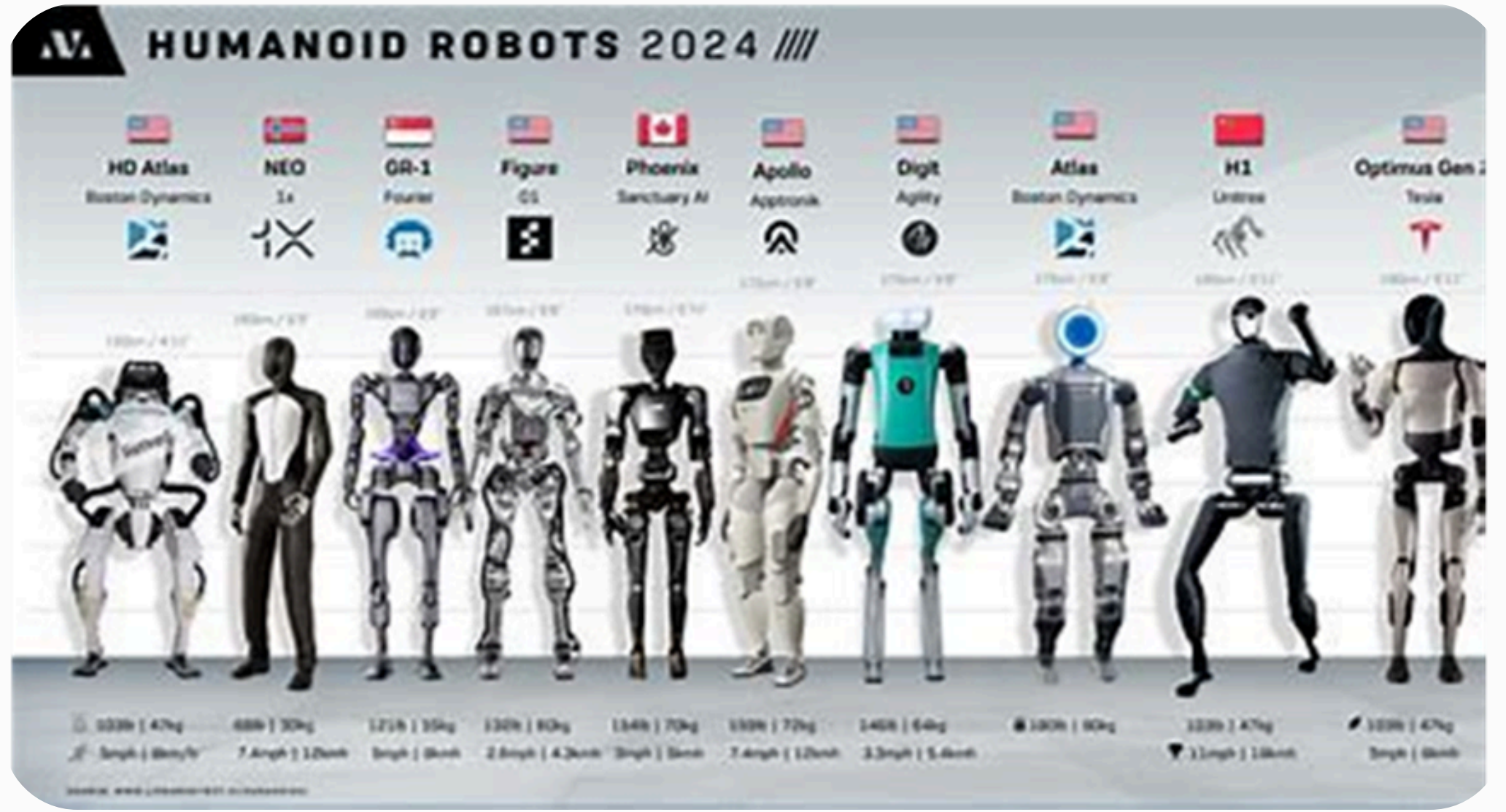
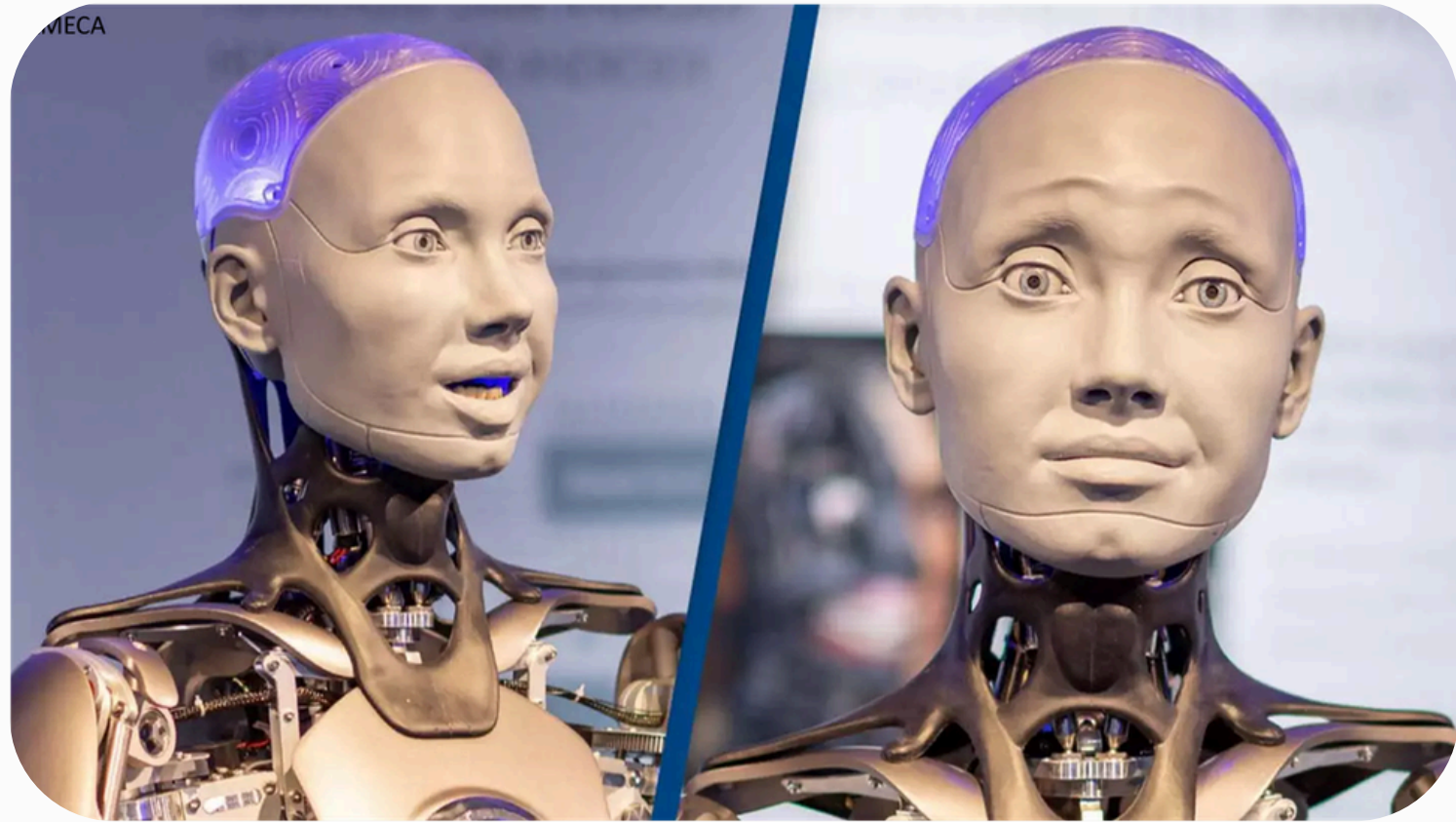




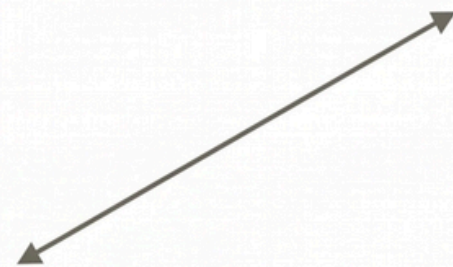
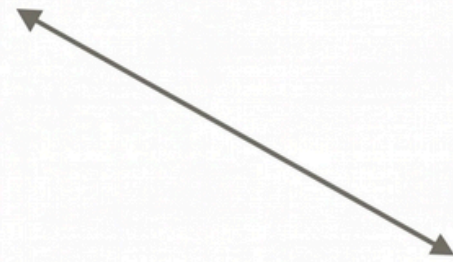
# AI-Powered Innovation: Building New Profitable Growth Models

Tyn Tawitaranond

Chief Digital Office, Thailand Post  
Board of Director, Thailand Post Distribution  
and National Digital ID



# NVIDIA OMNIVERSE



AI



Path-Tracing



USD



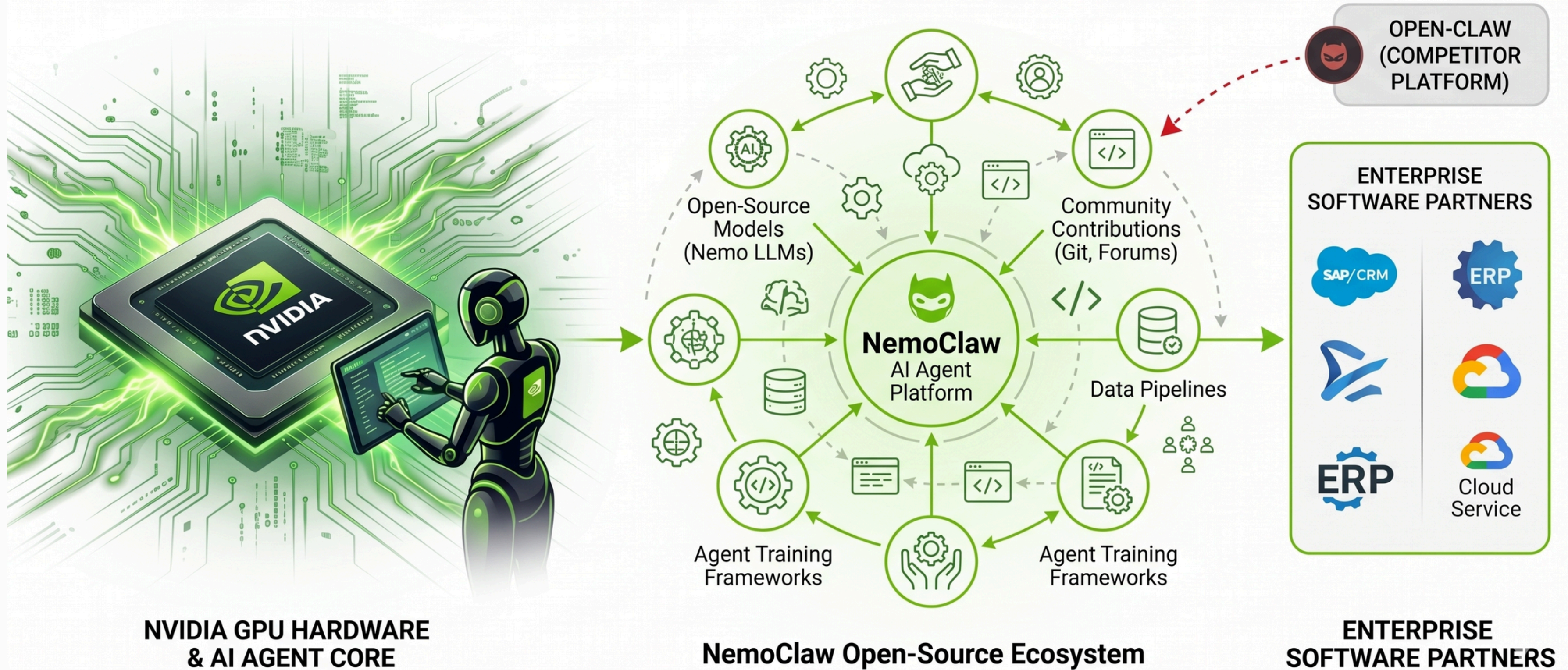
Materials



Physics

# Nvidia NemoClaw: Building the Open Source AI Agent Ecosystem

Strategic Move to Compete in the Agentic AI Landscape





# Evolution of User-Centric Design

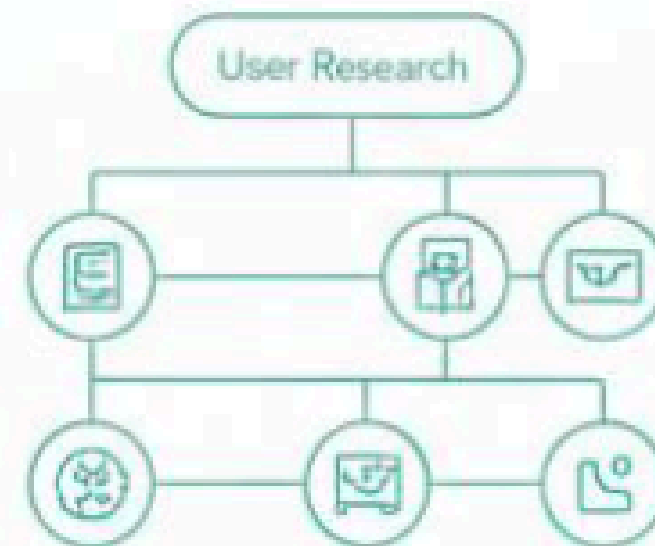
## UI (User Interface)



Focus: Visuals & Controls

Focus: Visuals

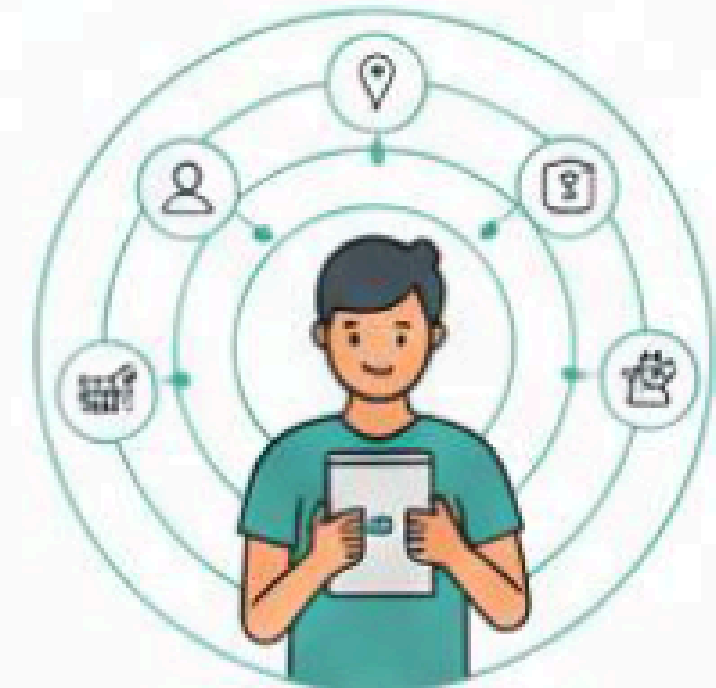
## UX (User Experience)



Focus: Holistic Journey & Emotion

Focus: Holistic & Emotion

## UC (User Context)



Focus: Personalized & Predictive

ที่อื่น



OTHER PLACES

กรุงเทพฯ



BANGKOK



Handwritten signature or mark in black ink



# Government Speed



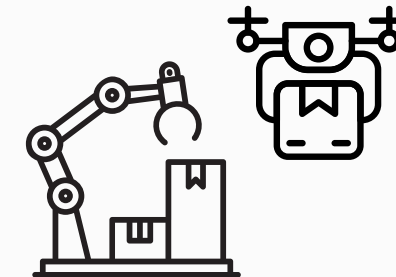
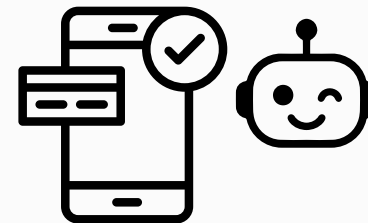
# Why AI, Why Now?

---

- Digital Disruption
- Customer Behavior
- E-Commerce Growth
- Techno-Colonialism
- Light-Speed AI Evolved



# Look Back to Look Forward



## Transform

### IT Operational

- IT Support
- IT Infrastructure
- Service & Operation
- Cost Minimization

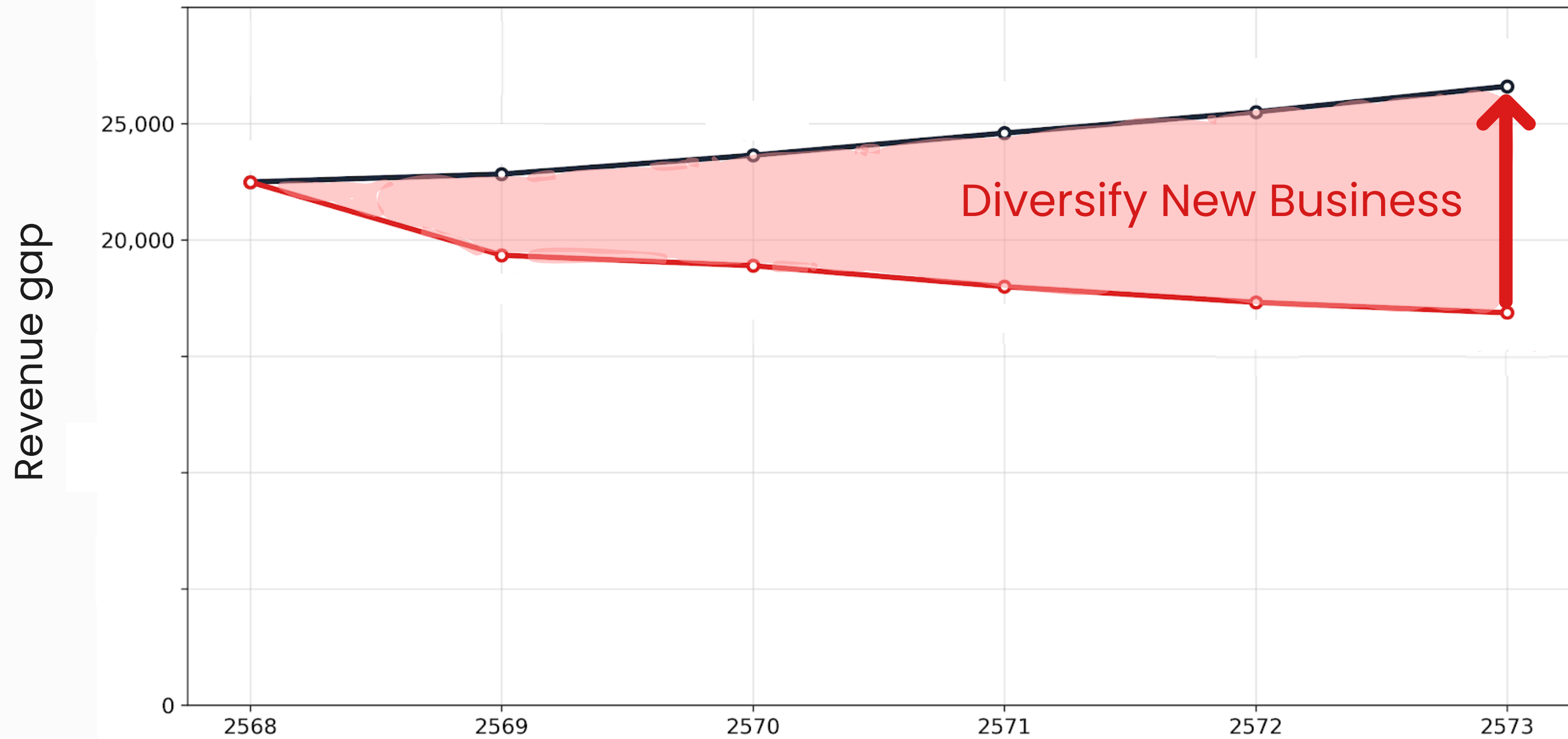
### Digital Business

- Trusted Services
- Digital Twins
- PrAi
- Super App
- Business-driven

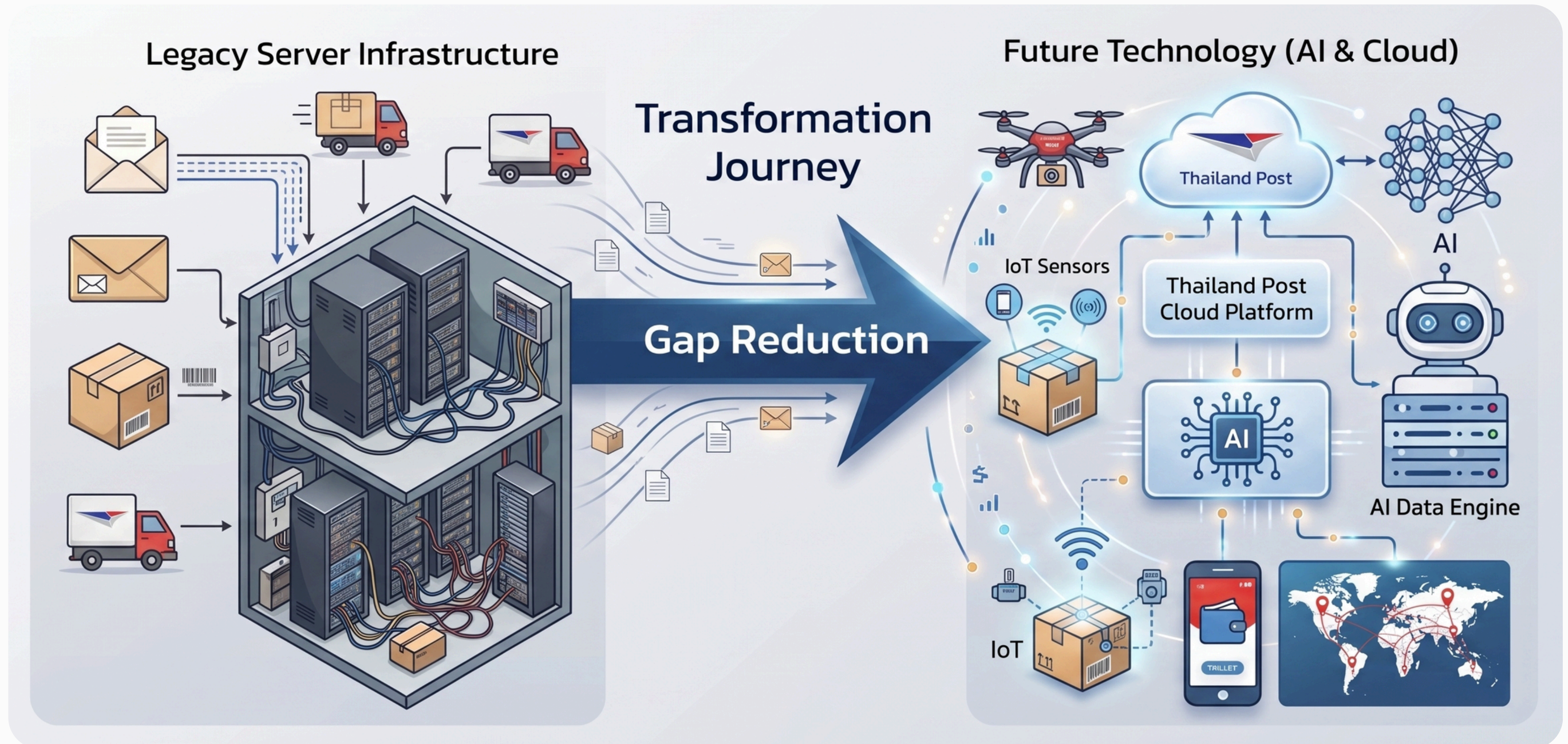
### New Infrastructure

- Resilient Grid
- Adaptive Logistics
- National Tech Infrastructure
  - Data
  - Map / GIS
- Robotics

# Revenue Gap Migration to Digital Business



# Revenue Gap Migration to Digital Business





# Innovation Areas applied to Thailand Post

## Smart Logistic

Delivery optimization,  
Automation, Big data,  
Resilient grid & Adaptive  
logistics,  
Real-time Tracking,  
Cross-border



## Hybrid Marketing

Marketing mix,  
Marketing Automation,  
Beyond CRM,  
Data-driven, O2O,  
Personalization,  
Social media Ads



## Urban Delivery

Drone, Robotics,  
Micro-fulfillment,  
Route Optimization,  
Crowdsourcing,  
On-demand



## Future Mobility

EV Fleet,  
Autonomous Vehicles,  
Smart City Integration,  
Energy Management,  
Intermodal



## ESG+E

Green Post, Net Zero,  
Carbon Credit,  
Emission-free shipping,  
Carbon accounting  
tools



## Data Infrastructure

Cloud, API Economy,  
Data Analytics,  
Cybersecurity,  
Data Governance,  
Predictive AI



## Trust Services

Digital Identity,  
E-Seal, KYC,  
E-Governance,  
Blockchain (for trace),  
Digital Postbox

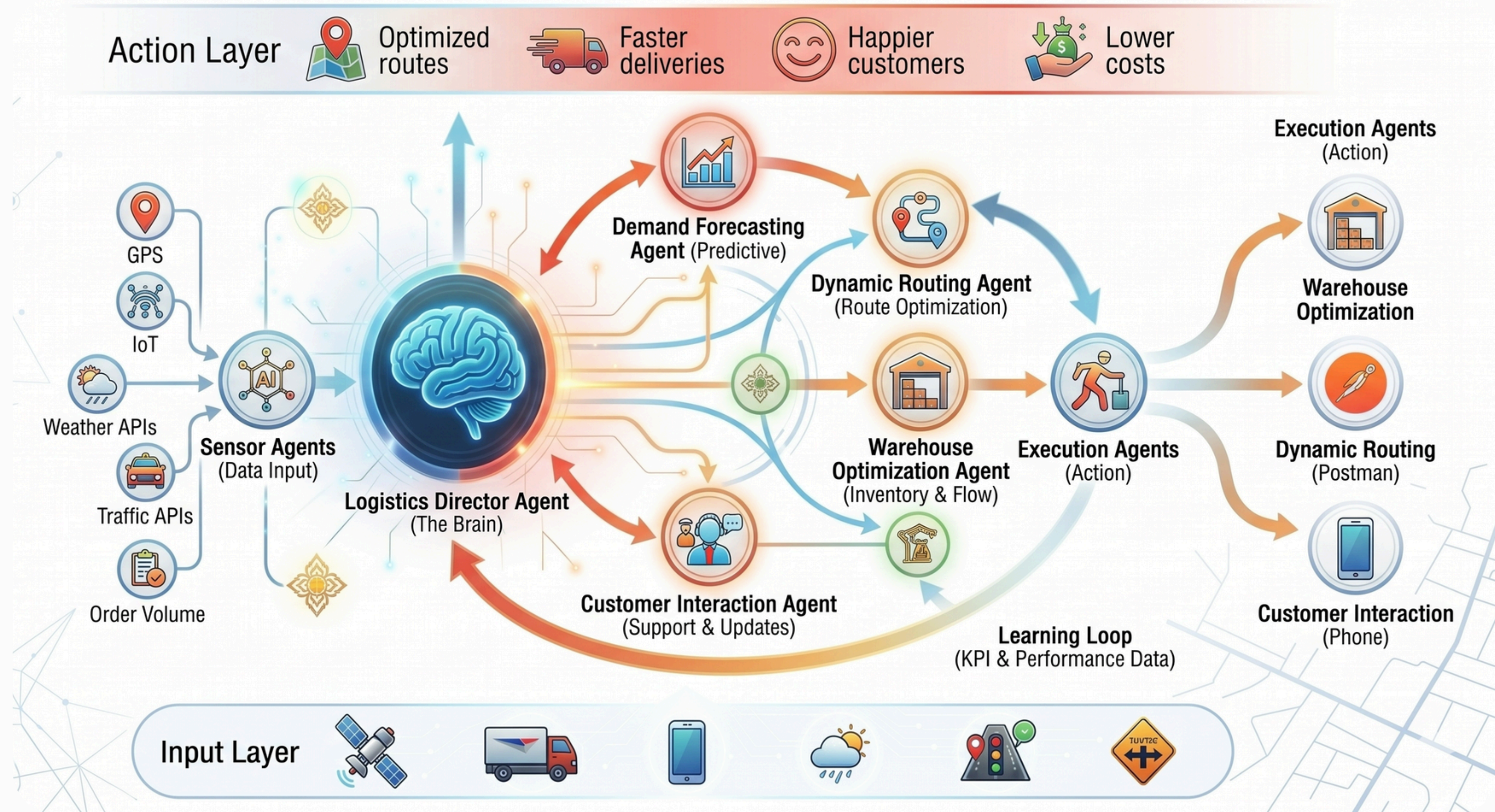


## Platformization

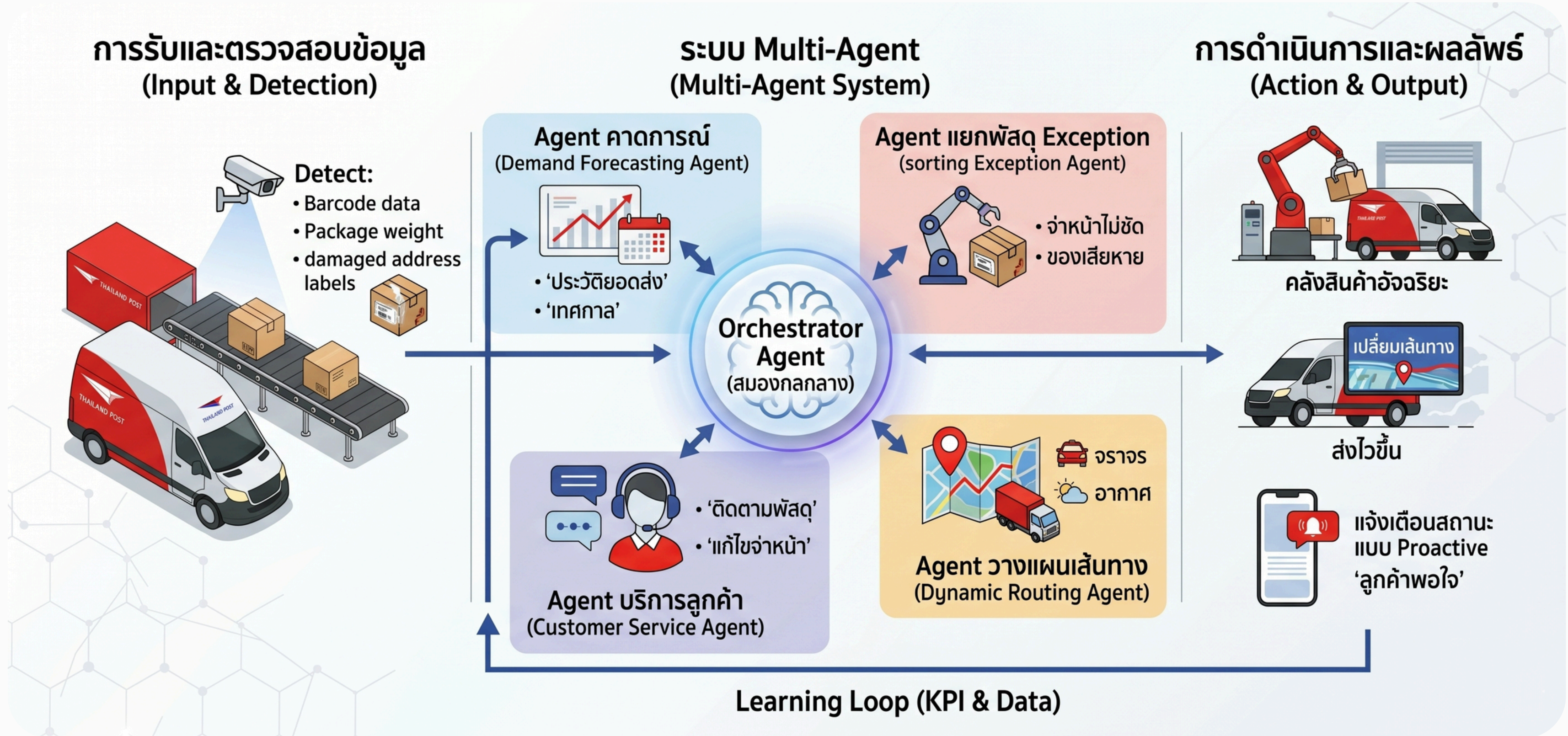
e-Commerce platform,  
Mobility platform,  
SME Enabler, APIs,  
Logistics-as-a-Service  
(Laas)



# Post AI-Orchestrator: Autonomous Logistics Workflow



# Multi-Agent AI Workflow



# Post Technology group





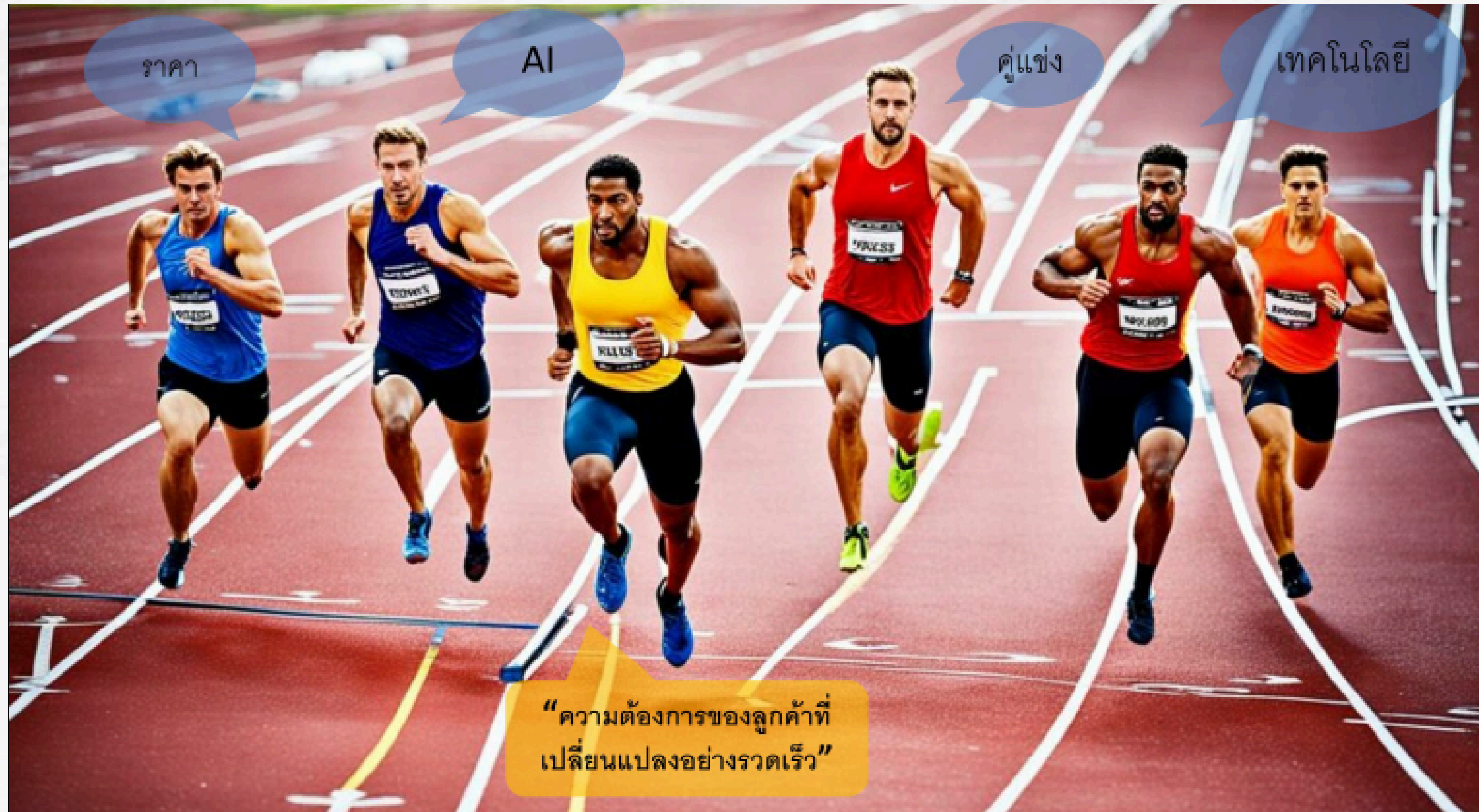
# Personal Key Takeaways

“ กล้าฝัน ”

PURPOSE

A wide-angle photograph of a vast, flat desert landscape under a bright blue sky with scattered white clouds. In the distance, a range of low mountains is visible. A light-colored path leads from the foreground towards the center of the image, ending in a white arrow pointing upwards. The word "PURPOSE" is written in large, white, block letters on the ground in the foreground, with the path leading directly from the end of the word towards the arrow.

# แข่งกับความต้องการของลูกค้า



**“ ตัดพันธนาการที่ถูกรัง ”**





“ เพิ่มพลังให้ทีม ”

**“ กล้าที่จะยอมรับว่าไม่รู้ ”**

