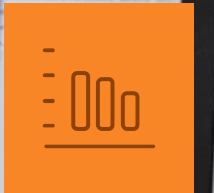




Digital Transformation

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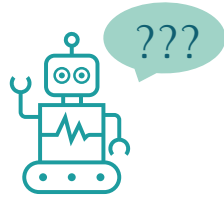
HUMAN Capital

“Humans are the most valuable resources of an organization. There is no use to have technology that no one can use.”



Digital Transformation

≠ Learning programming
≠ Building a robot



It is as simple as

“Making everything paperless”

since paper is a hard copy,
an opposite of digital technology.



When everything goes paperless



Electronic files

- People will stop printing things out and start to use electronic documents as they were.
- Email will become a new norm for document transfer.
- However, document transfer via email causes redundancy.



Online collaboration

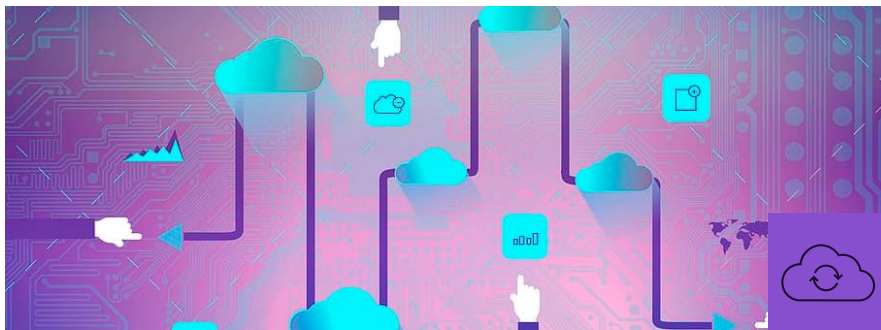
- People will start to use online collaboration (e.g., via OneDrive or Google Drive) instead of working with individual copies.
- Everyone must update software to the latest version.

When everything goes paperless



Enterprise Resource Planning (ERP)

- Using email or instant message services to process documents, people will start questioning the workflow efficiency and credibility.
- Then, the company will start to adopt the ERP system.



Cloud Computing

- It will be difficult to manage software costs when people are working from remote locations.
- The company can reduce software costs by moving its infrastructure to the cloud.

When everything goes paperless



Big Data

- Company's data are accumulating exponentially. Soon, there will be a massive amount of data, but only little is usable.
- The company will need to deal with big data to get useful information out of it.



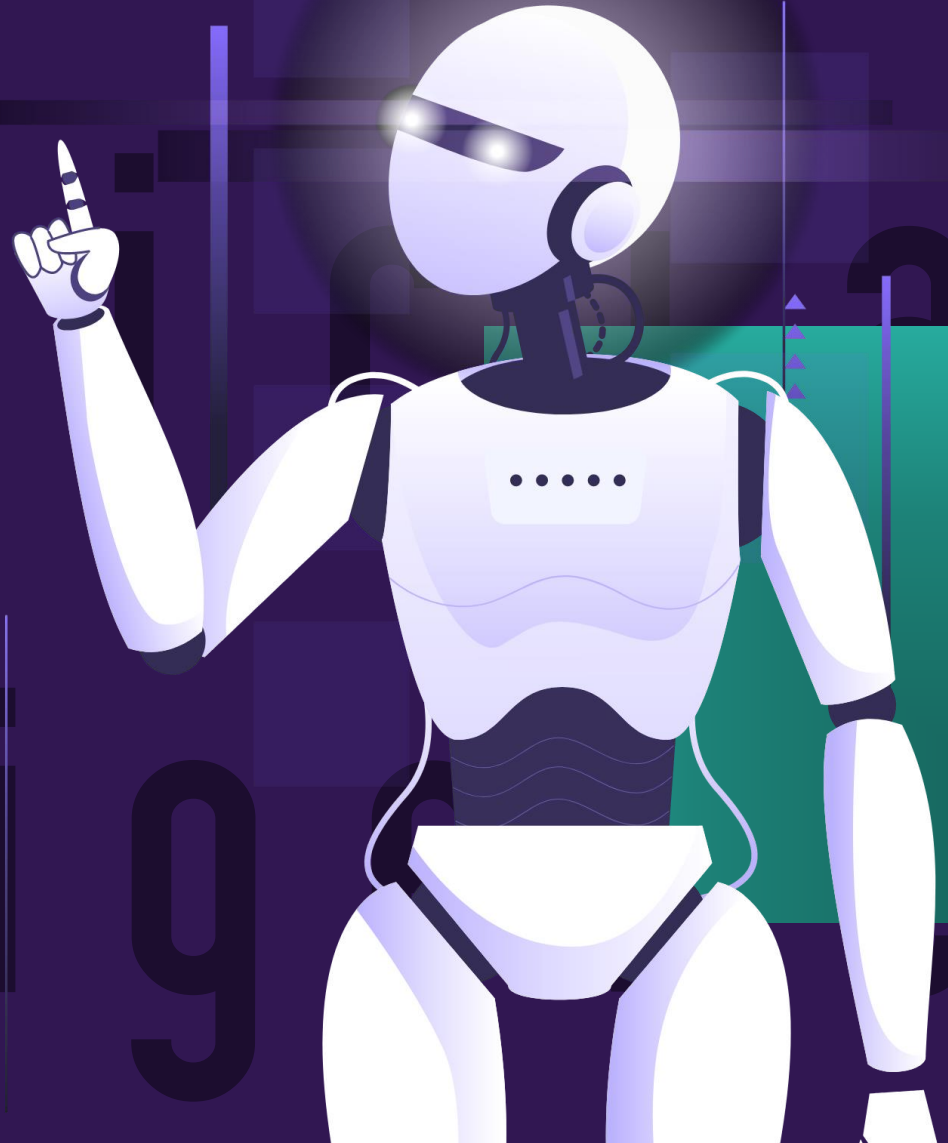
Artificial intelligence (Ai)

- People will begin to realize that some tasks can be automated.
- With sufficient amount of input data and models, things can be automated, and the company can start adopting AI.

AI ≠ Robot

Robots are often used to represent AI, as in many sci-fi movies.

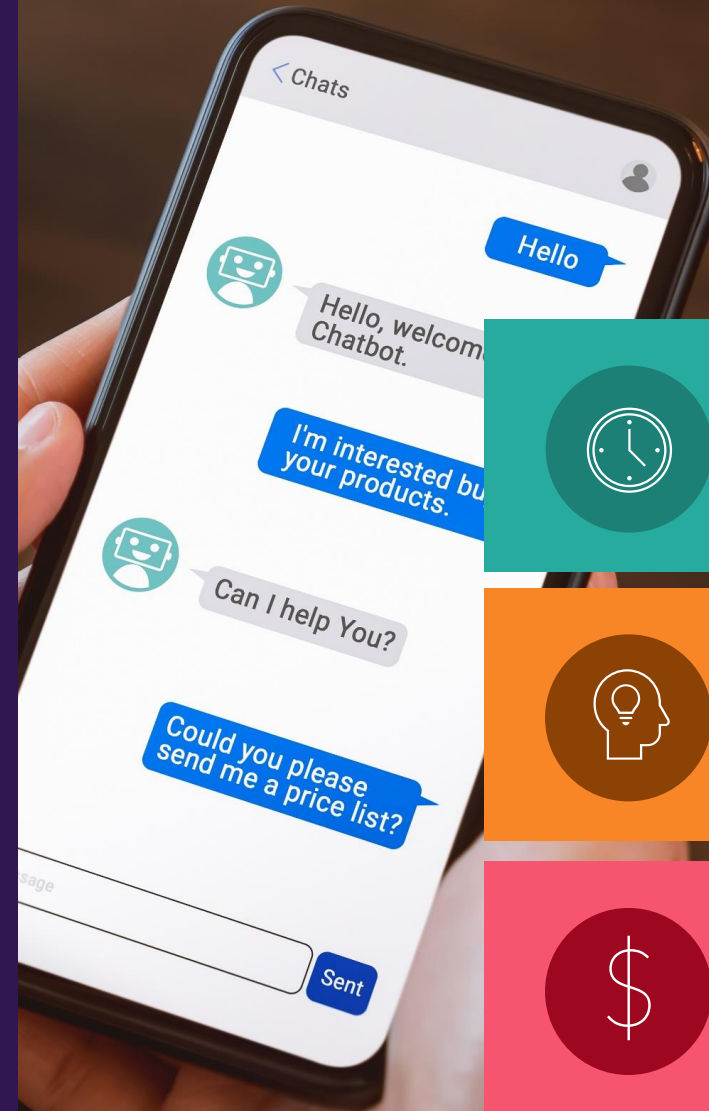
Try thinking of something simpler like a system that provides output based on input data and model with abilities to learn and adapt to new situations.



Chatbot

Don't lose a customer!

- Can respond to common inquiries.
- Start with pre-assigned Q&A.
- Have abilities to learn and improve accuracy/performance.



24/7 Support



Ability to learn



Save cost



Personalized Ads.

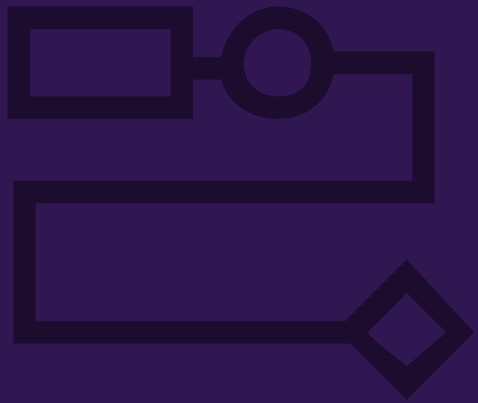
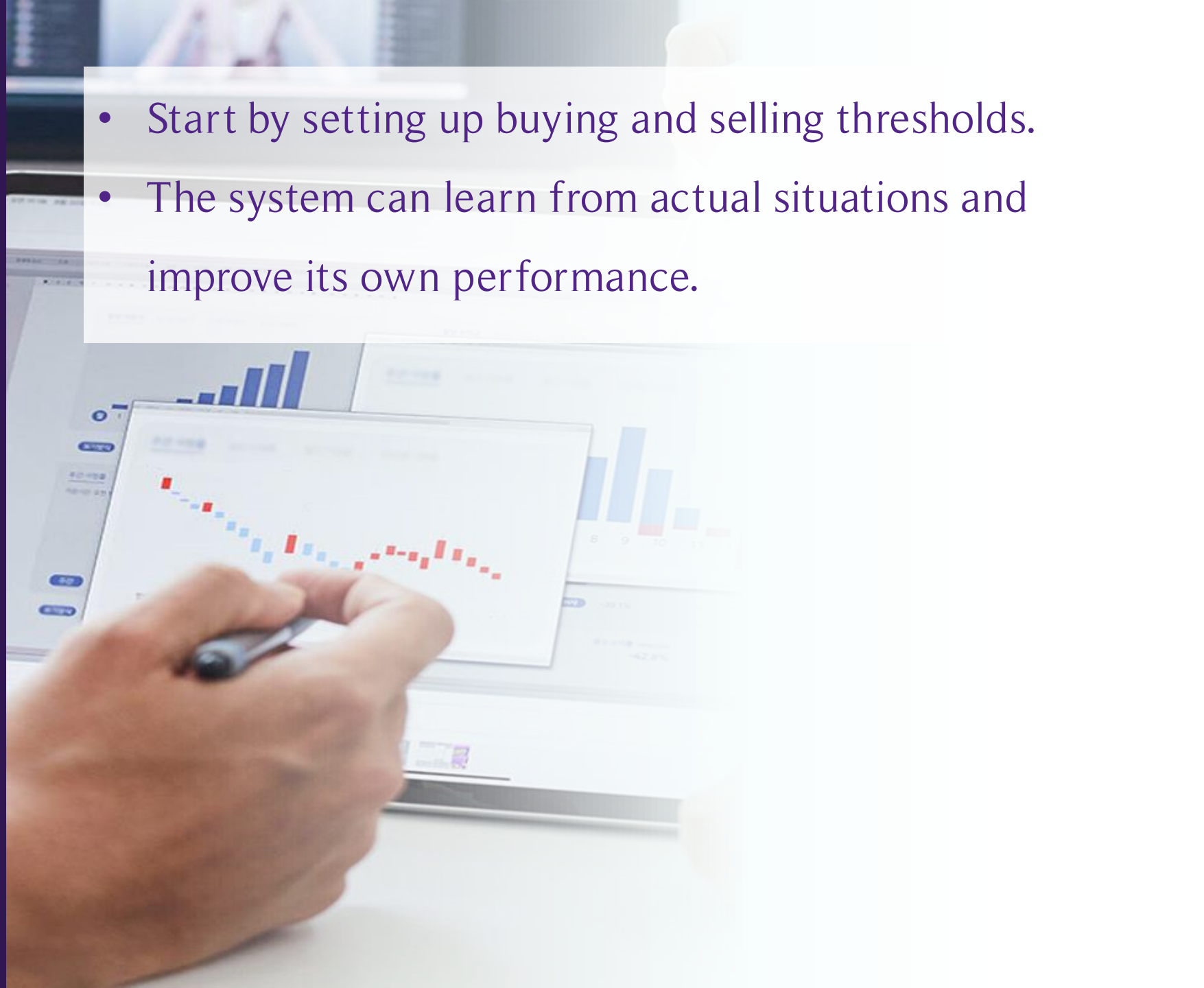
Track consumer behavior to determine
what buyers are interested in

Advertisement



Automated Trading System investment

- Start by setting up buying and selling thresholds.
- The system can learn from actual situations and improve its own performance.

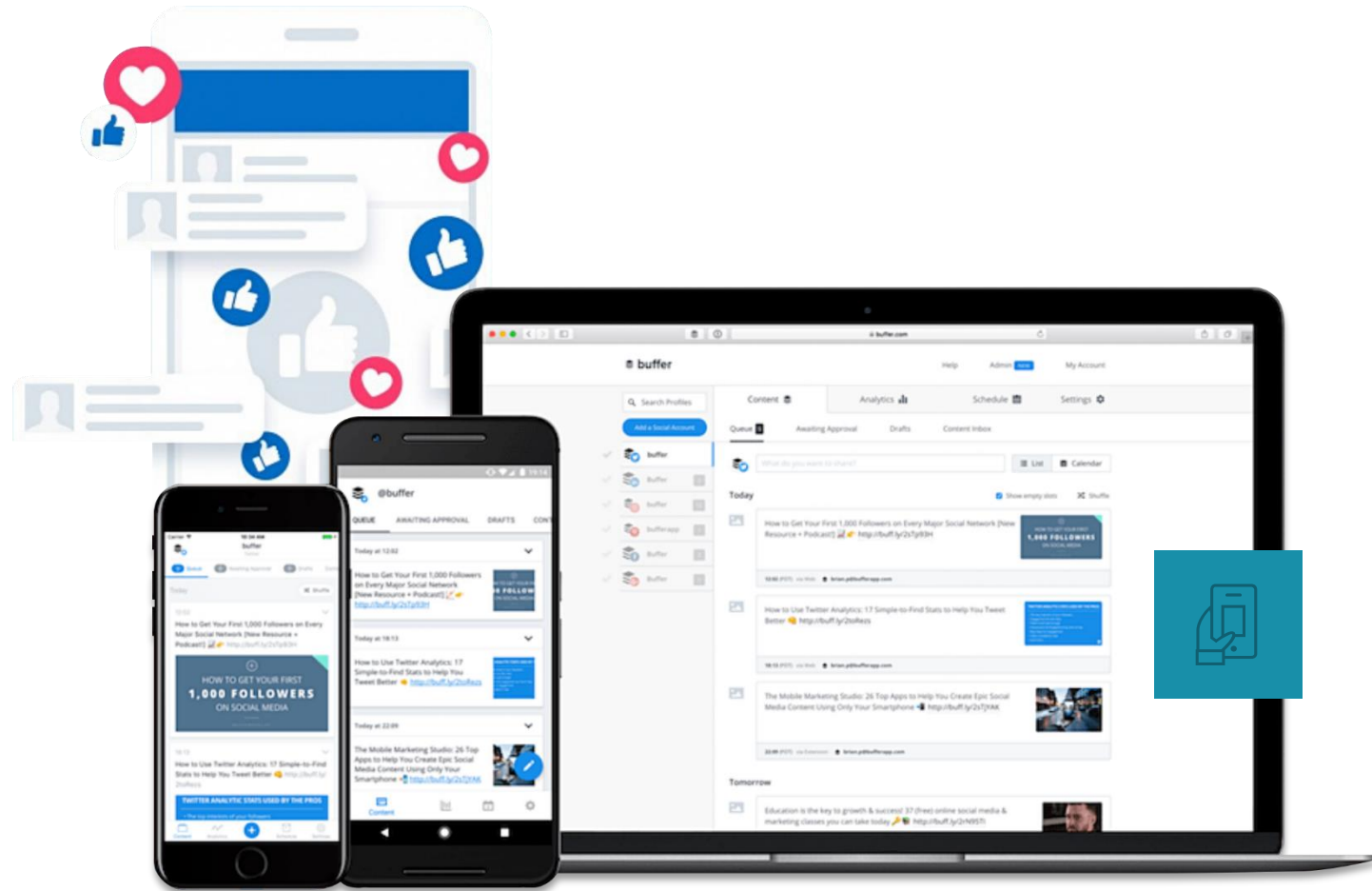


Focus on online platforms

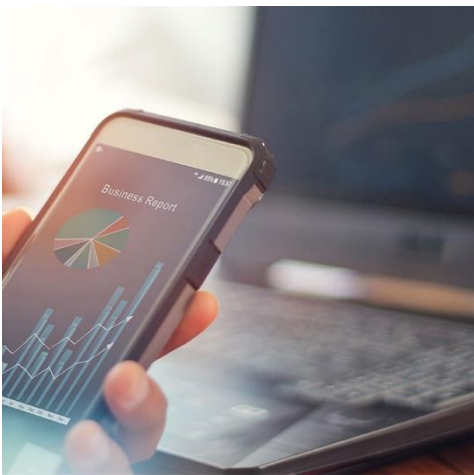
Ages of newspaper and TV are fading fast. Today, a significant customer base comes online.

Mobile compatibility is a must!!

No mobile compatibility = No sale



Move Forward



Managers need to understand how these technologies work.

--AND--

Everyone must be willing to change.





“As long as the digital world continues to develop,
we cannot stop improving ourselves.”

THANK YOU
