



HERITAGE • NATURAL CARE • A HEALTHIER TOMORROW



AI FOR A BETTER TOMORROW

SARI TANI DESA × AINNA

A Living Manufacturing Website

From a conventional company website to a living digital platform that connects manufacturing capability, OEM, botanicals, catalogue and published knowledge.



MANUFACTURING
CAPABILITY



OEM
SERVICES



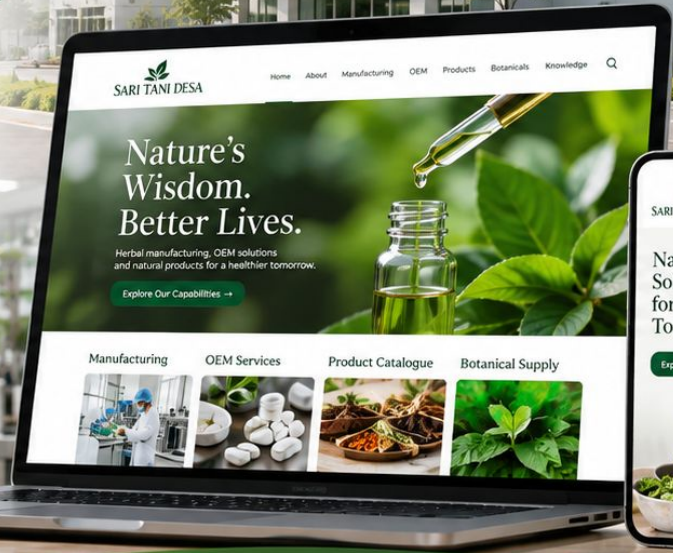
BOTANICAL
SUPPLY



PRODUCT
CATALOGUE



PUBLISHED
KNOWLEDGE



PEOPLE | PLANTS | KNOWLEDGE | BETTER LIVES

Built on a Foundation Since 1977

For more than four decades, Sari Tani Desa has been committed to natural health and wellness through herbal manufacturing, OEM services, botanical supply and continuous product development.



**HERBAL
MANUFACTURING**
Traditional knowledge
with modern processes



OEM SERVICES
Custom formulation
and contract
manufacturing



BOTANICAL SUPPLY
Quality raw materials
from trusted sources



**RESEARCH &
DEVELOPMENT**
Continuous innovation
for natural health



QUALITY & SAFETY
Adhering to high
standards and
regulatory requirements



Heritage
Traditional knowledge
that continues



Manufacturing
Modern facilities
for consistent quality



OEM
Flexible solutions
for your brand



Botanicals
Natural ingredients
from nature's best



R&D
Developing better
natural solutions



Products
Wide range of natural
health products

The Digital Gap

A conventional company website is often built, launched, and then left as static pages.

The real value and potential of Sari Tani Desa's manufacturing capability, knowledge and products are not fully connected in the digital space.



Static Pages

Information quickly becomes outdated.



Rare Updates

Content is not regularly updated.



Not Connected

Manufacturing, OEM, products, botanicals and knowledge are presented separately.



Hard to Discover

Valuable information is not easily found by customers, partners and researchers.



Missed Opportunities

Enquiries, OEM requests and potential business are not fully captured.



Manual Effort

Team needs to update multiple materials and handle enquiries manually.



Manufacturing information?



OEM capability?



Botanical supply?



Product catalogue?



Research and knowledge?



Customer enquiries?

BEFORE Conventional Website



There is a clear digital gap between Sari Tani Desa's strong real-world capabilities and how they are currently presented online.



SARI TANI DESA

SEJAK 1977

HERITAGE • NATURAL CARE • A HEALTHIER TOMORROW

The Vision: A Website That Stays Current

Transforming a conventional company website into a living digital platform that grows with Sari Tani Desa — connecting manufacturing capability, OEM, botanicals, product catalogue and published knowledge.

*Same
Expertise.
Bigger
Impact.*

BEFORE A Static Company Website



Fixed pages
Information quickly becomes outdated.



Rare updates
Content is not regularly updated.



Disconnected information
Manufacturing, OEM, products and knowledge are presented separately.



Hard for customers to find information
Enquiries and OEM requests are not fully captured.

AFTER A Living Manufacturing Website



Always Updated
New products, insights and announcements.



Connected Information
Manufacturing, OEM, products and knowledge in one platform.



Easy Discovery
Customers, partners and researchers find the right information quickly.



Capture Opportunities
Enquiries, OEM requests and potential business are properly captured.



Manufacturing
Capability



OEM
Desk



Product
Catalogue



Botanical
Supply



Quality
Footprint



Published
Knowledge



ASK SARI TANI
(NeuralOps)

Six Digital Layers

A Complete and Connected Platform

Bringing together Sari Tani Desa's manufacturing capability, OEM services, botanicals, product catalogue and published knowledge into one living website.

One Platform.
Many Possibilities.
Greater Impact.



01 Company Record

Our heritage, facilities, capabilities and commitment to natural health.

- Company profile & history since 1977
- Facilities & manufacturing capabilities
- Certifications and quality commitment
- People and values



02 OEM Desk

From idea to market, with end-to-end OEM support.

- OEM enquiry and consultation
- Custom formulation and product development
- Packaging and labelling support
- Quotation and project tracking



03 Product Catalogue

A complete showcase of our natural health products.

- Branded products
- Product categories and details
- Usage information and benefits
- Enquiry and purchase options



04 Quality Footprint

Our commitment to safe, high-quality and trusted natural products.

- Quality control and testing
- Certifications and standards
- Compliance and regulatory information
- Transparency and trust



05 Botanical Supply

Quality raw materials from trusted sources.

- Wide range of botanical ingredients
- Sustainable and responsible sourcing
- Ingredient information and specifications
- Supply for manufacturing and R&D



06 ASK SARI TANI

Your knowledge assistant powered by AINNA NeuralOps.

- Answers based on published knowledge
- Information on products, botanicals and OEM
- Support for customers, partners and researchers
- Continuously updated as the platform grows



PEOPLE



PLANTS



KNOWLEDGE



BETTER LIVES

SARI TANI DESA

SEJAK 1977

HERITAGE • NATURAL CARE • A HEALTHIER TOMORROW

Introducing AINNA NeuralOps

A Knowledge Layer for a Living Manufacturing Website

AINNA NeuralOps powers ASK SARI TANI, providing accurate and reliable answers based on published and approved information from Sari Tani Desa.

Real Knowledge.
Useful Answers.
Greater Value.

ASK SARI TANI

What herbal ingredients do you supply?



home about Manufacturing OEM Products Botanicals Knowledge

What herbal ingredients do you supply?



Sari Tani Desa supplies a wide range of herbal ingredients including:

- Tongkat Ali (*Eurycoma longifolia*)
- Misai Kucing (*Orthosiphon stamineus*)
- Pegaga (*Centella asiatica*)
- Halia (*Zingiber officinale*)
- Kunyit (*Curcuma longa*)
- Daun Senna (*Senna alata*)
- And many more.

For detailed information, you can explore our Botanical Supply section or contact our OEM team.

Ask Sari Tani...

How NeuralOps Works



Published Website Content



Product & Botanical Information



Manufacturing & OEM Information



Quality & Compliance Data



Research & Educational Materials

AINNA NeuralOps

Smart Routing

Knowledge Layer

Validation & Safety



ASK SARI TANI
Accurate answers from approved knowledge



Product Information
Ingredients, specifications and applications



OEM Support
Guidance and consultation based on real company info



Knowledge Sharing
Educational content for customers and partners



Accurate & Reliable

Answers based on published and approved information.



Always Current

Easily updated as new products, insights and knowledge are published.



Safe and Controlled

Information follows company guidelines and verification.



Supports Many Users

Useful for customers, partners, researchers and internal teams.



PEOPLE



PLANTS



KNOWLEDGE



BETTER LIVES

Two Paths for Sari Tani

Same Vision. Two Ways to Get There.

Choose the path that best fits your needs, or combine both.
Both options are built on AINNA's technology and aligned with Sari Tani Desa's goals.

Your Heritage.
Our Technology.
A Stronger
Digital Future.

01

Full Website Package

AINNA builds & manages.

A complete, living manufacturing website built and managed by AINNA, based on agreed scope.



Complete Website Build

Manufacturing, OEM, catalogue, botanicals and more



Managed & Maintained

Ongoing care, updates and monitoring



Integrated Digital Layers

As outlined in the proposal scope



ASK SARI TANI + NeuralOps

Knowledge layer for accurate and reliable information

02

Train with AINNA Agent

AINNA builds capability in your team.

Hands-on training using AINNA Agent, based on real Sari Tani business requirements, to develop your internal digital capability.



Hands-on Training

Using AINNA Agent with real business requirements



Build Internal Capability

Website, dashboard and business systems



Practical & Business-Focused

Based on actual Sari Tani workflows and needs



Long-Term Value

Your team gains skills and confidence to continue



Or Combine Both

Start with a managed website, then train your team.
A flexible path towards long-term digital capability.



Today's Strength.
Tomorrow's Opportunity.



Same Roots.
Bigger Possibilities.

OPTION
01

Full Website Package

AINNA builds & manages.

A complete, living manufacturing website built and managed by AINNA, based on agreed scope, to showcase Sari Tani Desa's capabilities, products and knowledge to the world.

Your Story.
Our Expertise.
A Stronger
Global Presence.



What's Included



Manufacturing Pages

Showcase facilities, capabilities, processes and certifications.



OEM Brief

End-to-end OEM information, consultation and enquiry flow.



Botanical Library

Detailed information on herbal ingredients and raw materials.



Product Catalogue

Complete showcase of natural health products.



Quality Footprint

Quality control, testing, certifications and compliance information.



ASK SARI TANI

AI-powered knowledge assistant (NeuralOps) based on published knowledge.



Professional & Modern Website

Aligned with Sari Tani Desa's brand and vision



Managed & Maintained

Updates, monitoring and ongoing care under agreed scope



Integrated Platform

Manufacturing, OEM, catalogue, botanicals and knowledge in one place



Support & Monitoring

Continuous improvement and technical support



Stronger Digital Presence

Reach more customers, partners and opportunities



A complete and professionally managed website that grows with Sari Tani Desa.

Train with AINNA Agent

Build Internal Digital Capability

Hands-on training using AINNA Agent, based on real Sari Tani business requirements, to develop your team's internal digital capability.

Your People.
Your Knowledge.
Your Capability.
A Stronger Tomorrow.



Build
Learn
Implement
Grow



How the Training Works



01 Understand Business Needs

Identify real requirements from Sari Tani's operations.



02 Hands-on Training

Use AINNA Agent with real data and real use cases.



03 Build & Implement

Develop website, dashboard and systems together with your team.



04 Team Capability

Your team gains the skills to continue and improve.



05 Ongoing Support

Access to guidance, updates and further training as needed.

Training Focus Areas



Website Development

Learn to build and update website pages using AINNA Agent.



Catalogue & Content

Manage product catalogue, botanicals and information.



Business Systems

Create dashboards and tools based on real business needs.



Automation

Automate routine tasks and workflows.



Knowledge Management

Build and maintain internal knowledge for consistent answers.

Your Team Gains



Practical Hands-on Skills



Real Business Application



Continuous Learning



Internal Capability



Long-Term Value



Same Knowledge.
More People Who Can Use It.



SKILLS



PEOPLE



KNOWLEDGE



GROWTH



Build Today.
A Stronger Team Tomorrow.

The Hybrid Path

Launch Faster. Build Capability for the Future.

Combine the best of both options — AINNA builds and manages the website to get you live quickly, while your team learns and builds internal capability using AINNA Agent.

Your Heritage.
Our Technology.
A Stronger
Tomorrow.



01

AINNA Builds
Living Manufacturing
Website



Complete Website Development

Design, develop and launch a modern, scalable and living website.

02

AINNA Manages
Operate & Improve



Ongoing Management

Updates, security, monitoring and continuous improvement under agreed scope.

03

Sari Tani Team Trains
Learn with AINNA Agent



Hands-on Training

Selected team members learn to use AINNA Agent with real Sari Tani data and workflows.

04

Capability Transfers
Build Internal Skills



Your Team Takes the Lead

Your team becomes capable to update content, manage catalogue and create new digital tools independently.

05

Continuous Partnership
Grow Together



Ongoing Support

AINNA remains your technology partner for advanced development, NeuralOps and future expansion.



Faster
Time to Market



Operational
Stability



Internal
Capability



Long-Term
Growth



Best of
Both Worlds



**Start managed. Build capability. Grow independently —
with AINNA available when needed.**

Implementation Journey From Planning to Long-Term Growth

A clear and structured journey to ensure a smooth implementation, real results and long-term value for Sari Tani Desa.

Your Heritage.
Our Technology.
A Stronger
Tomorrow.

01 Discovery & Planning Week 1 – 2



- Understand goals and requirements
- Review existing content and processes
- Plan scope, timeline and resources

02 Development & Build Week 3 – 8



- Design and develop living manufacturing website
- Integrate key systems (catalogue, content, tools)
- Set up AINNA NeuralOps and automation
- Testing, security and quality assurance

03 Launch & Go Live Week 9 – 10



- Official launch of the new website
- Make content, products and information live
- Train key team members on initial usage
- Provide user guides and quick support

04 Training & Capability Month 3 – 6



- Hands-on training using AINNA Agent
- Team practices with real Sari Tani data
- Build internal confidence and workflows
- Knowledge transfer documentation

05 Continuous Improvement Ongoing



- Ongoing monitoring and improvements
- Add new features based on business needs
- AINNA as long-term technology partner
- Scale to new opportunities and future expansion



Structured Implementation



Minimal Disruption to Operations



Stronger Internal Capability



Measurable Results



Sustainable Long-Term Growth

From 1977 to the Next Digital Chapter.

Same Roots. Bigger Possibilities.

With modern digital capabilities, we can continue Sari Tani Desa's legacy of natural health products — for greater efficiency, wider reach and a healthier tomorrow.

Your Heritage.
Our Technology.
A Stronger
Tomorrow.



“
*Natural care today.
A healthier
tomorrow.*



Preserve Our Heritage

Continue the legacy
of natural health
products since 1977.



Embrace Modern Technology

A living website and
digital tools to support
growth.



Reach Wider Markets

Share Sari Tani Desa's
quality products
locally and globally.



Empower Our People

Build internal
capability for a
sustainable future.



Create Long-Term Value

A stronger, healthier
and more resilient
Sari Tani Desa
for generations to come.

