Our journey in Thailand

IBM’s journey in Thailand dates back to 1948 with a tiny set up. An expatriate employee was based in Bangkok, leading our inaugural project involving the provision of a data-processing machine and related support services for the country’s first detailed agricultural and population census. Today IBM has established its main office in Bangkok with two branches in Chiang Mai and Chonburi.

Over the last 60 odd years, IBM has continued to work with the Thai government and many organisations to understand how technology can solve the increasingly challenging and complex problems they face and unlock new possibilities.

While IBM and the nation of Thailand have experienced many changes over the last 60 years, our fundamentals and values still prevail. Today, while we continue to provide advanced IT and business solutions to our valued clients, we are eager to contribute and give back to the society.

In terms of contributing to Thailand's national agenda, IBM has dedicated its technology and expertise to community services. We have continually developed and enhanced the skills of the Thai people to build a ‘workforce of the future’. Our programmes such as KidSmart, TryScience, and the Service Science and Academic Initiative reflect our strong commitment to supporting the growth of Thailand's IT industry.

Currently, we are working with the public sector to provide ground-breaking solutions in the areas of water management and smarter cities solutions, that can improve the lives of the Thai people.

Looking back, we feel privileged and proud of being a part of Thailand's growth and success. Yet we remain committed to being a trusted partner to help Thailand achieve its vision and goals as a smart, productive and competitive country in the region.

Parnsiree Amatayakul
Country General Manager
IBM Thailand
IBM investments and facilities in Thailand

In 1948, an IBM representative office was established in Bangkok. This office provided the Thai government with a data-processing machine and related services to conduct the country’s first detailed agricultural and population census. IBM Corporation Representative Office became IBM Thailand Co., Ltd. in 1952.

Today, IBM Thailand serves over 5,000 clients and works with 700 business partners nationwide with IBM Solutions Delivery Company Limited as its affiliated company.

IBM opened a new branch in Chiang Mai Province in 2010. This investment helps IBM offer better support to clients in the public and private sectors in the northern region. In 2012, IBM also expanded its footprint in the Eastern Seaboard with its new branch in Chonburi.

Building a smarter Thailand

Smarter Cities: In 2011, IBM commemorated its Centennial by establishing the IBM Smarter Cities Challenge grant programme, where IBM helps municipalities become world-class "Smarter Cities". Three cities in Thailand – Chiang Mai (2011), Chonburi (2012) and Khon Kaen (2013) – were selected out of more than 400 applicants worldwide, and awarded the IBM Smarter Cities Challenge grant.
Building a smarter Thailand

In winning the IBM Smarter Cities Challenge grant, a team of executives from IBM worked with Khon Kaen city officials to develop strategies to help Khon Kaen become the country’s hub for Data Analytics education as well as a preferred MICE city supported by Smarter Traffic and Smarter Public Safety Management.

Smarter Food: IBM and FXA Group (FXA) are collaborating with the Ministry of Agriculture and Cooperatives and the Communications Authority of Thailand to enable farmers, exporters and retailers to improve global food safety by making Thailand’s agricultural products traceable from farms to store shelves. Thailand is one of the world's largest producers and exporters of agricultural products, and the world's fourth largest exporter of frozen chicken. In the first phase of the project, about 600 food producers and exporters of chicken, seafood, fresh fruits, and vegetables used IBM and FXA’s traceability solutions on all their exports.

With this project, Thailand is the world’s first country to adopt EPCIS standard – the industry standard for food traceability – allowing any trading partner to be able to gain all information on the product.

Smarter Retail: Retailink, a retail-industry services company in Bangkok rolled out highly competitive, proactive customer service capabilities when it implemented an IBM Power 740 Express server running on an IBM AIX operating system as well as an IBM System Storage DS5020 device and IBM Maximo Asset Management software.

The asset management solution from IBM helped Retailink predict equipment failure and performance problems across 40,000 installation sites and schedule preventive maintenance to reduce downtime.

This proactive stance enabled the company to satisfy its retail customers, who needed 24-hour reliability in their equipment. Retailink reduced its annual maintenance costs by up to THB19.8 million and saved up to 3.4 million sheets of paper every year. Sales opportunities also increased, bringing in approximately THB15 million in additional annual revenue.

Smarter Healthcare: IBM is working with the medical and healthcare industry including the Bangkok Hospital Medical Centre and the Faculty of Medicine of Chiang Mai University, to create an integrated healthcare system that delivers better services, predicts and prevents diseases, and empowers people to make better choices.

The Faculty of Medicine at the Konkhean University reduced maintenance costs by 50 percent, cut asset reporting time by 99 percent and achieved nearly 100 percent uptime for medical equipment when it adopted IBM Maximo Asset Management software. The solution effectively maintained and managed 500,000 pieces of medical equipment across 12 buildings. By tracking the location and availability of every asset, doctors, nurses, and administrators were able to quickly locate, use and maintain equipment.

Smart Cloud: IBM is helping to manage cloud systems and accommodate the innovative cloud computing services for CAT Telecom Plc. (CAT). CAT is leveraging IBM’s SmartCloud infrastructure and cloud infrastructure management services to deliver cost-effective cloud services, while reducing power consumption and improving performance through server and storage consolidation and virtualisation.

With IBM’s cloud computing solutions, CAT will be able to develop and offer a wide array of cloud services, from infrastructure to software and application services, more rapidly and cost-effectively.
**Technology Collaboration**: Since 2004, IBM Research has been working with the Ministry of Science and Technology and the scientific community to set up a collaboration on science and technology knowledge transfer between IBM and Thailand, in the areas of nanotechnology, bio-technology, grid computing as well as food safety and traceability, and supply chain management.

**Building 21st century skills through education and industry partnerships**

As today’s IT industry professionals require not just strong technical skills, but also industry and business knowledge, IBM has been working with the industry and higher educational institutions to promote Service Science, Management and Engineering (SSME) as an inter-disciplinary curriculum. The collaboration covers curricula design, knowledge transfer and collaborative and networking initiatives to promote Service Oriented Architecture, open standards, interoperability and industry best practices – all aligned to service science.

Since 2008, organisations that have joined this collaboration include universities, Ministry of Science and Technology, Ministry of Education, Ministry of Information Communication and Technology and Ministry of Labor in Thailand.

Through the IBM Academic Initiative, IBM has been working with more than 20 universities across Thailand for many years to provide training to students on IT skills. As part of IBM's initiatives to drive skills and certifications, IBM is collaborating with leading educational institutions to establish an “on-campus” Centre of Excellence to help produce high quality IT specialists.

**Uplifting communities through transfer of skills and services**

To be an essential company to our stakeholders and to the world at large, IBM engages the communities where we do business through the transfer of skills and services. In the first nine months of 2011, over 4,000 volunteer-hours have been pledged by IBM employees to contribute skills and expertise to support the Thai community.

IBM has developed a Thai language homepage reader, called IBM Home Page Reader, which helps visually-impaired people to navigate the Internet. This software tool offers text-to-speech translation, enabling users to access and understand Web pages by listening to the audio playback in Thai language. IBM has donated the software to various organisations, including Thailand Association of the Blind, Thai National Institute for the Blind, Chulalong University, and Mahidol University.

TryScience is an initiative that encourages students to explore, investigate, discover, and try science for themselves. To date, IBM has reached more than 10,000 students with TryScience activities.

IBM has donated KidSmart Early Learning kiosks – embedded with interactive, computer-aided teaching and learning activities – to cover 100 schools to enhance their pre-kindergarten curricula. IBM is expanding this program to address children with learning disabilities by partnering with special education schools to develop curriculum & lesson plans with KidSmart units to promote learning in children with disabilities.
Recognition

- Outstanding support for HIV prevention in Thailand. IBM Thailand was recognised by Thailand's HRH Princess Soamsawali as an outstanding corporation that supported HIV prevention through a grant of IBM software and IBM volunteers working with the Thai Red Cross AIDS Research Centre to set up an online survey and real-time reporting to create a "living map" of people living with HIV/AIDS in Bangkok.

- "Ratsadakorn Pipat Award for 2011" (Taxpayer Recognition Award), which recognised IBM’s outstanding tax payment record that met all the rules and regulations of the Revenue Department, Ministry of Finance.

- "SuperBrand Award" in the computing industry – Readers’ Digest’s ASEAN survey (2010)


- “Most Desirable Company to Work For” among undergraduate and graduate students in the Information Technology Industry in Bangkok and the vicinity areas – e-Commerce magazine (2006)


- Garuda Insignia for IBM’s outstanding corporate citizenship service in Thailand – the personal emblem of His Majesty the King (1986)