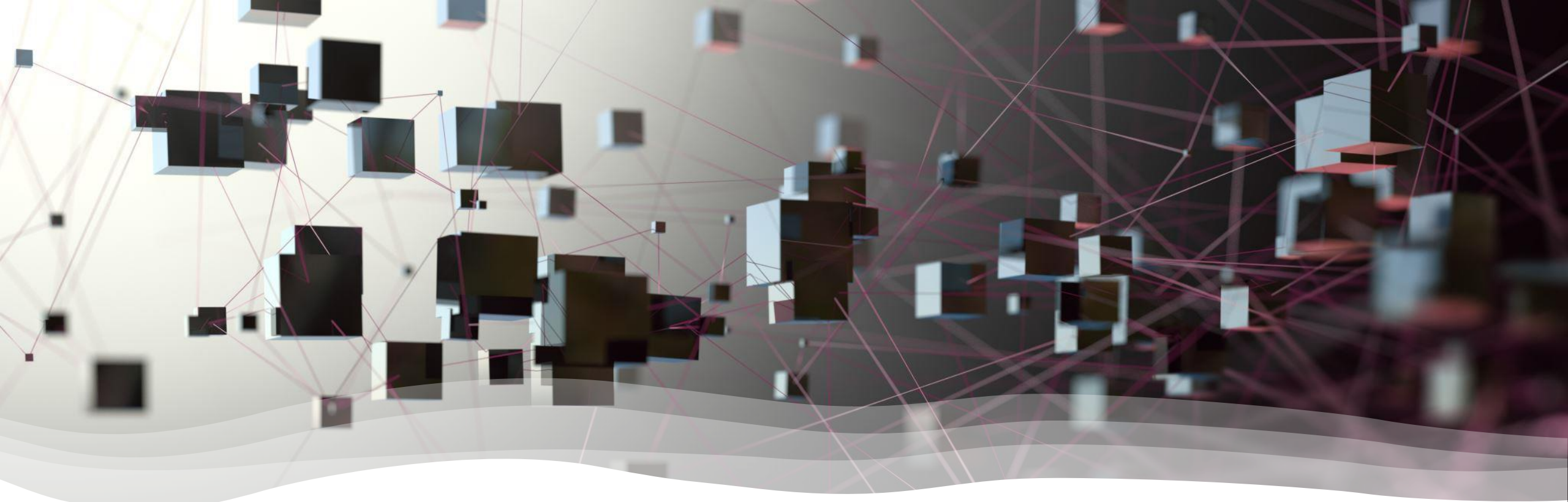


Digital technology and corporate management strategy



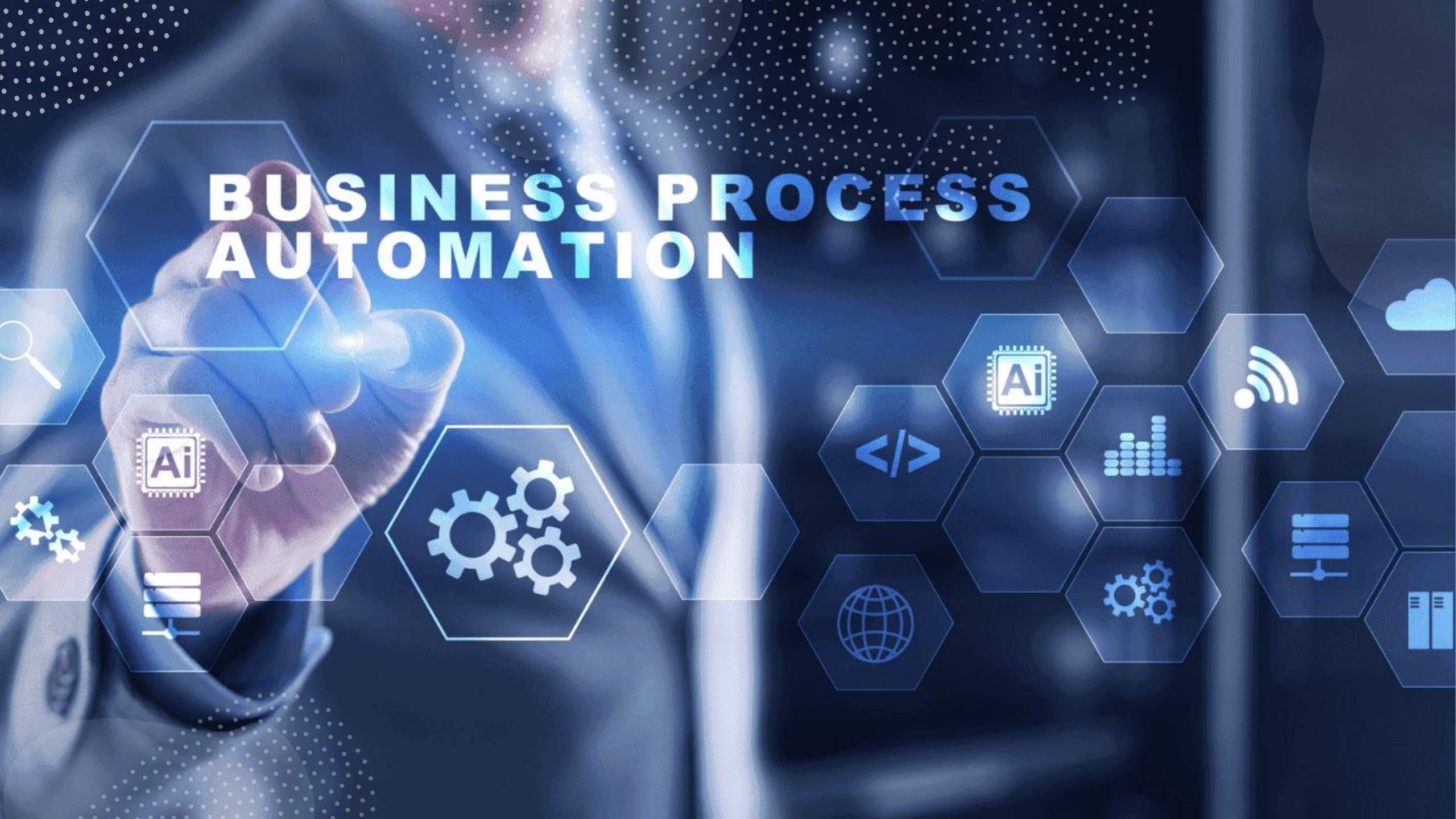
เทคโนโลยีดิจิทัลกับยุทธศาสตร์บริหารองค์กร

# Digital technology and corporate management strategy

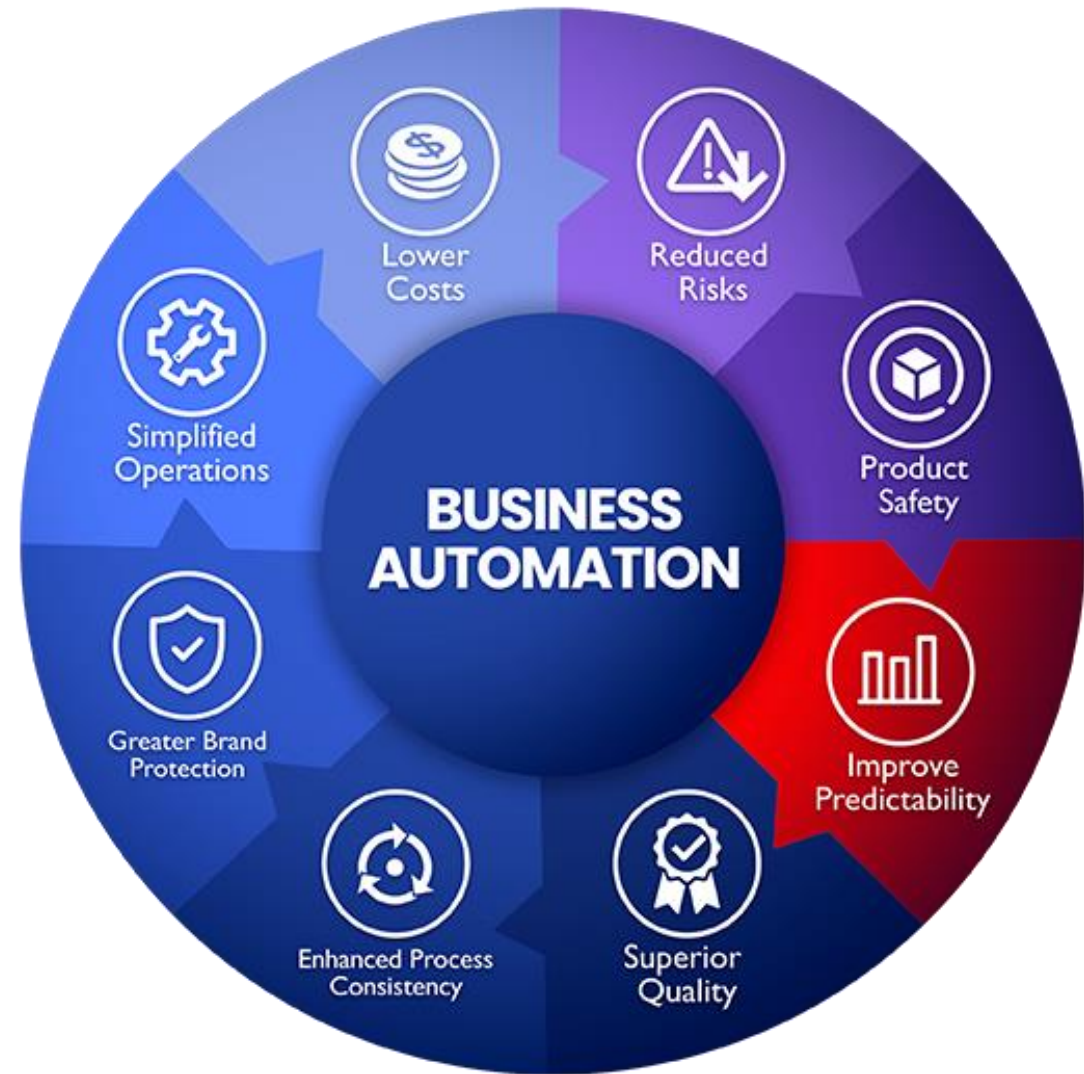
1. Automation of business processes
2. Data Analysis
3. Customer Engagement Strategies
4. Remote work
5. Supply chain management
6. Digital Marketing



# BUSINESS PROCESS AUTOMATION



# Automation of business processes



# Data Analysis





# Process of Data Analysis

- Deployment
- Business Understanding
- Data Exploration
- Data Preparation
- Data Modeling
- Data Evaluation

# Data Analysis Process

- Business Problem Definition
- Inventory and Data Collection
- Data Cleaning
- Data Analysis
- Result Communication & Eventual Readjustment
- Choose The Right Model



# CUSTOMER ENGAGEMENT

BUSINESS  
MARK

# 5 Real-Time Customer Engagement Strategies

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1. Live Streaming Video
2. Have a Social Media Presence
3. Offer Live Chat
4. Create a Digital Community
5. Host Events for Customers



A hand in a dark suit jacket is shown from the bottom left, holding a glowing, interconnected network of nodes and lines. The network is primarily blue and white, with some nodes highlighted in a bright yellow. The text "CUSTOMER ENGAGEMENT" is centered within the network in a bold, black, sans-serif font. The background is a dark blue gradient with vertical light streaks and a faint, repeating pattern of hexagonal shapes, suggesting a digital or technological environment.

**CUSTOMER  
ENGAGEMENT**

# Remote work

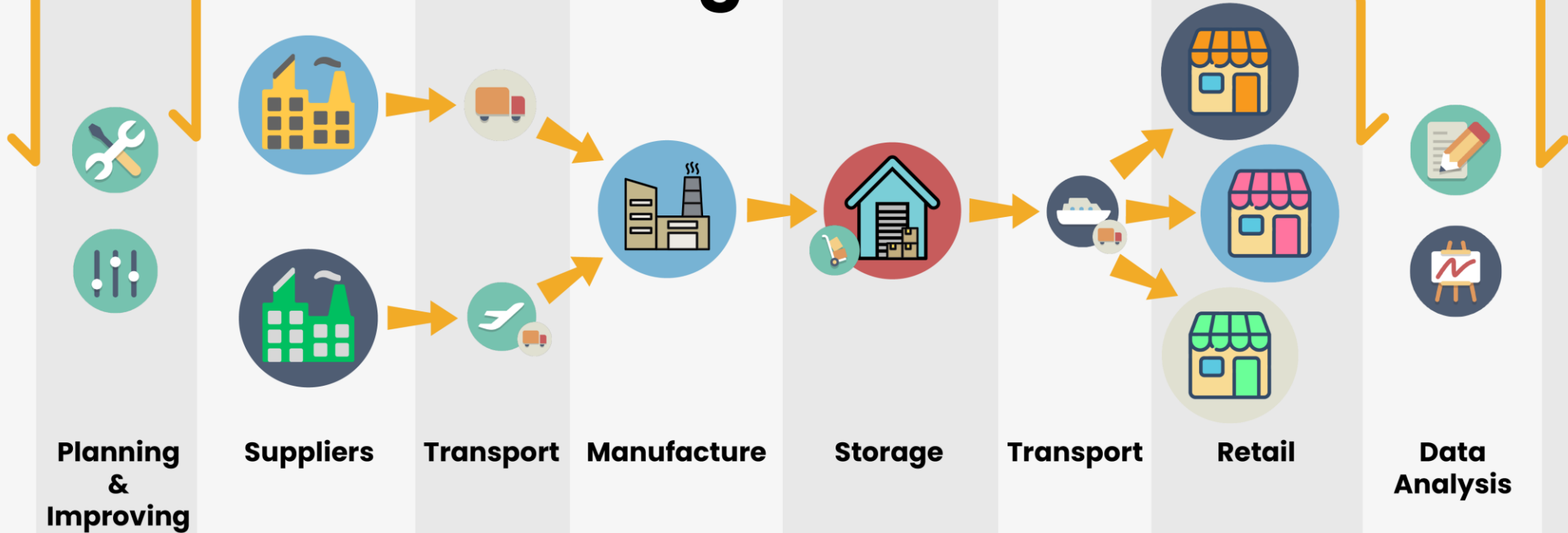


# Supply Chain Management



# Supply Chain Management

## Logistics



# Digital Marketing



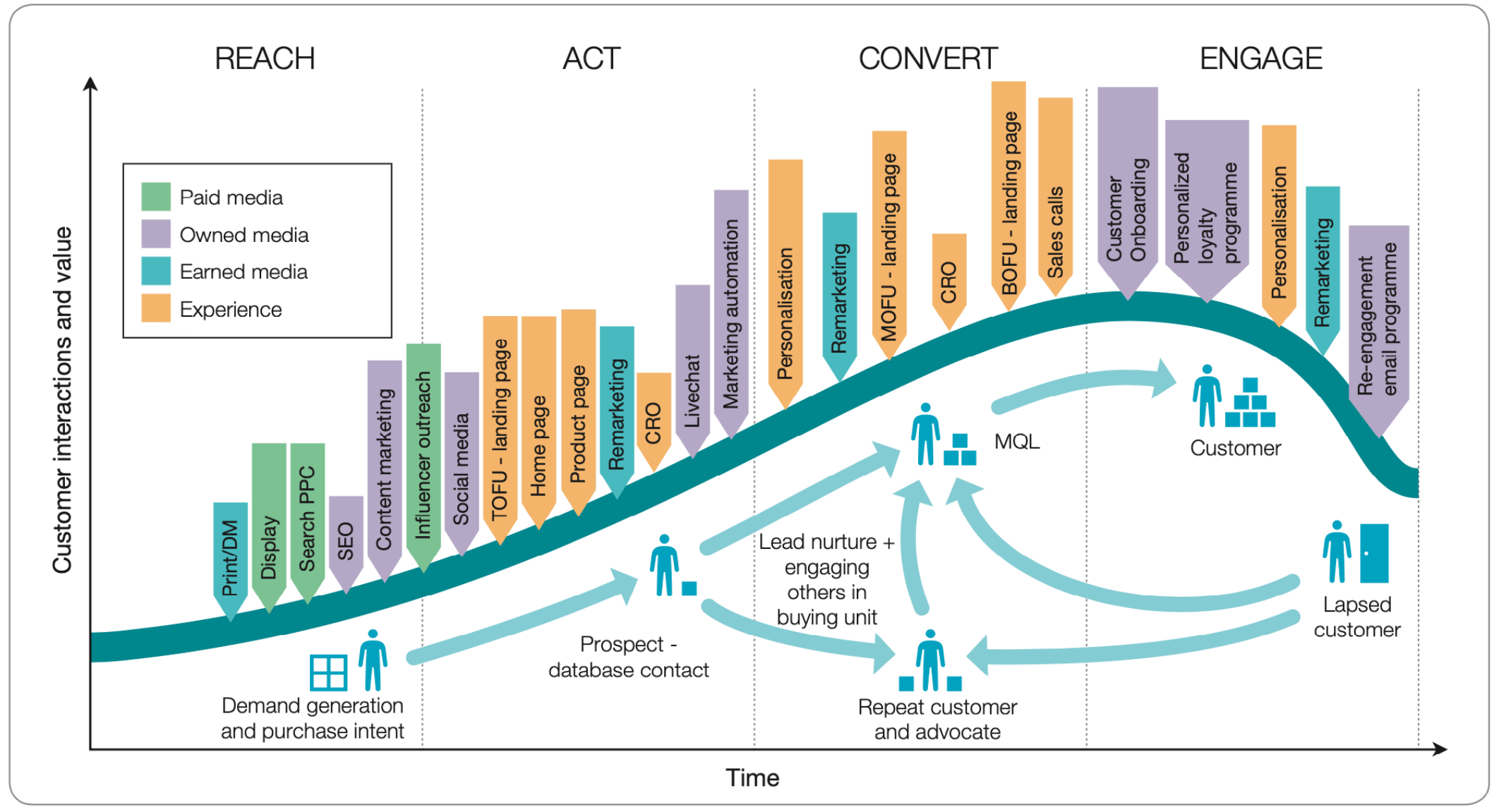


# THE SIX PILLARS OF EFFECTIVE DIGITAL MARKETING

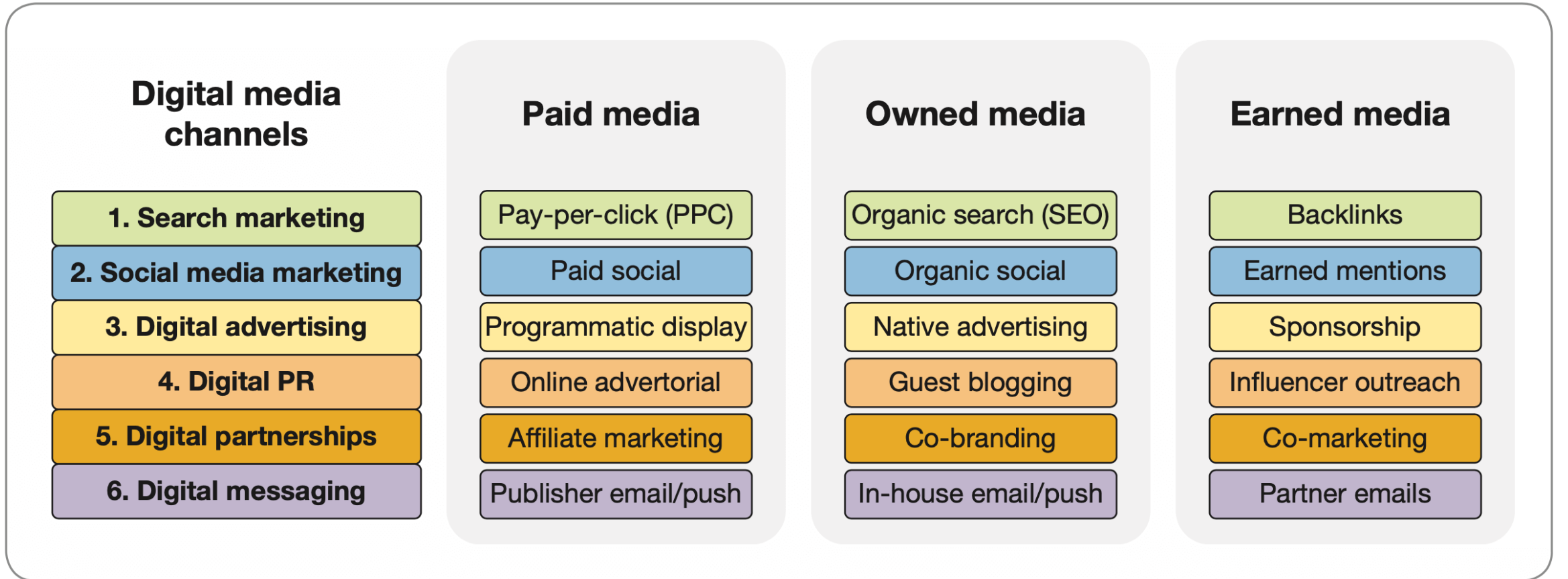


Planning and Governance	Goals and Measurement	Media	Content	Experience	Conversational Messaging
<ul style="list-style-type: none"><li>• Strategic initiatives</li><li>• Marketing integration</li><li>• Digital transformation</li><li>• Business and revenue models</li><li>• Budgets and ROI</li><li>• Systems, structures and processes</li><li>• Resources and skills</li><li>• Marketing technology</li></ul>	<ul style="list-style-type: none"><li>• Forecasts</li><li>• Digital KPIs</li><li>• Digital dashboards</li><li>• Customer profiles</li><li>• Attribution</li></ul>	<ul style="list-style-type: none"><li>• Paid media</li><li>• Owned media</li><li>• Earned media</li><li>• Offline/online integration</li><li>• Always-on and campaign investment</li></ul>	<ul style="list-style-type: none"><li>• Content marketing strategy</li><li>• Top-of-funnel (TOFU)</li><li>• Middle-of-funnel (MOFU)</li><li>• Bottom-of-funnel (BOFU)</li></ul>	<ul style="list-style-type: none"><li>• Website customer journeys</li><li>• Landing pages</li><li>• Multichannel path to purchase</li><li>• Conversion Rate Optimization</li><li>• Personalization</li></ul>	<ul style="list-style-type: none"><li>• Email marketing</li><li>• Mobile messaging</li><li>• Human-assisted chat</li><li>• Automation and CRM</li></ul>

**Figure 2.1** Customer lifecycle marketing touchpoint summary for a business-to-business organisation



**Figure 1.11** Six categories of digital media channels or communications tools showing their relationship to paid, owned and earned media





# Top Strategic Technology Trend2023

- Optimize
- Scale
- Pioneer

# Top Strategic Technology Trend2023

:: Optimize ::

1. Digital Immune  
System

2. Applied  
Observability

3. AI Trust, Risk and  
Security Management  
(AI TRiSM)

# Top Strategic Technology Trend 2023

:: Scale ::

4. Industry Cloud  
Platforms

5. Platform  
Engineering

6. Wireless-Value  
Realization

# Top Strategic Technology Trend2023

:: Pioneer ::

7.Superapps

8.Adaptive AI

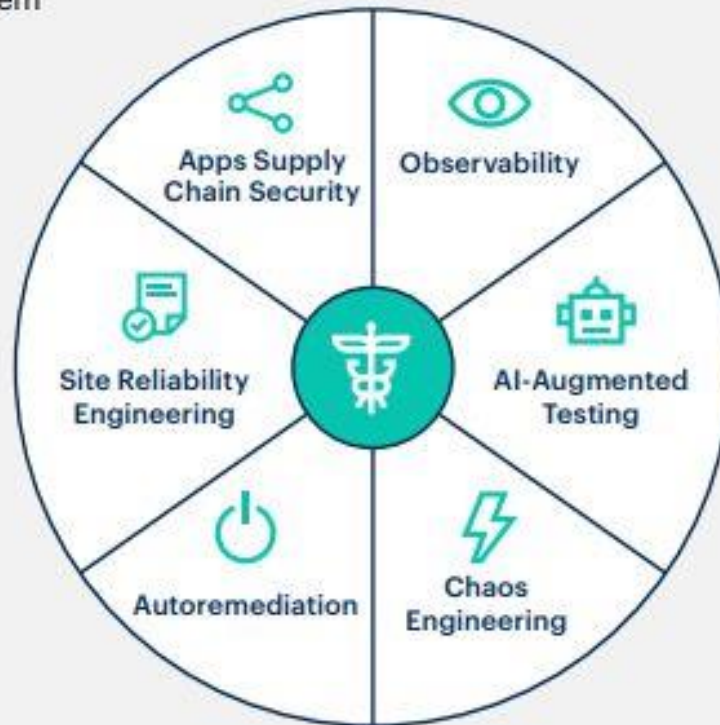
9.Metaverse

10.Sustainable  
Technology

# 1. Digital Immune System : Optimize Resilience

## Digital Immune System: Optimize Resilience

Six elements of a digital immune system



**76%**  
Digital teams  
responsible  
for revenue

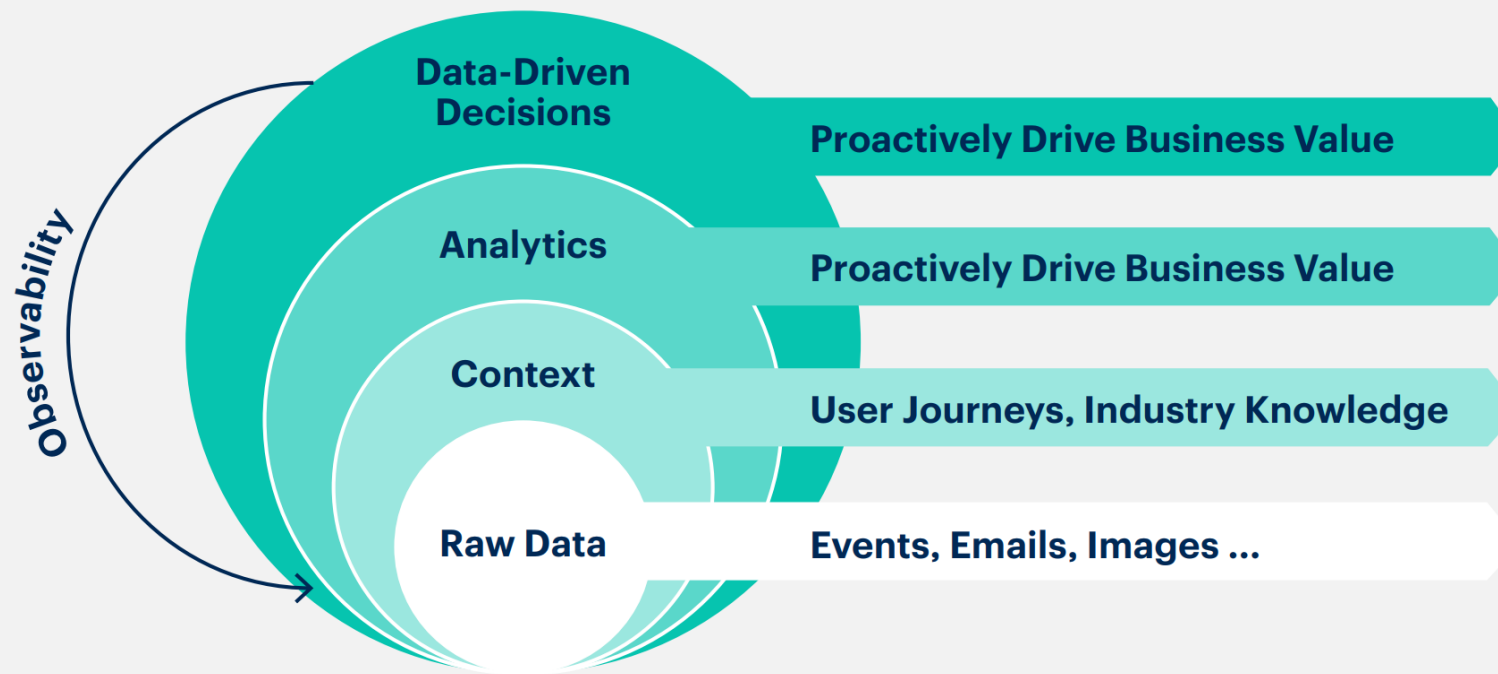
**80%**  
Less downtime

Source: Gartner

## 2. Applied Observability : Optimize Resilience

### Applied Observability: Optimize Operations

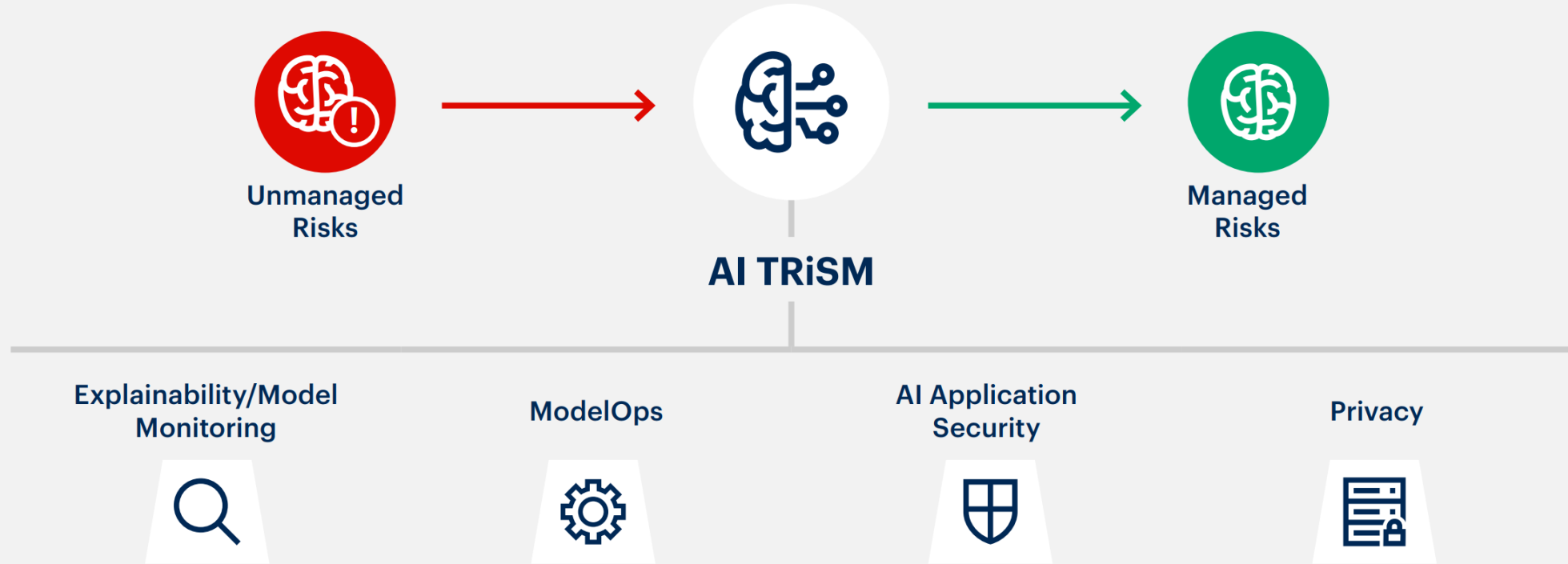
AI analyzes data from, and the context of, prior decision making to drive faster and more accurate future decisions.



# 3. AI TRiSM : Optimize Trust in AI

## AI TRiSM: Optimize Trust in AI

Four pillars of AI trust, risk and security management

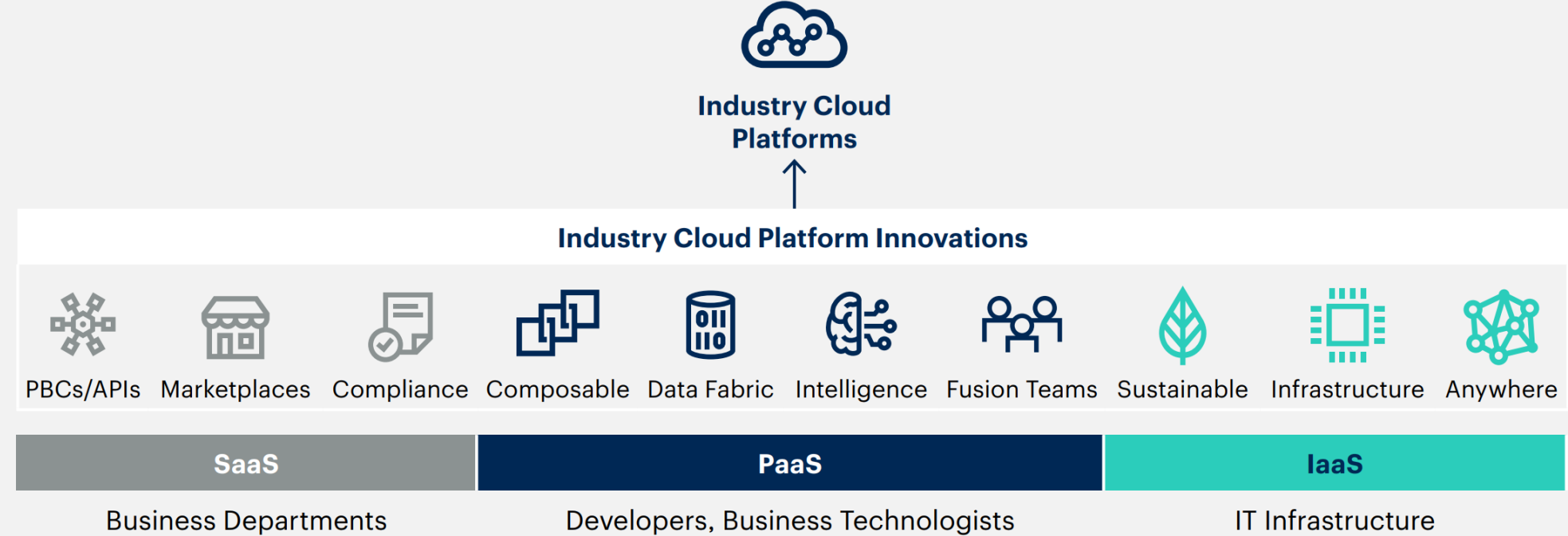


Source: Gartner

# 4. Industry Cloud Platforms : Scale Vertically

## Industry Cloud Platforms: Scale Vertically

Traditional enterprise cloud categories will morph into composable industry cloud platforms.

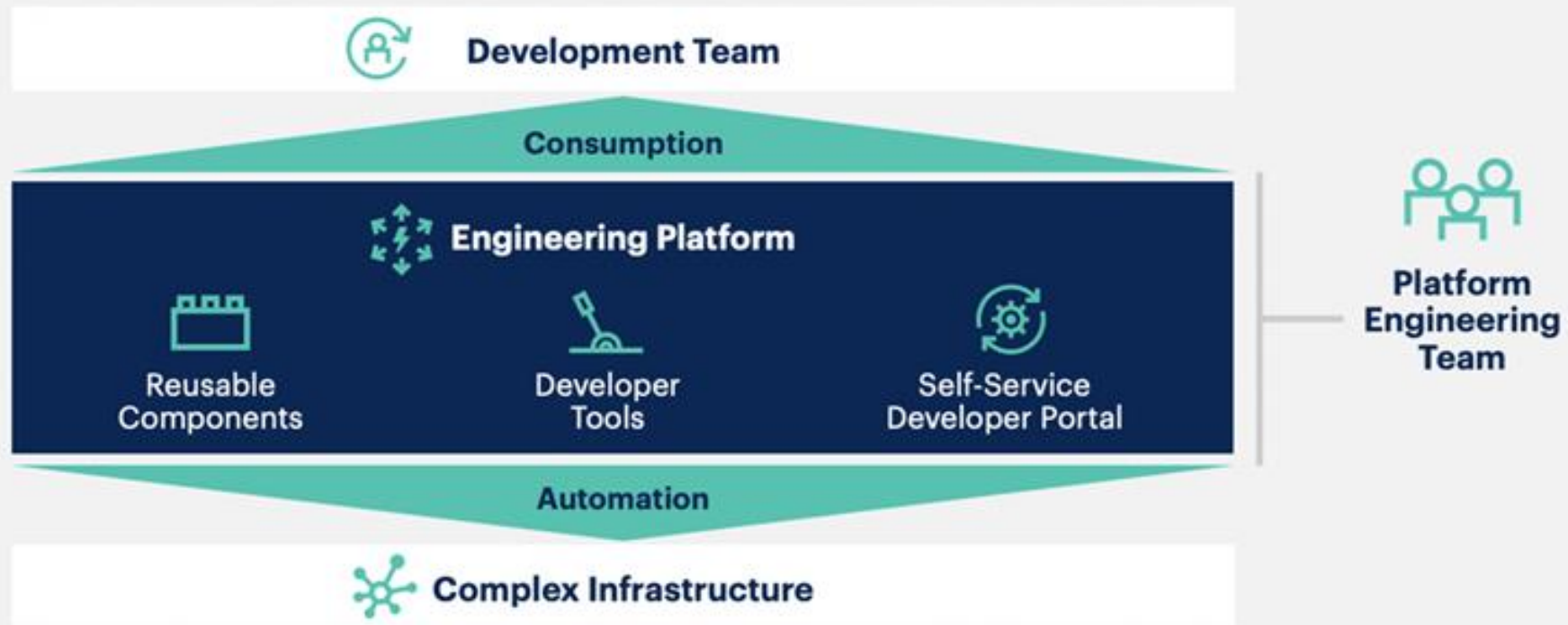


Source: Gartner

# 5. Platform Engineering : Scale Delivery

## Platform Engineering: Scale Delivery

Conceptual outline of an example platform and its principal components



Source: Gartner

# 6. Platform Engineering : Scale Delivery

## Wireless-Value Realization: Scale Everywhere

Different devices utilizing different technology create value beyond communication.

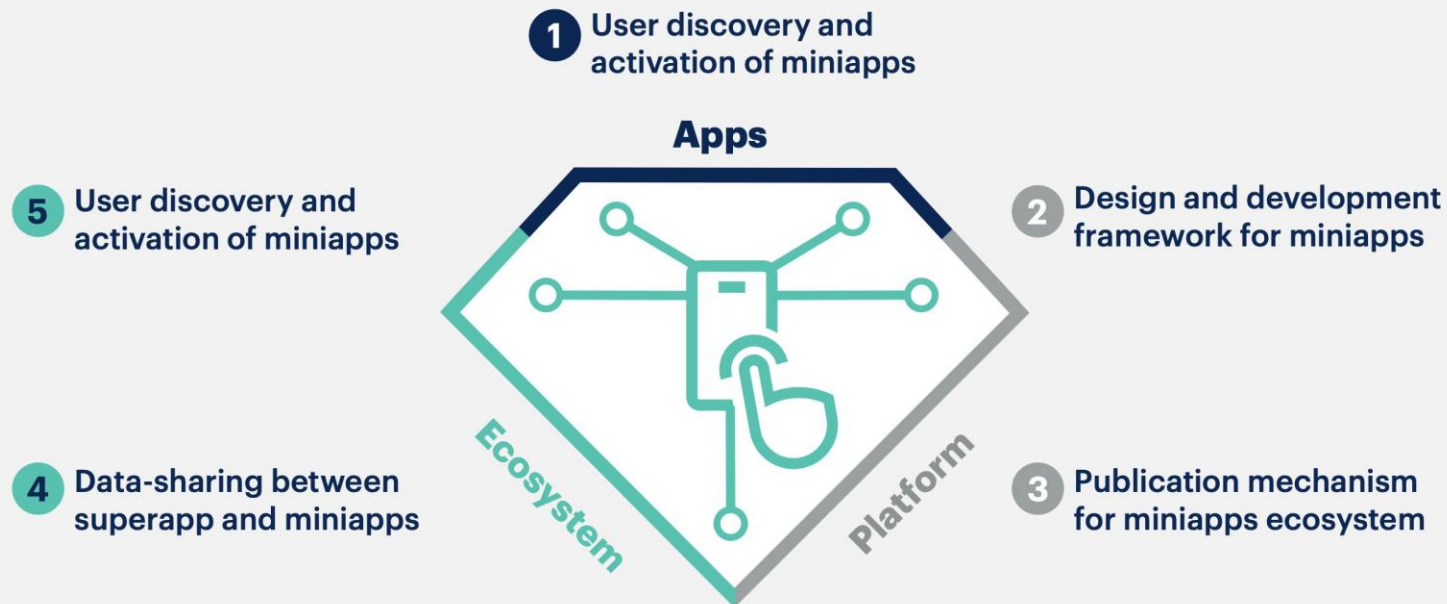


Source: Gartner

# 7. Superapps : Pioneer Engagement

## Superapps: Pioneer Engagement

Five characteristics of a superapp

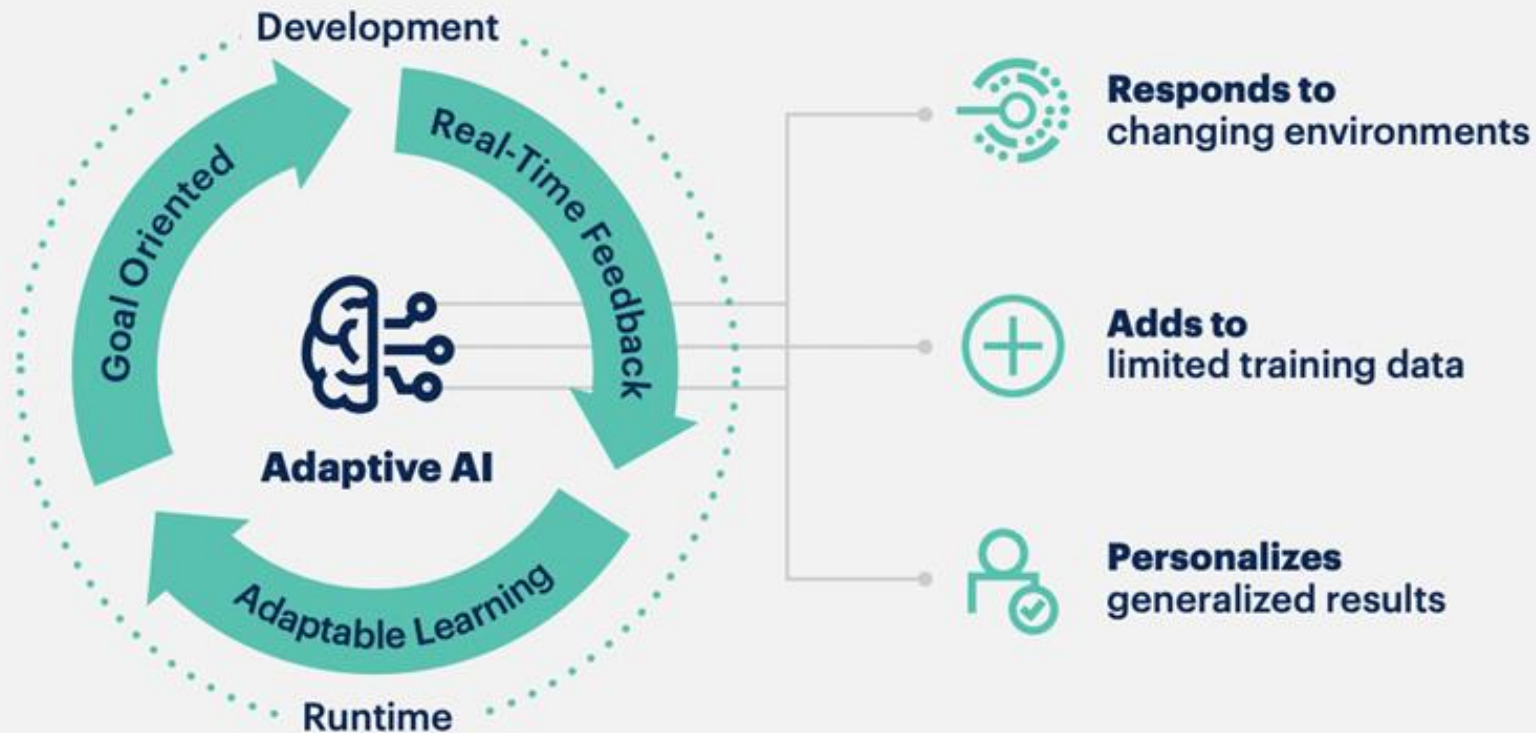


Source: Gartner

# 8.Adaptive AI : Pioneer Acceleration

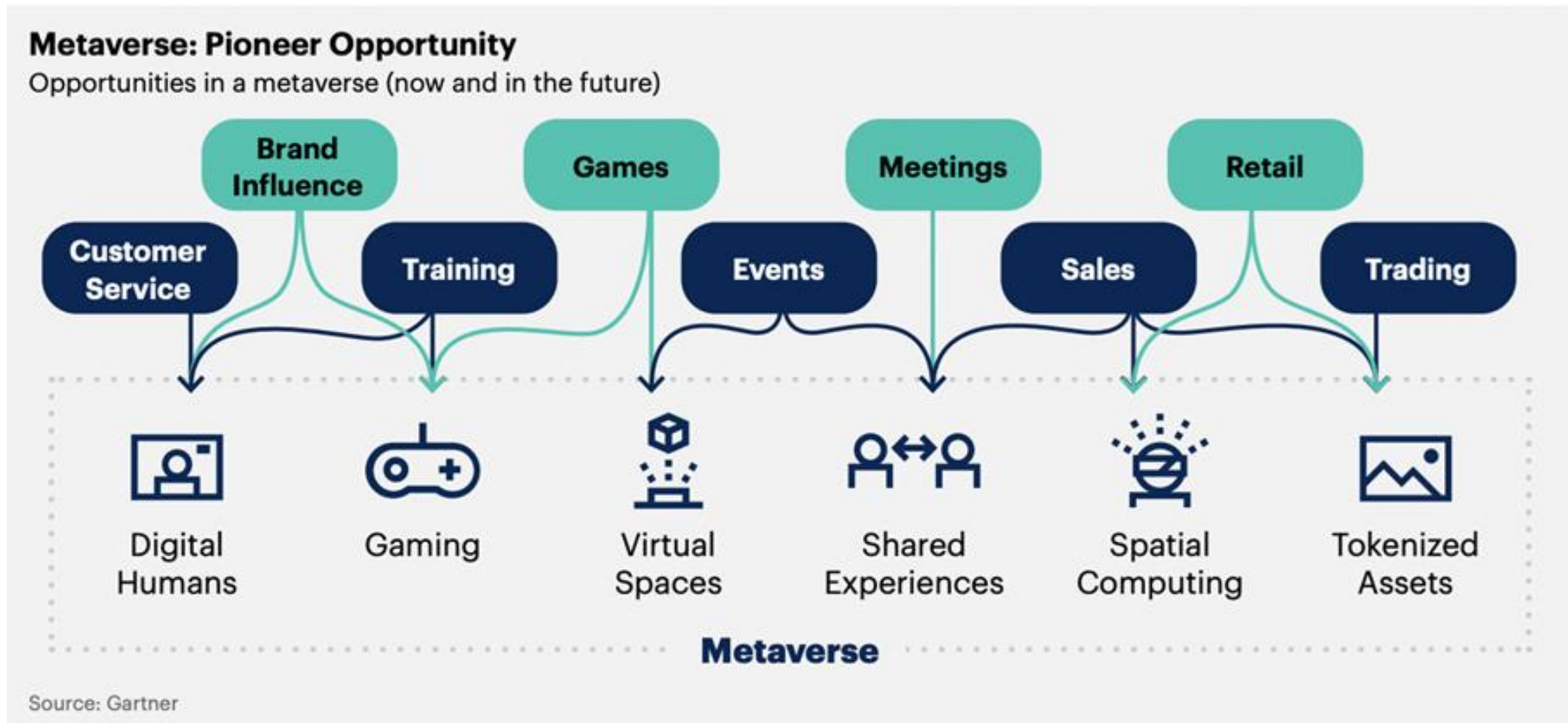
## Adaptive AI: Pioneer Acceleration

Adaptive AI systems use real-time feedback to learn dynamically and adjust, even for unforeseen real-world changes.



Source: Gartner

# 9. Metaverse : Pioneer Opportunity



# 10.Sustainable Technology : Do It All Sustainably

## Sustainable Technology: Do It All Sustainably

High-level architecture of sustainable technology



Source: Gartner

*Thank you*

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