

Entering the Era of Big Data

ICT Solutions for a New Age

Making sense of Big Data

Big Data is a broad term used to describe data sets that are so big that traditional methods of data processing are inadequate to compute, store, process and analyze them. It also refers to the use of predictive analysis to extract value from a particular set of data.

Data now stream from every aspect of daily life. The data flow is so voluminous that businesses, governments and individuals struggle to make meaningful sense of it. Data is generated not just from phones, computers and credit cards; smart systems that monitor traffic, buildings and even healthcare contribute to this endless stream of information inundating the world. And this is just the tip of the iceberg.

Information Communication Technology (ICT) plays an important role in making sense of Big Data. As our lives grow increasingly inseparable from the digital world, and every action generates an ever increasing pool of information, how data is managed and stored becomes even more crucial.

In the era of Big Data, connectivity together with the ability to store data securely, and process it meaningfully will determine how successful a business can become. Hence solutions that allow secure storage and management of critical data while allowing ease of access will shape how

well an organization or business is able to handle Big Data.

Across Southeast Asia, Big Data is beginning to make its presence felt and governments and businesses are starting to recognize the potential benefits that can be gained. However, not all Southeast Asian countries are necessarily equipped technologically, to jump onto this bandwagon. So which countries are primed to benefit from the ICT solutions that are capable of harnessing the Big Data revolution?

Why Thailand

In Thailand, ICT is actively promoted by the government as a developmental tool for the country to move towards a knowledge-based society and economy. The move towards a digital economy has gathered even more pace with the unveiling of the Digital Economy Plan in November 2014. The plan is designed to utilize digital tools to drive the economy. The Association of Thai ICT Industry (ATCT) estimated that Thailand's ICT market value reached nearly \$20 billion in 2012, with the communications industry capturing 76% of the market share while hardware and software segments took up 17.6% and 5.5%, respectively.

Comparative to her Southeast Asian neighbors, Thai companies are significantly more technologically advanced. And while there are numerous companies offering a range of ICT solutions, there are few that offer a holistic approach

to this issue. As such businesses often find themselves in situations where they have to work with multiple vendors just to integrate hardware and software solutions. While for a long time, this has been the accepted practice, things are beginning to change.

Toshiba's vision of a "Human Smart Community" is built on the promise that a safe, secure and comfortable society can be achieved through technology that enhances everyone's well-being. This can be delivered through their product philosophy, "lifelogology". A combination of the words "life" and "technology", "lifelogology" refers to technologies, products and services that come together to create solutions that have transformative effect on the quality of human life.

Debuting in 2014, Toshiba, through its regional arm Toshiba Asia Pacific (Thailand) Co. Ltd. (TATC) provides "total solutions" tailored to common client's needs. From planning and consultation, to operations and maintenance, with intensive support systems accessible on request, from anywhere, day in day out, TATC is looking to tap into Thailand's ICT market. Already with a presence in Singapore, the new entity in Thailand is its second step towards enhancing its business in the ASEAN region.

Collaborative Innovation

By utilizing the company's broad experience in system architecture, insights from customers,



as well as original technologies and support strength, Toshiba is able to meet the varied needs of the customer. With ample support from the sales, technology and development department, reliable and fast solutions can be provided.

Driving TATC's foray into Thailand's ICT ecosystem will be the philosophy of 'Collaborative Innovation'. Toshiba Solutions Corporation's basic stance is to share a variety of issues with customers in order to realize customer growth and prosperity. Customers are treated as partners, working in tandem towards innovative solutions in order to create a better business environment.

By focusing on "human strength", "technology strength" and "support strength", Toshiba continually looks to enhance

customer satisfaction as the No. 1 solutions partner, earning the highest evaluation and trust from their customers. Toshiba's principle vision of "collaborative innovation" is reflected in the provision of ICT technologies that address sustainable development issues and optimize business performance, no matter how radically those business requirements may change and grow.

Total Life Cycle Support for ICT Solutions

Toshiba offers total solutions from planning to consultation, operation and maintenance. This intensive life cycle of support covers Industry, Business, Engineering and Platform solutions.

With consultation services and field know-how covering a broad range of industries, Toshiba provides ICT system integration services that incorporate embedded business problem-solving capabilities and cross-industry solutions – built to client's needs, combining an efficient, secure and stable platform, with expert advice and enhancement models available on request.

Toshiba's engineering, technologies and advanced research support solutions, among other key services, involves the use of advanced production technologies that are produced by Toshiba's state-of-the-art "IT Engineering Laboratory" and "Manufacturing Engineering Centre", where the finest innovations in information communications technology are created and tested. This allows Toshiba to deliver to its clients the most efficient and highest quality products and solutions.

Having evaluated Thailand's future ICT needs, TATC has created a project methodology that encompasses all aspects, providing a holistic approach to providing ICT solutions. This project development process includes:

1. Business to ICT Alignment Consultancy
2. Detailed Requirements Analysis
3. Solution Architecting & Design
4. System Implementation

- (Installation, Configuration, Customization & Development)
5. System Integration & Testing
6. Project Management
7. System & Network Maintenance Support Services

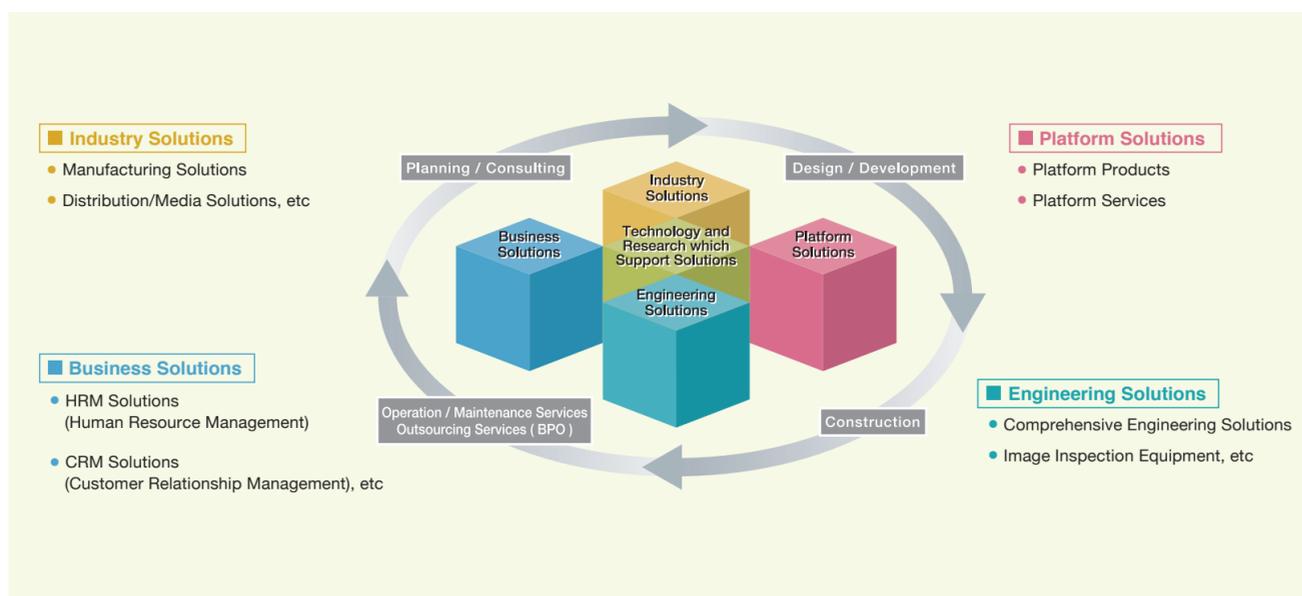
With a long tradition of innovation in Japan's history of computers, Toshiba continues to blaze a trail in ICT solutions. With an everchanging business environment that is increasingly dependent on cloud computing, where businesses "use" but don't "own" systems, Toshiba's expertise in high level technology, construction of various IT infrastructure and a support team designed to service and maintain the system, sets them apart from the competition.

Toshiba Know-how: A Choice for Thailand

Toshiba Group has inherited a name of excellence as the world's leading innovator of technology. With core business advantages in handling the IT field, Toshiba Solutions possesses next generation research capabilities and technology strengths from decades of cultivation and organizational input. TATC operates as a subsidiary of Toshiba group, with growing reach and influence expanding across Asia.

To see the whole picture, Mr. Hiroyuki Sawada, President of Toshiba Asia Pacific (Thailand) Co., Ltd. says, "while we appreciate our urban comforts today, it is important that we help develop the country of Thailand with a sustainable future in mind."

As Thailand continues its drive to create a digital economy to boost its GDP, Toshiba remains committed to its corporate vision of growing creativity and innovation as well as contributing to a safer, comfortable and more secure society for everyone, everywhere. In Thailand's push to enhance its ICT infrastructure, Toshiba will continue to play an important role in this development.



Solutions	What Toshiba can provide
Industry Solutions	With consultation services and field know-how covering a broad range of industries, Toshiba provides system integration services to solve your business problems.
Platform Solutions	Optimum services and products are combined as necessary to meet the customer's requirements for a platform supporting the system foundation, and are offered as a solution to solve the problem.
Engineering Solutions	With a strong background in leading technology as well as rich experience and performance, Toshiba creates new forms of solutions and systems for a broad range of industrial sectors.
Business Solutions	Toshiba provides software solutions and services for managing and enhancing customer's business, based on our years of expertise and best practices from various industries.