

AIS and TmaxSoft Collaborate to Introduce Thailand's Next Generation Cloud Service for the Enterprise

TmaxSoft, a global software innovator focused on cloud, infrastructure, and legacy modernization, has partnered with Advanced Info Services (AIS), the number one mobile operator and digital service provider in Thailand to formalise the launch of Thailand's next-generation cloud services for the enterprise market. To support Thailand's Digital Transformation 4.0, TmaxSoft's Tiberio Database on AIS Cloud is aimed to support traditional and data-sensitive sectors such as the government, banking, education, healthcare and manufacturing who are facing challenges in maintaining a database in the country.

Under the agreement, TmaxSoft will work with AIS to support Thai businesses with cloud service for Platform as a Service (PaaS) to gain more competitiveness in a highly secure and scalable relational database management system (RDBMS) for enterprises that want to fully leverage their mission-critical data in a secured and cost-effective manner. In a world where data is at the core of everything, Tiberio provides an enhanced view of processing, managing and securing large-scale databases with a flexible licensing model that is compatible with other RDBMS. Furthermore, a competitive pricing model allows enterprises to bring in their own licenses onto the cloud or adopt subscription on monthly and yearly contracts.

Sirinuch Sararuch, Country Manager & CEO, TmaxSoft Thailand commented, "We are proud to have this opportunity to collaborate with AIS on offering Database-as-a-Service to Thai businesses and we believe that with AIS's robust, enterprise-grade cloud platform, high performance network infrastructure as well as strong local knowledge and support, we can become the trusted partner for local enterprises and application developers when it comes to cloud services."

Global cloud service providers are strengthening their services with PaaS technology, in which database and middleware are key platforms of this service. As the market is moving from Infrastructure as a service (IaaS) to PaaS to gain more competitiveness, it is crucial for AIS to extend services from

the existing IaaS to PaaS.

"Offering cloud services to our enterprise customers is a big game changer for us, as it offers our customers the ability to disrupt the market by accelerating the speed of their business, without losing control. We are seeing the increasing demand of PaaS in Thailand, but most global players don't have a database presence in Thailand to ensure local customers' data privacy is maintained and they have full control of their data, Asnee Wipatawate, VP Enterprise Product and International Service, AIS said.

"To address this gap and to strengthen our leading position in the telecommunications sector, we are delighted to partner with TmaxSoft to launch the first local PaaS in the APAC region to cater to local needs. With TmaxSoft's strong expertise in cloud computing and cost efficiency model, we are confident that this partnership can further grow our business by adding more value to local customers and increase our competitiveness on a global scale."

Extending cloud services from IaaS to PaaS enables enterprises in Thailand to enjoy significant benefits. With database and middleware being the key platforms of PaaS, enterprises no longer need to pay an expensive fee to acquire a database separately. In addition, enterprises can enjoy cloud services with minimum investments. As the service is based on the pay-per-usage model, no upfront investment on usage license is required. Furthermore, this model provides flexibility to enterprises to scale up or down on the usage that fits the business's size.

David Kim, Managing Director, TmaxSoft SEA said, "Cloud is the key to digital transformation in an economy and PaaS plays a critical role of overall cloud computing business. We hope to support organisations' IT transformation process not only in Thailand but also in other Southeast Asia countries. We aim to offer our customers the world-class cloud-based services that are cost-effective and flexible to help enhance enterprises' competitiveness and prepare for a future digital economy."

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