

AZURE & SAP PARTNERSHIP



PRESS RELEASE

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The Thai manufacturing industry is facing many challenges from the changing demand and supply scenario, influenced by the global and regional economic changes. The key to sustainability and growth is the way the companies understand and adapt to the changes. It is needed to plan and conduct their operations with proper visibility of demand, purchasing, capacity utilization and profitability.

Azure Computers (Thailand) Co., Ltd. has been providing Enterprise solutions to the Automotive, BFSI, Hi Tech and Process manufacturing industry in Thailand since 2011. Keeping abreast with leading edge technology to fuel its future growth, Azure has formally signed a VAR partnership with SAP to bring the SAP S/4 HANA solution to market, both on premise and on the Cloud. Apart from being official partners of SAP, HP and IBM, Azure has accomplished the coveted 'Thai Board of Investment Promoted Company' status as well.

Mr. Andy Aditya, Founder Director & CEO of Azure, said, "Aligned with our mission to provide 'end-to-end' scalable solutions to our clientele in the niche Automotive Suppliers segment, Azure will build a world-class solution on the SAP HANA platform in 2017. The SAP Partner certification will help us to work with our customers as a SAP S/4 HANA Partner. Our solution addresses the Consulting skills shortage by providing a ready template on the latest technology which is already tested on the SAP S/4 HANA software."

Azure Thailand, a BOI promoted subsidiary of USA based Azure Computer Corp. is going to launch START (SAP Solution on Thai Automotive Ready Template) Solution on the SAP HANA platform in August 2017, under the leadership of Mr. Andy Aditya, CEO of Azure Thailand. With its state of the art Center of Excellence in the heart of the business district in Bangkok, Azure started as an on-site Thai Team. Andy's vision for SAP business conceived during his meeting with Mr. Liher Urbizu, MD of SAP Thailand, has now taken shape into an independent SAP business of Azure, focusing in Thailand and with a vision to expand to the emerging economies of Laos, Cambodia and Myanmar in future.

Azure plans to develop and certify the START pre-configured SAP solution template, and also two other industry solutions for Hi Tech and Logistics businesses in 2017-18. According to Andy, "The reason for doing the development in Thailand is the availability of quality infrastructure and experienced SAP Consultants at reasonable costs, while having a self-sustainable business from the Thai domestic market. These solutions will enhance our market reach and SAP revenues from both Asia and US and we aim to become a Preferred SAP Partner in Asia in 2018".