มาตรฐานแอปพลิเคชันภาครัฐ
สำหรับอุปกรณ์เคลื่อนที่

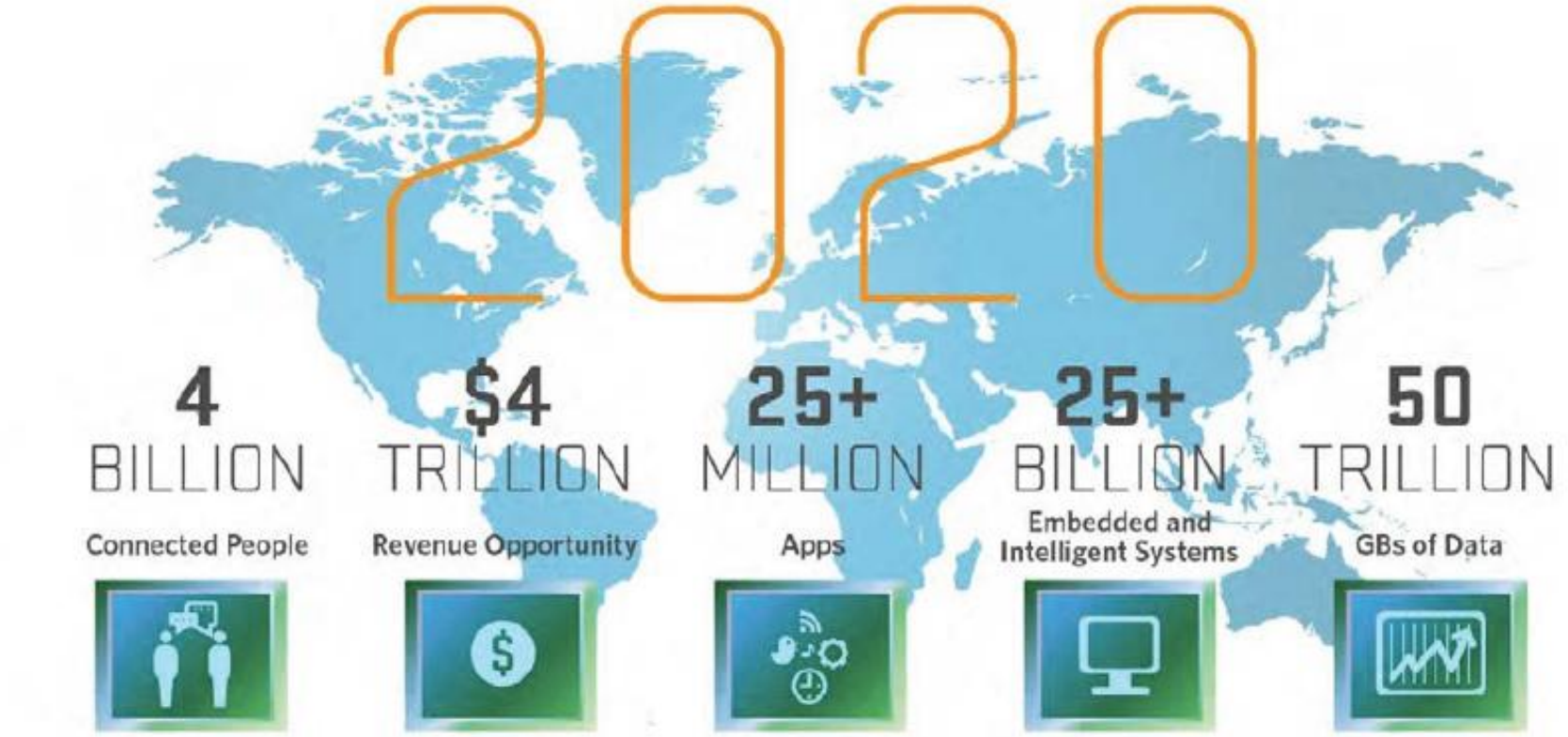
"GETTING READY FOR MOBILE APP ERA"

by We Build & Operate Co.,Ltd.

1 / 9 / 2558

Nowaday

Internet of Things



Source: Mario Morales, IDC

Application

Big Data

Cloud Computing

Digital Economy

Applicaion (mobile)

Paradigm Shift of Medias

6th

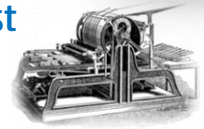
4th

2nd

5th

3rd

1st



the 7th Media

THAILAND INTERNET LANDSCAPE

Internet users
26 M

Penetration
38.8%

Mobile subscribers

96 M

Penetration
144%

Thailand population
67M

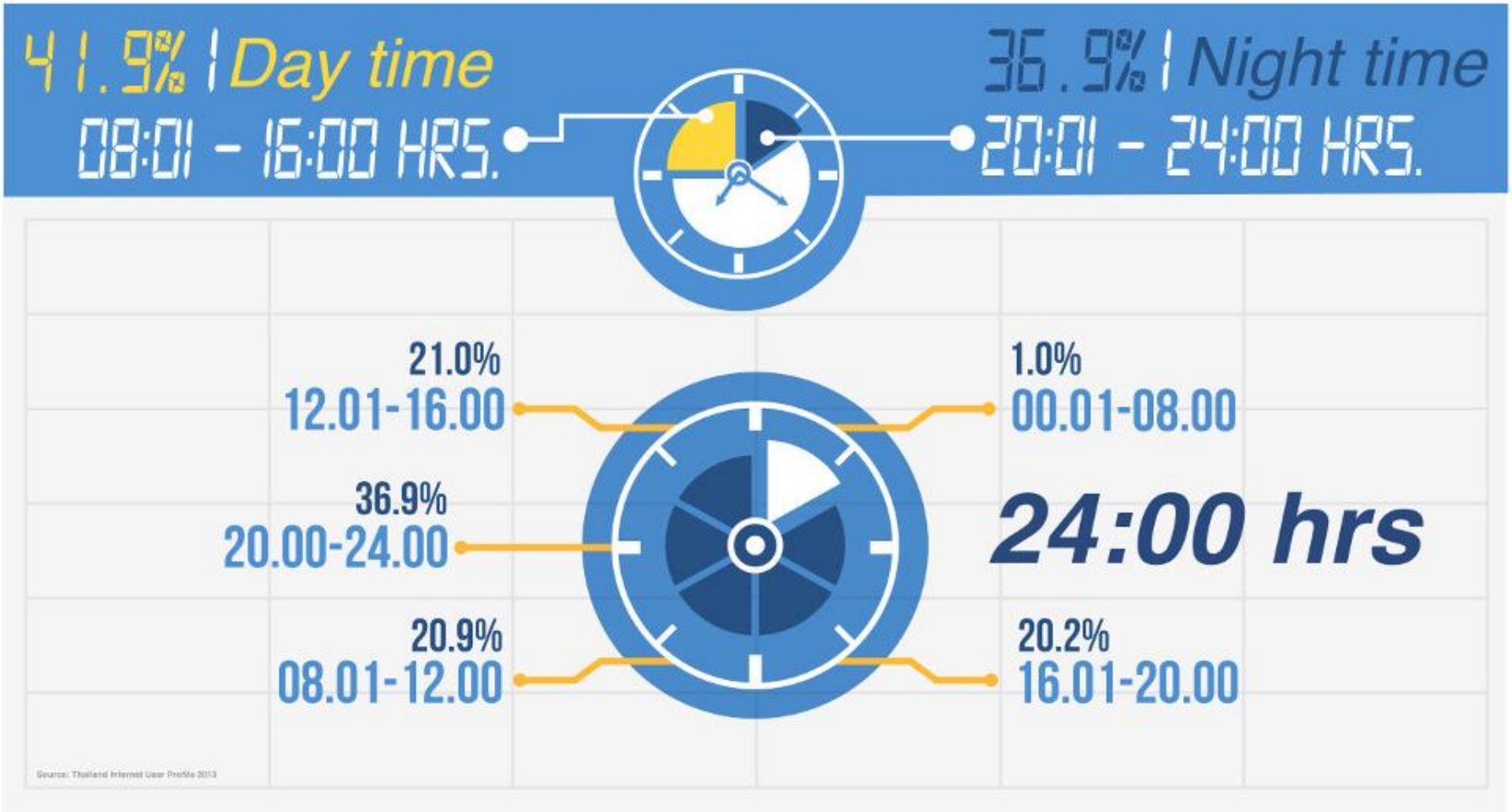
35.2% live in Urban

64.8% live in Rural

Source : Thailand Population 2014 http://worldpopulationreview.com/countries/thailand-population/
NECTEC Thailand Internet User 2013 http://internet.nectec.or.th/webstats/internetuser.3r7?Sec=internetuser
NBTC Mobile Subscribers2014 http://www3.nbtc.go.th/TTID/mob3e_market/subscribers/v

Ref : Digital Advertising Association (Thailand)

MOST TIME USING INTERNET



Ref : Digital Advertising Association (Thailand)

Get ready to Starting-up

Application Framework

Frontend

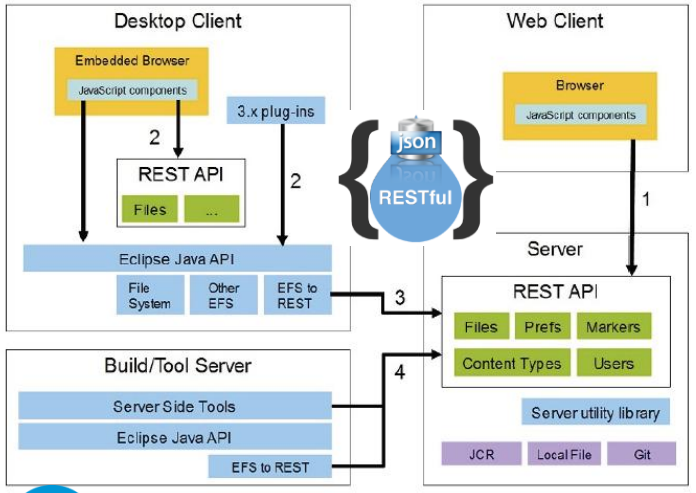
- Ui & Ux
- SSO
- Operating System

Available on the App Store

Get it on Google play

Backend System

- CMS
- API / Web services
- OTA



Operations

- Infrastructure
- Content
- Database
- Maintenance

cloud

Key Success and Failure

More than 1 Millions Apps in stores.!?

...Why they use?

...How they know?

...What's to be engaged and stay connected?

- ✓ Content and Functionals
- ✓ Deployment Strategy
- ✓ Consistency and Up-to-date

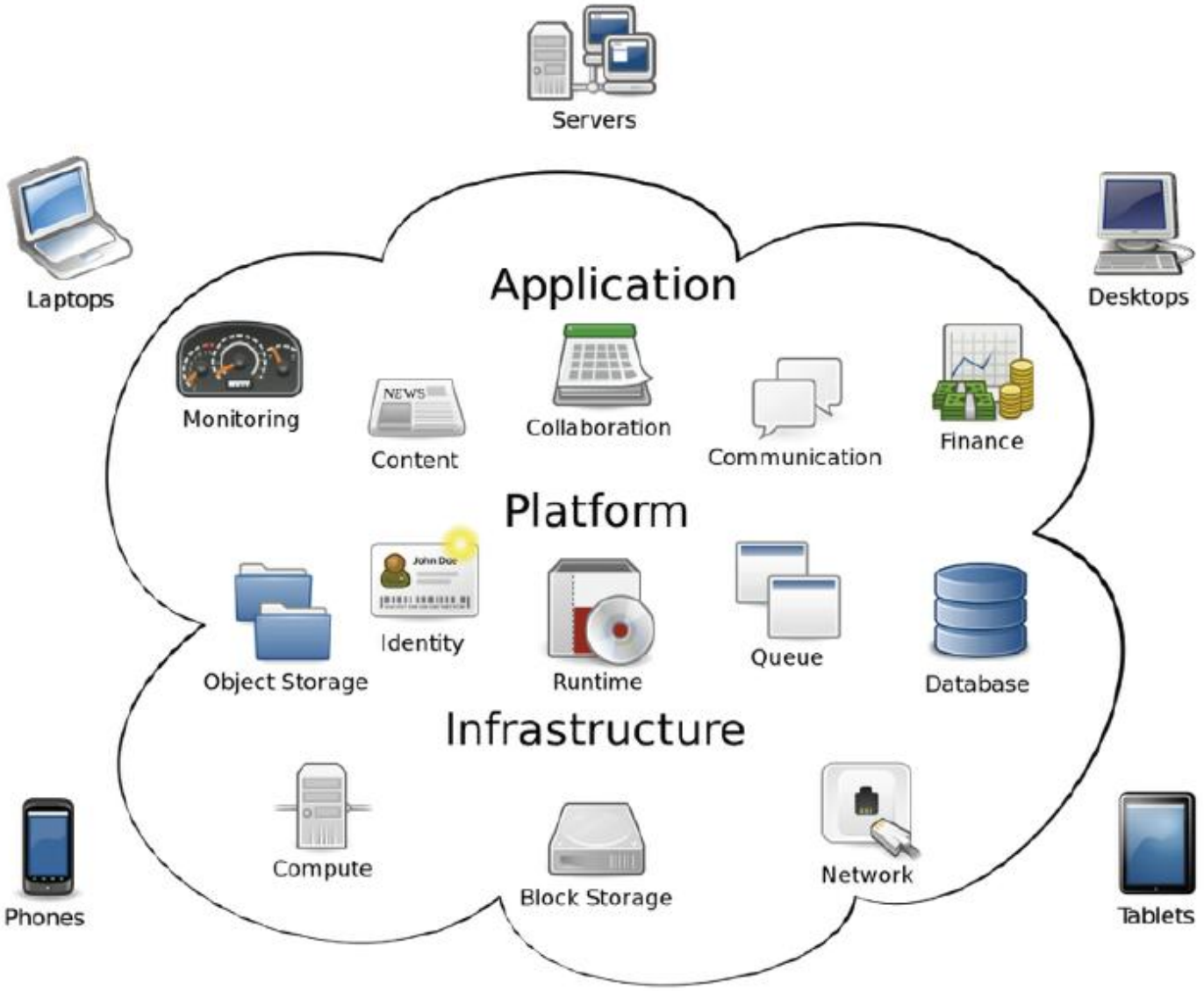
Big Data

Volume

Variety

Velocity

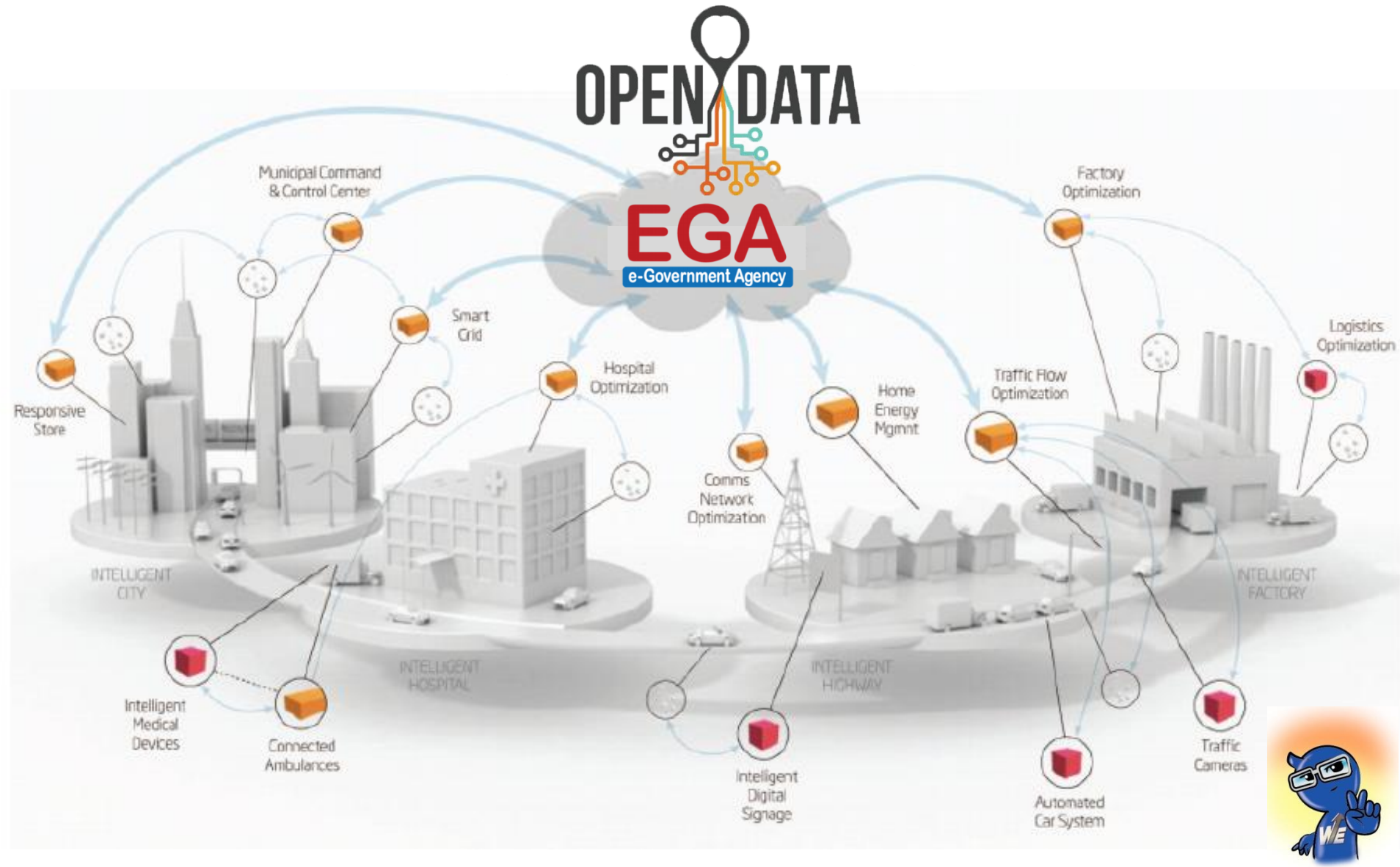
Cloud Computing



Cloud Computing

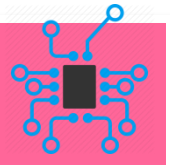
Digital Economy

Digital Economy



Digital Economy

DE = ((T+S) x B)^CU

- Technology 
- Services
- Business
- Culture

Thank you