Challenges need to be addressed for IoT to drive Thailand's digital transformation

Cost, infrastructure, and policies among issues being discussed at IoT conference

Bangkok, Thailand – July 26 2017 – The 13th edition of Asia IoT Business Platform in Bangkok, held from 24th to 25th July 2017, highlights key issues in the Internet of Things (IoT) landscape in Thailand. The event, which is supported by Thailand's Ministry of Digital Economy and Society (MDES), addresses topics such as the current digital developments in the country, and the challenges and issues faced by enterprises and organizations across different vertical industries. The two-day event at Renaissance Bangkok Ratchaprasong Hotel brings together more than 300 senior executives and IT leaders from Thailand and beyond, to engage in knowledge-building discussions and to build strategic business connections in the region.

"The event provides a conducive platform for captains of industry and IT leaders from across different vertical industries to come together and engage with one another in a mutual dialogue, which in turn contributes to the growth of knowledge and understanding within the industry. This is one of the most important steps in driving the digital transformation in Thailand – allowing stakeholders to bring up issues and challenges, and getting them addressed by solution providers and vendors," Irza Suprapto, Director at Asia IoT Business Platform, said.

Asia IoT Business Platform recently conducted a survey among IT leaders in ASEAN on their views on IoT. The survey reported that 73.3 per cent of local enterprises and organizations are currently in the process of exploring or finding possible IoT solutions to be implemented. However, only 7 per cent reports benefitting from any IoT implementation, citing cost, incompatibility with current systems, and complexity as top challenges.

"Although IoT implementation may seem costly in the short term, it should be viewed as an investment for the future," say Hidenori Furukawa, Advisory Partner, KPMG in Thailand. "We recommend businesses to think big, start small. Companies should first develop a richer understanding of IoT benefits through experimenting and learning solutions. Once the benefits of IoT are realized, the business can then move to bigger-scale transformations. It is also important that IoT implementation should align with the business strategy. Businesses need to consider what value can be delivered to the customers using data collected through IoT and begin with small pilot projects that will move them towards their goal. This is how the IoT journey should start."

"In the same way that web, mobile and cloud technologies have powered digital transformation, the Internet of Things (IoT) is quickly becoming a critical component in the digitalization of business," Dhanawat Suthumpun, Managing Director of Microsoft Thailand said. "With Microsoft Dynamics 365 for Field Service, Microsoft is bringing the power of the Internet of Things (IoT) to customer service, and breaking down the silos between business processes and applications with intelligent cloud applications that connect interactions to drive intelligent decisions and outcomes. Companies that leverage the power of Microsoft Dynamics 365 for Field Service will drive better business outcomes beyond the point of sale to increase brand loyalty and advocacy," he added.

The event also features the inaugural Thailand Enterprise Innovation Awards which recognizes enterprises and organizations that are embarking on digital projects to transform their business through the adoption of IoT technologies. This year, the winners are Krungsri Consumer (Banking and Finance) and Manheim Asia Pacific (Industrial). Each winner takes home a plaque and certificate, as well as an all expense paid trip to Taiwan to attend the World Congress on Information Technology 2017.

The event is supported by Microsoft and KPMG (Diamond Sponsor), the Singapore infocomm Technology Federation (SiTF), Institute for Information Industry (III), Hewlett Packard Enterprise (Gold Sponsor), Fujitsu (Gold Sponsor), Oracle (Gold Sponsor), Atilze (Silver Sponsor), Leap Solutions Asia (Silver Sponsor), Dassault Systemes (Silver Sponsor), Adlink (Bronze Sponsor), and exhibitors; Robustel, DRVR, Hitachi, Cytech and Aerial Communications, Parasoft, Elabram, Overdrive, STMicroelectronics, Mds Pacific, Telecom of Thailand, Digital Economy Promotion Agency (DEPA), Quantum Inventions, Rapid7, Nexcom, AAEON, A-Value, and Getz.
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