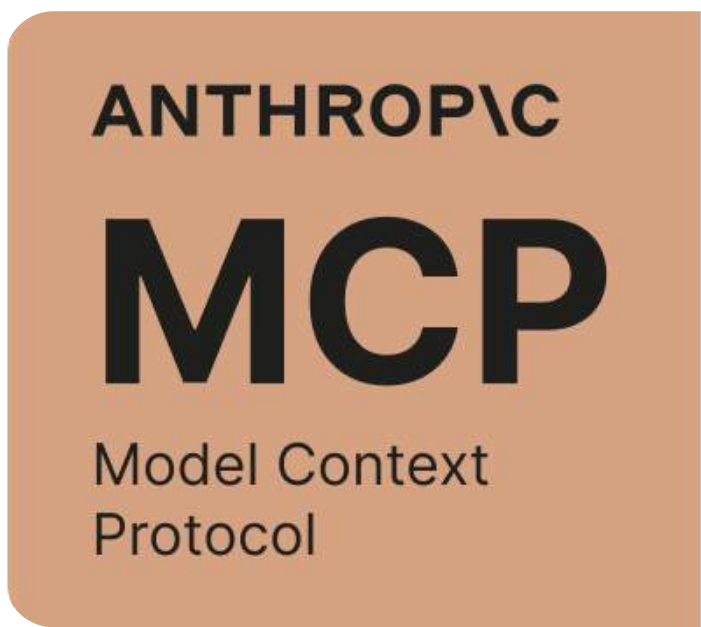


Source : <https://medium.com/@tahirbalarabe2/what-is-manus-ai-the-first-general-ai-agent-unveiled>

Manus is paving the way for a new era of AI, where innovation isn't limited to ideas but extends to real-world impact. Running on **Claude Sonnet**, a cutting-edge LLM, Manus enables users to seamlessly integrate multiple tools, going beyond simple task automation into a realm where AI executes complex, multi-step processes autonomously (source: **Forbes**).

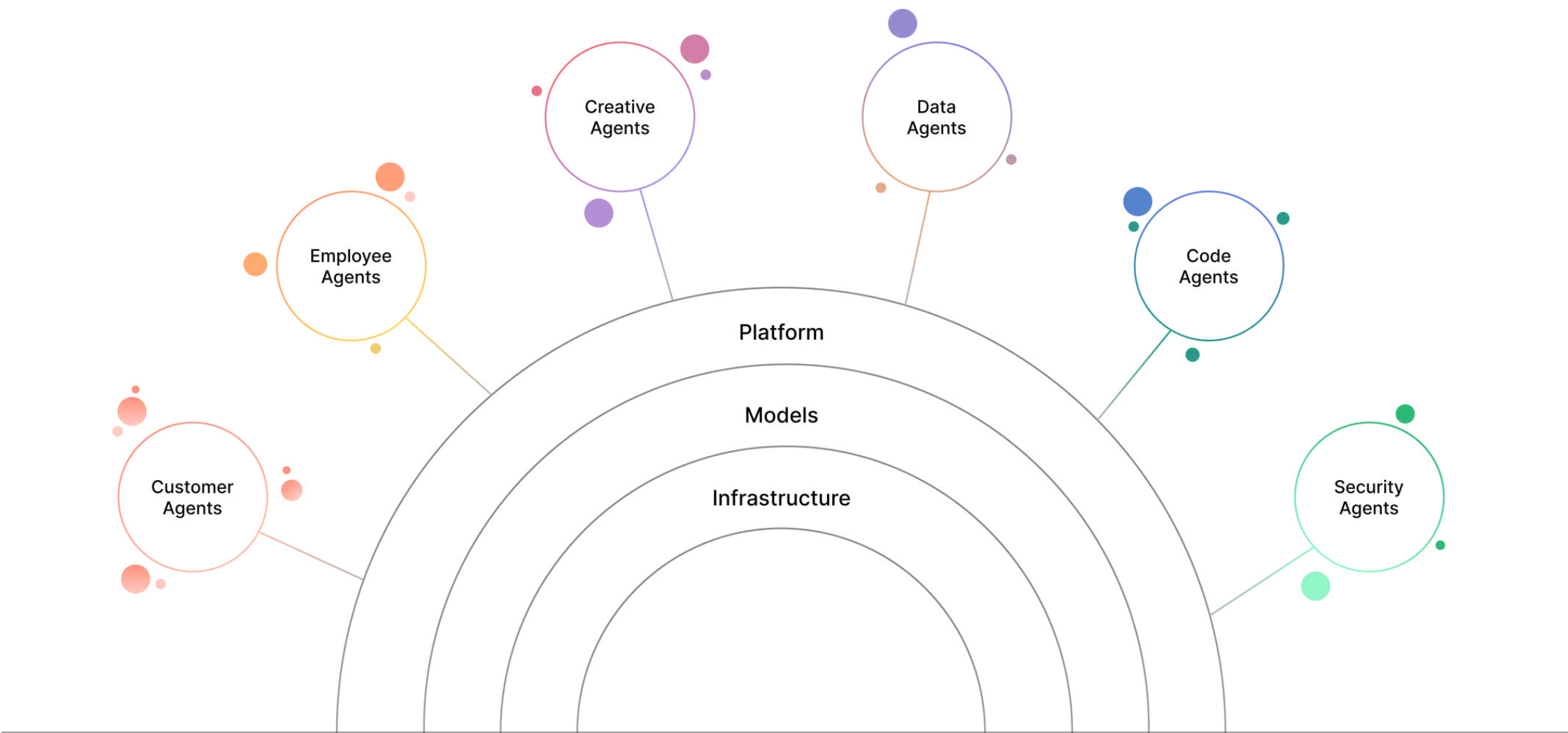
As this technology evolves, it will open doors to new possibilities, transforming how we work, create, and interact with intelligent systems. We're excited to see what you'll achieve with Agentic AI. Because the future of AI isn't just about generating ideas, **it's about making them happen.**

Enterprise Agent are Taking Over



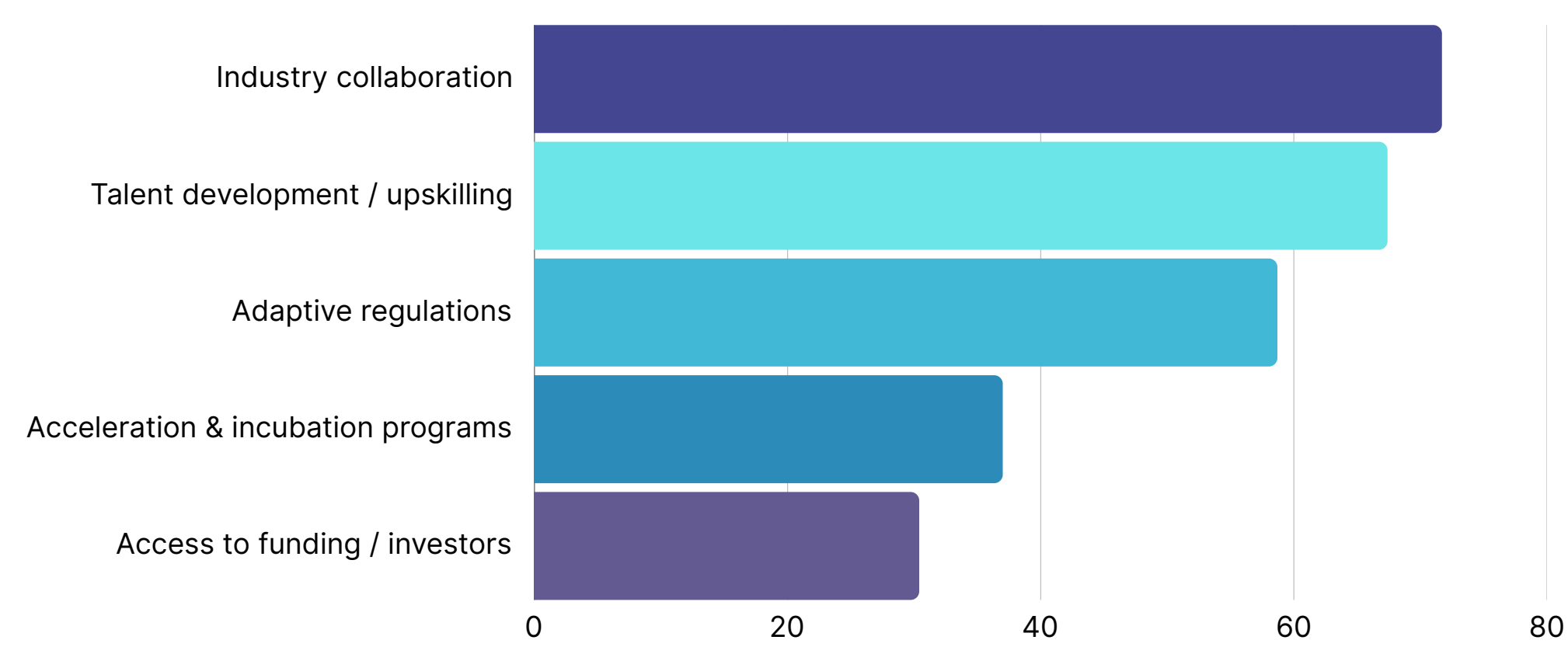
Big players are building serious infrastructure for AI agents. Anthropic introduced **Model Context Protocol (MCP)** a way to give AI access to tools and files across platforms, like a USB Type-C for AI. IBM's **Agent Communication Protocol (ACP)** adds the layer for agents to talk to each other securely and delegate tasks. Meanwhile, **Google's A2A (Agent to Agent)** protocol pushes multi-agent collaboration forward, and their **Agentspace** gives enterprises a powerful hub to manage and deploy agents. **Oracle's AI Agent Studio** integrates agents directly into business operations like finance, HR, and supply chain. These aren't experiments, they're signals that AI agents are becoming core to enterprise infrastructure.

Enterprise AI agents are quickly becoming essential across industries, with early adopters already seeing tangible impact. McKinsey reports that AI can boost sales productivity by up to **40%**, while in customer service, some companies have cut costs by **30%**. Market research supports this momentum, Grand View Research projects the global AI agents market to hit **\$50.31 billion** by 2030, growing at a **45.8% CAGR**, and MarketsandMarkets predicts growth from **\$7.84 billion** in 2025 to **\$52.62 billion** by 2030. As companies like Google, IBM, and Oracle invest heavily in AI agent platforms, it's clear that these autonomous systems are becoming central to digital transformation strategies worldwide.



Enterprise Challenges

Challenge 1 : Collaboration & Talent Development

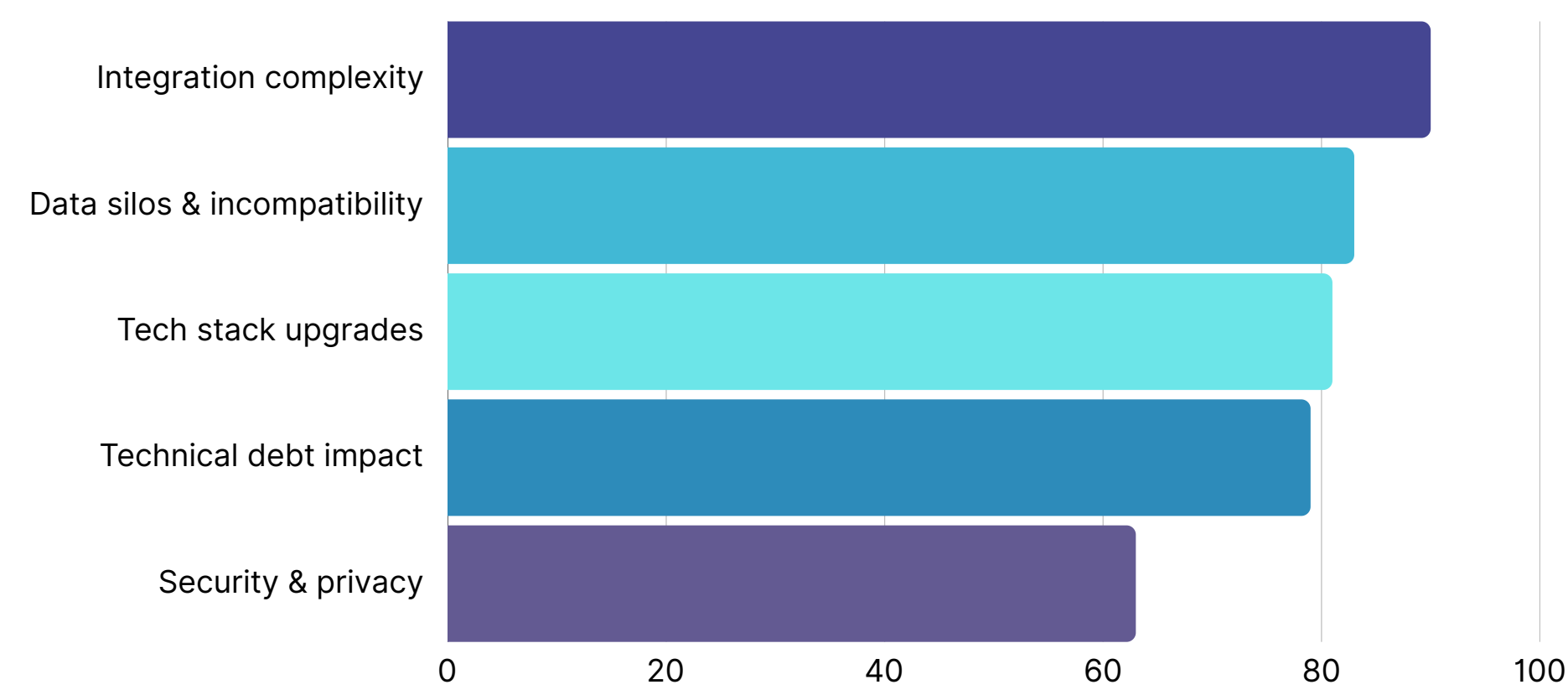


Source : CITCOM (C-Level IT Community) Analysis 2025

Indonesia’s IT ecosystem urgently requires stronger collaboration among industry players to drive real-world AI agent use cases. While upskilling remains vital to close the tech talent gap, it’s not enough. What’s needed is a shared commitment to joint initiatives, linking startups, enterprises, academia, and the public sector to design and deploy scalable, impact-driven AI solutions. Without this synergy, even the best funding or regulatory frameworks will fall short in delivering measurable innovation.

Challenge 2 : Integration with Legacy Systems

Many enterprises rely on complex, decades-old IT infrastructure. Integrating AI agents into these environments isn't just about APIs, it requires deep contextual alignment with existing business logic, workflows, and compliance standards. This challenge slows adoption and demands specialized strategies, such as modular agent architecture and hybrid human-AI orchestration.



Source : Soca AI Analysis 2025

Enterprise Challenges

Challenge 3: Security & Privacy

AI agents operate on sensitive data, often in dynamic environments. This raises serious concerns about data privacy, model security, and AI decision transparency. As noted by the World Economic Forum, responsible AI requires built-in safeguards, traceability, and alignment with governance frameworks, especially critical for regulated industries like finance, health, and public services.

Figure.2

Major Challenges



Governance Gaps

Without clear access policies, auditing systems, and proper data lifecycle management, organizations face an increased risk of AI model misuse and security breaches.

Model Vulnerabilities

AI systems, especially LLMs, are susceptible to threats like prompt injection or adversarial inputs. These can manipulate outputs or access restricted data, making robust testing and monitoring essential.

Regulatory Compliance

Laws like the EU’s GDPR or Indonesia’s PDP require strict oversight of data use. Enterprises must ensure transparency, and auditability to stay compliant and protect reputation.

External API Risks

Calling external models via APIs may pose risks, as data could be stored outside local control.

Soca AI Use Cases: Telekomunikasi Indonesia Internasional



"At TELIN, AI is not about following a trend or hype, it's built to drive real outcomes across commerce, tech, finance, and more. We see AI as both an enabler and a service, supporting our business and empowering our people. Together with partners and stakeholders, we grow by believing in the strength of Indonesian talent."



Febri Egasmara
VP Information
Technology of Telin

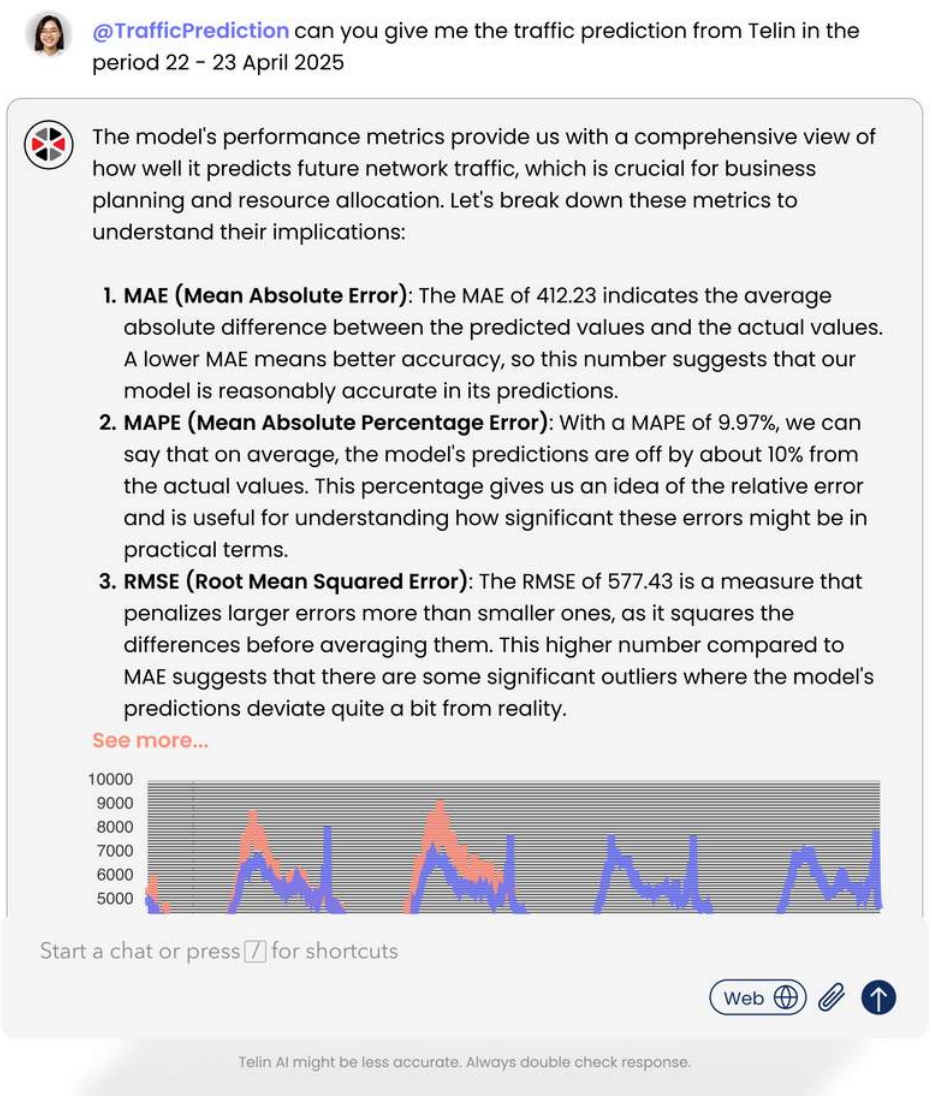


Figure.3

TIA (Telin Intelligent Assistant) - Prediction

As a multinational company operating across 10 countries: including Indonesia, Singapore, Malaysia, Australia, Timor-Leste, the U.S., Hong Kong, Myanmar, and Taiwan. TELIN's biggest challenge wasn't just adopting AI, but making it work across **20+ critical applications** while orchestrating **35TB of legacy system data**.

TELIN, one of our key enterprise partners at Soca AI, is leading the way in enterprise-grade AI adoption. With over **15 real-world use cases** already in production, spanning operations, sales, finance, customer experience, and more. TELIN runs its entire AI stack **100% on-premises** using **NVIDIA A40 GPUs**.

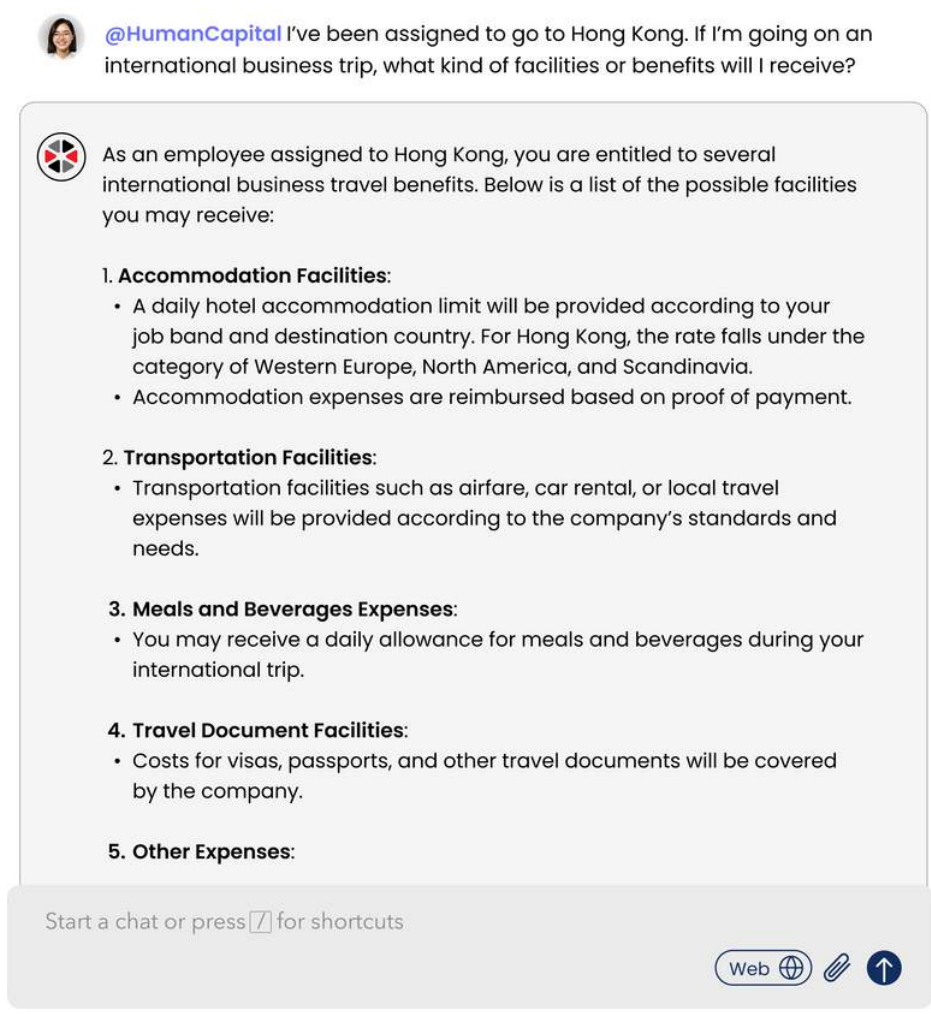
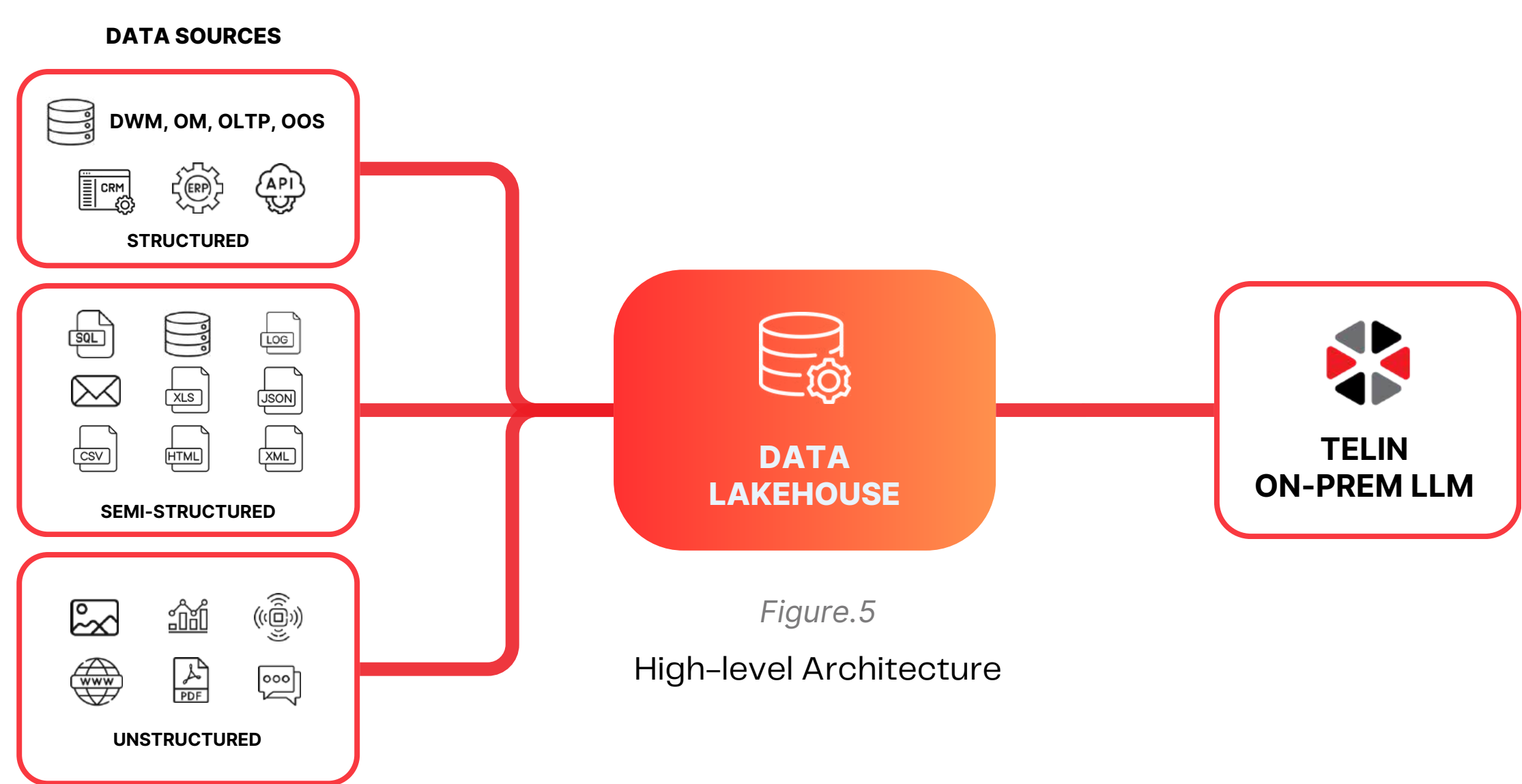


Figure.4

TIA (Telin Intelligent Assistant) - Q&A

Soca AI Use Cases: Telekomunikasi Indonesia Internasional

To support TELIN’s complex data ecosystem, Soca AI leverages a modern **Data Lakehouse architecture**, enabling the seamless handling of structured, semi-structured, and unstructured data, as well as real-time data streams. This unified approach breaks down silos and simplifies analytics, allowing AI models to learn from diverse sources at scale. The collaboration with **Sovware’s** local product, **S.2.R.E**, further strengthens this foundation by providing a secure, scalable, and interoperable environment tailored for enterprise-grade data orchestration and observability. Together, this stack ensures data readiness for AI, without compromising performance or compliance and powers intelligent tools that serve over **300 TELIN employees** across regions.



Soca AI utilizes a range of fine-tuned models to efficiently handle language, data analysis, predictions, and speech tasks across various applications.

Model Type	Model Name	Use Case	Language Support
LLM	Soca Genesisist-14B (Qwen 2.5 fine-tuned)	General RAG, sentiment analysis, data analysis	Indonesia, English, Mandarin
	Soca Genesisist-7B (Qwen2.5 Coder fine-tuned)	Structured data tasks, analytical queries	Indonesia, English, Mandarin
	Soca Genesisist-14B-Instruct (1M context-length)	AI note-taker with long context	Indonesia, English, Mandarin
ASR	Soca Genova	Transcribing meetings, multi-lingual support	Indonesia, English, Mandarin, Javanese
Prediction	Soca Predictive Models	Churn, demand, ticket resolution	Indonesia, English
Embedding	Soca Embedding Model (569M)	Semantic search, RAG retrieval	Indonesia, English, Mandarin

The Future of Builders

Unleashing inclusivity for all.

What is Builders?

Builders are developers, creators, and innovators who design, develop, and deploy AI powered applications and solutions. They use tools, platforms, and frameworks to build intelligent systems such as chatbots, voice assistants, recommendation engines, and automation workflows tailored to solve real-world problems. AI builders range from data scientists and software engineers to no-code users and business professionals who leverage accessible AI studios to create and customize AI agents without deep technical skills. Their work drives the adoption and impact of AI across industries. Most builders pick from today’s popular open and closed AI tools to build their stack:

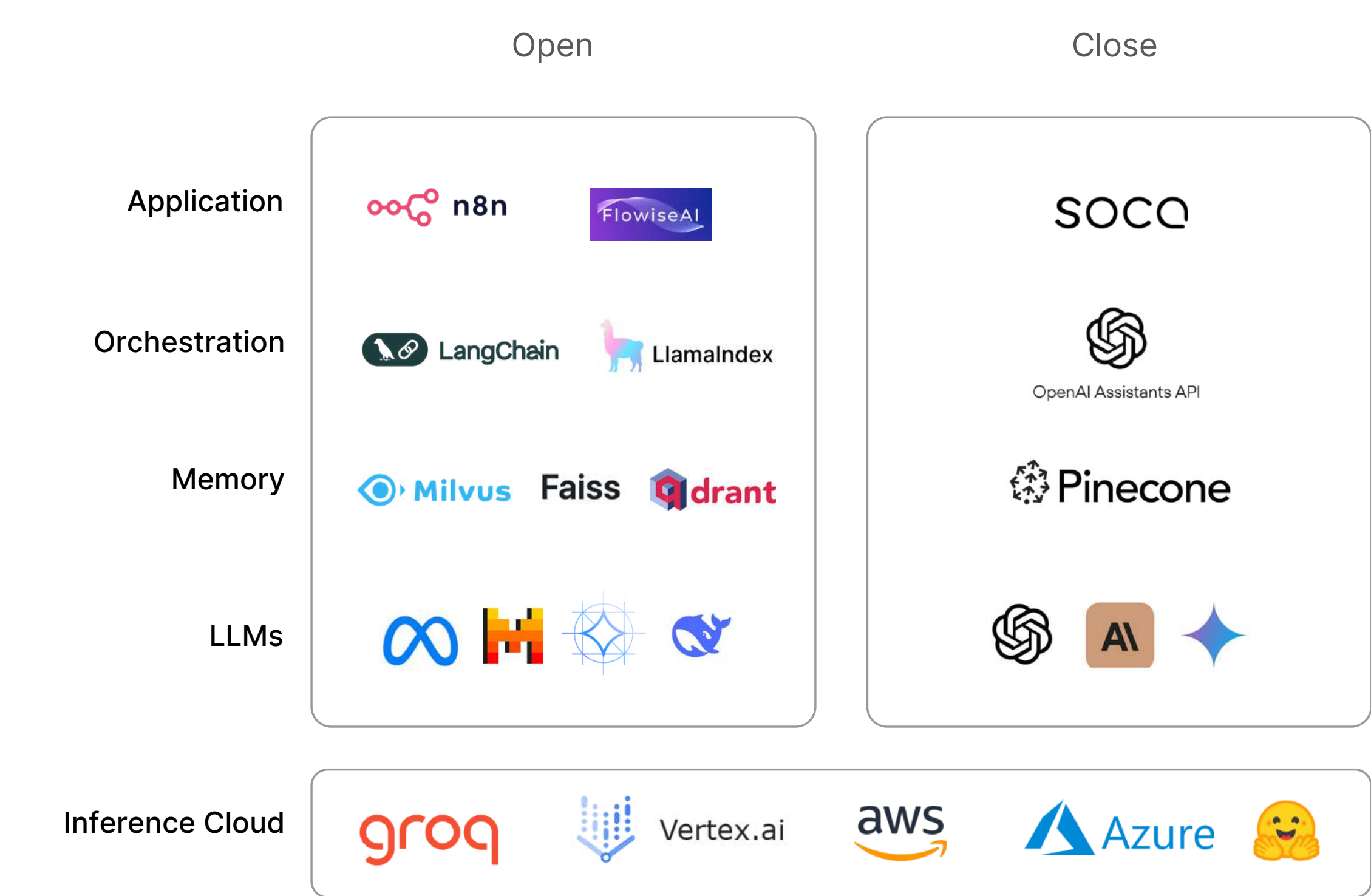


Figure.1
Popular AI Tech-Stack

To accelerate the growth of AI builders, accessibility is key. Simplifying the process of AI development by abstracting complex layers like model training, data pipelines, and orchestration empowers more people to contribute, from researchers to product teams and customer support leaders. This shift lowers technical barriers, encourages rapid iteration, and enables innovation beyond traditional developer roles. With the right stack and infrastructure, this builder-first movement can drive faster adoption, unlock new use cases, and scale AI impact across industries.

No-Code AI Tools

Accessibility is at the heart of the no-code AI movement. By removing technical barriers, no-code AI tools make it possible for more people, from business leaders to operations teams, to turn ideas into working AI agents. You don't need to be a *machine learning engineer* to build something impactful. These tools simplify the process of designing, testing, and deploying AI, making innovation faster and more inclusive.

In a world where speed and adaptability matter, no-code platforms like n8n and Flowise have gained significant traction. **n8n** boasts over **200,000 active users** and more than 3,000 enterprise clients globally, with monthly visits exceeding 235,000. **Flowise** attracts around **262,000 monthly visits**. These platforms empower organizations to experiment, iterate, and scale AI solutions without waiting on scarce technical resources, accelerating innovation across industries and democratizing AI-driven growth.



Figure.2
Soca AI Studio

“This notion of just a developer is probably going to broaden out to what's called a builder... I think everyone is going to be a builder.”



Varun Mohan
(CEO of Windsurf)

**Windsurf acquired by OpenAI for \$3B*

Prompt-to-Agent Workflow

In the new era of AI-powered tools, prompts and workflows are becoming the foundation for how builders create and automate. Prompts turn ideas into actions, while workflows ensure those actions happen in the right sequence, at the right time. Together, they enable anyone to build complex systems without writing code, and flexibility across industries.

As workflows evolve, the next leap is agentic execution. Where AI agents can plan, act, and adapt. Unlike static models, agents break down tasks, use tools, and adjust based on outcomes. This creates a hybrid system that combines structure with intelligence, turning a single prompt into a dynamic, with multi-step operation.

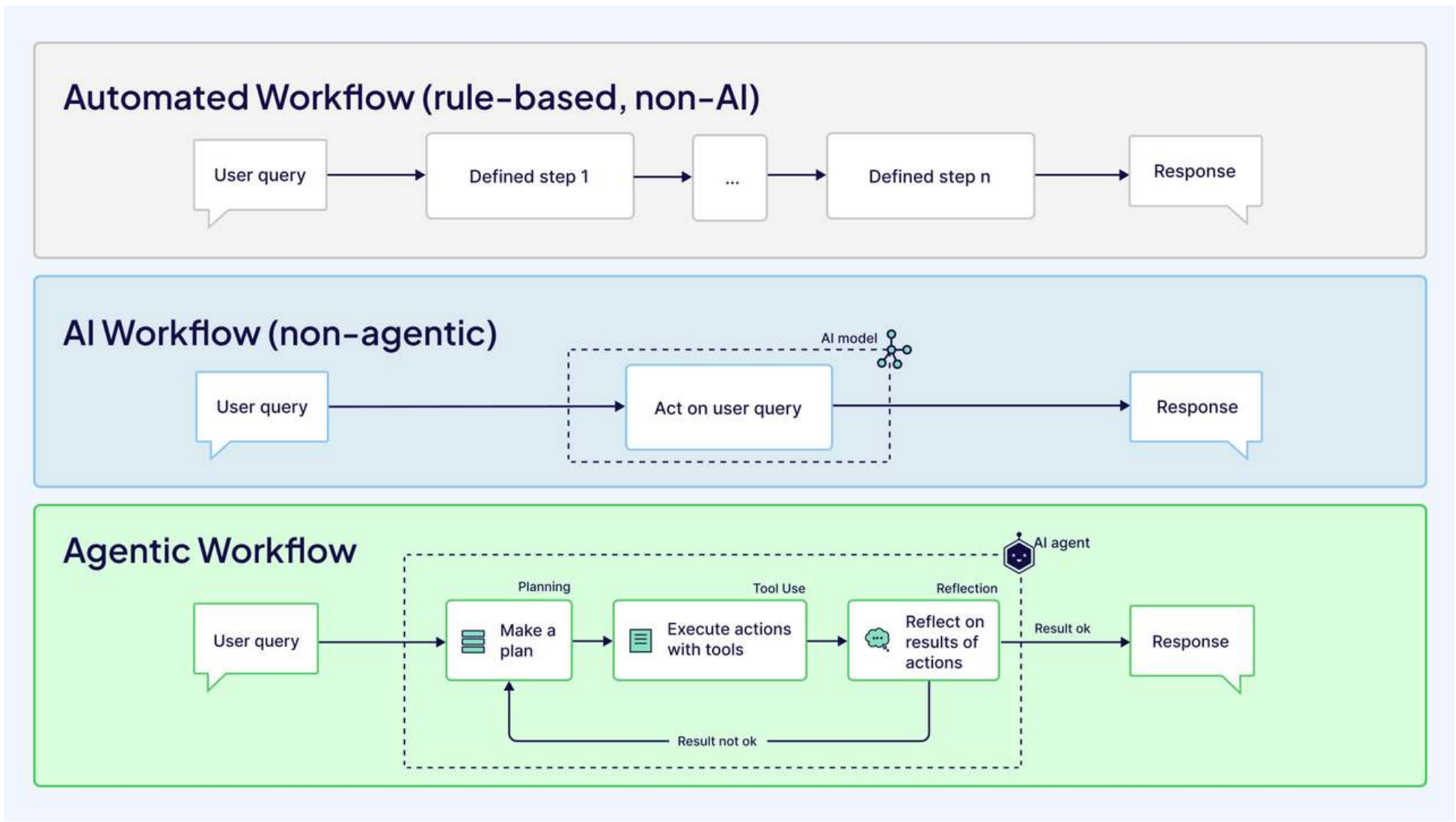


Figure.3

Weaviate.io - Agentic Workflow

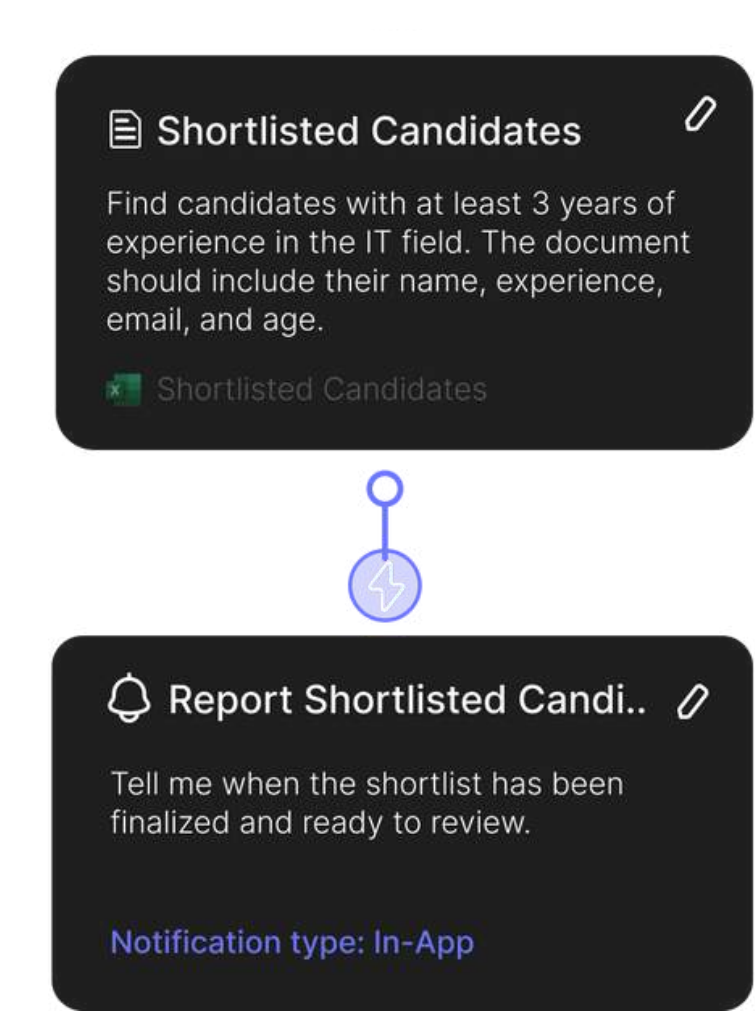


Figure.4

Soca AI Studio - Prompt Instruction

The prompt is the key layer of user intent, turning natural language into action. It replaces rigid interfaces with flexible instructions anyone can use, helping overcome language barriers. Prompts guide agents to plan, execute, and adapt tasks. In modern AI, a prompt isn't just input, it's the blueprint for intelligent, context-aware execution.

Multimodal & Voice Capabilities

Multimodal AI refers to artificial intelligence systems that can understand and process multiple forms of input, like text, images, audio, video, and even sensor data, simultaneously. It's often described as AI that can “**see, hear, and speak,**” making it more aligned with how humans interact with the world.

As **Sundar Pichai, CEO of Google**, said:

“Multimodal models will take us closer to the goal of building AI that better understands the world like we do.”



By combining multiple modalities, these systems can perform more complex tasks, like describing an image, answering questions about a video, reading emotions from a voice, or reasoning from both text and visuals. Leading to more intelligent, contextual, and interactive experiences.

Multimodal AI brings machines closer to human understanding. Voice AI, in particular, helps customers feel genuinely heard and supported across every touchpoint.

51%

of consumers have interacted
with advanced Voice AI

60%

of consumers want companies
to adopt Voice AI

According to **Zendesk CX Trends 2025**, Voice AI is rapidly gaining traction, driven by major advancements in generative technology. Consumers are increasingly embracing voice interactions for their natural, human-like feel more than half have already used advanced voice assistants and want brands to follow suit. As voice helps customers express problems more easily and naturally, it's becoming a key driver in transforming customer service experiences.

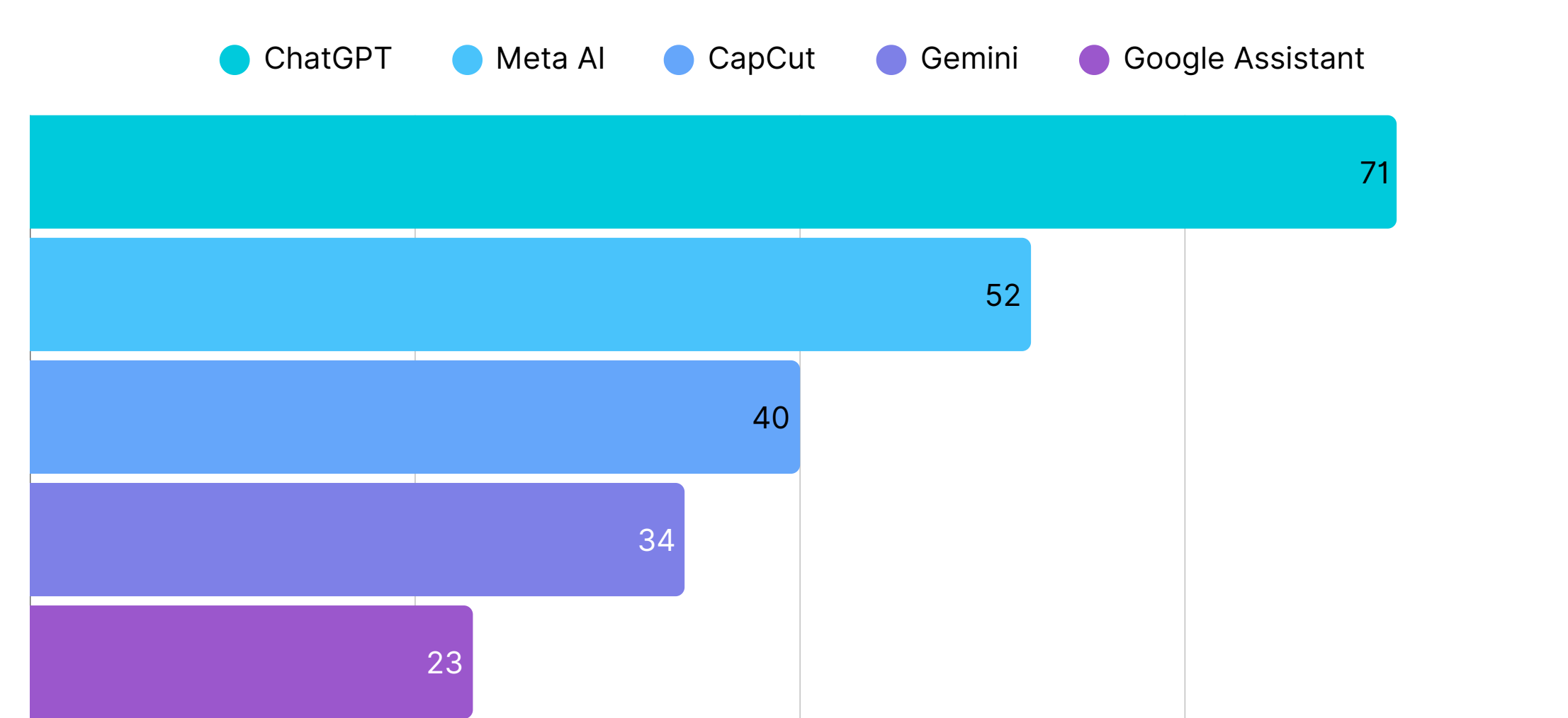
Soca AI is at the forefront of this shift, enabling **208,419 users** to create content using Voice AI for social media voice-overs. This growing adoption reflects not only the demand for natural interactions but also the expanding role of Voice AI in empowering everyday creators. **Builders should remember to consider voice and multimodal capabilities in their projects to stay ahead.**

How Indonesia Embrace AI

From commerce apps to
chat-first culture.

The ChatGPT Trend

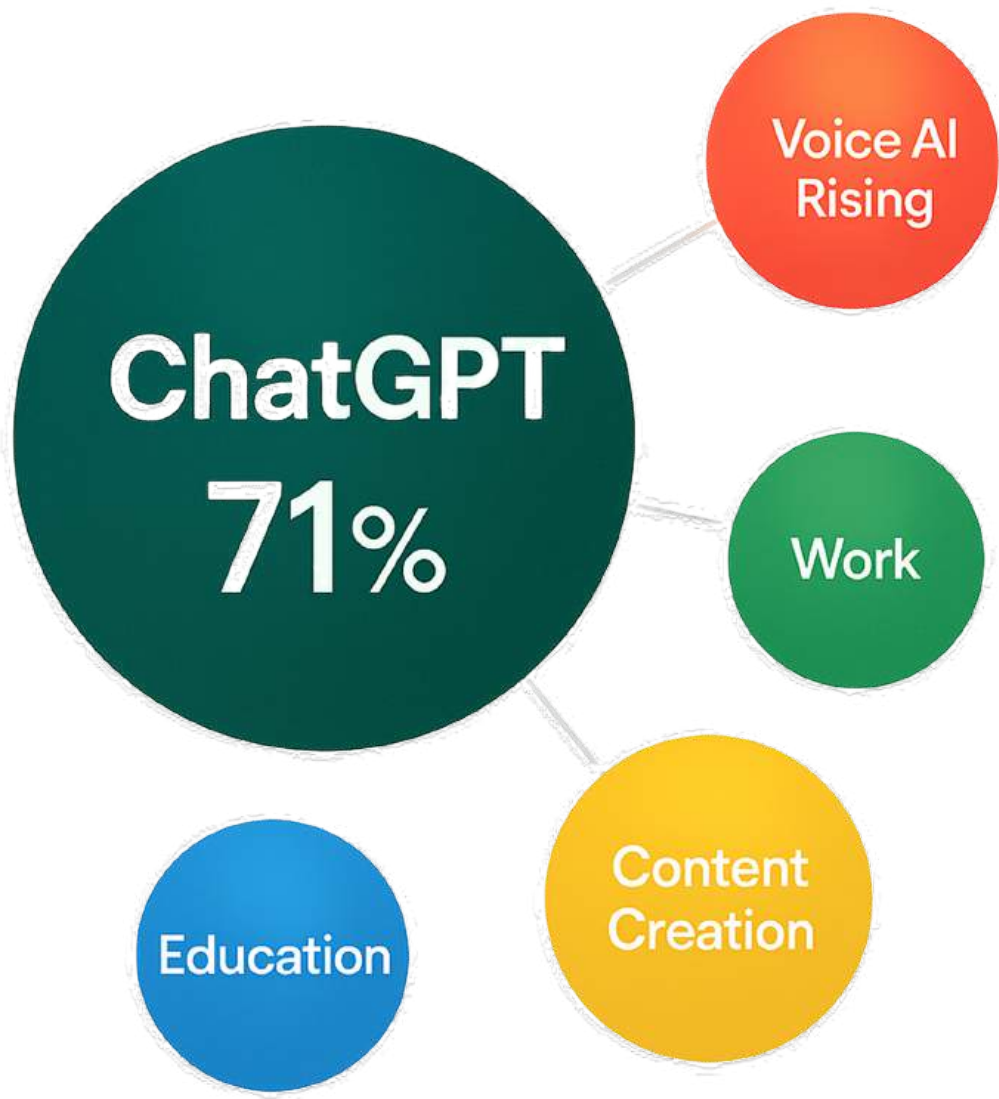
Popular AI tools in Indonesia



Source : Snapcart - In AI We Trust Part 1

ChatGPT is now the leading AI tool in Indonesia, used by **71% of AI adopters**, especially among Gen Z and millennials. It supports everything from education, work tasks, to content creation, and is projected to surpass **5 million active users** in mid-2025. Its ease of use, mobile access, and natural interactions make it a trusted tool in everyday life.

Beyond text, ChatGPT is fueling a new digital wave in Indonesia, not just in education and work, but also across social and creator communities. It's become a go-to tool for students, professionals, and influencers alike, helping with tasks, content, and inspiration. A growing number of Indonesians now share *ChatGPT tips on TikTok, Instagram and YouTube, create e-books and digital courses*, and even build *income streams* around its use. This shows how quickly Indonesians are not only adopting AI but also embedding it into their everyday digital lifestyle.



The WhatsApp Economy

As of early 2024, Indonesia boasts approximately **112 million monthly active WhatsApp users**, making it one of the largest markets globally. This widespread adoption has propelled WhatsApp into a central role in Indonesia's digital economy, particularly among small and medium enterprises (SMEs). Over 10 million SMEs actively use WhatsApp Business to manage customer interactions, process orders, and provide support. This shift highlights a move from traditional e-commerce apps to a more integrated, chat-first commerce model.

WhatsApp’s dominance has enabled a seamless omni-channel experience, allowing businesses to manage product catalogs, payments, and customer support in one trusted platform. **Bank Mandiri** exemplifies this with its WhatsApp-based assistant **MITA**, which handled over **5.35 million chats in 2024**, supporting users with ATM locations, product info, and general service questions. Generative AI is amplifying this ecosystem by powering smart agents that speak local languages, personalize responses, and manage large volumes efficiently, aligning with Indonesians’ preference for fast, familiar, and conversational service.



Figure.1

Source: WhatsApp Business

The WhatsApp Economy

Payoo Mart, a fast-growing local retailer, initially managed all customer orders manually through WhatsApp chats. While this made ordering feel instant and familiar, the growing volume, reaching around **150-200 orders per day**, soon caused delays and missed messages. To streamline the process, Payoo integrated a WhatsApp bot powered by GenAI that understands not only Indonesian, but also local dialects like Sundanese, including casual slang and abbreviations often used in daily chats. This allows the bot to handle orders, answer questions, and send updates in a way that feels natural and culturally in tune making WhatsApp a truly seamless and scalable chat-commerce platform for local communities.

The result is not just convenience but **real efficiency**. Payoo has cut manual work, reduced errors, and speed up response times. The AI bot handles daily orders and chats 24/7, letting the team focus on service quality turning automation into a true business edge.

Figure.2

Source: Payoo WhatsApp Assistant

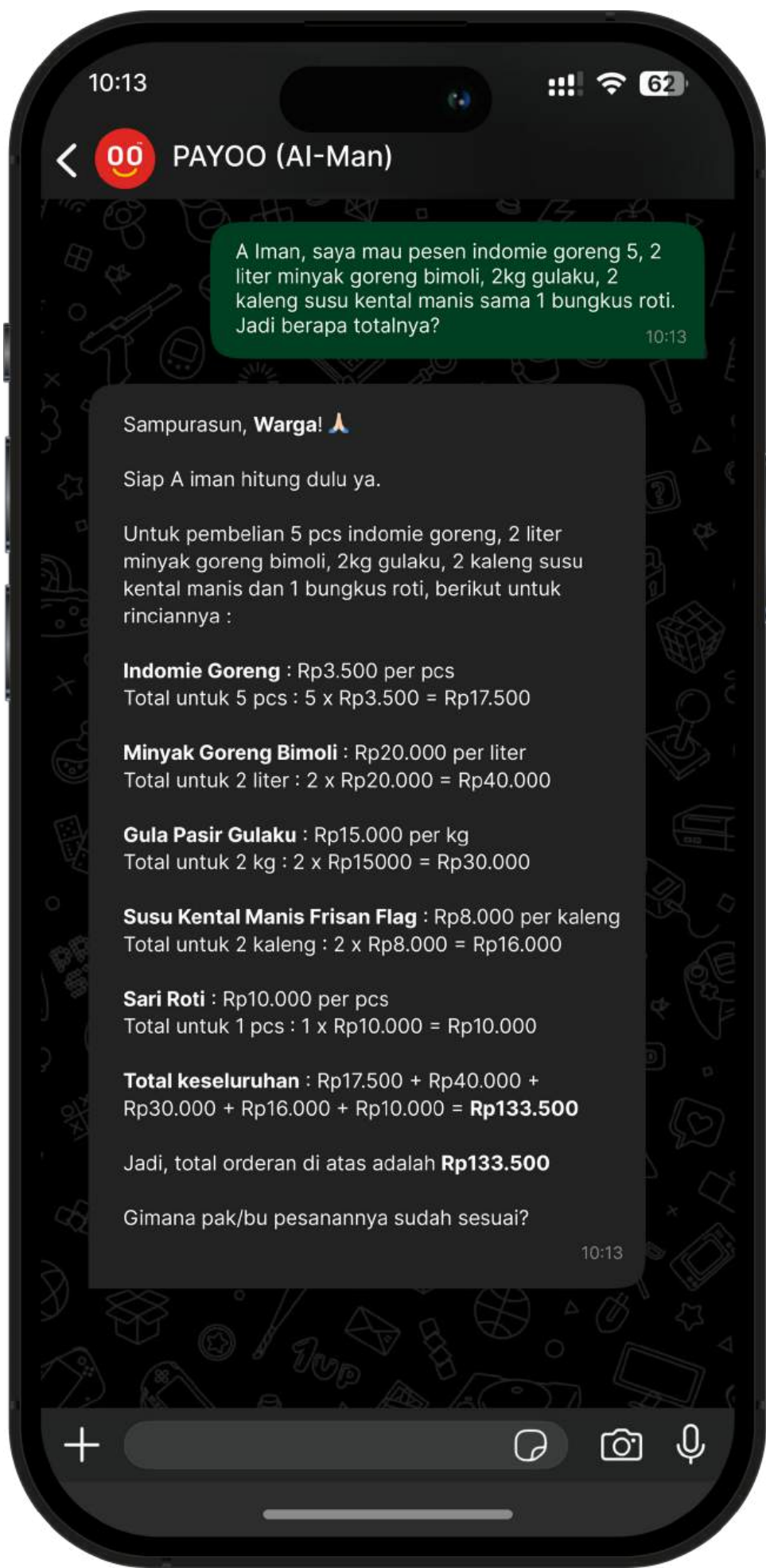


Figure.2

Source: Payoo Store - Bandung



Conclusion

Seismic shift in how
Indonesia builds with AI.

Conclusion

The *Soca AI Progress Report 2025* highlights a pivotal shift in how enterprises leverage artificial intelligence moving from exploratory use cases to the rapid deployment of AI agents that solve real business problems with measurable impact. Organizations are adopting agile, iterative approaches, focusing on building, testing, and learning quickly to accelerate time-to-value.

While challenges such as fragmented data, slow development cycles, and disconnected outcomes remain, Soca AI addresses these through two core solutions:

- **A no-code AI Studio** that enables anyone to build and deploy chat or voice agents in minutes, without engineering effort.
- **An on-premises LLM platform (Genesist)** for enterprises that need full control, security, and compliance while building custom AI capabilities.

As AI becomes a critical strategic advantage, enterprises are prioritizing streamlined data workflows, rapid iteration, and clear business metrics. The focus is shifting from merely creating AI models to developing scalable, integrated systems that consistently deliver value.

At Soca AI, our mission is to make AI creation accessible, practical, and enterprise-ready. Whether through user-friendly no-code tools or robust on-premises infrastructure, empowering organizations to unlock AI's full potential securely and efficiently.



Sabrang – AI Thinker, Musician & Philosopher

“In the era of AI as the answer engine, our role as humans is to encourage deeper questions and Indonesia needs to lead with curiosity, not just capability.”

Methodology

This AI Progress Report synthesizes data from multiple rigorous sources to provide a well-rounded view of AI adoption and readiness in Indonesia and beyond. The primary dataset comes from Citcom Analysis, presented at Citcom Connex 2025, which surveyed 46 C-level executives from Citcom, a prominent C-Level IT community in Indonesia. This group represents leaders across various industries, offering strategic insights into AI integration, challenges, and opportunities within enterprise environments.

Complementing this, the Soca x Markplus Analysis 2024 collected responses from approximately 114 professionals spanning SMEs, enterprises, and government sectors, focusing on practical AI deployment, adoption barriers, and market dynamics specific to the Indonesian context. Additionally, we incorporated findings from the Scale AI Readiness Report 2024, which surveyed over 1,800 AI practitioners including ML engineers, data scientists, and AI leaders across diverse industries such as software, finance, business services, and government. This report detailed stages of AI maturity, from early evaluation to advanced model deployment and retraining cycles.

To enrich our perspective on customer experience and AI-driven automation, we included key insights from Zendesk CX Trends, highlighting evolving customer expectations and digital service transformations. Moreover, external references from leading consultancies and research firms like BCG, McKinsey, and Snapcart provided valuable global and regional benchmarking data.

This multi-source methodology ensures the report captures both the nuanced realities of Indonesia's AI landscape and broader trends shaping AI adoption worldwide.



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