

# SAS Software Held Seminar to Upgrade Insurance Industry to Technology 4.0



Leading analytics software and services for business, SAS Software (Thailand) joined hands with Yip In Tsoi & Co., Ltd to host a seminar entitled “Realize the Potential of the Digital Insurance Customer” at the Renaissance Ratchaprasong Bangkok Hotel. Spearheaded by Nutapone Apiluktoyanunt (4th right), Managing Director, SAS Software (Thailand), the seminar aimed to update and support Thai insurance companies with global know-how in the vibrant and competitive technology 4.0 eras. Highlight of the event included the knowledge sharing sessions on the Potential of Digital Insurance and Case Study by Kenneth Koh (5th right), Director of Insurance, Global Industry Practice, SAS institute, as well as the well-known CRM guru Warattada Pattarodom, CEO, Amity Consulting who shared and analyzed the consumer behavior insights and trends in the disruptive digital business landscape.