STTelemedia Global Data Centres

PRACTICAL INSIGHTS

Bangkok, Thailand | 28 August 2025

BUDSARIN PRADITYONT | COUNTRY HEAD, THAILAND, STT GDC

WELCOME ADDRESS

HERE IN THAILAND

WE HAVE 3 ADVANCED FACILITIES POWERING DIGITAL INFRASTRUCTURE IN THAILAND

STT BANGKOK 3

ONE BANGKOK

STT BANGKOK 1

STT BANGKOK 2

DATA CENTRES ARE NOW A KEY FOUNDATION OF THE WORLD'S DIGITAL FUTURE

AND THE ENGINE DRIVING THE REGION'S NEXT WAVE OF GROWTH!

DATA CENTRES MUST EVOLVE TO BECOME SMARTER, MORE EFFICIENT, & SPECIFICALLY BUILD TO HANDLE DENSE AI WORKLOAD AT SCALE

AI IS DRIVING AN EVEN GREATER NEED FOR HIGH-PERFORMANCE COMPUTING

... WHICH CREATES NEW CHALLENGES AROUND HEAT, ENERGY EFFICIENCY, & SUSTAINABILITY

ASST. PROF. DR. EKAPOL CHUANGSUWANICH | DEPUTY DIRECTOR, ARTIFICIAL INTELLIGENCE CENTRE, CHULALONGKORN UNIVERSITY

1 SHAPING THAILAND'S AI WORKFORCE

THE MOST URGENT SKILL IN THAI WORKFORCE IS

HOW TO EVALUATE AI SOLUTIONS SYSTEMATICALLY

RATHER THAN JUST PROMPTING!

AI

AI IMPACTS SPECIFIC TASKS WITHIN JOBS

RATHER THAN ENTIRE JOBS OR INDUSTRIES

A KEY SKILL FOR FUTURE WORKFORCE

KNOWING HOW TO USE AI IN EVERYDAY JOBS

IDENTIFY WHICH TASKS REQUIRE AI, DEVELOP SOFT SKILLS, DIGITAL SKILLS (eg. DATA MANAGEMENT) & DOMAIN EXPERTISE

EASY FOR AI	HARD FOR AI
▷ INFORMATION CURATION & SEARCH ▷ REPETITIVE TASKS	▷ TASKS REQUIRING EMPATHY ▷ TASKS REQUIRE PHYSICAL COMPONENTS ▷ TASKS WITH HIGH SPECIALISATION

AI IS NOT A SPECIALISED SKILL

EVERYONE IN THE COUNTRY NEEDS AI SKILLS TO STAY COMPETITIVE

DIGITAL SKILLS ARE FOUNDATIONAL

ICT → DIGITAL → AI

THEY ARE NOT PASSING TRENDS

AI COMPETENCY FOR ALL

NURTURING AI PROFESSIONALS

DR. NARUT SOONTRANON | SENIOR DATA SCIENCE LEADER, BFSI

2 AI-POWERED LENDING TRANSFORMATION

3 COMPONENTS FOR EFFECTIVE AI

- AMOUNT OF DATA
- PERFORMANCE CHIP
- ADVANCED ALGORITHMS

AI CAN PERFORM AUTOMATED & DYNAMIC CREDIT SCORING

BY OBSERVING MILLIONS OF TRANSACTIONS, OFFERING POTENTIALLY BETTER DECISIONS THAN HUMAN ANALYST DUE TO DATA PATTERNS

THE FUTURE OF LENDING DECISIONS COMBINES THE STRENGTHS OF BOTH: AI & HUMAN EXPERTISE

AI FOR ANALYSIS

HUMANS FOR EMPATHY

OUTCOMES

IMPROVED OUTCOMES

INCLUSIVITY

AI / MACHINE LEARNING USE CASES IN BANKING

RISK & FRAUD	OPERATIONS	CUSTOMER EXPERIENCE	MARKETING
RISK MANAGEMENT ON CREDIT SCORING WHICH REQUIRES TRANSPARENCY & FAIRNESS FRAUD DETECTION WITH HYBRID AI/ML HUMAN HYBRID DUE TO EVOLVING SCAMS	CHATBOTS USING LLMs FOR CALL CENTERS & CUSTOMER SERVICE PROCESS AUTOMATION LIKE EXTRACTING INFORMATION FROM FORMS	PERSONALISED OFFERING & PRODUCT RECOMMENDATION eg. CREDIT CARDS, HOUSING LOANS VIRTUAL ASSISTANTS	PROPENSITY MODEL FOR CROSS-SELLING & UPSELLING LIFESTYLE SEGMENTATION USING CREDIT CARD TRANSACTION DATA TO UNDERSTAND CUSTOMER BEHAVIOUR

ANTHONY ARUNDELL | SENIOR VICE PRESIDENT, ONE BANGKOK

3 AI FOR URBAN INTELLIGENCE: UNLOCKING THE FUTURE SMART CITY POTENTIAL

70% OF POPULATION WILL MOVE IN CITIES BY 2050

THIS PUT IMMENSE PRESSURE ON CITIES FROM URBANISATION, MOBILITY SHIFTS, ENERGY TRANSITIONS & WELLNESS ASPECTS

SUSTAINABILITY GOALS ARE INSEPERABLE FROM AI & TECHNOLOGY!

ONE WAY WE CAN SEE AI IMPACT CITIES LIKE BANGKOK IS TRAFFIC MANAGEMENT

AI INTEGRATION REQUIRES COLLABORATION

PRIVATE SECTOR

GOVERNMENT

CITIZENS

AI

MODERN BUILDINGS HAVE THOUSANDS OF SENSORS COLLECTING MILLIONS OF DATA POINTS, WHICH AI PROCESSES INTO "ACTIONABLE INTELLIGENCE" TO IMPROVE OPERATIONS, REDUCE COSTS ETC

DATA PRIVACY, ETHICAL USE, AND THE NEED FOR ROBUST GOVERNANCE MODELS IS STILL A CHALLENGE!

ONE BANGKOK

A SMART CITY DEVELOPMENT DESIGNED AROUND BEING:

- ▷ PEOPLE-CENTRIC
- ▷ SUSTAINABLE
- ▷ SMART CITY LIVING

AI APPLICATION:

- FAULT REPORTING & RECTIFICATION
- AI IN RETAIL OPERATIONS
- AI & ENERGY MANAGEMENT