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PwC Consulting and Thai Listed Companies Association Host 2nd Risk Mgt Seminar on 'Decoding SMAC'



PwC Consulting (Thailand) Ltd and Thai Listed Companies Association (TLCA) on Tuesday hosted a seminar to share knowledge with business sectors on the SMAC – the convergence of Social, Mobile, Analytic and Cloud technologies.

The two-hour event, entitled 'Decoding SMAC: Emerging Information Technology in a Changing Business World' was held at the 11th Floor Room 1101, the Stock Exchange of Thailand (SET) and covered the essence of Digital Transformation technologies that are increasingly changing the way people engage with corporations, authorities and their communities.

Vilaiporn Taweelapontong, Partner for PwC Consulting (Thailand) shared her insights on how the four key technologies will continue to change people's lives and work operating models as well as business strategies.

SMAC creates the possibility for new ways to develop products, interact with customers, partner with others, compete, and succeed. These new technology trends are deeply changing the ecosystem in which companies compete: consumers are leading mass technology adoption for enhanced shopping experience and enterprise are forced to adopt new business model.

Leading companies, including those in Thailand, are increasingly adjusting their business and enterprise architectures to be more attuned to participating in or integrating with expanding digital ecosystem spaces.

The session was joined by more than 30 participants from variously different industries including banks, IT and media and entertainment.