



# Business Transformation

Transforming for a better future

Audit Committee No. 47

16 December 2021





# The digital transformation trends

## Data Fabric

A flexible, resilient integration of data sources across platforms and business users, making data available everywhere it's needed regardless where the data lives.

## Total Experience

Business strategy that integrates employee experience, customer experience, user experience and multi-experience across multiple touchpoints to accelerate growth.

## Hyper Automation

A disciplined, business-driven approach to rapidly identify, automate as many business and IT processes as possible.

## Cloud-Native Platforms

Technologies that allow you to build new application architectures that are resilient, elastic and agile — enabling you to respond to rapid digital change.

## Generative AI

Learns about artifacts from data, and generates innovative new creations that are similar to the original but doesn't repeat it.

## Cybersecurity Mesh

Enables best-of-breed, stand-alone security solutions to work together to improve overall security while moving control points closer to the assets they're designed to protect

# Priorities the investment in digital transformation in your Organization (Select 3 Answer)



# The new landscape of digital transformation



On the up

46% of respondents said their digital transformation budget will increase over the next 12 months



All together

44% are implementing an organization-wide digital transformation strategy. Only 2% said their tactical technology implementation is not tied to their broader strategy



Big spenders

Data security measures

66%, automation

65%, customer-centric technologies

59%,

and cloud computing

57%

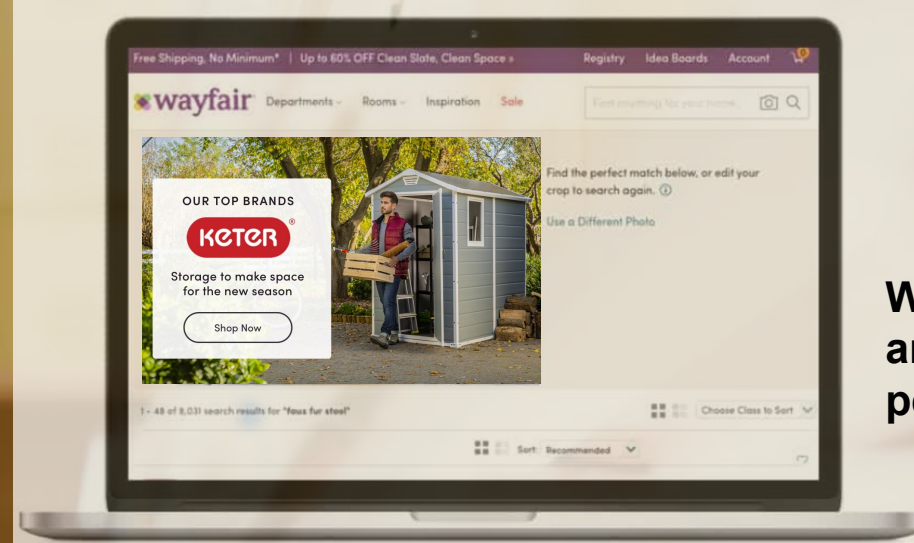
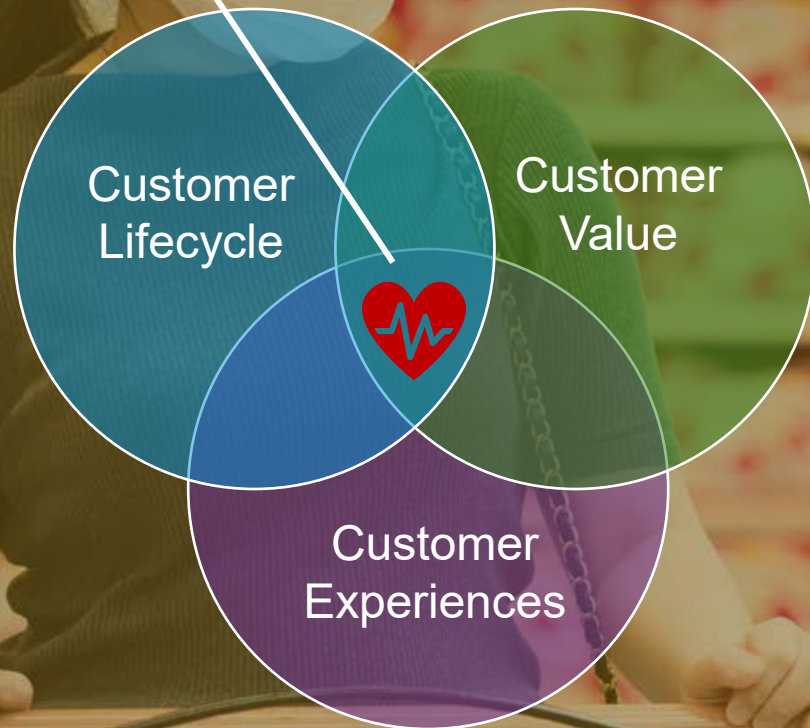
will be the most common areas for increased investment in the next 6-12 months





# Customer Centric Transformation

## Customer Centric Transformation



**Wayfair uses AI and data for hyper-personalization**

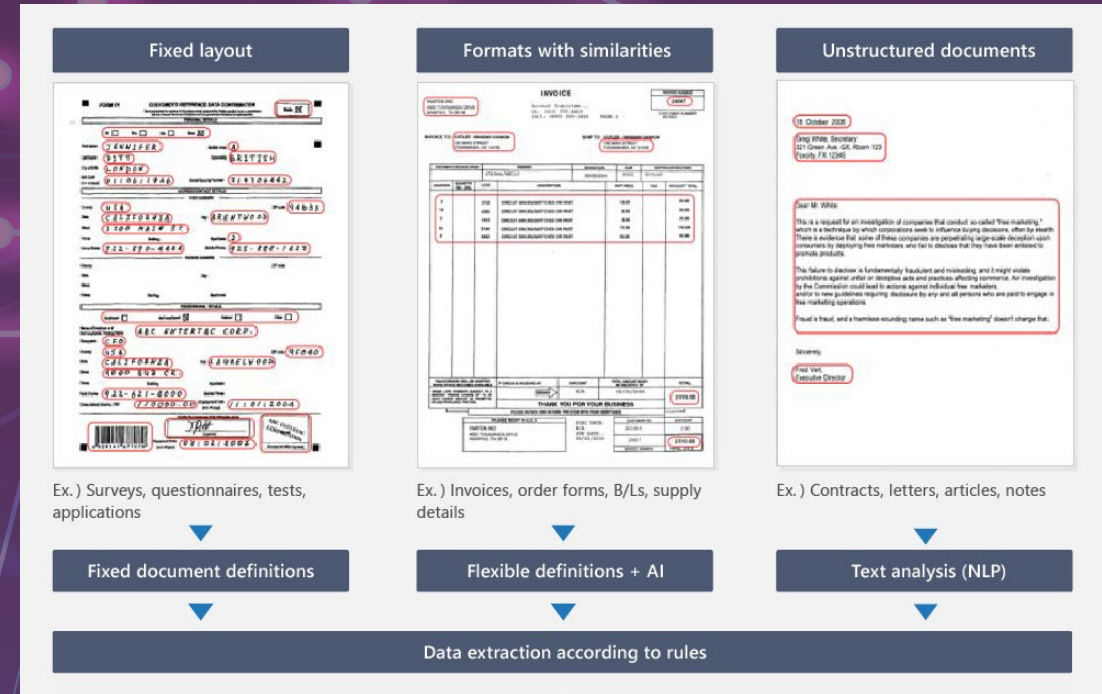
The company uses AI to create detailed buyer personas to show the most relevant products for customers, eliminating the need to scroll through pages and pages of products to find something they like. This makes sure that Wayfair isn't wasting its customers' time by recommending products that simply won't work with the items they already own.



# Hyper Automation

Hyper Automation brings together multiple components of process automation that stimulate the ability to automate work. It coalesces digital transformation technologies such as artificial intelligence (AI), NLP, deep learning, advanced analytics, vision/speech analytics and process mining, in addition to RPA at its core to automate complex processes.

## Hyper Automation in Accounts Payable (AP)

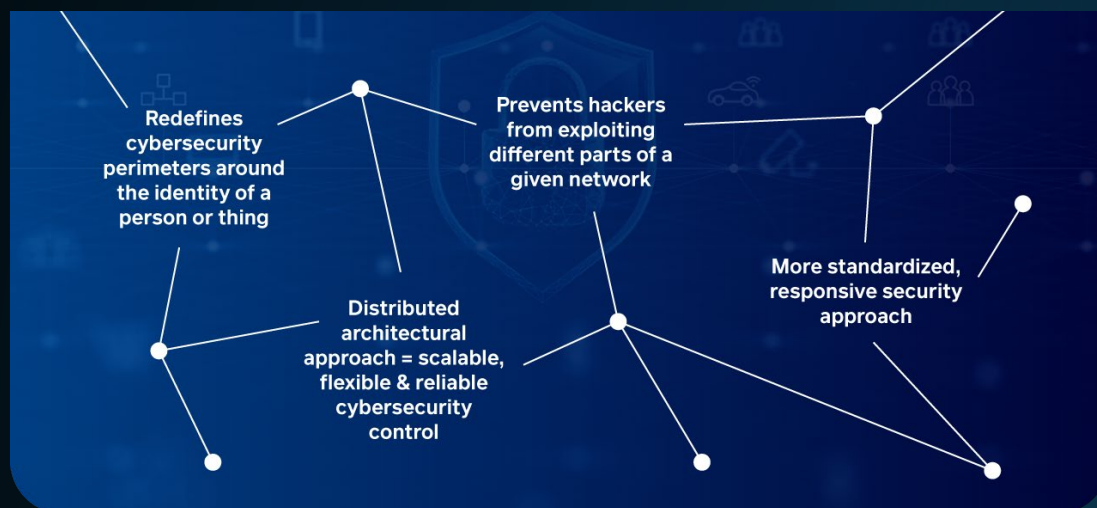


Hyper automation has opened the doors to simplification of the process by standardizing invoice formats, consolidating available data into a single data system. Inputs from ML and document extraction technologies such as Optical character Recognition (OCR), pre-existing RPAs get a boost to successfully facilitate right from receipt to payment by itself without external intervention in the AP process. It takes place in the following manner

# Data Security



Source: Cyber Security Trends



## Zero Trusted Architcture

The cyber security mesh is a key component of a zero-trust network philosophy, whereby any device is by default not trusted to access the broader network.

The mesh ensures that all data, systems, and equipment are treated equally and securely — it doesn't matter where they are located in (or out) of the network. Any connection to access data is by default considered “unreliable” until it is verified by the security protocol



# What is the stage of your cloud transformation?





## Contact:

### Ruangsak Laiwetpitaya Partner

Technology and Innovation

T: 064 959 2593

E: [ruangsak@kpmg.co.th](mailto:ruangsak@kpmg.co.th)

### KPMG Phoomchai Business Advisory Limited

48<sup>th</sup> Floor, 1 Empire Tower

South Sathorn, Yannawa

Bangkok, Thailand

T: (66) 2677 2000

F: (66) 2677 2222



[home.kpmg/th](https://home.kpmg/th)



Twitter: [@KPMG\\_TH](https://twitter.com/KPMG_TH)

LinkedIn: [linkedin.com/company/kpmg-thailand](https://linkedin.com/company/kpmg-thailand)

Facebook: [facebook.com/KPMGinThailand](https://facebook.com/KPMGinThailand)

YouTube: [youtube.com/kpmginthailand](https://youtube.com/kpmginthailand)

Instagram: [instagram.com/kpmgthailand](https://instagram.com/kpmgthailand)

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2021 KPMG Phoomchai Business Advisory Ltd., a Thai limited liability company and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.

