

Cloud and blockchain to drive digital transformation

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Cloud computing, the Internet of Things, big data analytics, blockchain and artificial intelligence will be five digital technology trends affecting enterprise transformation in Thailand this year, says a major software firm.

"Thailand has Asia-Pacific's second-highest growth rate for Microsoft cloud service adoption, in part because of the country's digital infrastructure readiness and companies driving towards digital transformation," said Orapong Thien-Ngern, general manager of Microsoft (Thailand), the local operating unit of US software maker Microsoft.

The five technologies are disruptive and can take an organisation's capabilities to the next level, he said.

To capitalise on the growing adoption of cloud, Microsoft has joined hands with mobile leader Advanced Info Service (AIS) to establish a dedicated international internet link connecting Microsoft's data centre in Singapore and AIS's data centre in Thailand to provide cloud-based services. Having a direct link can reduce international bandwidth costs and increase rapid access to cloud services, said Mr Orapong.

Pratthana Leelapanang, acting chief

of marketing for AIS, said the availability of fixed-line and wireless broadband networks in the country covers 60% of the population, enabling wider usage of cloud computing and the Internet of Things.

Santi Kiranand, senior executive vice-president and head of the issuer marketing division at the Stock Exchange of Thailand (SET), said many listed companies have executed digital transformation strategies to improve their capabilities and business performance.

The SET plans to pilot the use of blockchain technology in September for over-the-counter trading.

Mr Santi said the capital markets face huge challenges from rapid developments in digital technology, forcing brokers to embrace advanced technologies like big data and predictive analytics to stay competitive and innovative, or risk being left behind.

Nontawat Poomchusri, managing director of Accenture Thailand, a leading consulting firm, said companies in Thailand ranging from startups to large organisations in the retail, finance and telecom sectors began adopting digital technology last year.

It is critical for businesses wanting to adopt comprehensive digital strategies to consider cybersecurity, he said.