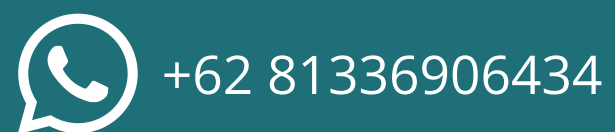




Helping

**Businesses Build,  
Scale,  
and Grow Digitally**

**PT. BALE DIGITAL CREATIVE**  
**Software Development & Digital Marketing**



# COMPANY OVERVIEW

Bale Digital, operating under the legal company name **PT. Bale Digital Creative**, is a software development and digital solutions company based in Denpasar, Bali, Indonesia.

Established in **2013**, we provide services in **software development, digital marketing, website maintenance**, and **developer outsourcing** for businesses across multiple industries.

We work directly with clients to build websites, mobile applications, custom business systems, and digital growth strategies tailored to operational and business needs.

With experience handling projects from Indonesia, Australia, Europe, America, and Asia, Bale Digital focuses on delivering scalable solutions, long-term support, and reliable technical execution.



**2013**  
ESTABLISHED



**200+**  
PROJECT  
COMPLETED



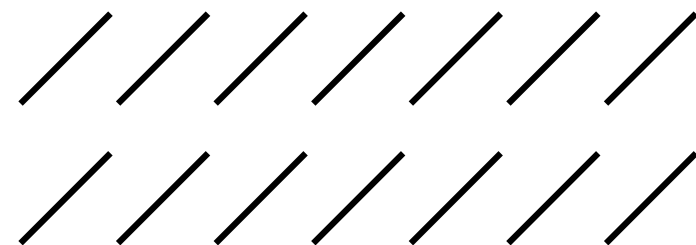
**5+**  
COUNTRIES  
SERVED



**20+**  
SKILLED  
PROFESSIONAL

# Our Vision

To become a trusted technology and digital solutions company that helps businesses grow through innovation, scalable systems, and long-term digital transformation.



# Our Mission



Build reliable and scalable digital systems for businesses



Help companies improve visibility and business growth digitally



Deliver long-term technical support and maintenance



Provide professional development and digital marketing solutions



Support businesses with modern technology implementation



# Our Team



**I Made Gede Yudiyana,  
S.Kom**

**Team Leader/  
Client Communication**



**Gde Sastrawangsa,  
S.T., M.T**

**Project Manager**



**I Putu Adi  
Kusumantara, S.Kom**

**Senior Developer**



**I Made Suandana Astika  
Pande, S.Kom., M.Kom**

**Digital Marketing/  
Senior Designer**



# Our Services

Our company provides a range of services designed to meet the needs of our clients.



**Software  
Development**



**Digital Marketing**



**Website & System  
Maintenance**



**Developer  
Outsourcing**



# SOFTWARE DEVELOPMENT

We build high-quality, scalable software solutions that help businesses automate processes, improve efficiency, and deliver better digital experiences.



## WEB DEVELOPMENT

- Company Profile
- Web Application
- E-Commerce
- Booking System
- Custom Website



## MOBILE APPLICATION

- Android Development
- iOS Development
- Hybrid App
- Native App



## CUSTOM SYSTEMS

- POS System
- Finance System
- Property System
- ERP System
- System by client's request



Modern  
Technology



Scalable  
Solutions



Secure  
& Reliable



Clean Code  
& Performance

# DIGITAL MARKETING

We help your business grow online with data-driven digital marketing strategies that deliver measurable results



## SEARCH ENGINE OPTIMIZATION (SEO)

Improve your website ranking and organic traffic.



## GOOGLE ADS

Targeted advertising to drive quality leads.



## META ADS (FACEBOOK & INSTAGRAM)

Increase brand awareness and conversions.



## TIKTOK ADS

Reach a wider audience with engaging ads.



## SOCIAL MEDIA MANAGEMENT

Content planning, management, and growth.



## BRANDING & STRATEGY

Build a strong brand identity and strategy.



## CONTENT PRODUCTION

High-quality content that connects and converts.

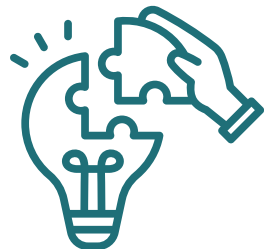
# WEBSITE MAINTENANCE & SUPPORT

We ensure your website, server, and systems are always secure, up-to-date, and performing at their best.



## Security Updates

Keep your system protected



## Bug Fixing

Fast and reliable issue resolution



## Performance Optimization

Improve speed and stability



## Server Maintenance

Monitor & maintain your server



## Backup System

Regular backup for data safety



## Monthly & Annual Report

Flexible support plan





# DEVELOPER OUTSOURCING

Extend your team with our experienced and dedicated developers.  
Flexible engagement models to fit your needs.



**Skilled & Experienced**  
Professional



**Flexible Engagement**  
Monthly / Annual / Project



**Cost Effective**  
Save time & Cost



**Seamless Integration**  
Work as your team

## AVAILABLE ROLES

- Frontend Developer
- Backend Developer
- Fullstack Developer
- Mobile Developer
- QA / Tester
- DevOps Engineer

## ENGAGEMENT MODELS

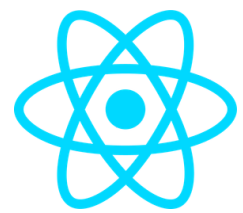
- Monthly Contract
- Annual Contract
- Project Based



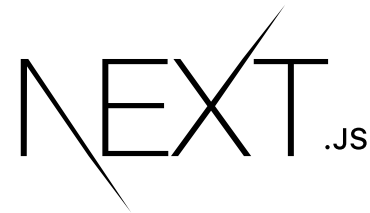
# TECHNOLOGY STACK

We use modern and reliable technologies to deliver robust, secure, and future-ready solutions.

## FRONTEND



React

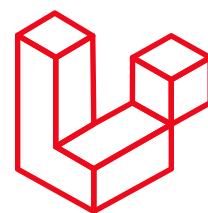


Next.js



Vue.js

## BACKEND



Laravel



Node.js



Nest.js



Django

## CMS/PLATFORM



Wordpress



Shopify

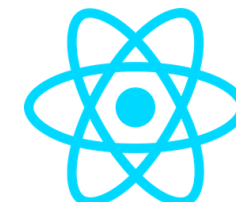


WIX



Webflow

## MOBILE APP FRAMEWORK



React Native

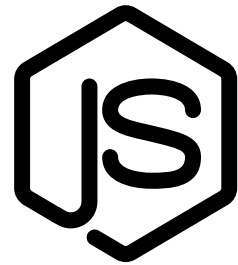


Flutter



# TECHNOLOGY STACK

## PROGRAMMING LANGUAGE



## CLOUD / SERVER



Amazon Web  
Server



Google Cloud  
Server



VPS Server

## DATABASE



PostgreSQL



mongoDB

We use modern and scalable technologies to build stable, secure, and high-performance digital systems.

# INDUSTRIES WE SUPPORT

We build digital solutions that empower businesses across various industries.



## E-COMMERCE

We help e-commerce businesses grow and scale online.



## HEALTHCARE

Building secure and compliant solutions for better patient care.



## EDUCATION

Empowering learning experiences through innovative platforms.



## FINANCE

Delivering secure and scalable solutions for financial growth.



## HOSPITALITY

We help e-commerce businesses grow and scale online.



## REAL ESTATE

Providing digital solutions to buy, sell, and manage properties efficiently.



## LOGISTICS

Optimizing operations and deliveries with smart technology.



## MANUFACTURING

Driving efficiency and innovation in modern manufacturing.



## MARKETING & AGENCY

Helping agencies deliver creative and result-driven digital solutions.

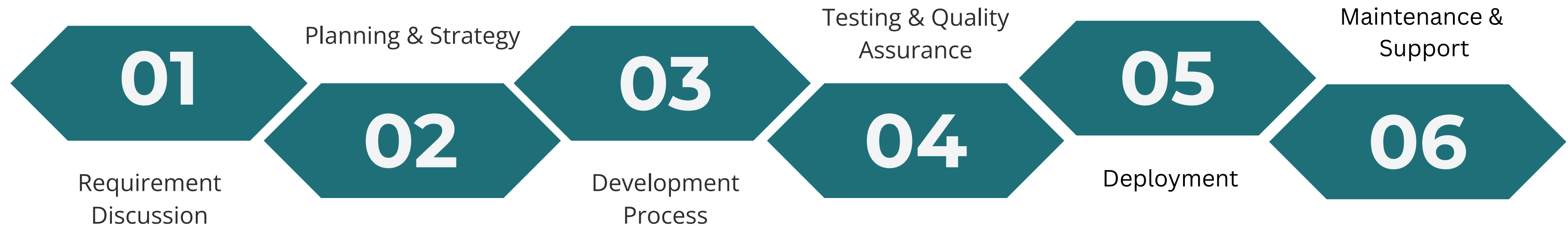


## AND MORE

We support a wide range of industries with custom digital solutions.

# Work Process

Our approach ensures that every project is handled efficiently:



# Why Choose Us



1

Established  
Since 2013 &  
International  
Project  
Experience

2

Direct Execution  
Team

3

Flexible &  
Scalable  
Solutions

4

Long-Term  
Technical  
Support &  
Modern  
Technology Stack

5

Digital Marketing  
& Development  
in One Company

6

Experience  
Handling Multiple  
Industries



# RESULTS THAT SPEAK

We are proud to have partnered with **150+ clients** worldwide, delivering impactful digital solutions that drive real business growth.



**150+**  
Happy Clients



**200+**  
Projects Completed

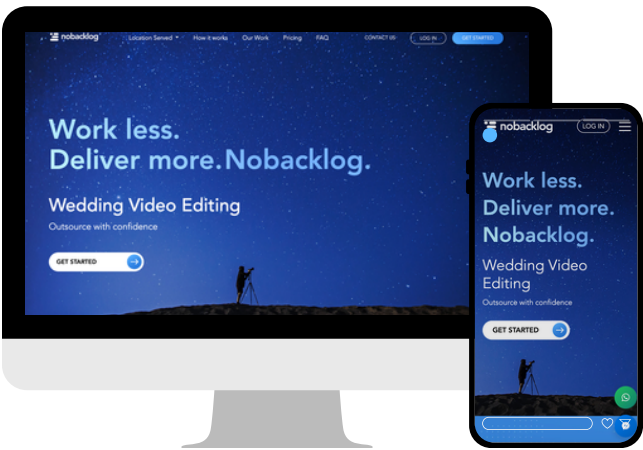


**5+**  
Countries Served



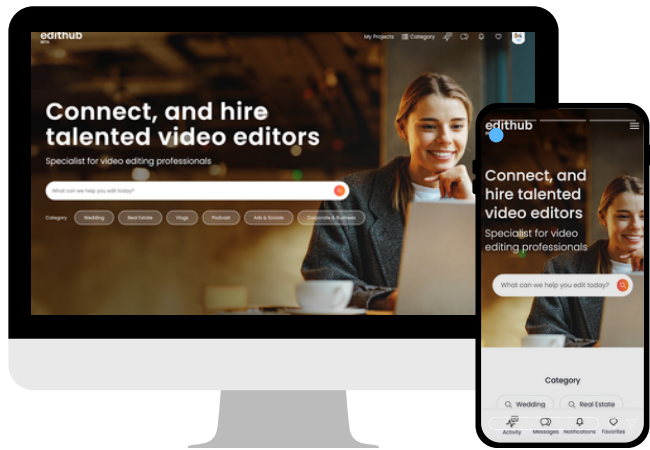
OUR PORTFOLIO

SAAS & TECHNOLOGY



Modern SaaS platform designed to simplify task management, workflow organization, and team collaboration for businesses and operational teams.

[www.nobacklog.com](http://www.nobacklog.com)



BETA

Modern SaaS platform designed to simplify task management, workflow organization, and team collaboration for businesses and operational teams.

[www.edithub.io](http://www.edithub.io)

KEY FEATURES

- Task & Workflow Management
- Team Collaboration System
- Real-Time Progress Tracking
- Dashboard & Reporting
- User Role Management

TECHNOLOGY

- Laravel
- NestJS
- API RESTful
- Redis
- MySQL & MongoDB
- Amazon Web Server

VALUE DELIVERED

- Improved team productivity
- Better workflow organization
- Centralized project monitoring
- Streamlined operational management
- Scalable SaaS architecture

Website Development | Social Media Management

KEY FEATURES

- Task & Workflow Management
- Team Collaboration System
- Real-Time Progress Tracking
- Dashboard & Reporting
- User Role Management

TECHNOLOGY

- Laravel
- NestJS
- API RESTful
- Redis
- MySQL & MongoDB
- Amazon Web Server

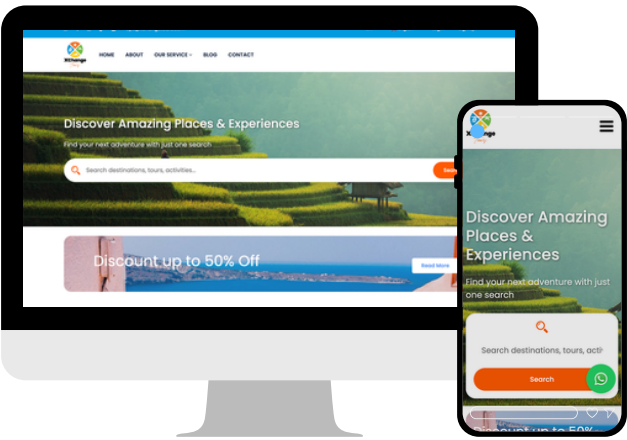
VALUE DELIVERED

- Improved team productivity
- Better workflow organization
- Centralized project monitoring
- Streamlined operational management
- Scalable SaaS architecture

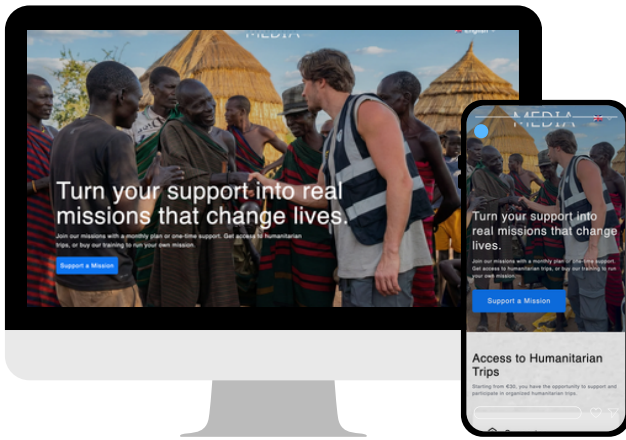
Website Development | Social Media Management

OUR PORTFOLIO

INTERNATIONAL



Digital travel platform developed to support tour bookings, destination management, and tourism service operations through a modern and user-friendly system.  
[www.xchangetours.com](http://www.xchangetours.com)



Digital platform developed to support humanitarian missions, community engagement, and partnership programs, allowing users to subscribe, participate, and join mission trips in various locations.  
[www.humanitarian.support](http://www.humanitarian.support)

KEY FEATURES

- Online Tour Booking System
- Destination & Package Management
- Customer Inquiry & Reservation
- Responsive User Experience
- Travel Service Management Dashboard

TECHNOLOGY

- Laravel
- ReactJS
- API RESTful
- Redis
- MySQL

VALUE DELIVERED

- Improved online booking experience
- Simplified tourism service management
- Better customer accessibility and engagement
- Scalable travel platform infrastructure
- Enhanced digital presence for tourism operations

Website Development

KEY FEATURES

- Mission & Partnership Management
- Membership & Subscription System
- Trip & Activity Registration
- Community Engagement Platform
- Responsive User Experience

TECHNOLOGY

- Shopify
- Ruby on Rails
- Custom Development

VALUE DELIVERED

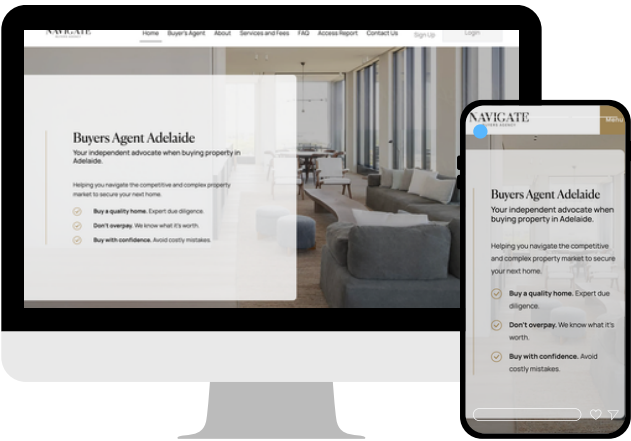
- Improved accessibility for humanitarian participation
- Simplified membership and mission management
- Enhanced community engagement and collaboration
- Scalable platform for global mission activities
- Better digital support for humanitarian operations

Website Development



OUR PORTFOLIO

INTERNATIONAL



NAVIGATE  
BUYERS AGENCY

Property agency platform developed to connect property buyers and sellers through a modern website equipped with a custom buyer dashboard and property management features.

[www.navigateba.com.au](http://www.navigateba.com.au)



CROSSROADS DENTAL  
Carol Halloran, DDS

Professional website developed for a dental clinic to present healthcare services, improve patient accessibility, and strengthen digital presence through a modern and user-friendly platform.

[www.crossroadsdentalia.com](http://www.crossroadsdentalia.com)

KEY FEATURES

- Property Listing Management
- Buyer & Seller Connection Platform
- Custom Buyer Dashboard
- Inquiry & Lead Management
- Responsive Website Experience

TECHNOLOGY

- WordPress
- Custom Development
- PHP
- JavaScript
- MySQL
- Zoho CRM

VALUE DELIVERED

- Improved property lead management
- Simplified connection between buyers and sellers
- Better user experience for property searches
- Centralized buyer information management
- Professional digital presence for property services

Website Development | Search Engine Optimization

KEY FEATURES

- Dental Service Information
- Clinic & Doctor Presentation
- Responsive Website Design
- Contact & Appointment Inquiry
- SEO-Friendly Structure

TECHNOLOGY

- WordPress
- Custom Development
- PHP
- JavaScript
- MySQL

VALUE DELIVERED

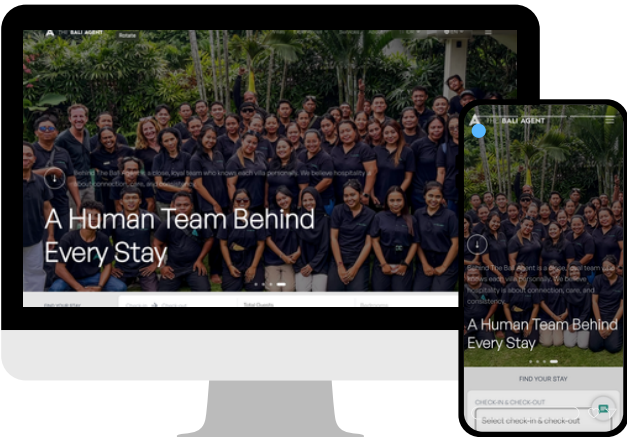
- Improved online visibility for healthcare services
- Better accessibility for patient inquiries
- Professional digital presentation for the clinic
- Enhanced user experience across devices
- Scalable and easy-to-manage website system

Website Development



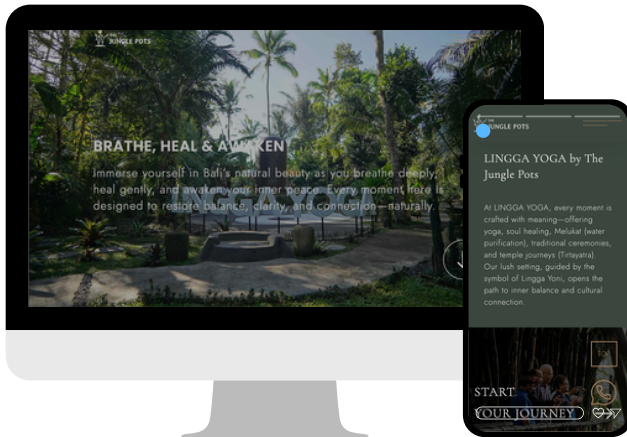
OUR PORTFOLIO

# HOSPITALITY & TOURISM



Integrated villa and property management platform connected with Beds24, designed to support accommodation management, booking operations, and tourism-related services.

[www.thebaliagent.com](http://www.thebaliagent.com)



Digital platform developed for a wellness and recreation company offering yoga retreats, spa & jacuzzi experiences, cottage accommodation, Balinese cooking classes, and nature-based activities.

[www.thejunglepots.com](http://www.thejunglepots.com)

KEY FEATURES

- Property & Villa Management System
- Beds24 Integration
- Booking & Reservation Management
- Tourism Service Integration
- Responsive User Dashboard

TECHNOLOGY

- Laravel
- REST API
- Beds24 Integration
- MySQL

VALUE DELIVERED

- Simplified property and booking management
- Improved operational efficiency for villa management
- Centralized accommodation and tourism services
- Better reservation synchronization through Beds24
- Scalable system for hospitality and tourism operations

Website Development

KEY FEATURES

- Wellness & Retreat Information System
- Accommodation & Service Booking
- Activity & Experience Showcase
- Responsive Hospitality Website
- Integrated Contact & Inquiry System

TECHNOLOGY

- Custom Development
- PHP / Laravel
- JavaScript
- MySQL

VALUE DELIVERED

- Strengthened digital presence for wellness tourism
- Improved accessibility for retreat and hospitality services
- Better presentation of experiences and activities
- Enhanced customer inquiry and booking experience
- Scalable platform for hospitality and wellness business growth

Website Development | Social Media & Ads Management

OUR PORTFOLIO

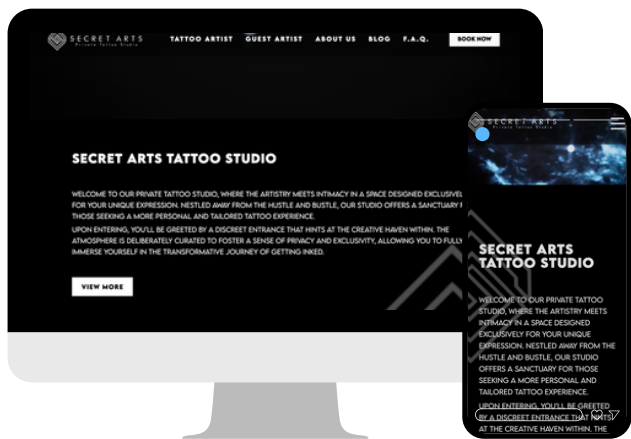
E-COMMERCE & BRANDING



Emerale

Global fashion e-commerce platform developed for a Bali-based clothing brand, designed to support worldwide product sales, customer engagement, and scalable online shopping experiences.

www.emeralestore.com



Professional website developed for a Bali-based tattoo studio to showcase artists, portfolio collections, booking information, and studio branding through a modern digital platform.

www.secretartstattoo.com

KEY FEATURES

- E-Commerce Product Management
- Worldwide Online Shopping System
- Responsive User Experience
- Order & Customer Management
- Optimized Performance & Caching System

TECHNOLOGY

- Laravel
- Redis
- MySQL
- JavaScript

VALUE DELIVERED

- Improved global accessibility for product sales
- Faster and optimized website performance
- Scalable infrastructure for growing transactions
- Enhanced customer shopping experience
- Stronger international digital brand presence

Website Development | Social Media Management

KEY FEATURES

- Artist & Portfolio Showcase
- Booking & Inquiry Integration
- Responsive Website Experience
- SEO-Friendly Structure
- Custom Visual Presentation

TECHNOLOGY

- WordPress
- Custom Development
- PHP
- JavaScript
- MySQL

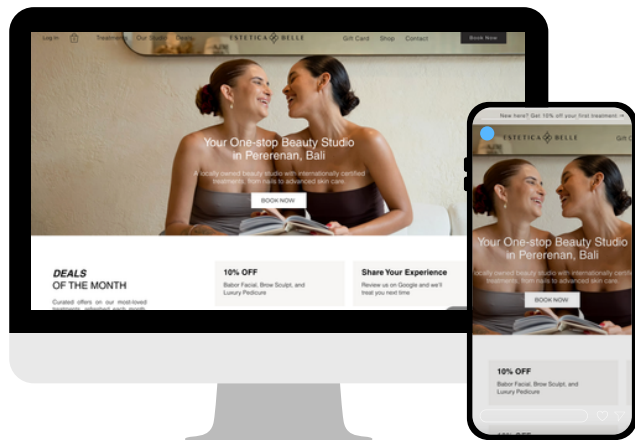
VALUE DELIVERED

- Strengthened international brand presence
- Improved accessibility for booking inquiries
- Better presentation of artists and tattoo portfolios
- Enhanced online visibility through SEO structure
- Scalable platform for creative business growth

Website Development | Social Media & Ads Management | Search Engine Optimization

OUR PORTFOLIO

E-COMMERCE & BRANDING



Modern SaaS platform designed to simplify task management, workflow organization, and team collaboration for businesses and operational teams.

[www.pointplusgadget.com](http://www.pointplusgadget.com)



Corporate website developed for a property developer company to showcase projects, company information, and investment opportunities through a modern and professional digital platform.

[www.lodjikayana.com](http://www.lodjikayana.com)

KEY FEATURES

- Task & Workflow Management
- Team Collaboration System
- Real-Time Progress Tracking
- Dashboard & Reporting
- User Role Management

TECHNOLOGY

- Laravel
- NestJS
- API RESTful
- Redis
- MySQL & MongoDB
- Amazon Web Server

VALUE DELIVERED

- Improved team productivity
- Better workflow organization
- Centralized project monitoring
- Streamlined operational management
- Scalable SaaS architecture

Website Development

KEY FEATURES

- Property Project Showcase
- Company Profile Presentation
- Responsive Website Experience
- Custom Interactive Sections
- Inquiry & Contact Integration

TECHNOLOGY VALUE DELIVERED

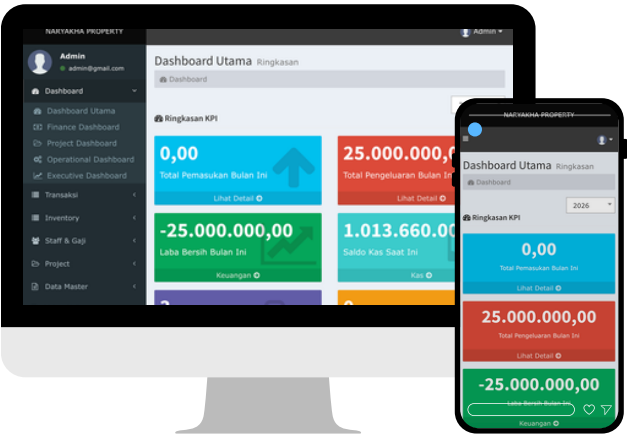
- WordPress
- Custom Development
- PHP
- JavaScript
- MySQL

- Strengthened professional brand presence
- Improved accessibility to property information
- Better presentation of projects and services
- Enhanced customer inquiry experience
- Scalable and maintainable corporate platform

Website Development | Social Media & Ads Management | Search Engine Optimization

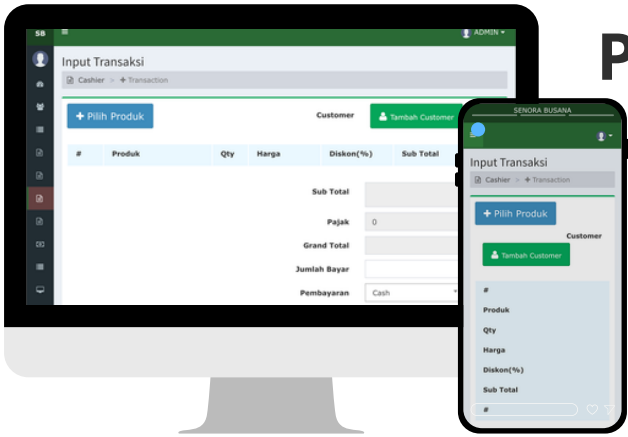
# OUR PORTFOLIO

# ENTERPRISE SYSTEMS



## PROPERTY MANAGEMENT SYSTEM

Integrated property management system developed to support operational management, accounting, project monitoring, inventory tracking, payroll, and staff management through a centralized digital platform.



## POINT OF SALES SYSTEM

Integrated Point of Sales system developed to support sales operations, inventory management, financial tracking, and business monitoring through a centralized and scalable platform.

### KEY FEATURES

- Accounting & Financial Management
- Inventory & Asset Tracking
- Project & Team Management
- Payroll & Staff Management
- Role-Based Access & Approval System
- Request & Submission Workflow Management

### TECHNOLOGY

- Laravel
- ReactJS
- REST API
- MySQL

### VALUE DELIVERED

- Centralized operational management
- Improved financial and project monitoring
- Streamlined approval and workflow processes
- Better staff and payroll management efficiency
- Scalable system for property business operations

### KEY FEATURES

- Sales & Transaction Management
- Inventory & Stock Monitoring
- Financial & Reporting Dashboard
- Multi-User Access Management
- Customer & Order Management
- Real-Time Sales Tracking

### TECHNOLOGY

- Laravel
- ReactJS
- REST API
- MySQL

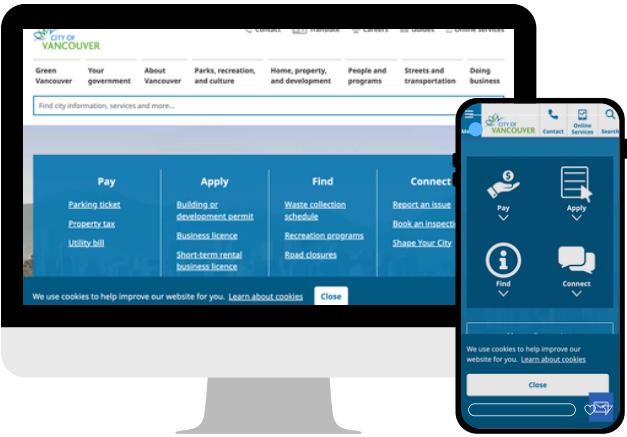
### VALUE DELIVERED

- Improved operational efficiency
- Better inventory and sales monitoring
- Centralized business management
- Faster transaction processing
- Scalable system for retail and restaurant operations



OUR PORTFOLIO

GOVERNMENT



Collaborated as a subcontract development team supporting digital platform implementation and public service solutions for the City of Vancouver, Canada.

www.vancouver.ca



CYBERSCHOOL  
KOTA DENPASAR

Digital education platform developed for Denpasar City to provide geolocation-based school information, helping users access school locations and educational information through an integrated digital system.

KEY FEATURES

- Government Digital Platform Support
- Public Information Accessibility
- Responsive Web Infrastructure
- System Enhancement & Development Support
- Scalable Public Service Architecture

TECHNOLOGY

- Custom Development
- JavaScript
- PHP
- REST API
- CMS Integration

VALUE DELIVERED

- Supported scalable public digital services
- Improved accessibility and user experience
- Contributed to stable and maintainable system development
- Assisted large-scale government platform operations
- Strengthened international collaboration experience

Website Development

KEY FEATURES

- School Geolocation Mapping
- School Information Directory
- Interactive Map Integration
- Education Data Management
- Responsive Public Information Platform

TECHNOLOGY

- Laravel
- GIS Integration
- JavaScript
- REST API
- MySQL

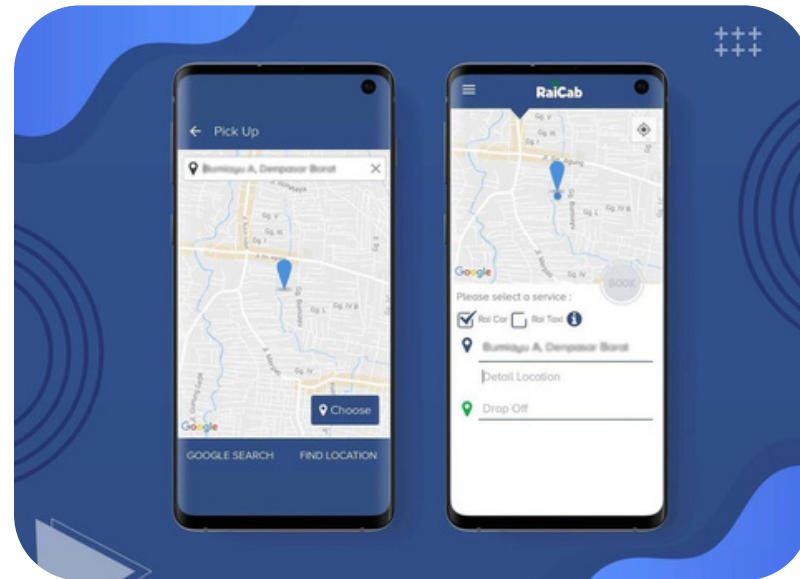
VALUE DELIVERED

- Improved accessibility to education information
- Centralized school data management
- Better public access to school locations and details
- Enhanced digital support for education services
- Scalable government education information platform

Website Development

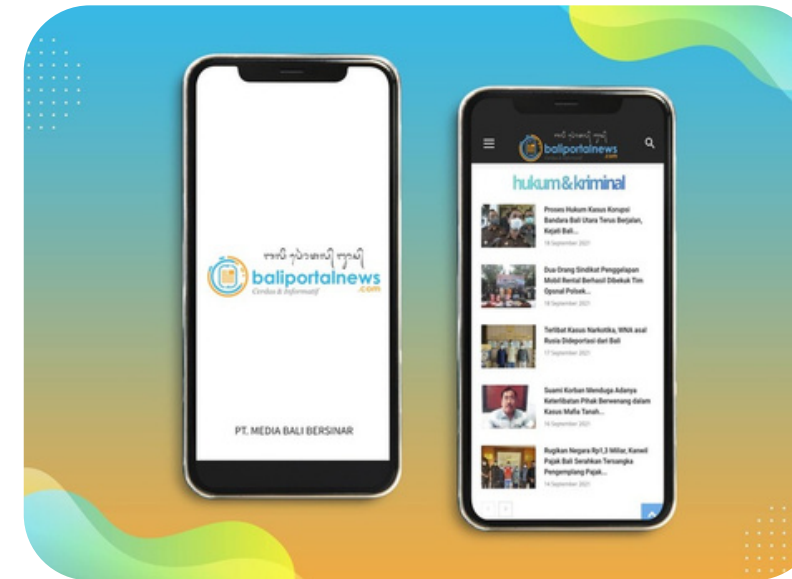
## OUR PORTFOLIO

# MOBILE APPLICATION



### Booking Transportation - Ngurah Rai Taxi

Mobile transportation application developed to connect passengers and drivers through an online ride-booking system similar to modern transportation platforms.



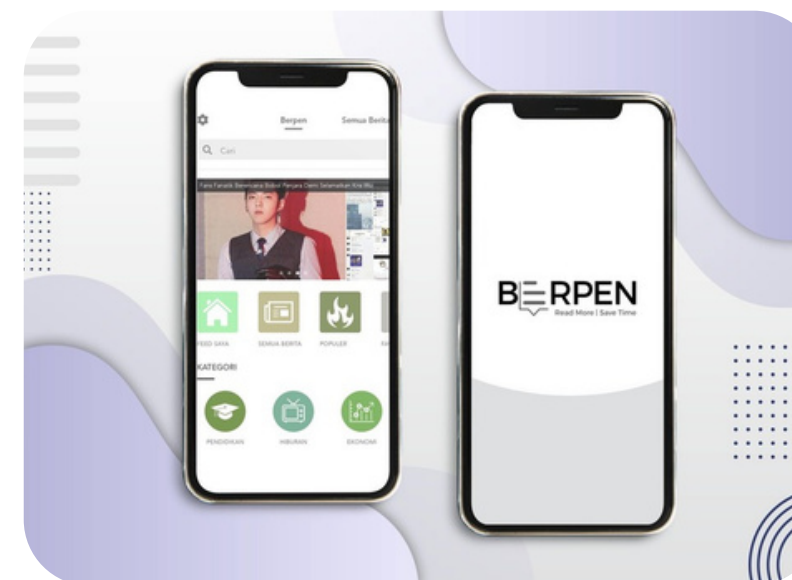
### News & Media Mobile Application

Mobile news application developed to provide users with fast and accessible digital news content through a modern and responsive platform.



### Government / Public Reporting Application

Public reporting application developed for Bangli, Bali, allowing citizens to report public issues, incidents, and community situations directly through a digital platform.



### News & Content Mobile Application

Short-news mobile application designed to deliver concise and easy-to-read news content for users through a lightweight and user-friendly experience.



# Thank You

