



Thai Software Export Promotion Association (TSEP)

Introduction

March 2012

TSEP Introduction

- Thai Software Export Promotion Association (TSEP)
- Established in 2007 to promote and support Thai software export
- Registered association : Members are Thai software companies
- Membership : 20+ ICT solution providers

TSEP Objectives

- Represent Thai Software and IT solution providers to *become competitive* through support from public and private sector
- Support companies with potential & successful track record to become *Domestic, Regional & Global Champion*
- Use success stories & business expertise from successful companies to *inspire & mentor* software upstarts
- Support the *use of Thai software and IT services* in domestic market, reduce dependency on software and services from foreign software companies

Our Mission

- To compete globally, TSEP companies must strive to be ***“Best in Class”*** in each areas of expertise
- **Focus & become *niche ICT players*** in industries where Thai companies are well established
- Find new ***business partners*** to exchange ***market expertise***, know-how on domestic & overseas business, co-marketing activities
- Strengthen brand ***image*** & product ***recognition***

Strategy

- **Become niche ICT players** in industries where Thai companies are well established such as Tourism, Retail, Healthcare, Service solutions
- Utilizing **innovative technology and solutions** (such as Cloud Computing, Mobile Application Platforms), **leverage our expertise and our partner's strength** to enter overseas market
- Organize & attend **Buyers Meets Sellers Events & Trade Missions** with emphasis on meeting corporate decision makers, exploring their ICT needs and showcase our solutions and capabilities to domestic, regional & global customers

Strategy

- Co-operate with **government agencies** (BoI, SIPA, Software Park, DEP, OSMEP, TAT) to improve software SME business environment (update rules & regulations)
- Co-operation among **professional associations** (ATCI, ATSI, TESA, TTA, THA, FTI) to create synergy & joined events, trade missions, business matching domestic & overseas
- **Improve ICT human resource**, improve skills and career path for ICT professionals

Alliance

- Co-operation among *professional associations*: ATCI, ATSI, TTA, TFI, etc. to create synergy & joined events, trade missions.



Government Support

- Co-operate with **government agencies**: DEP, TAT, SIPA, etc. to explore business matching & promote local/overseas business.



Department of Export Promotion
Ministry of Commerce, Royal Thai Government



สำนักงานส่งเสริมอุตสาหกรรมซอฟต์แวร์แห่งชาติ (องค์การมหาชน)
Software Industry Promotion Agency (Public Organization)



- Member companies has *strong established track record* as major domestic players with customers in APAC
- *Intellectual Property* in software products
- Expertise & solutions from many companies *enhance one another's* products and solutions

TSEP Customers- Asia



TSEP Customers – Europe & USA



TSEP MEMBERS

Solutions by TSEP Members

Grouped by Industry

Tourism & Hospitality

- AI Soft
- Arunsawad dot com
- Comanche
- Synature group
- Touch Technologies
- 11 Infotech

Retail & Logistics & ERP

- Ada Soft
- Dynamic IT Solutions
- Longkong Studio
- Vertasoft

Financial

- Wealth Management Systems

TSEP Members

Grouped by Industry

Digital Media & Content

- IT Works
- IT Development
- TNT Media
- X-treme Plus
- Mobile Game Motion

Enterprise Solution

- Computer Telephony Asia
- Chaiyo Hosting
- Moscii Corporation
- Netka System

Contacts

Company	Contact Email Address
AI Soft	<u>kittikorn@aisoftthailand.com</u> , <u>taxsa@aisoftthailand.com</u>
Arunsawad dot com	<u>kittinan@anywheretogo.com</u>
Comanche	<u>Somboon@comancheinternational.com</u>
Synature group	<u>chatchai@synaturegroup.com</u> , <u>nipon@synaturegroup.com</u>
Touch Technologies	<u>Chatchada.a@touchtechnologies.co.th</u> , <u>pirasan.p@touchtechnologies.co.th</u>
11 Infotech	<u>charlie@11infotech.com</u>
Ada Soft	<u>wissanupong@ada-soft.com</u> , <u>radklaow@ada-soft.com</u>
Dynamic IT Solutions	<u>Phonlakrit@dots.co.th</u>
Longkong Studio	<u>kriss@longkongstudio.com</u>
Vertasoft	<u>golayoot@vertasoft.co.th</u>

Contacts

Company	Contact Email Address
<i>IT Works</i>	<i><u>natavudh@itworks.co.th</u></i>
<i>IT Development</i>	<i><u>polapat@itworks.co.th</u></i>
<i>TNT Media</i>	<i><u>parinya@tnt.co.th</u>, <u>sivaporn@tnt.co.th</u></i>
<i>X-treme Plus</i>	<i><u>tiam@xtreme-plus.com</u></i>
<i>Computer Telephony Asia</i>	<i><u>jassadaj@ctasia.com</u>, <u>cp@ctasia.com</u></i>
<i>Chaiyo Hosting</i>	<i><u>pawana@chaiyohosting.com</u></i>
<i>Mobile Game Motion</i>	<i><u>phatra@mogamo.com</u></i>
<i>Moscii Corporation</i>	<i><u>narinnat@moscii.com</u>, <u>patsorn@moscil.com</u></i>
<i>Netka System</i>	<i><u>nipas@netkasystem.com</u>, <u>charnchai@netkasystem.com</u></i>
<i>Wealth Management System</i>	<i><u>somkiat@wealth.co.th</u>, <u>montri@wealth.co.th</u></i>

AI Soft

- *Website Content Management,*
- *Travel Agency & Airline Back Office Operation Systems,*
- *GDS Connections & Robotic Systems,*
- *Low Cost Airline Connections,*
- *Connect to any third party system via XML Web Service and screen scraping.*

- Thai ICT Award Winner 2007
- Asia Pacific ICT Award Winner 2007
- www.aisofthailand.com



TICTA 2007 Winner



APICTA 2007 Winner



Ada Soft & Synature Group

- PoS solutions for retail stores & hospitality
- ERP solutions for retail and wholesale
- Achieve CMMI Level 3 in 2008
- www.ada-soft.com

Year 2006 & 2010

Thailand ICT Award

Year 2008 & 2009

Pra-artit Thongkum

Year 2008 & 2009

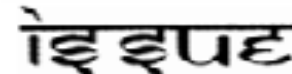
Thailand Software YES

Year 2008 & 2009

Buy Thai First

Year 2009 (Runner up)

SMEs National Award



Non-Thailand:

Norway
Laos
Vietnam
Myanmar

Arunsawad Dot Com

- Mobile solution for emergency medical service, insurance accident reports and claims and mobile solutions for hospitality industry.
- Thailand ICT Award (TICTA)
 - 2009: e-Government category
 - 2008: Financial Application
 - 2008: e-Logistic & Supply Chain Application
 - 2008: Research & Development Application
 - 2007: General application category

Website

- <http://www.arunsawad.com/>



Chaiyo Hosting



Provides hosting services

- Web hosting, Email, database, DR, VoIP
- Domain name management
- Online store & payment
- Search Engine Optimization
- Email & SMS marketing

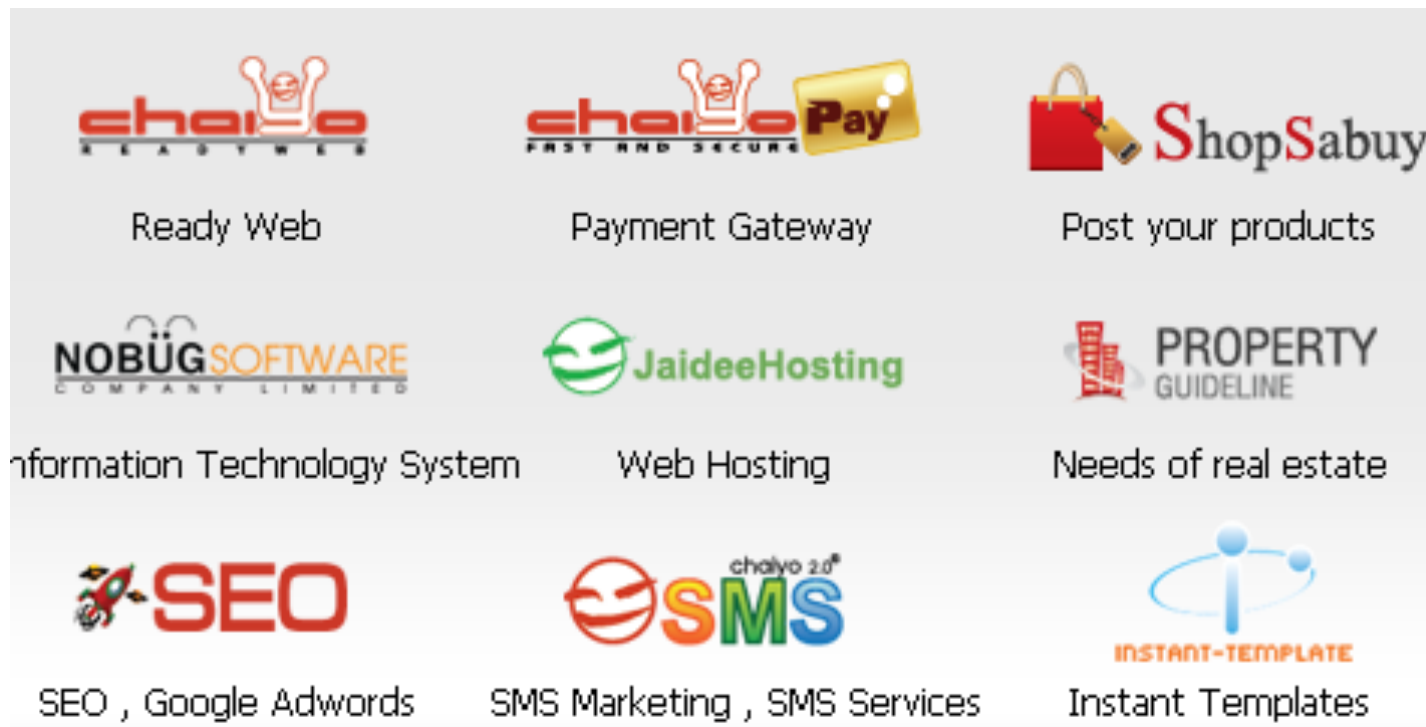
Website

www.chaiyohosting.com

www.facebook.com/chaiyohosting

Client references

www.chaiyohosting.com/en/our-clients/



Chaiyo Hosting is now receiving DBD Verified Awards, guaranteed trustmark to E-commerce Business entrepreneurs from Department of Business Development (DBD), Ministry of Commerce

Comanche International

- Hotel, service apartment property management (PMS)
- Client server & Cloud Computing solutions
- Installed base: 400+ Hotels in Thailand, 150+ Hotels overseas

Awards

- The Global Award for Perfection, Quality & Ideal Performance: 2008 - Berlin, Germany.
- International Award for Excellence in Products & Services: 2007 - Madrid, Spain.
- Asia-Pacific Information and Communications Technology Awards: 2006 - Macau, China.
- Thailand Information and Communications Technology Awards 2006 - Bangkok
- Asia Pacific ICT Award Winner 2006

Website

- <http://www.comancheinternational.com/>
- <http://th-th.facebook.com/comancheinternational>

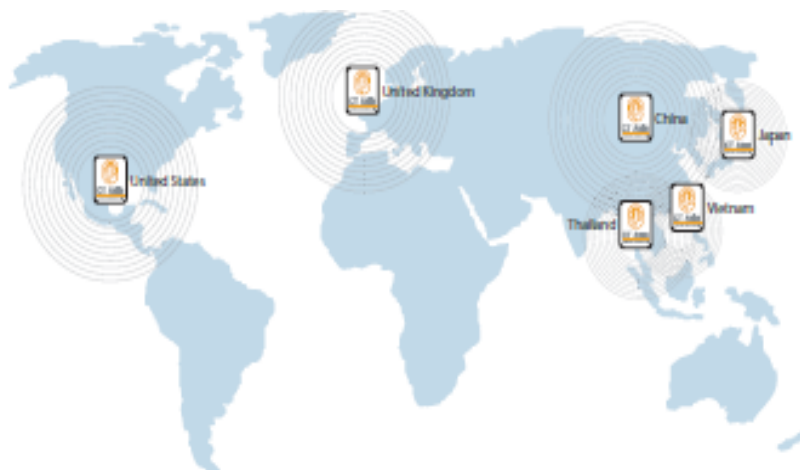


Computer Telephony Asia (CT Asia)

- CRM & Contact center solution
- 2005 Asia Pacific ICT Award Winner

website

<http://www.ctasia.com>



Delivered solutions and services to Fortune Global 500 companies

- 2003** Successfully launched the first "Best in Class" outsourced call-center services in Thailand by establishing a joint venture with channel 7/BBCV. Soon after operations, several medium and large enterprise become our customer such as Bank of Ayudhya, KCC and Traffic Corner
- 2004** Implemented InfoCentrix CTI with Avaya PBX/IVR at a financial company located in United Kingdom for the CRM initiative.
Integrated InfoCentrix Call Center with SAP CRM
- 2005** Launched InfoCentrix Knowledge Services on PDA Version 1.0 and InfoCentrix CTI Agent Web Version 1.0
Successfully implemented InfoCentrix Smart Card Application for one of the leading healthcare group
Successfully built strong customer base in Shanghai, China
- 2006** Implemented Microsoft CRM solution for the first banking customer in Thailand. Integrated InfoCentrix call center with Microsoft CRM
Market share reaches 70% in Thailand
Successfully built world class customer base in Leeds and Birmingham, United Kingdom
Launched InfoCentrix Mobility adding on 3.0 suite for monitoring Call Center performance wirelessly via GPRS
- 2007** CT Asia is the winner of IT Princess Award
Successfully build Japan and Vietnam customer base.
Launch New InfoCentrix 4.0 multi-touchpoint application on SOA Platform, allows integration to various new touchpoint such as ATM terminal, Skype and Instant Message.



Our Customers

Our customer base includes many large conglomerates and leading enterprises including **Fortune Global 500 companies**.

Existing customer as of 2006:

Banking & Financial Services:

- **GE Money Bank**
- Bangkok Bank
- Bank of Ayudhya
- Sumitomo Mitsui Bank
- MFC Asset Management
- Thai Military Bank Asset Management
- SCB Asset Management
- TISCO Bank
- Kasikorn Bank
- Capital OK
- Easy Buy
- National Asset Management
- Government Savings Bank

Insurance & Health Care:

- LMG Insurance (Liberty Mutual Group)
- Road Victim Protection Insurance
- National Health Security Office
- Thai Red Cross
- New York Life Insurance
- Bangkok Life Assurance
- Thanachart Insurance
- Siriraj Hospital/University
- Krungthai Panich Insurance

Construction, Trading & Manufacturing:

- **Zuellig Pharma**
- Lotus Supercenter (China)
- Siam Cement Group
- AVON
- A.P.Honda
- Gems TV
- Office Mate
- **TOYOTA Motor**
- I.C.C. International Public Co.Ltd.
- Thai Paper

Information & Communication Technology:

- AIS
- **CISCO**
- Cyber Call (Outsource Call Center)
- Internet Solution & Service Provider
- Internet Thailand (INET)
- Internet KSC
- UBC Cable TV

Service Industries, Government and Others:

- Express Transportation Authority
- Single Point Of Contact (SPOC)
- Department of Science Service
- Digital Assets
- Pizza Hut
- Kentucky Fried Chicken

Dynamic IT Solutions

- ERP & Logistics solutions for transportation, warehouses, supporting import/export industry
- Consulting, warehouse and distribution center service
- GPS tracking solution

Awards

- Logistics Model Award 2009 in The 6th Thailand International Logistics Fair 2009

Website

<http://www.dits.co.th/index.php>



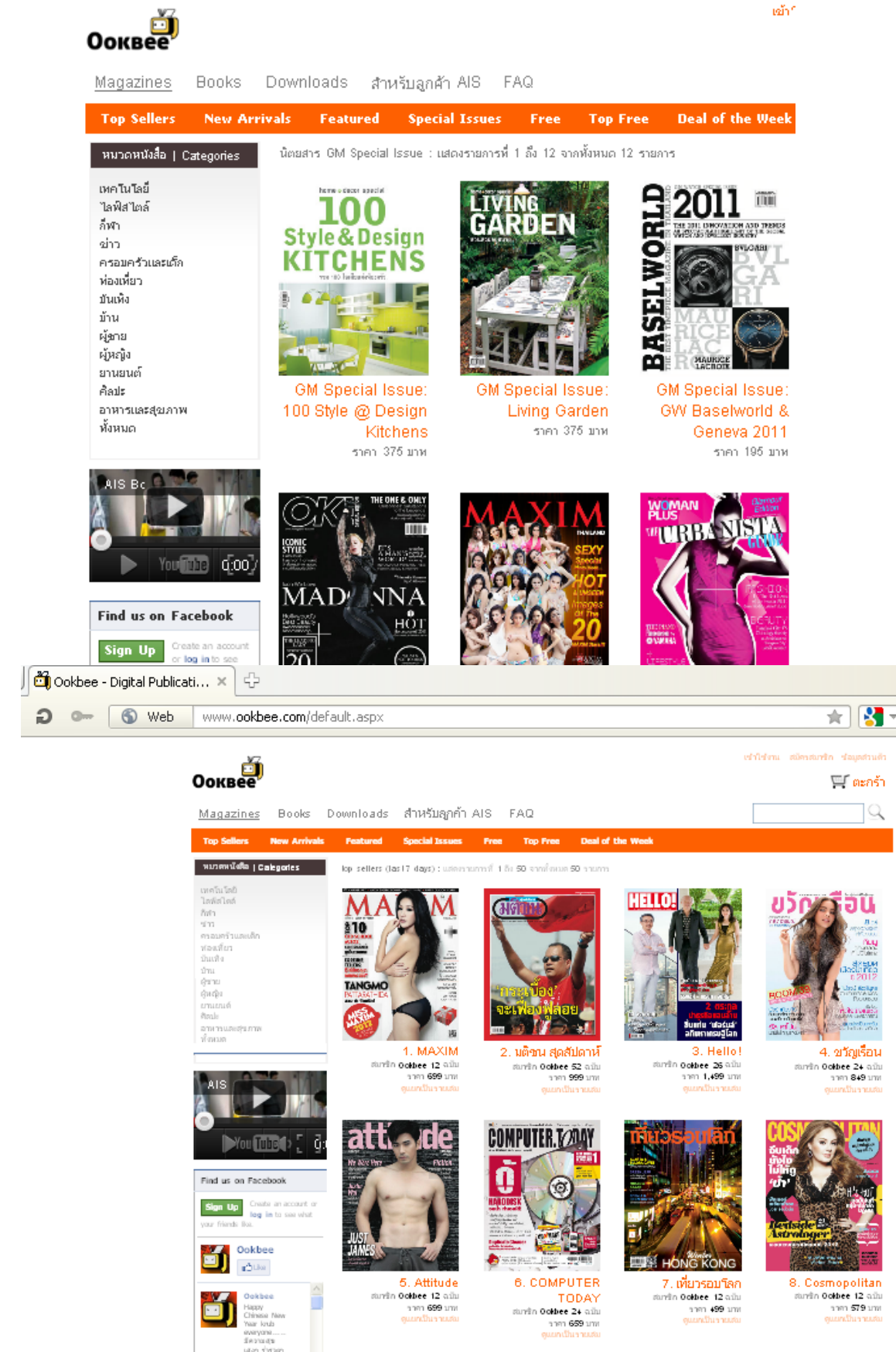
Client References

- ▶ JWD Warehouse
- ▶ DataSafe
- ▶ JVK ERP
- ▶ AutoLogic
- ▶ Dangerous Warehouse
- ▶ Chevron
- ▶ SriThai
- ▶ Bank Thai



IT Works & IT Development

- Solutions
 - Application / content for mobile
 - Leading E- magazine & subscription service
- Website
 - <http://www.ookbee.com/>
 - <http://www.itworksolutions.com/>
- References
 - <http://www.itworksolutions.com/news/index.html>



Longkong Studio

- ERP for construction business
- www.longkongstudio.com
- <http://www.facebook.com/longkongstudio>
- <http://www.builk.com/home/en/>
- Builk.com provides FREE web & mobile applications for the construction industry with Ad-Supported Cloud Computing model.

Builk apps brought to you by:



Pojjaman.CBS
Thailand's No.1 Construction-Specific ERP »



SWANG Dashboard
Business Intelligence Module for construction executives »



Gigasite
Cost Control Software for small contractors »

Builk.com
Construction Networking that Works »



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รางวัลชนะเลิศ

Asia Pacific ICT Awards 2011
Thailand ICT Awards 2011



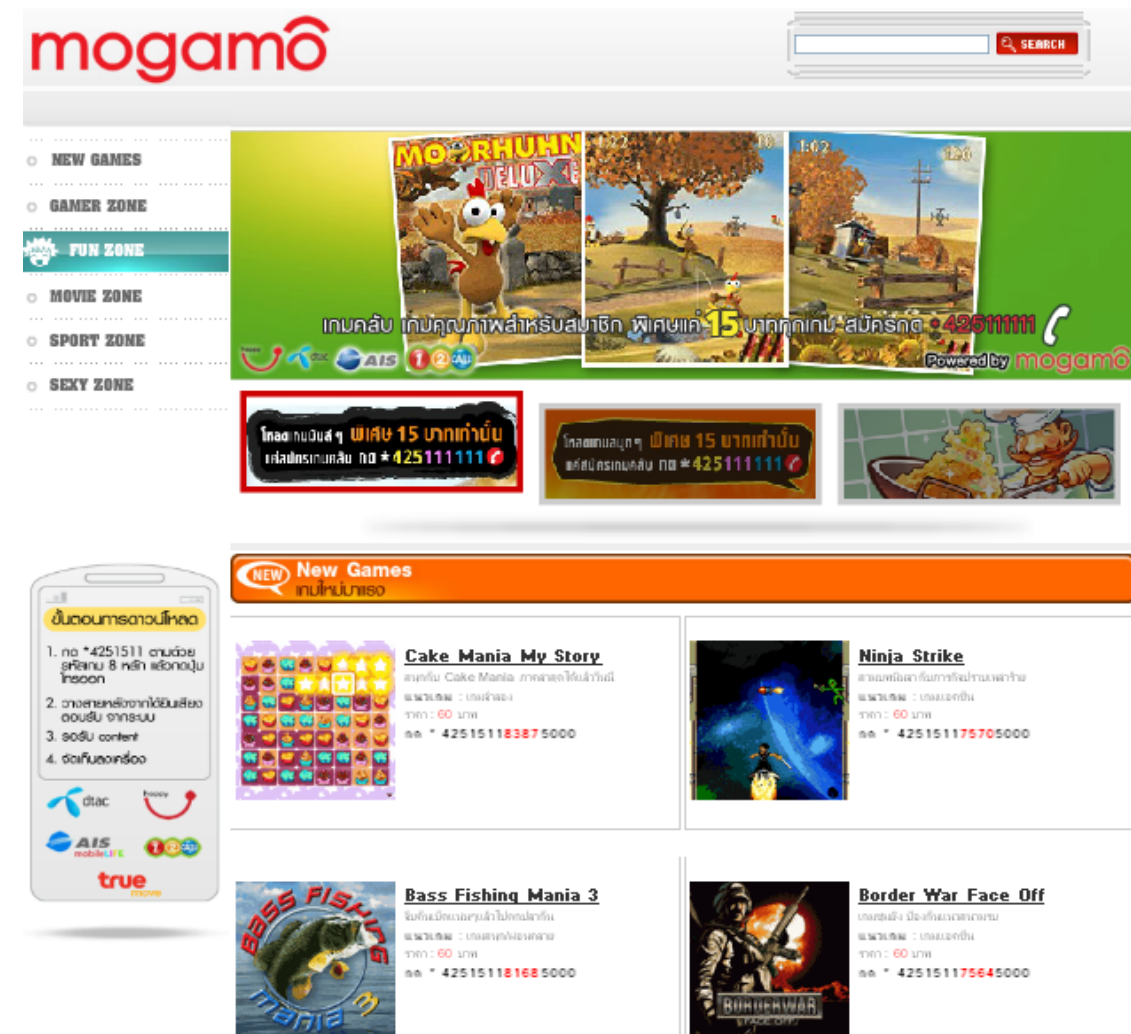
Mobile Game Motion (Mogamo)

- Games and content development for mobile devices
- Support Android, IOS, Blackberry, Windows

Website

www.mogamo.com

www.mogamag.com



Mosci Corporation

- Enterprise IT System management
- Hardware, software, IT asset management
- Enterprise IT policy manager
- IT security management for enterprise



Milestone

2008	Join Intel's ISV partnership for vPro/AMT technology development
2009	Launched StarCat 6.0 with Microsoft.NET 3.5 Technology
2009	Acer Computer Malaysia OEMs StarCat 6.0 Express software
2010	Over 30,000 Licenses installed in Malaysia
2011	More than 1,000,000 Licenses installed in Thailand, Malaysia and Europe
2012	Launched StarCat 7.0 on Andriod

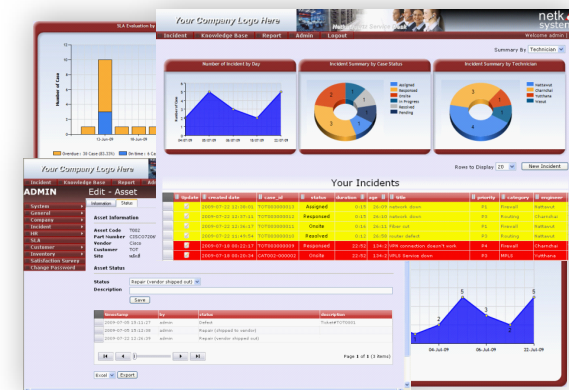
Netka Systems

www.netkasystem.com

www.facebook.com/netkasystem

Telecommunication Solutions

- Network management
- System management
- Service management



Reference Customers



The best of Tools & Infrastructure Application Asia Pacific ICT Alliance Awards 2011



The best of Application & Infrastructure Tools Thailand ICT Awards 2011

The Best of Telecom Application, TRIDI Telecom Innovation Award 2010

TNT Media

- Professional website design and development
 - Business Application & Software Development Services
 - Video & Multimedia Presentation Services
 - Flipbook e-book solution
- Website
 - www.tnt.co.th
 - www.flipbooksoft.com



Our Clients



Featured eBooks & eMagazine



ทีมประจัญบาน VS

By: **Tboysplus**
06/12/11 02:52 AM



Textile Forecast VOL

By: **fkcc_fashion**
11/11/11 03:52 AM



Thai Textile Outlook

By: **fkcc_fashion**
11/11/11 03:42 AM



Sample of full story



BANPU

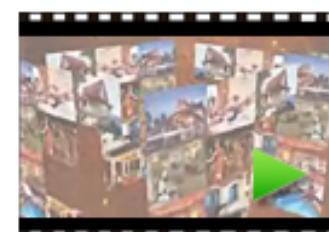


Golf



Parker

Some graphic scene



QQ



DPU

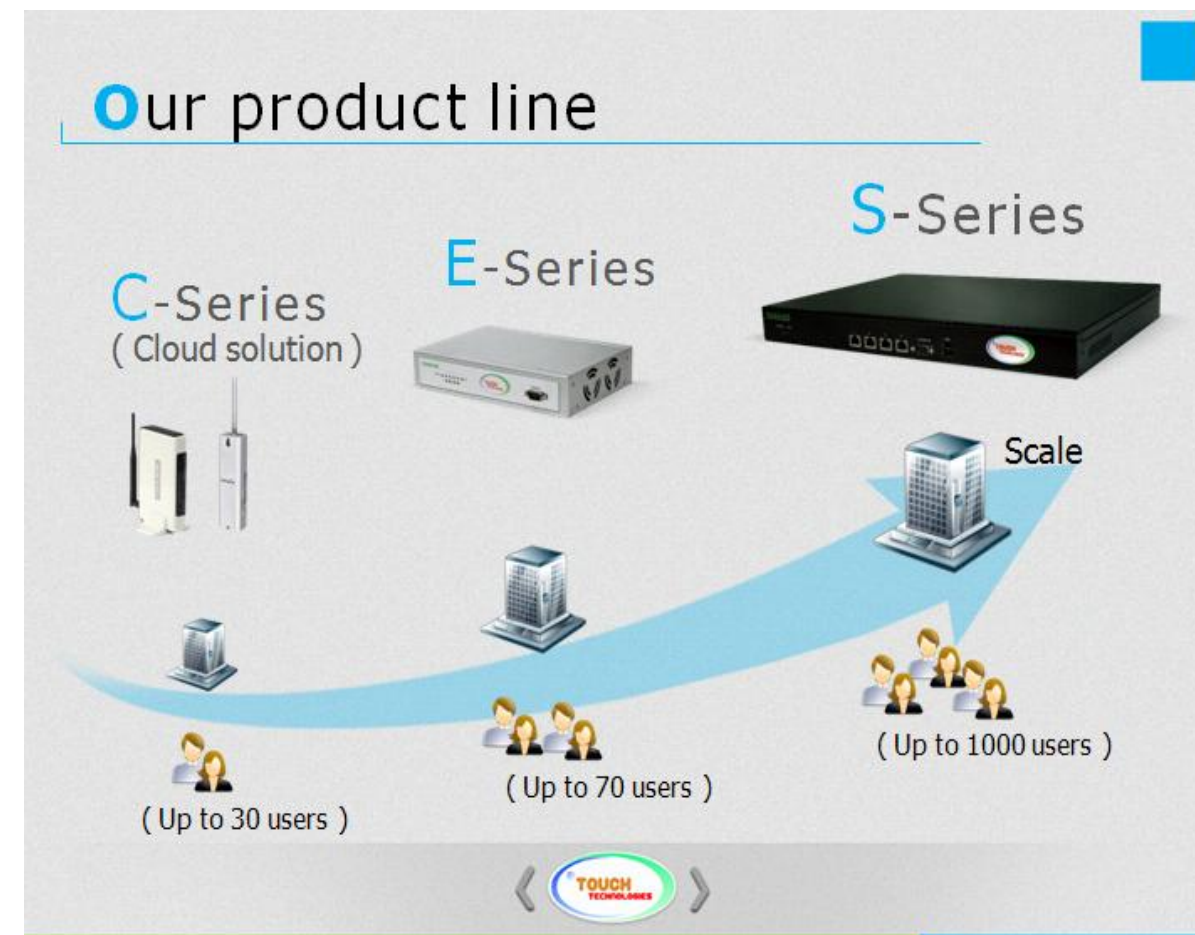


Tour Police

Touch Technologies

- Internet & WiFi access solutions
 - Hotel & hospitality
 - ISP & City WiFi
 - Schools, hospitals
- Mobile & Internet advertising solution
 - Location base advertising & signage
 - Android & IOS applications
 - Cloud Computing - Plug-and-Play WiFi
- Website
 - www.touch-ics.com
 - www.touchtechnologies.co.th

INTERNET SOLUTION IN A BOX



Thailand ICT Awards 2011



A-ONE

BANGKOK • PATTAYA

- Document and workflow management solution for enterprise
- <http://www.vertasoft.co.th/>



Vertasoft was established in 2007 by the team of software developers who have long experience in web application and the document management system. Incorporated with our ISO standards implementation experience made the Papyrus be one of the most conformal to its regulations. We believe in the quality rules, quality peoples will always deliver the quality works.

2009 Exhibited in SODEC 2009 (Software Development Expo) at Tokyo Big Sight

2008 Microsoft partner

2008 Intel partner

2008 Supported by BOI (The Board of Investment of Thailand)

2007 Member of Thailand Software Park

Our Customers

SVI Public Company
Limited

SVI Electronic (Tianjin)
Tianjin, China

Siam Fiberglass
Volrep Truck & Bus

Nelkent Company

PSP Furniture & Design

NEO Didactic Company

Advance Technology

Appliance Company

Wealth Management System

- Leading solution provider to financial institutions in asset, treasury and risk management
- www.wealth.co.th

	Citibank		Ocean Life Insurance Co., Ltd.	
	CITICORP		Government Saving Bank (GSB)	
	Deutsche Bank (Bangkok, China, Indonesia)			Government Housing Bank (GHB)
	CIMB Thai Bank Public Company Limited			Securities and Exchange Commission
	Bank of China Bangkok Branch			Government Pension Fund (GPF)
	TMB Bank Pcl.			Social Securities Office
	KASIKORN Bank PCL		Deposit Protection Agency	
	Siam Commercial Bank PCL		The Crown Property Bureau	
	UOB Radanasin Bank			Public Debt Management Office : Ministry of Finance
	Bank of Ayudhya Pcl.			Airport Authority Of Thailand
	AIG BANK : AIG Group (USA)			Krungsri Asset Management Co., Ltd.
	Krung Thai Computer Service Co., Ltd.		Krung Thai Asset Management PCL	

Credentials

- 2011. The 1st ever Software Company to be selected by Office of Small and Medium Enterprises Promotion (OSMEP) to convey Thai SMEs Role Model.
- 2010 WMSL and Microsoft launched the First Regional IT Campus Program with Mahasarakham University.
- 2009 Success Story with Intel Software Partner Program.
- 2008 Achieved World Class Standard “Capability Maturity Model (CMM) Level 3” from SEI – USA.
One of the 1st ever Software Company to be inducted into Software Park's Thailand Hall of Fame 2008.
- 2007 The 1st ever Software Company to win the SMEs National Award for the Software Business Category.
- 2006 The 1st ever Software, BONANZA Family, to win the Winner Award in Thailand ICT Awards (TICTA) 2006 for the Financial Application Category for the second year in the row.
- 2005 The 1st ever Software, BONANZA Investment, to win the “FRIT Prize” Award from HRH Princess Maha Chakri Sirindhorn and received the Award with the sponsored fund of 1 Million Baht for R & D on the 1st of August, 2005.

X-Treme Plus

- Multimedia Interactive Presentation Solution
- <http://www.xtreme-plus.com/en/>
- <http://www.facebook.com/XtremePlus>



Our Customers

- SCG
- Dumex
- CP Fresh Mart
- BNH
- Thanachart Bank
- Digital gateway
- Microsoft
- Chiangmai Safari



Thailand Excellence Software

From:

Thailand Excellence Software Award Ceremony 2010



The Winner (Media and Entertainment Application)

From:

THAILAND ICT AWARDS 2010

From Product/Project:

Netsync 3D Projection Display



In recognition of Outstanding Achievement

From:

THAILAND ICT EXCELLENCE AWARDS 2009

From Product/Project:

SCG Experience-IT for Innovation & Effective Process

11 Infotech

Our Services

Software for travel agents, Hotel reservation system, Booking engine, Hotel management system, XML Developer, XML Insertion, Web Developer, Web Analyse, Web Contents Search engine optimization, Search engine marketing.

Website

- <http://www.11infotech.com/>

Customers References

- <http://www.11infotech.com/our-member.html>

iBSota
B2B Online Solution

More Detail

Hotel + Package + Transfer + Sightseeing

The advertisement for iBSota features a blue starburst graphic with the text 'More Detail'. Below the title, four icons are shown in a row, separated by plus signs: a hotel building, a suitcase, a yellow bus, and a palm tree. Each icon is labeled with its respective service: Hotel, Package, Transfer, and Sightseeing.

oBSota
B2B2C Online Solution

More Detail

Hotel + Package + Air Ticket

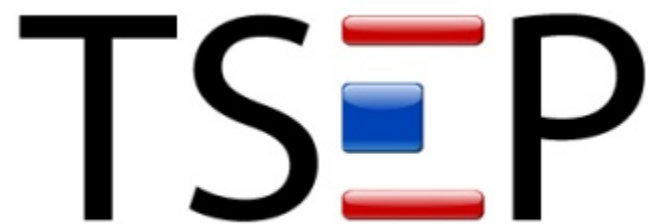
The advertisement for oBSota features a green starburst graphic with the text 'More Detail'. Below the title, three icons are shown in a row, separated by plus signs: a hotel building, a suitcase, and an airplane. Each icon is labeled with its respective service: Hotel, Package, and Air Ticket.

11-INFOTECH SYSTEM CO., LTD.
If it's I.T., We do it all.

Glossary

- TSEP Thai Software Export Promotion Association
<http://www.tsep.or.th>
- SIPA Software Industry Promotion agency (Ministry of ICT)
<http://www.sipa.or.th>
- DEP Department of Export Promotion (Ministry of Commerce)
<http://www.dep.thai.go.th> , <http://www.ditp.go.th/Default.aspx>
- DITP Department of International trade Promotion
(Ministry of Commerce) <http://www.thaitrade.com/home>
- Software Park <http://www.swpark.or.th/>
- BoI Board of Investment <http://www.boi.go.th/>
- ATCI Association of Thai ICT Industry [http:// www.atci.or.th](http://www.atci.or.th)
- ATSI Association of Thai Software Industry <http:// www.atsi.or.th>

Thank You



Thai Software Export Promotion Association

www.tsep.or.th