



Beyond Cost Saving: RPA & AI

กับการสร้างมูลค่าเชิงกลยุทธ์



Speaker Detail :

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ตำแหน่ง: ผู้ช่วยผู้อำนวยการ ฝ่าย **Innovation**

บริษัท: บริษัท ไอเน็ต แมเนจด์ เซอร์วิสเชส จำกัด

ประสบการณ์ด้าน **Software Development 10 Years**

RPA & AI Landscape 2025

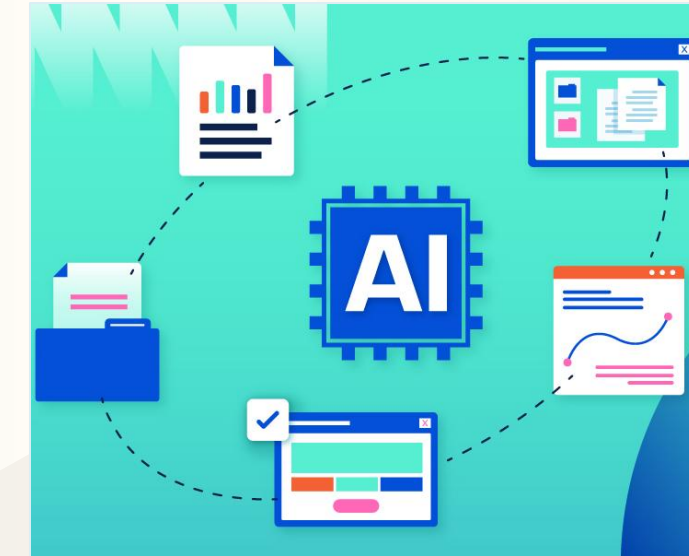
Automation Trend 2035



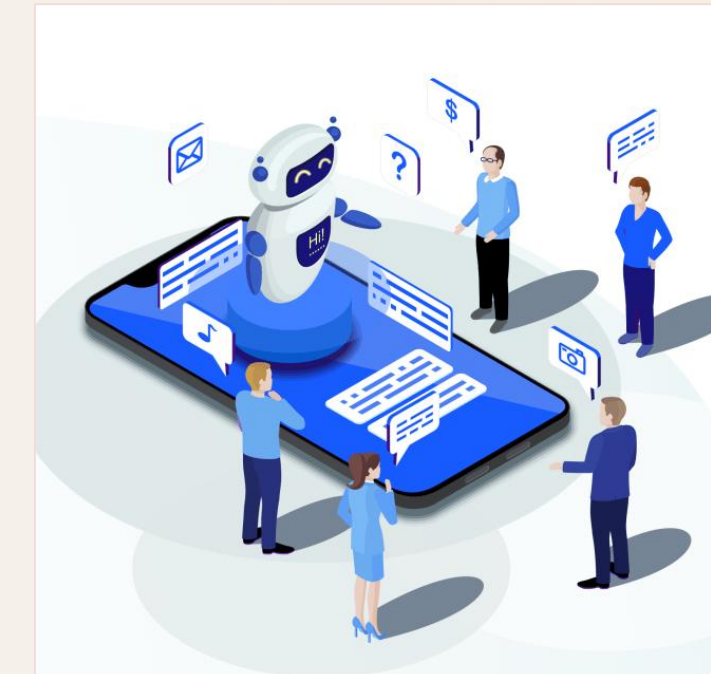
Robotic Process Automation

Smart Process Automation

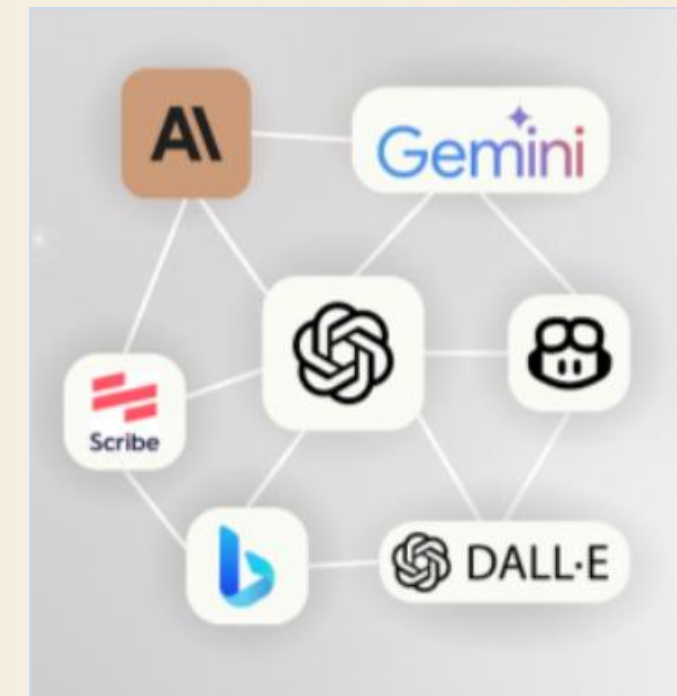
Collaborative Robots



Document AI



Intelligent Chatbot



Generative AI

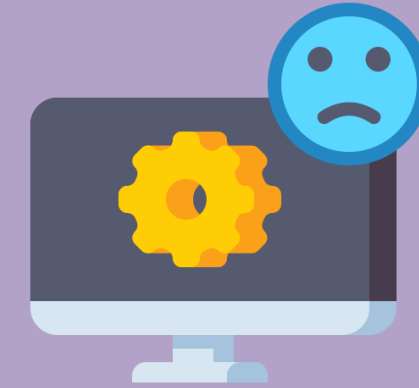
Why RPA Doesn't Work in Many Organizations?



No Strategic Alignment



Wrong Use Case



Data & Legacy Trap



Resistance to Change



Scaling Failure

How to Make RPA Successful



Strategic
Alignment



Smart Process
Selection



Data & System
Readiness



Change
Management &
Adoption



Scaling &
Governance

Strategic Value



Productivity

- Automate production & quality control reporting → Reduce repetitive tasks
- Analyze machine downtime with AI → Minimize production line interruptions



Profitability

- Automate back-office processes (Procurement, Invoices, Inventory) → Reduce human errors
- Demand forecasting with AI → Optimize stock levels & reduce waste



Customer Satisfaction

- Automate order tracking & delivery status → Provide real-time updates to customers
- AI-powered visual QC → Prevent defective products from being shipped

C-Level Lens



CFO – Chief Financial Officer



- Closing Time: 10 days → 2 days
- Automate reconciliation, reporting, and journal entries

COO – Chief Operating Officer



- Reduce Back Office Cost by 30%
- Automate procurement, inventory, and invoice processes

CMO – Chief Marketing Officer



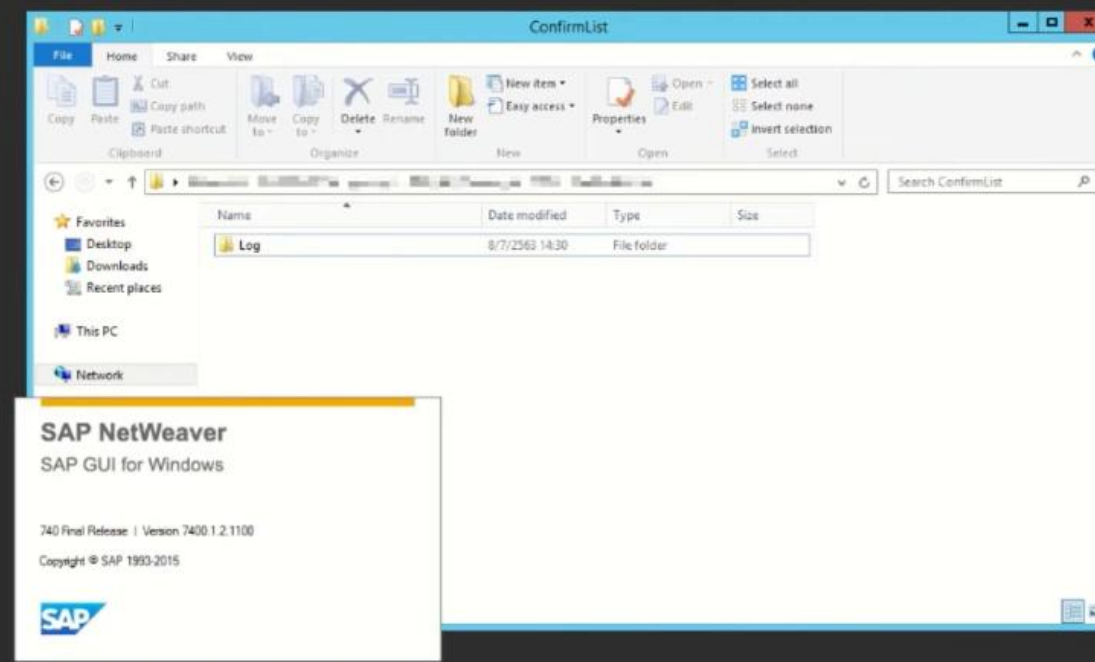
- Customer Onboarding 70% faster
- Automate KYC, customer data entry, and approval workflows

CEO – Chief Executive Officer



- Automation as a Growth Engine
- Use RPA & AI to scale operations and launch new digital services

Financial Use Case

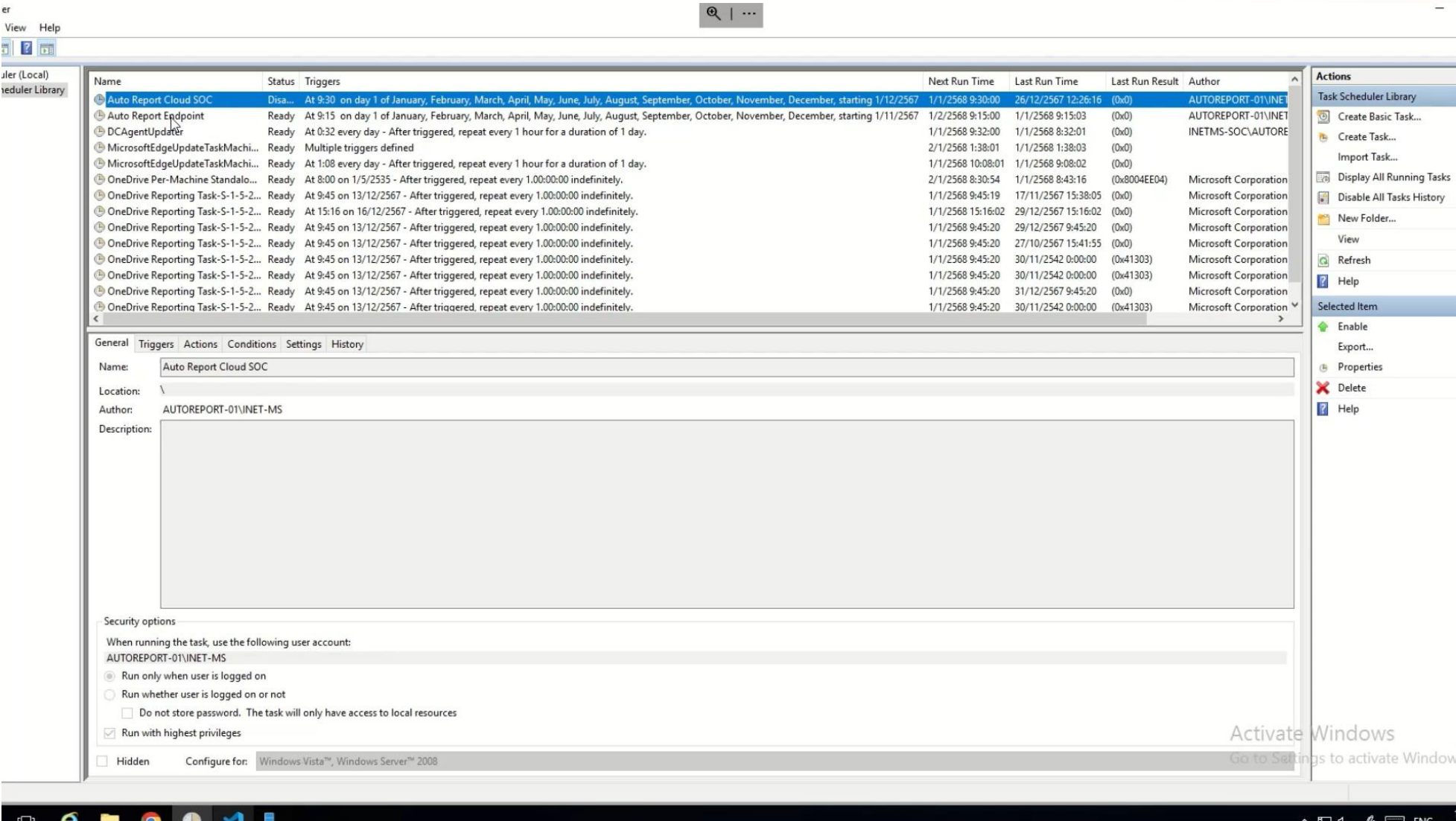


Transactions: 100/day (Peak 300)

Save Operation Time: 6,000 Hr/Yr

Customer Satisfaction: 75% → 90%

Operation Use Case



Transactions: 400/Month

Save Operation Time: 10,000+ Hr/Yr

Operation report of SOC team turn from manual to automate: 100%

ROI Framework



From Cost Saving → Business Growth

KPI

ROI Model → Payback in 6–12 Months

- 30–50% Cost Reduction
- 80%+ Error Reduction
- Productivity Gains (FTE saving)
- Payback Period: 6–12 Months



Quick Win

Automate repetitive, rule-based tasks
(e.g., Bank reports, Sales reports,
Matching)

Strategic Win

Expand to Customer Experience &
Growth

(e.g., Customer Onboarding, Credit
Check, Real-time Response)

Think Big – Start Small – Scale Fast

Vision: Digital Workforce
Pilot small projects → Scale across
the enterprise

Key Takeaways



**RPA & AI = Not just
“Cut Cost” but
“Create Value”**



- Productivity
- Profitability
- Customer Satisfaction



**First Movers →
Leaders in Smart
Economy**

THANK YOU

ANY QUESTIONS?

Contact US

our services



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