



Thailand Digital Excellence Awards 2025

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The Thailand Digital Excellence Awards aim to support and enhance Thailand's digital management standards, as well as understand where Thai companies are on this journey and what it takes to accelerate the digital transformation of the Thai economy. In collaboration with the Boston Consulting Group (BCG), TMA is conducting the Digital Acceleration Index survey (DAI) to determine the recipients of the Thailand Digital Excellence Awards. The DAI survey is based on the Digital BCG Framework, broadly recognized as a world leading measurement of digital maturity. Using this tool, we aim to understand the digital maturity of organizations in Thailand.

Objectives of Thailand Digital Excellence Awards:

1. To understand the potential of organizations for digital transformation in both public and private sectors in Thailand
2. To support and enhance organizations in improving digital management standards, including stimulating and pushing organizations to use more digital technologies.
3. To recognize and honor Thailand's leading organizations for their excellence in digital transformation and management.
4. To share and present exemplary digital management practices from digital technology leaders, enabling Thai organizations to learn how to implement and invest in digital technology.
5. To support and encourage organizations to keep improving their digital management strategies.

Survey Methodology:

The DAI survey allows us to understand the practices of organizations in digital strategy and operations across eight dimensions:

1. Strategy
2. Outcomes – Innovation
3. Outcomes – Customer Experience
4. Outcomes – Operations
5. Enablers – Technology
6. Enablers – Data
7. Enablers – Op Model
8. Enablers – People

Based on the outcomes of the DAI survey, organizations are categorized into four levels:

Level 1 Digital Starter: Unclear Digital vision, business and IT sometimes work on digital topics based on ad hoc demands, aligning only if projects jointly executed. Organization is 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.

Timeline

