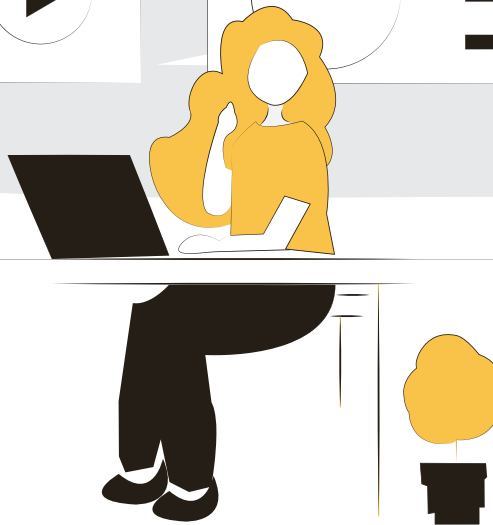
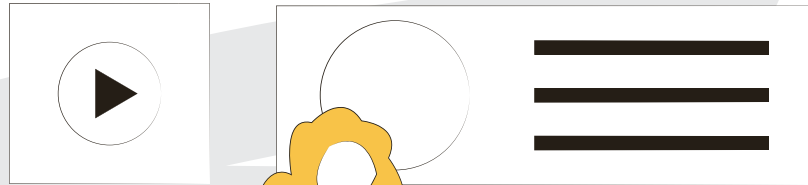
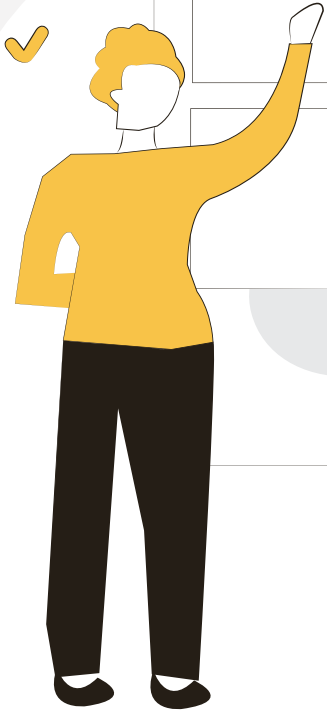


E-learning Solution Provider



**E-learning Content
Development**



**Learning Management System
(LMS)**



We transform your content into e-learning
for professional development

Introduction

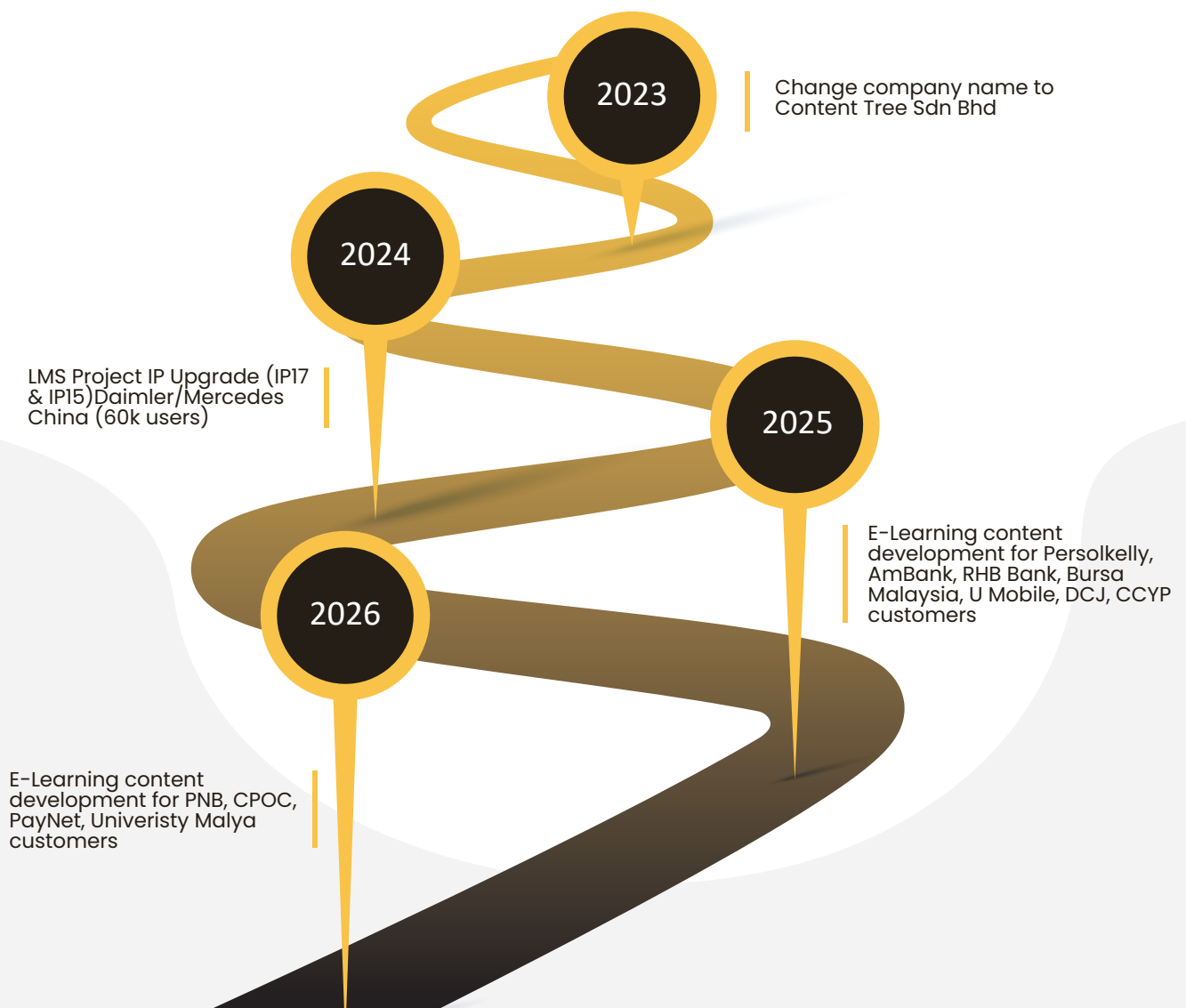
Company Details

PT Content Tree Indonesia is an Indonesian-based e-learning solutions provider formed through a collaboration between Indonesian professionals and Content Tree Sdn. Bhd. (Malaysia), combining local market insight with over 25 years of regional experience in digital learning and instructional design.

The company designs and delivers practical, engaging e-learning solutions, including custom courseware, Learning Management System (LMS) implementation, and mobile learning, all built for real workplace application rather than box-ticking compliance.

PT Content Tree Indonesia is supported by Content Tree Sdn. Bhd., founded in 1998 and transitioned into e-learning in 2010. Across Southeast Asia, the team has developed more than 60 digital learning programs across finance, engineering, sales, marketing, and soft skills, reaching over 20,000 learners.

As an authorized SkyPrep Partner, PT Content Tree Indonesia provides LMS solutions from SkyPrep, a reputable Canada-based LMS provider, helping organizations manage, track, and scale learning effectively. With local presence and regional expertise, PT Content Tree Indonesia positions itself as a long-term learning partner for organizations in Indonesia



Hana Saptari

Hana holds a degree in IT Multimedia from Universiti Malaya. Her academic work combined technology, design, and learning, culminating in a final-year project that integrated game mechanics and e-learning to teach children about dental health.

She began her career at PETRONAS as a multimedia intern, where she gained hands-on experience in motion graphics and corporate digital content. After relocating to Indonesia, Hana transitioned into marketing-focused roles as a graphic designer, managing a broad scope of work including digital and print design, visual merchandising, and packaging.

With a background spanning e-learning, multimedia production, and commercial design, Hana bridges creative execution with practical business understanding, supporting Content Tree PT's local engagement and client-facing initiatives in Indonesia

Liang EE Hang

Liang Ee Hang holds a Bachelor's Degree in Electrical and Electronic Engineering from the University of Manchester Institute of Science and Technology. He is the founder of Appstronic in Malaysia and Singapore and has over 14 years of experience delivering e-learning and LMS projects across the region.

He specializes in LMS ecosystems including IMC, Moodle, SumTotal, Docebo, and Schenck, and has led large-scale implementations for organizations such as Daimler China, Lenovo China, Hong Leong Bank, Al-Rajhi Bank, Bangkok Bank, and Bayer. His content development work spans clients including PLUS, Infineon Technologies, KPMG Singapore, Bank of Singapore, RHB, and Ambank.



Bukhari Isa

Bukhari is the Chief Graphic Designer at Content Tree, responsible for setting the creative direction across artwork, graphic design, and animation. He works closely with instructional designers to shape concepts and translate learning objectives into visually engaging digital experiences.

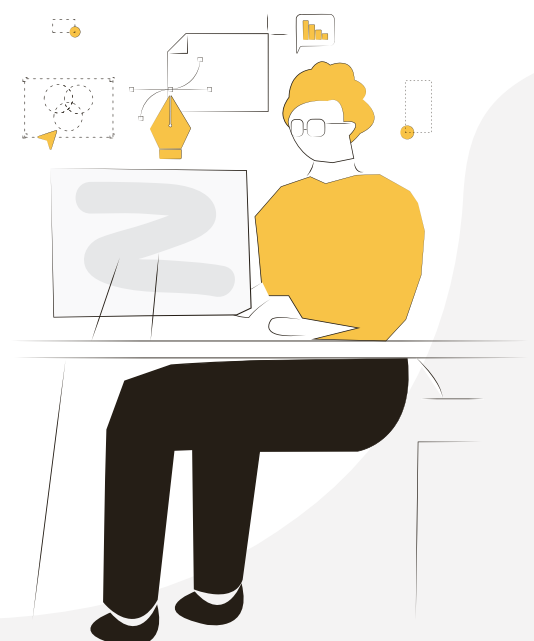
His work focuses on creating impactful, effective e-learning modules and interactive, customizable content tailored to each client's needs. Known for strong visual storytelling and practical design execution, Bukhari ensures that every module is both engaging and instructionally sound.

He has led the artwork and visual direction for clients such as CCYP, DCJ, and PERSOLKELLY, and more recently for major financial institutions including Permodalan Nasional Berhad (PNB), RHB, and AmBank, as well as organizations such as UMobile and CPOC.

Sofian Redzuan

Sofian is an Instructional Designer with a Diploma in Machine Building and Maintenance from Universiti Kuala Lumpur. A self-taught multimedia specialist, he designs practical, engaging e-learning solutions that balance visual clarity with real business needs.

He has led instructional design for key modules including CPOC's Permit to Work (PTW) System, Bursa Malaysia's Securities Transaction Policy, and Vantris Energy's PMCOM, delivering learning experiences that are structured, relevant, and practically usable.



Our Team



SOFIAN REDZUAN
Project Manager



HANA SAPTARI
Project Manager



HANA SAPTARI
Marketing Manager



BUKHARI
Chief Multimedia Designer



SOFIAN
Chief Instructional Designer



LIANG
Chief Technical Officer

Multimedia Design Team in Malaysia

Instructional Design Team in Malaysia

QC and Technical Team in Malaysia

E-learning Content Development Services

At Content Tree, we provide bespoke e-learning content development. We believe that a high quality content development of a module has a high impact on employees' practicality and efficiency in their job. In other words, the content development process is crucial in producing an effective module. Therefore, we make it interactive to fulfill the learning objectives, easy to understand, and universally applicable by conforming to SCORM and AICC.



Pickle Jar Theory

Set your priorities for daily life and plan tasks accordingly.



Guided Simulation

New employees onboarding.



Explainer Video

Introduction to vessels



AI Character

A screencast demo on how to perform reviewing in Review 360 with the help of hints.



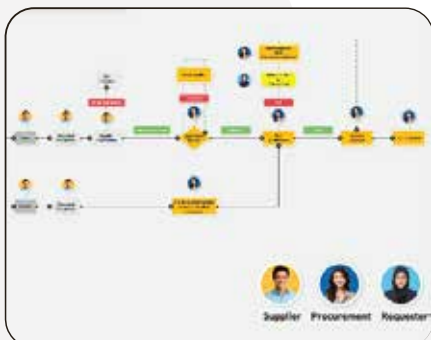
Step by Step

Discover how Content Tree uses an infographic/video to present the dynamic of engaging visuals.



AI Trainer

Interactive labelled graphic to show and emphasise on workplace hazards.



Supplier Application

Explore five key reasons why you should embrace gamification in your e-learning.

We analyse customer's training materials and propose various effective instructional methods to improve the knowledge retention rate.



Customers and Experience

Vantris Energy



Name of the project: Specialised Compliance

- PMCOM

Infineon Technology (Malaysia) Sdn Bhd



Name of the project: 10 general topics and Infineon Basic Machine Operation (BMO) Topics for operator

We were involved in the customisation of E-Learning Courseware Development Modules for 10 General Topics and 14 Basic Machine Operation for operators.

Daimler China



Name of the project: Private Cloud IMC Learning Suite LMS for Daimler China

We were involved in the project management and business consultancy for the implementation on Private Cloud Based Learning Management System for 60,000 users for the following services:

- Provide consultancy work for 10 business Topics and 10 technical Topics covering user journey development (proof of concept), configuration and implementation based on signed off user journey, conduct trainings for "train-the-trainer", system administrator.
- Project management to manage customer, IMC business and technical consultants team.
- Consultancy work for Innovation Pack upgrade (IP11, IP 13, IP15, IP17, IP18)

CPOC



Name of the project: Strategic E-Learning Development Partner
Delivered a total of 15 e-Learning modules across the following areas:

- Safety, Compliance & Governance
- Upstream & Petroleum Fundamentals
- Commercial, Contracts & Procurement
- Operations & Support Services
- Learning Infrastructure

PNB



Name of the project: Creating a positive workplace Governance, Ethics & Digital Adoption Training

- Ethics & Conduct Policies
- Anti-Bribery & Anti-Corruption Compliance
- Consequence Management Frameworks
- Digital Platform Adoption

PERSOL



PERSOL

Name of the project: E-learning Courseware Development for PERSOLKELLY

We were involved in the customisation of 10 E-Learning Courseware Development Modules for recruiters.

BURSA MALAYSIA



Name of the project: Regulatory & Policy Training

- Securities Transaction Policy