Digital Transformation
towards Sustainable and Resilient Societies

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Thailand 4.0
(Smart Industry + Smart City + Smart People)

Thailand 1.0
Agriculture

Thailand 2.0
Light Industry
Low wages

Thailand 3.0
Heavy Industry
Advanced Machine

Thailand 4.0
Creativity + Innovation
Smart Thailand
<table>
<thead>
<tr>
<th>Digital Strategy</th>
<th>Digital Transformation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project or Program Level</td>
<td>Enterprise Wide Level</td>
</tr>
<tr>
<td>Bottom-up or Top-Down approach</td>
<td>Top-down approach</td>
</tr>
<tr>
<td>Quick Term Win</td>
<td>Medium to Long Term Win</td>
</tr>
<tr>
<td>Technology Leads The Changes</td>
<td>Process or Culture Leads The Changes</td>
</tr>
<tr>
<td>Serve the needs of one particular business group</td>
<td>Serve the needs of an enterprise or inter-enterprise</td>
</tr>
<tr>
<td>Eg. Create Digital Channel and Social Analytic for</td>
<td>Eg. Re-define company mission, transforming</td>
</tr>
<tr>
<td>Marketing Business Unit,</td>
<td>organization and revise business processes with related</td>
</tr>
<tr>
<td>Image processing for Production Business Unit</td>
<td>policies and adopt new technologies into cross-function</td>
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<tr>
<td></td>
<td>business units</td>
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<td></td>
<td>Related Technologies: Cloud Computing, Big Data, Smart</td>
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<tr>
<td></td>
<td>Devices (Mobile, IoT/IoE, 3D Printing, etc.), Social</td>
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<tr>
<td></td>
<td>Network/AI Technology, Cyber-physical system (CPS),</td>
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<td></td>
<td>Advanced System Architectures and Securities</td>
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</tbody>
</table>
Digital Transformation Framework

Vision, Mission Statements

Innovation
Efficiency
Sustainability

Digital Initiatives?

Big Data
Cloud
Digital Security
Digital Transformation Framework

Vision, Mission Statements
- "Innovation"
- "Efficiency"
- "Sustainability"

Digital Initiatives?
- Anytime?
- Anywhere?
- Any devices?

Big Data
Cloud
Digital Security
1. Pick you flagships:-
   - New Services
   - Optimized Services
   - Retired Services

Start with the end in mind
2. Link up with your partnerships

- Knowledge
- Experiences
- Skills
- Characters
- Behavior

Value Co-Creation in Sharing Economy
Digital Transformation Framework

3. Establish Digital Platform
Business processes and digital touch points need to be designed together.
Digital Transformation Framework

The Summary

Sustainability

- Vision, Mission Statements
- Efficiency
- Innovation

Business Services & Business Objectives

- New Services
- Optimized Services
- Retired Services

Digital Organization

- CEO
- CMO
- COO
- CFO

Business Process as a Service

- More Flexible
- More Control

Digital Initiatives

- New Customers, Channels
- Business Process Optimization/Outsourcing
- Enterprise Metamorphosis
- Data Monetization
- IoT, Smart Devices
- Smart Workforce
- Digital Security

Prosperity

- Big Data
- Cloud

Stability

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Thank you.
Sharing has a power
Back up Slides
Digital Transformation Reference Model

with other frameworks

Vision, Mission Statements
- “Innovation”
- “Sustainability”
- “Efficiency”

Business Services & Business Objectives
- New Services
- Optimized Services
- Retired Services

Service Innovation, Value Creation

Organization Agility, Change Management

Service Innovation, PESTLE, SWOT

Digital Initiatives
- New Customers, Channels
- Data Monetization
- Business Process Optimization/Outsourcing
- IoT, Smart Devices
- Enterprise Metamorphosis
- Smart Workforce

Digital Organization

Business Process as a Service
- More Flexible
- More Control

PMBOK, BPM, DMBOK

ITIL
Digital Transformation Reference Model

with TOGAF ADM framework

Vision, Mission Statements

Architecture Vision

Business Services & Business Objectives

New Services
Optimized Services
Retired Services

Digital Organization

CEO
CMO
COO
CFO

Business Process as a Service

More Flexible
More Control

Digital Initiatives

New Customers, Channels
Business Process Optimization/Outsourcing
Enterprise Metamorphosis

Data Monetization
IoT, Smart Devices
Smart Workforce

Digital Platform

Cloud

Big Data

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Digital Transformation Reference Model
with FEA 2.0 framework
SAP’s Framework for Digital Business

The Digital Core – It is no coincidence
# Digital Transformation Solution Domains

<table>
<thead>
<tr>
<th>#</th>
<th>Domain</th>
<th>Increasing of Revenue (มั่งคั่ง)</th>
<th>Resource Optimization (ยั้งยืน)</th>
<th>Reduce Risk (มั่นคง)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Finance</strong></td>
<td>Increase Revenue</td>
<td>Create Services Portfolio</td>
<td>Compliance with laws regulations</td>
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<tr>
<td>2</td>
<td><strong>Customer</strong></td>
<td>New Products, Service, Promotion Innovation</td>
<td>Reuse Business Channels</td>
<td>Service Continuity and Availability, Retired Services</td>
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<tr>
<td>3</td>
<td><strong>Internal</strong></td>
<td>Create New Business Process</td>
<td>Eliminate Production Cost</td>
<td>Standardize Change Control, Eliminate unnecessary laws</td>
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<tr>
<td>4</td>
<td><strong>Learning and Growth</strong></td>
<td>Seek more Talent People</td>
<td>Standardize Skill Required</td>
<td>Enterprise Knowledge Repository, Work from home, Smart workplace</td>
</tr>
</tbody>
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