



Thailand Digital Excellence Awards 2024

Organized by



Knowledge Partner



Thailand Digital Excellence Awards 2024

TMA – Thailand Management Association was established in 1964 in order to support and help improve the country’s competitiveness and sustainably strengthen the private sector including being a center of business community for top business executives from top Thai companies from every industry.

ในปัจจุบัน digital transformation has role สำคัญ and become one of the key success factors in business sectors. To support the country’s competitiveness and improve digital management. TMA initiated Thailand Digital Excellence Awards to recognize and honor Thailand’s excellent organizations in digital management and ยกกระดับ digital management standards in Thailand

Objectives

1. To understand the potential of organizations in digital transformation in both public and private sectors in Thailand
2. To support and enhance organizations improving digital management standard class including stimulating and pushing organizations to use more digital technologies.
3. To recognize and honor Thailand’s excellent corporation in digital transformation and management.
4. To share and present excellent digital management from digital technology leaders which Thai organizations can learn way to implement and invest in digital technology.
5. To support and encourage organizations to keep improving digital management strategies.

Thailand Digital Excellence Awards

Thailand Digital Excellence Awards with the objectives to support and enhance Thailand digital management standard class, objectives to understand where Thai companies are on this journey, and what it takes to accelerate the digital transformation of the Thai economy, TMA in collaboration with the Boston Consulting Group (BCG) are conducting Digital Acceleration Index survey (DAI) as a tool of Thailand Digital Excellence Awards. The DAI survey is based on the Digital BCG Framework, broadly recognized as a world leading measurement of digital maturity with the aim is to understand the digital maturity of organizations in Thailand. The survey will allow us to understand the practices of organizations in digital strategy and operations across 8 dimensions.

1. Purpose & Strategy
2. Outcomes – Personalized Customer experiences & relationships
3. Outcomes – New offers, services & business models
4. Outcomes – Bionic operations
5. Human – Dynamic platform organizations
6. Human – Digital talent
7. Tech – Modular technology
8. Tech – Data & AI

DAI survey will be measured in 4 levels

Level 1 Digital Starter: Unclear Digital vision, business and IT sometimes work on digital topics based on ad hoc demands, align only if projects jointly executed. Organization not yet digitally enabling.

Level 2 Digital Literate: Clear vision, strategy and roadmap defined. Processes are being digitized and businesses, functions execute digital initiatives, but in functional silos. Digitally enabling governance in place.

Level 3 Digital Performer: Strong digital mindset and agile culture. Business and IT have jointly built key digital capabilities across all areas. Digital initiatives are built and commercialized with success. Some disruptive businesses have already been launched.

Level 4 Digital Leader: Initiatives are contributing to strategy with a clear value added. Digital has been embedded throughout the company: innovation, value proposition, tech, and operation. Outperforms peers in key digital metrics, and digital is seen as the key driver of the company's value.

Thailand Digital Excellence Awards timeline

- Registration in Feb – July 2024
- DAI survey in April – mid August 2024
- Play-off interview in mid September – mid October 2024
- The Awards Ceremony will be held on Wednesday, November 27th 2024, in Bangkok