**SCG joins forces with Microsoft to drive complete digital transformation,   
delivering customer experiences with intelligence, agility and beyond   
through innovations for the future**

**Bangkok, 7 June 2022 –** SCG and Microsoft Thailand have announced a partnership to strengthen SCG’s capabilities as a digital organization. Both parties will seek to deliver better experiences for customers with world-class digital technologies that bring **greater intelligence** to understand and anticipate customers’ changing needs, **greater agility** to achieve superior service quality and speed, and **greater capacity for innovation** to develop new solutions that meet the demands of the future. Driven by the core concept of **“Building New Frontiers of Innovation”**, this strategic partnership will see SCG and Microsoft work closely together over the next five years.

**Mr. Roongrote Rangsiyopash, President and CEO of SCG**, said, “This partnership is another important step forward for SCG as we continue on a digital transformation journey with the goal of enhancing business capabilities and bringing better quality of life in the fast-changing digital era. In recent times, SCG has been making use of advanced technologies in many facets of operations – including **the development of innovative solutions for better living**, such as **SCG Bi-ion** technology for eliminating airborne germs or **SCG IoT Sensing Thermostat** for wireless, intelligent, energy-efficient control of air conditioning systems; **value chain management** through systems such as the **TRUCK GO** transportation management system for businesses and small-to-medium-sized logistic service providers, which helps to reduce cost by 60% through shortened operation time, and the **Prompt Plus** online ordering platform, which offers more than 10,000 retailers enhanced cost and inventory management; and **enhancements to manufacturing capabilities**, such as SCG Chemicals’ (SCGC) adoption of artificial intelligence (AI) from Microsoft’s Project Bonsai platform to develop a **digital twin** that enables better optimization of the production line for processes such as switching to a different grade of plastics or further tuning to meet exact customer demands – all while also saving time.”

Mr. Roongrote added: “SCG is delighted with the opportunity to bring together the two companies’ capabilities and create products, services, and solutions that better respond to our customers’ demands. World-class technologies from Microsoft – such as artificial intelligence, machine learning, metaverse, and quantum computing – will combine with SCG’s deep understanding of customer experiences and expertise in developing innovations for our changing lives, ultimately enabling us to offer customers better quality of life at an even faster pace.”

**Mr. Dhanawat Suthumpun, Managing Director of Microsoft (Thailand) Limited**, said, “Microsoft believes that technology is best placed to create positive change in our society when it is in the hands of those who most deeply understand people’s needs, opportunities, and challenges. This is why we are working to strengthen SCG with innovations that respond to needs in three key areas:

* **Building for Intelligence** amidst changing market and social landscapes, such as enabling SCG Home retail and online customers to more easily explore, discover, and compare products that fit their individual needs – thanks to deep insights from provided by artificial intelligence

Another example of this facet of the partnership is the deep data analysis employed by the Digital Commerce Platform, which helps SCG to better understand and anticipate market needs and better respond to changes – ultimately leading to 70% shorter wait times before a delivery schedule is confirmed.

* **Building for Agility** across every aspect of operation – such as the Smart Manufacturing Campus Solution – CPAC Green Solution by SCG’s Cement and Green Solution business. This project uses AI and metaverse to combine machinery, people, and processes into a single big-picture perspective that paves the way to faster and safer management of production lines. Risks can be identified and addressed ahead of time, while resources can be utilized to make the greatest impact in line with the circular economy concept. This solution will also be scaled up and applied to SCG’s network of partners to elevate the competitiveness of the industrial sector.
* **Building for the Beyond** is how the partnership will anticipate and develop for the needs of the future, accelerate the process of innovation, and create greater degrees of participation for various stakeholders. This may include joint creation and design opportunities in the metaverse, or acceleration of research and development through quantum computing.

Under this partnership, Microsoft will support SCG in integrating digital innovations into every aspect of operation through valuable core technologies and tools – including the Azure cloud platform and solutions such as Dynamics and Microsoft 365 – that enhance productivity for everyone in the organization. Furthermore, Microsoft Cloud for Sustainability will further SCG’s goals for global sustainability under the “ESG 4 Plus” guideline (Set Net-Zero – Go Green – Reduce Inequality – Embrace Collaboration, plus harness good governance) alongside the use of digital innovations in day-to-day business and creation of new products and solutions.”

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**About SCG**

SCG, one of ASEAN’s leading conglomerates, operating business in compliance with ESG principles and sustainable development goals in the economy, society, and environment underpinned by good governance. SCG is comprised of three core businesses: Cement-Building Materials Business, Chemicals Business, and Packaging Business. SCG strives to respond to our customer’s diverse needs through collaborative partnership cultivation and innovative products, services and solutions development, in line with its promised “Passion for Better.”

More information: https://scgnewschannel.com/

**About Microsoft**

Microsoft (Nasdaq “MSFT” @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

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