

UOB (Thai) and The FinLab help 15 Thai SMEs transform digitally through the country's first Smart Business Transformation Programme

Bangkok, 29 August 2019 – UOB (Thai) today showcased the digital transformation of 15 small-and medium-sized enterprises (SMEs) from the first Smart Business Transformation Programme held in Thailand. The programme, which began in May, was conducted by UOB (Thai) and The FinLab, in collaboration with the Digital Economy Promotion Agency (depa), National Science and Technology Development Agency (NSTDA) and the Office of SMEs Promotion (OSMEP).

Under the guidance from business, creative and technology experts in Thailand and across the region, the SMEs reviewed their business models, identified opportunities for improvement and mapped out long-term digital transformation strategies. The SMEs also evaluated and piloted technology solutions curated from more than 350 applications received by The FinLab.

The solutions piloted addressed various business challenges, including how to apply data analytics to understand existing and new customers better, how to use digital marketing to increase leads and sales, and how to improve efficiency through business process optimisation. These are very much in line with the findings of an online survey conducted by The FinLab¹, where SMEs in Thailand said their top two business growth strategies are entering new markets (54 per cent) and using digital marketing to grow sales (51 per cent).

Mr Tan Choon Hin, President and Chief Executive Officer, UOB (Thai), said, “The Smart Business Transformation Programme demonstrates our commitment to helping Thai SMEs embrace and be equipped for the growth opportunities presented by the digital economy. We recognise the active role we can play in contributing to the Thailand 4.0 initiative, which aims to help Thai SMEs innovate and adopt technology. With our established and integrated network across the region, UOB (Thai) is well-positioned to partner SMEs in their ambition to grow their businesses domestically and overseas.

Mr Felix Tan, Co-Head, The FinLab, said, “Through the Smart Business Transformation Programme, it was clear that each of these 15 SMEs have the drive and desire to transform their business. Throughout

¹ The FinLab conducted an online survey in October – December 2018. Close to 800 SMEs in Thailand participated in this survey.

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the programme, they displayed their commitment to tackling the issues within their businesses and openness to incorporating new ideas and digital solutions. With the know-how they have gained, they will not only be able to continue their business transformation but will be in a stronger position to face future challenges. These outcomes augur well for Thailand's economic and business landscape, and also support the Thailand 4.0 initiative which aims to grow the GDP contribution from SMEs to 50 per cent by 2025."

Positive outcomes from digital pilots implemented by SMEs

One of the SMEs that completed the programme is MCC Industrial New 1999 Co. Ltd, an automotive company which manufactures accessories for 4x4 off-roaders. Through the programme, MCC 4x4 Accessories connected with digital solutions that can help smoothen its business processes, such as Workforce, a Thailand-based labour management software. It also gained change management skills to implement these solutions effectively.

Ms Chanokporn Sirananont, Business Development Manager, MCC 4x4 Accessories said, "The Smart Business Transformation Programme has better equipped us to drive continuity and change, which is important to us as a family-run business looking to expand in the digital economy. We are now more confident to drive digital transformation, and are currently working with partners and digital solutions to implement workflow processes with faster turnaround and greater efficiency."

Warrix Sport Co. Ltd, the official kit sponsor for the Thailand National Football Team, is another graduate of the programme. Warrix is working with various technology providers, such as Boostorder, a Malaysian-based e-commerce solution provider, to develop a system to manage sales on multiple online channels.

Mr Wisan Wanasaksrisakul, Chief Executive Officer, Warrix, said, "The Smart Business Transformation Programme has helped us develop a structured approach to managing and to scaling our business. Recognising that a strong foundation is key to sustainable business growth, we are working closely with technology solution providers such as Boostorder to digitalise our core processes and sales channels. This approach will help us meet our online sales growth target of 15 per cent by year-end."

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About United Overseas Bank (Thai)

United Overseas Bank (Thai) Public Company Limited (UOB (Thai)) is a fully-licensed commercial bank with its network of 154 branches, 341 ATMs nationwide (as of 31 December 2018). UOB (Thai) is 99.66 per cent owned by Singapore-headquartered United Overseas Bank Limited (UOB), which has a global network of more than 500 offices in 19 countries and territories in Asia Pacific, Europe and North America.

UOB (Thai) is rated among the top banks in Thailand: AAA by Fitch Ratings. We offer innovative financial solutions, quality products and excellent services through understanding and identifying the needs of its customers. Generations of UOB (Thai) employees have carried through the entrepreneurial spirit, the focus on long-term value creation and an unwavering commitment to do what is right for our customers and our colleagues.

We believe in being a responsible financial services provider and we are committed to making a difference in the lives of our stakeholders and in the communities in which we operate. Just as we are dedicated to helping our customers manage their finances wisely and to grow their businesses, UOB (Thai) is steadfast in our support of social development, particularly in the areas of art, children and education.

About The FinLab

The FinLab operates acceleration programmes focused on propelling the growth of innovative financial technology (FinTech) and technology companies and catalyses the digital transformation of businesses. Since its inception in 2015, The FinLab has run two acceleration cycles for FinTech companies chosen from more than 700 applications from 44 countries. The third cycle of The FinLab's programme focused on helping SMEs on their digital transformation, including matching suitable and innovative FinTech and technology solutions with the needs of SMEs.

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Appendix - List of 15 SMEs in the Smart Business Transformation Programme and their Pilot Projects

No.	Small and Medium Enterprise (SME)	Technology Solution Company and Pilot Projects
1	<p>A Little Lullaby (Nappi Baby)</p> <p>Sector: Retail</p> <p><u>Overview and Aspirations</u></p> <p>Nappi Baby practices sustainable harvesting of bamboo to produce a full range of baby products made with bamboo fibre. It currently sells them in six countries.</p> <p>Nappi Baby aims to grow its brand and share the benefits of their products through stronger online marketing and branding. It is also looking to strengthen backend capabilities to scale for growth.</p>	<p>Offeo</p> <p>Offeo allows users to create videos and ads with designer templates and a library of photos, videos and audio. Its hassle-free interface allows any user to easily add animation and effects.</p> <p>Nappi Baby is using Offeo to create engaging videos of its baby products on social media, with the aim of improving product branding and increasing online sales. <u>Offeo helps to reduce the time it takes to produce such videos by up to 80%.</u></p> <p>BizSmart</p> <p>BizSmart is an interoperable suite of business management solutions integrated with UOB business accounts for SMEs to manage functions like HR, accounting, e-invoicing, inventory management and more, while on the go. It is powered by SAP Business One, in collaboration with Enterpryze and HReasily.</p> <p>With the implementation of a back-end Enterprise Resource Planning software, <u>Nappi Baby looks to improve the overall business efficiency, from accounting to finance, e-warehouse management and bulk sales management.</u></p> <p>Zaviago</p> <p>Zaviago is a website development and production studio that helps companies build next-generation websites with relevant plug-ins for e-commerce and other online initiatives.</p> <p>With Zaviago, Nappi Baby can revamp its website and fill it with professionally shot videos and photos – all done in only a few days. Nappi Baby can also build a website that has all the features they need to effectively grow their online sales. <u>When fully deployed, total revenue is projected to increase by 300% or more, because of the increase in online sales.</u></p>
2	<p>Always Vacation</p> <p>Sector: Travel and Tourism</p> <p><u>Overview and Aspirations</u></p> <p>Founded in 2011, Always Vacation is a travel agency</p>	<p>Novocall</p> <p>Novocall is a click-to-callback solution that proactively increases the conversion of web visitors into sales calls and customers. It is working with Always Vacation to create a widget on its website to better manage leads and turn them into sales conversions.</p> <p>With Novocall, website visitors can connect directly with Always</p>

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	<p>which plans trips for both corporations and individuals to worldwide destinations, specialising in developing customised itineraries to suit every traveller's taste and budget .</p> <p>Always Vacation wants to improve the overall customer experience by enhancing online self-bookings and continue the expansion of its trip offerings.</p>	<p>Vacation's sales representatives and book callbacks and appointment online. <u>When fully rolled out, sales conversions are expected to increase by 20%.</u></p> <p>BizSmart</p> <p>BizSmart is an interoperable suite of business management solutions integrated with UOB business accounts for SMEs to manage functions like HR, accounting, e-invoicing, inventory management and more, while on the go. It is powered by SAP Business One, in collaboration with Enterpryze and HReasily.</p> <p><u>Always Vacation will be implementing a back-end Enterprise Resource Planning software to manage their customer leads and bookings of the tours.</u></p> <p>Offeo</p> <p>Offeo allows users to create videos and ads with designer templates and a library of photos, videos and audio. Its hassle-free interface allows any user to easily add animation and effects.</p> <p>Always Vacation is using the Offeo interface to create captivating videos to better showcase its holiday packages to online shoppers. <u>Offeo helps to reduce the time taken to create such videos by up to 50%.</u></p>
3	<p>Artty Groups (Artty Brand)</p> <p>Sector: Retail</p> <p><u>Overview and Aspirations</u></p> <p>Artty Groups designs and produces premium fashion accessories from high-quality exotic leather.</p> <p>It aspires to master digital marketing and automate its sales processes and inventory management system, to maximise organizational capabilities and revenue generation.</p>	<p>BizSmart</p> <p>BizSmart is an interoperable suite of business management solutions integrated with UOB business accounts for SMEs to manage functions like HR, accounting, e-invoicing, inventory management and more, while on the go. It is powered by SAP Business One, in collaboration with Enterpryze and HReasily.</p> <p>Artty Groups will use BizSmart to implement a back-end Enterprise Resource Planning software. <u>When fully implemented, it can save up to 80% of the time needed for stock and inventory management.</u></p> <p>Tellscore</p> <p>Tellscore offers an influencer marketing platform that is powered by artificial intelligence and machine learning. Brands and businesses can use its platform to source for relevant influencers for their products and work directly with them.</p> <p>Artty Groups will be using Tellscore's platform to reach out to the right micro-influencers to promote its products. <u>This will increase the awareness of Artty Groups' brand and products, and the effectiveness of their marketing campaigns.</u></p>

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		<p>Anchanto</p> <p>Anchanto offers ecommerce fulfillment solutions for businesses to manage sales activities on multiple local and cross-border channels.</p> <p>Anchanto will be working with Artty Groups to develop solutions that allow Artty Groups to manage its e-commerce marketplaces and different websites on one single platform. This will <u>improve efficiency and reduce errors across Artty Group's online sales activities</u>. Anchanto also <u>enables Artty Groups to penetrate new markets, as Anchanto has a multitude of integrations to e-commerce marketplaces in many countries</u>.</p>
4	<p>Easypack</p> <p>Sector: Manufacturing</p> <p><i>Overview and Aspirations</i></p> <p>Easypack designs and manufactures customised, flexible, food-grade plastic packaging for all industries, including the cosmetic and medical industries.</p> <p>The company strives to build stronger brand awareness and digital marketing, improve sales conversions, and expand its sales to other countries.</p>	<p>Novocall</p> <p>Novocall is a click-to-callback solution that proactively increases the conversion of web visitors into sales calls and customers.</p> <p>Easypack is currently working with Novocall to create a widget on its website to better manage leads and turn them into sales conversions. <u>With Novocall, the time taken to respond to leads is expected to fall by 90%</u>.</p>
5	<p>Ethos Group</p> <p>Sector: Manufacturing and Distribution</p> <p><i>Overview and Aspirations</i></p> <p>Ethos Group consists of 3 registered companies with 5 business units. Its key revenue drivers are in the distribution of polymers, chemicals and lubricants to industrial companies.</p> <p>Recently, Ethos Group set up a new business to sell a new range of body products under a</p>	<p>Affable.ai</p> <p>Affable is building AI solutions to scale word-of-mouth marketing through social media micro-influencers. Using advanced computer vision and machine learning, Affable helps brands and businesses discover, manage and measure the most relevant influencers for their products.</p> <p>Ethos Group is using Affable's solution to efficiently select right micro-influencer partners to promote its TreeHut brand of products. <u>When fully implemented, it is expected to reduce the time taken to find the right influencers by 50%</u>.</p> <p>Scoutout</p> <p>ScoutOut offers a recruitment software suite for businesses to recruit talent. It uses an innovative algorithm to match jobseekers with relevant job postings.</p>

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	brand called TreeHut Thailand.	Ethos Group is currently using Scoutout to <u>source and identify the right talent</u> , not just for its new business, but also to <u>build and retain a stronger talent pool for its various business units within a shorter timeframe</u> .
6	<p>Grand Food Processing</p> <p>Sector: Food and Beverage</p> <p><u>Overview and Aspirations</u></p> <p>Grand Food Processing manufactures fresh fruit juices from tropical fruits like mangosteen and mulberry. It currently serves 12 markets including the USA, Singapore and Russia.</p> <p>The management plans to tap on digital solutions to increase brand and product awareness on social media and other platforms, and strengthen its backend capabilities to scale its business effectively.</p>	<p>BizSmart</p> <p>BizSmart is an interoperable suite of business management solutions integrated with UOB business accounts for SMEs to manage functions like HR, accounting, e-invoicing, inventory management and more, while on the go. It is powered by SAP Business One, in collaboration with Enterpryze and HReasily.</p> <p><u>Grand Food Processing is using BizSmart to better manage its accounting, customer relationships and inventory, so that it can better scale for growth.</u></p> <p>Offeo</p> <p>Offeo allows users to create videos with designer templates and a library of photos, videos and audio. Its hassle-free interface allows any user to easily add animation and effects.</p> <p>Grand Food Processing is using the Offeo interface to create captivating videos to showcase its fresh fruit juices and other products to online shoppers. <u>Offeo helps to reduce the time taken to create such videos by up to 50%.</u></p>
7	<p>Halo Innovation</p> <p>Sector: Industrial</p> <p><u>Overview and Aspirations</u></p> <p>Established in 2010, Halo Innovation is an industrial company specialising in PVC compound manufacturing for products such as wire and cable, profile, rubber hoses, and shoes.</p> <p>They want to adopt improved warehouse and real-time inventory management systems, and also digitalise the management of data and use data analytics to drill down on inventory information for a faster data-driven decision making to</p>	<p>BoostOrder</p> <p>BoostOrder has a module named BoostOrder Inventory, which offers features like a distributed stock count and paperless stock-in, stock-out using mobile devices. It also has another module named BoostOrder Insights, which develops interactive dashboards for users to track real-time inventory data.</p> <p>Halo Innovation is currently working with Boostorder to develop a warehouse management solution with the above two modules. <u>When fully implemented, the solution is expected to enhance the efficiency of Halo Innovation’s warehouse management processes by 40%.</u></p>

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	grow the business.	
8	<p>Kingdom Organic Network</p> <p>Sector: Food and Beverage / Agriculture</p> <p><u>Overview and Aspirations</u></p> <p>Kingdom Organic Network is a distributor of organic food and their own branded end-consumer products. While working on extending the shelf life of the produce, Kingdom Organic Network also looks to develop a centralised system for its network of organic farmers to input and manage the different stages of their production schedules for better logistics planning.</p> <p>By using technology to improve farm management processes for itself and its network of farmers, Kingdom Organic Network aspires to help at least 10 farms increase their sales. Kingdom Organic Network has plans to build a blockchain-based platform that can improve the efficiency, connectivity, and traceability of the sales of its organic products.</p>	<p>BizSmart</p> <p>BizSmart is an interoperable suite of business management solutions integrated with UOB business accounts for SMEs to manage functions like HR, accounting, e-invoicing, inventory management and more, while on the go. It is powered by SAP Business One, in collaboration with Enterpryze and HReasily.</p> <p><u>Kingdom Organic Network is using BizSmart to digitalise functions like accounting, invoicing and sales, which are currently tracked manually.</u></p> <p>BoostOrder</p> <p>Boostorder offers a B2B commerce & omni-channel e-commerce SaaS (software-as-a-service) for brands and distributors to accelerate sales online.</p> <p><u>It is working with Kingdom Organic Network to develop ecommerce solutions for its network of organic farmers to grow sales.</u></p> <p>Workforce</p> <p>Workforce is a cloud-based software that enables organisations to digitize human resource processes, distribute jobs on the go, and carry out real-time tracking of jobs.</p> <p>Through Workforce, Kingdom Organic Network and its network of farms can better manage orders and jobs placed on the network. They can also use and analyse the data collected from these tasks to improve their farm management processes.</p>
9	<p>MCC 4x4 Accessories</p> <p>Sector: Automotive</p> <p><u>Overview and Aspirations</u></p> <p>MCC 4x4 Accessories is an automotive company that specifically manufactures accessories for 4x4 off-roaders.</p> <p>Focusing on international expansion, MCC4x4 Accessories is currently running a distribution centre in</p>	<p>Workforce</p> <p>Workforce is a cloud-based software that enables organisations to digitize human resource processes, distribute jobs on the go, and carry out real-time tracking of jobs.</p> <p>Workforce is currently working with MCC 4x4 Accessories to develop a customised system that automates the distribution of customer orders, and better match MCC 4x4 Accessories' customers with their ecosystem of car dealer partners across Thailand. <u>This should enable customers to find suitable car dealers much faster, and increase customer satisfaction by up to 25%.</u></p>

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	<p>Melbourne, Australia, while also supplying its products across 30 countries globally. The company plans to use technology to increase the efficiency of their business operations and preserve accumulated business knowledge over the years to ensure business sustainability.</p> <p>Apart from these, it is also beefing up its e-commerce and online capabilities by revamping its website, and also employing digital marketing and growth hacking strategies.</p>	<p>Convolab</p> <p>Convolab is a chat management tool that allows for chats across different social media applications to be managed on one platform.</p> <p><u>MCC 4x4 Accessories is using Convolab as a tool to enhance their efficiency in connecting with their customers on online channels.</u></p> <p>BizSmart</p> <p>BizSmart is an interoperable suite of business management solutions integrated with UOB business accounts for SMEs to manage functions like HR, accounting, e-invoicing, inventory management and more, while on the go. It is powered by SAP Business One, in collaboration with Enterpryze and HReasily.</p> <p><u>With BizSmart, MCC 4x4 Accessories believes that this platform will be able to fulfill key business functions like HR, generation of staff payrolls, inventory management and invoicing.</u></p>
10	<p>MSS Stylists</p> <p>Sector: Retail</p> <p><u>Overview and Aspirations</u></p> <p>MSS Stylists is an online fashion clothing retailer with a focus on female consumers.</p> <p>While it currently uses various online platforms to reach its customers, it intends to consolidate and automate its sales and inventory management across these platforms. This will allow MSS Stylists to have better customer insights, and create stronger brand recognition for its designs and products.</p>	<p>Anchanto</p> <p>Anchanto offers ecommerce fulfillment solutions for businesses to manage sales activities on multiple local and cross-border channels.</p> <p>Anchanto is working with MSS Stylists to consolidate and streamline its sales activities, which come from over 20 stores. <u>When fully implemented, it is expected to help MSS Stylists increase efficiency in managing its stores by 10%.</u></p> <p>BizSmart</p> <p>BizSmart is an interoperable suite of business management solutions integrated with UOB business accounts for SMEs to manage functions like HR, accounting, e-invoicing, inventory management and more, while on the go. It is powered by SAP Business One, in collaboration with Enterpryze and HReasily.</p> <p><u>With the implementation of BizSmart, MSS Stylists can efficiently manage critical business functions like accounting, finance, human resource and online sales management.</u></p>
11	<p>Nakhonratchasima Honda Automobile (NHA)</p> <p>Sector: Automotive</p> <p><u>Overview and Aspirations</u></p> <p>Established in 2005, NHA is a leading distributor of new Honda</p>	<p>Pi R Square</p> <p>Pi R Square is a creative software house that specialises in developing mobile applications, websites and games for businesses.</p> <p>Pi R Square is currently in discussion to work with NHA to revamp its website, so that NHA can <u>better collect and analyse leads from its website, as well as manage sales activities.</u></p>

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	<p>passenger sedans in the Nakhonratchasima district. It also offers car insurance, as well as rental and bodywork & paint services to their customers.</p> <p>NHA aims to streamline key internal workflow processes like insurance sales and claims, and extend better customer service for its rental, bodywork and paint services.</p>	<p>Offeo</p> <p>Offeo allows users to create videos and ads with designer templates and a library of photos, videos and audio. Its hassle-free interface allows any user to easily add animation and effects.</p> <p><u>NHA is using Offeo's video creation platform to create captivating videos about its products, and better engage online audiences on their social media channels.</u></p>
12	<p>Organika House</p> <p>Sector: Retail</p> <p><i>Overview and Aspirations</i></p> <p>Organika House is a luxury spa and aromatherapy brand selling spa and skincare products and has its own restaurant.</p> <p>As its new flagship store in Baan Silom will soon open, Organika House plans to integrate their business systems for greater efficiency, gain better customer insights and use online channels to better target their customers, especially the overseas ones.</p>	<p>Aris</p> <p>Aris offers automated online retail solutions for brands and businesses to carry out social commerce.</p> <p><u>Organika House will be using Aris's solutions to increase its social marketing and social commerce activities on Facebook.</u></p> <p>Offeo</p> <p>Offeo allows users to create videos and ads with designer templates and a library of photos, videos and audio. Its hassle-free interface allows any user to easily add animation and effects.</p> <p><u>Organika House will be using Offeo's interface to create professional and engaging videos to promote its premium products, and improve on its social media marketing and audience engagement.</u></p>
13	<p>Orient Star International Logistics</p> <p>Sector: Logistics / Shipping</p> <p><i>Overview and Aspirations</i></p> <p>Orient Star is an international logistics service provider which offers freight forwarding services over sea and air.</p> <p>Orient Star plans to improve its workflow processes and overall business efficiency, and also to leverage real-time data to strengthen their logistics</p>	<p>Yellowfin</p> <p>Yellowfin offers a business intelligence and analytics platform which allows users to build interactive dashboards to understand their data better.</p> <p><u>Orient Star will be using Yellowfin to generate reports for analyzing and visualising data. When Yellowfin is fully implemented, it is expected to reduce report generation time by 30%.</u></p>

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	services.	
14	<p>Taweechoke Panich</p> <p>Sector: Manufacturing</p> <p><u>Overview and Aspirations</u></p> <p>Taweechoke Panich is a distributor of certified steel products coupled with customised processing services such as cutting to length, shearing and pressing.</p> <p>The company seeks to create greater transparency and efficiency throughout the whole value chain – from millers to distributors to retailers to buyers – through the use of technology so that every stakeholder will benefit.</p>	<p>BoostOrder</p> <p>Boostorder offers a B2B commerce & omni-channel e-commerce SaaS (software-as-a-service) for brands and distributors to accelerate sales online. It also has features that can digitalise transactions and processes for different parties in the steel industry.</p> <p><u>Taweechoke is exploring the use of BoostOrder to connect its partners and suppliers together, in their plans to create a more transparent, efficient, and better-connected steel ecosystem.</u></p>
15	<p>Warrix</p> <p>Sector: Retail</p> <p><u>Overview and Aspirations</u></p> <p>Warrix is an established wholesale and retail sportswear brand. It is also the official kit sponsor for the Thailand National Football Team.</p> <p>Warrix aims to transform the industry by building an online B2B2C platform for dealers to sell their products and bring about change management to these small retailers.</p>	<p>BoostOrder</p> <p>Boostorder offers a B2B commerce & omni-channel e-commerce SaaS (software-as-a-service) for brands and distributors to accelerate sales online.</p> <p><u>Boostorder is working with Warrix to develop a front-facing interface, which will allow Warrix to manage their staff, stores, sales agents and other key stakeholders with greater efficiency and effectiveness.</u></p> <p>With Boostorder’s solution, Warrix will also be able to <u>collect customer data across various touchpoints, and market relevant products to different customers.</u></p> <p>Anchanto</p> <p>Anchanto offers ecommerce fulfillment solutions for businesses to manage sales activities on multiple local and cross-border channels.</p> <p><u>Anchanto will be working with Warrix to develop solutions that allow Warrix to manage all its online sales on one single platform. This will improve efficiency and reduce errors across Warrix’s sales activities.</u></p>