

Digital solutions revolutionising scale of business



The IoT-based solution, which is jointly provided by DTAC and Nectec, to one melon farm in Chachoengsao province has helped boost the farm's yields.

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THE DIGITAL transformation in Thailand is expected to attain macro-economic scale and impact in 2019 and beyond as organisations accelerate their transformation to become a "Digital Native Enterprise", says Phanchanok Vanichsangsoon, associate market analyst from IDC Research (Thailand).

She says a digital native enterprise will have five defining characteristics: the ability to create innovation at exponential speed, customer centrality in everything it does, empowered workforce, technology and data as its lifeblood, and an "outside-in" approach.

"Organisations slow to adopt this digital-native operating model will increasingly find themselves com-

peting for a smaller and smaller piece of the market," Phanchanok warned.

"This digital transformation trend will continue to accelerate as digital transformation is a multi-year journey – and one that requires a complex orchestration of culture, governance, people, process and technology," she said.

The emergence of 5G will further spur digital transformation as the 5G New Radio standard will take mobile computing performance to the next level with high-speed, always-on, always-connected Internet links with real-time responsiveness, she says.

It will as well widen the horizon of use cases related to Internet of Things (IoT), augmented reality (AR), virtual reality (VR), edge computing, cloud computing and robot-

ics. When everything is connected via 5G, potential use case opportunities will increase tremendously, says Phanchanok.

From the side of the telecom operators, in 2019 they will continue to deploy their digital solutions and telecom infrastructure to help their partners undergo a digital transformation.

AIS Business, the AIS corporate solutions arm, announced in November 2018 that it had a vision and policy to become the leading and most-trusted ICT service provider. The announcement was made at its "AIS Business: The Digital Future 2019" seminar. It said that it had already supported all types of enterprises to further grow their existing

businesses as well as to create their new business opportunities.

To help its corporate customers achieve their digital transformation, AIS said it had capitalised on the strength of the AIS business group and partners, the strong AIS wireless networks and fixed fibre broadband infrastructure, as well as on AIS digital platforms.

AIS chief executive officer Somchai Lertsutiwong told the seminar that over the past five years, digital disruption had dramatically affected the ways people both live and do business. For the enterprises, disruption offers a great new opportunity to transform themselves into innovation organisations with sustainable growth. He recommended that enterprises undergo transformation in two business areas.

First, they should develop organisational management in three ways. They need to improve key operating processes and turn them into digitising core processes, and they also need to change their customer-services delivery channel into a digitising customer interface. Finally, they must expand operations by using digital technology.

Second, they should enhance operating processes through better understanding their customers by using Big Data.

AIS recently partnered with coin-operated vending machine company Cirbox to develop the "IoV" (Internet of Vending Machines) system.

Being run on the AIS Internet of Things (IoT) network, this solution enables Cirbox's laundering franchise brand, Otteri Wash & Dry, to easier manage the business. The solution enables the value of coins in the wash-

ing machines to be monitored on a real-time basis, and alerts staff once the machines are filled with coins.

For its part, Total Access Communication (DTAC) has a reputation for introducing smart technology to the farming sector. One of its solutions, the dtac Farmer Info application, allows farmers to consult hyperlocal weather information and high-resolution satellite images of their plots, both of which are provided by dtac Accelerate startup Ricult.

DTAC has also identified farming as a key industry for applying 5G wireless broadband technology to unlock tremendous value for Thailand.

With 5G wireless broadband, Ricult would be able to go even further, flying a drone directly to a farm, and streaming high-resolution 360-degree video to an Artificial Intelligence (AI) in the Cloud.

This in turn could allow much more advanced recommendations for farmers and further improve their yields and revenue.

DTAC chief executive officer Alexandra Reich once said that DTAC was committed to empowering societies through digital and mobile technology.

Pakuna Boonkorkua, a melon-farm owner in Chachoengsao province, spoke recently of her use of IoT-based solutions jointly provided by DTAC and the National Electronics and Computer Technology Centre (Nectec) for the past two years.

She said the agritech helped increase her farm yield by 27 per cent over the years before she adopted the digital technology.