

TECHNOLOGY

AIS opens platform for startups

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Advanced Info Service (AIS) aims to become a technology platform by providing technology and open application programming interface (API) systems to enterprises new and old.

The company recently opened AIS Playground, a space that serves as a technology platform connecting startups and businesses.

"We aim to become a platform provider for industries, transforming them by providing disruptive technologies," said Arakin Rakchittapoke, the company's vice-president for service applications and network development.

He referred to cloud, mobility, big data, Internet of Things (IoT), robotics, artificial intelligence (AI), blockchain and augmented reality technology.

Located at the AIS Design Centre at The Emporium on Sukhumvit Road, the AIS Playground offers sandbox API for potential startups and corporations to test the application integration of their systems with the AIS digital platform.

There are 12 APIs developed by AIS, open for programmers and startups to test system integration with products and services. Those application systems include privilege, identification, payment and notification.

The company has been also working with leading global cloud service providers Google, IBM, Microsoft, and Amazon Web Services (AWS) to resell their cloud services and enable startups to connect with IoT,



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AI, machine learning and APIs from AIS.

AIS has also added the API with National Electronics and Computer Technology (NECTEC).

"We will expand to 20 APIs soon," Mr Arakin said.

At AIS Playground, mobile device testing is accessible for programmers to work in an environment with 1,000 devices, helping to save on the cost of device testing.

The open API platform enables startups and corporations to connect to the AIS system, and they can launch their new services faster. More importantly, integration

with AIS's API will enable potential partners to reach AIS's 40 million customers.

Currently, API is offered in a "freemium" model; developers can use it free and will pay when transactions reach a certain level, on the basis of case-by-case negotiations.

"Within one year, at least 10% of AIS customers are expected to use the new services developed on AIS's APIs," Mr Arakin said.

The Playground also enables AIS to attract more local startups, as it provides mentors and network and pitching activities. AIS has had 41 startups in its network in the past five years.