SAS praises on TRUE winning DX Leader – L3D Mastery of the Year for Thailand at the 2017 IDC Digital Transformation Awards 2017





Bangkok, Thailand – True Corporation Public Company Limited (TRUE), a leading integrated telecommunications provider in Thailand, garnered the prestigious award "IDC Digital Transformation Award: DX Leader – L3D Mastery" from IDC Asia Pacific, a global leading provider of data-driven research and analysis.

The IDC DX Leader – L3D Mastery Award is the recognition of excellent performance of True Corporation Plc. that has successfully and significantly disrupted the market and executed the digital transformation (DX) of its business through the use of digital and disruptive technologies.

Dr. Rujikorn Pavasuthipaisit, TRUE Director Data Analytics & Research Department said, "This recognition demonstrates the commitment in our digital transformation journey. As the leading telco operator in Thailand, TRUE has achieved discernible and measurable excellence to lead the organization in the emergence of the DX economy. We have efficiently managed today's Big Data challenge in transforming our capabilities to better serve our customers. The tremendous growth in Internet and social media usage not only generates larger data volumes and complexities, but the level of customer demand and expectations of services has also increased."

SAS Software (Thailand) Co., Ltd. said, "SAS congratulates TRUE being the recipient of this prestigious recognition. SAS is also proud of TRUE's confidence in our services including the Data Lakes and advanced in-depth analytic tools to effectively manage its structured and unstructured data. For in-depth analytics, two types of tools are being used to develop the system. The first is the tool for Data Preparation, such as SAS Data Integration, SAS base and SQL. The second one is the tool for data analysis, such as SAS Enterprise Miner, and open source software including R and Python. This maximizes the benefits to the organization as it allowed for the development of new products and services, and improved customer relations, further resulting in increased revenue and enhanced brand loyalty."

Thailand's mobile market has reached saturation. TRUE's data-driven strategy focuses on sustaining the current customer base and expanding subscriber footprint with the quality of its networks, products and services. It has developed and integrated innovation for its new services to provide better value to its customers.

"Asia Pacific organizations are highly competition and must rapidly adapting DX to stay competitive in the global market. The most progressive organizations that possess a strong digital mindset have disrupted the landscape, as consumers become increasingly tech-savvy in the face of borderless competition. IDC winners have demonstrated that DX is no longer just a buzzword, but a must in transforming all cross-sector imperatives with immense benefits for the organization and its ecosystem," emphasizes Dr. Rujikorn.

About SAS

SAS is the leader in analytics. Through innovative analytics, business intelligence and data management software and services, SAS helps customers at more than 80,000 sites make better decisions faster. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.