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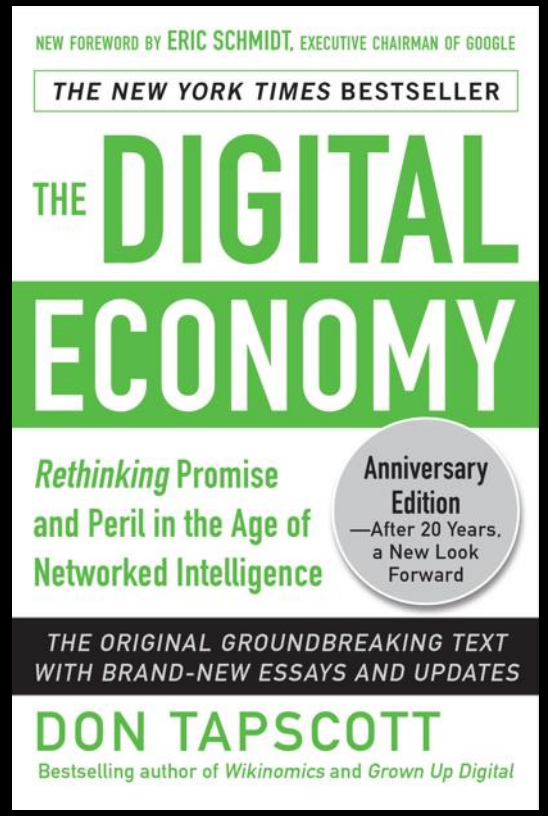
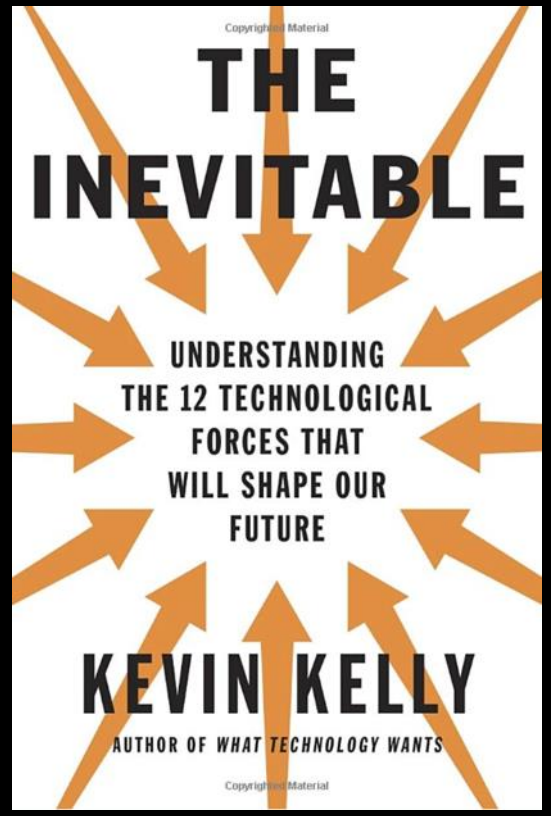
from Digital t→ Cognitive Economy

“ data is the new oil ”



Digital Economy

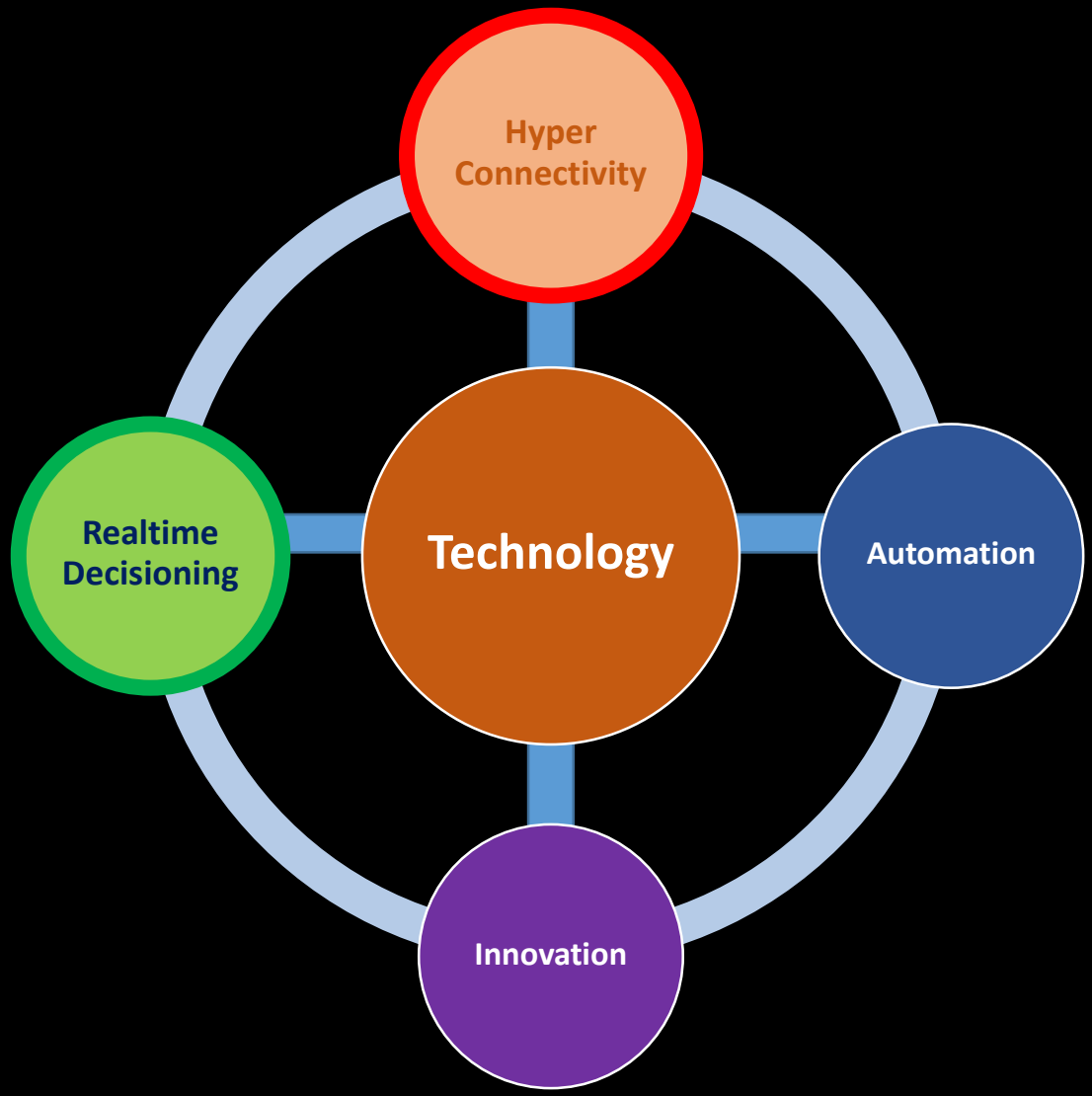
1994



Cognifying

2016

Technology Interconnected, Mutually Reinforcing Elements



digital economy is already the past …

Google
Google
…cognitive economy is already the future !

are we ready ?

cognifies(X) → smart X

“ cognifying X creates
new value propositions of X ”

smart watch

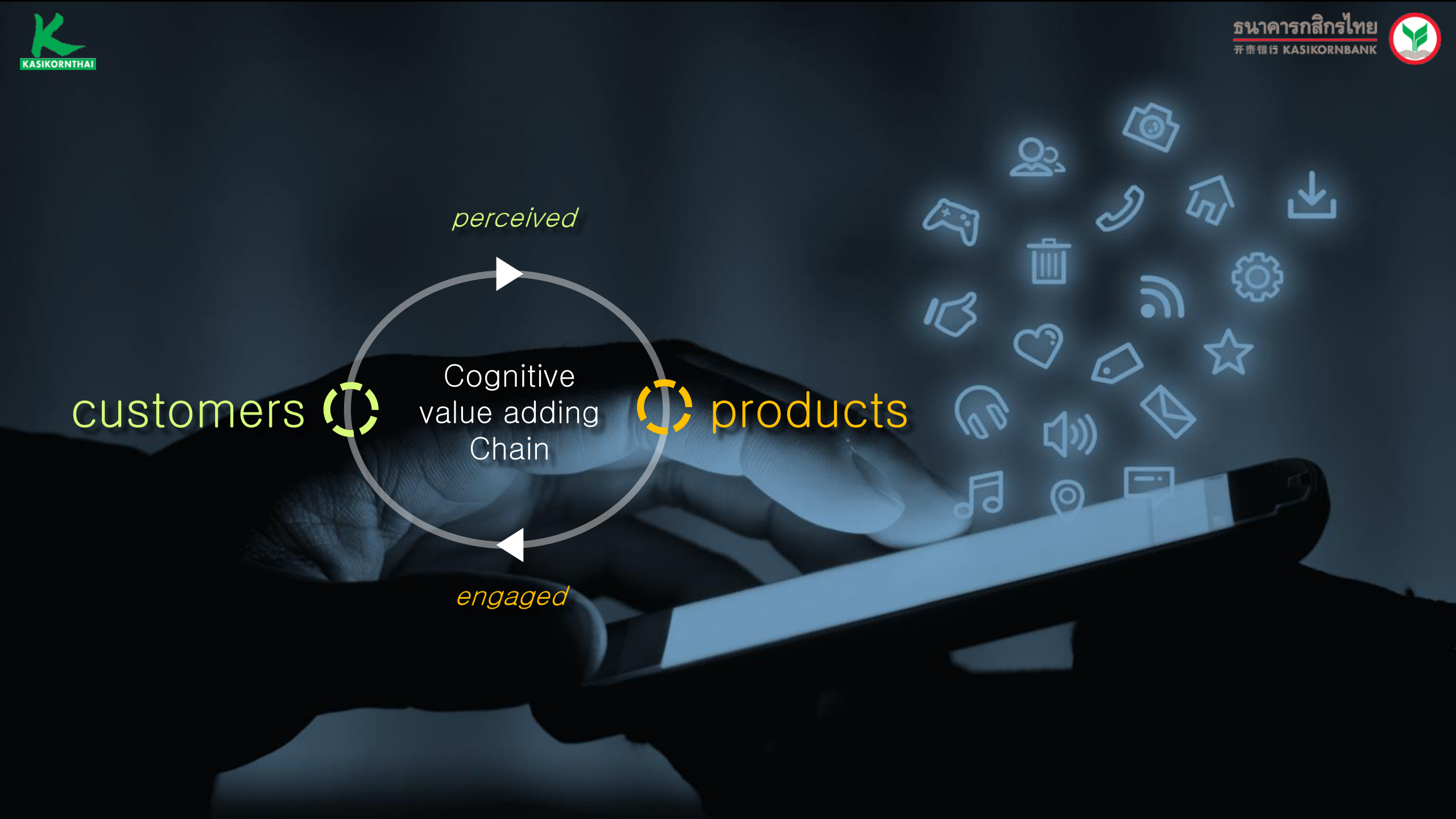
personal
trainer

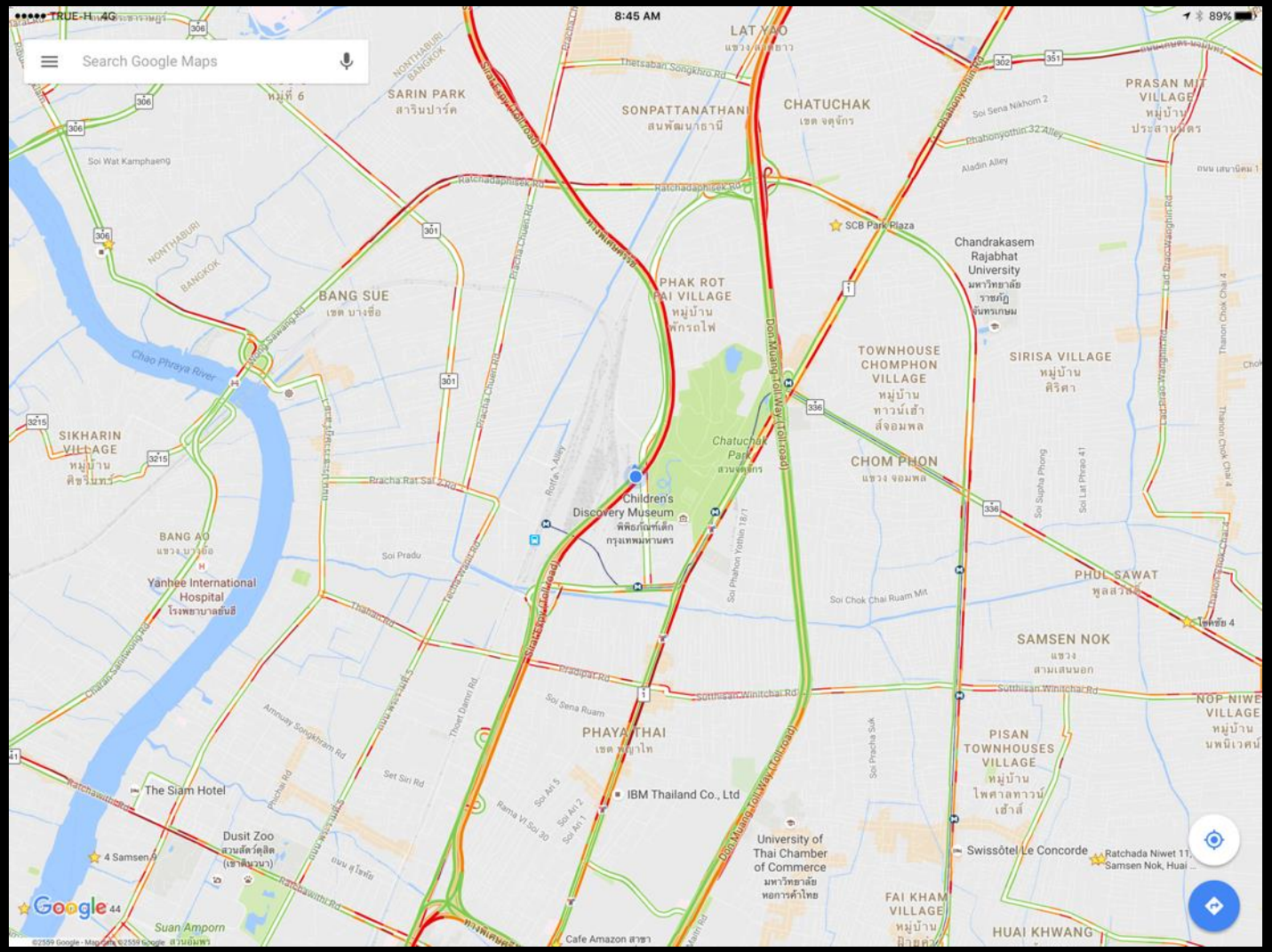
smart freeze

virtual dietician
grocery assistant

smartphone

personal
“everything”


perceived
customers
Cognitive
value adding
Chain
products
engaged



Where Google gets traffic information?

"crowd-sourced, anonymized traffic data from people using Google maps apps on certain smartphones"

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Web APIs

Google Maps JavaScript API
Customize maps with your own content and imagery.

Google Places API JavaScript Library
Up-to-date information about millions of locations.

Google Static Maps API
Simple, embeddable map image with minimal code.

Google Maps Embed API
Add a Google Map to your site without code or quota limits.

Google Street View Image API
Real-world imagery and panoramas.

Web Service APIs

Google Maps Geocoding API
Convert between addresses and geographic coordinates.

Google Maps Distance Matrix API
Travel time and distance for multiple destinations.

Google Maps Roads API
Snap-to-road functionality to accurately trace GPS breadcrumbs.

Google Places API Web Service
Up-to-date information about millions of locations.

Google Maps Time Zone API
Time zone data for anywhere in the world.

Google Maps Geolocation API
Location data from cell towers and WiFi nodes.

Google Maps Directions API
Directions between multiple locations.

Google Maps Elevation API
Elevation data for any point in the world.

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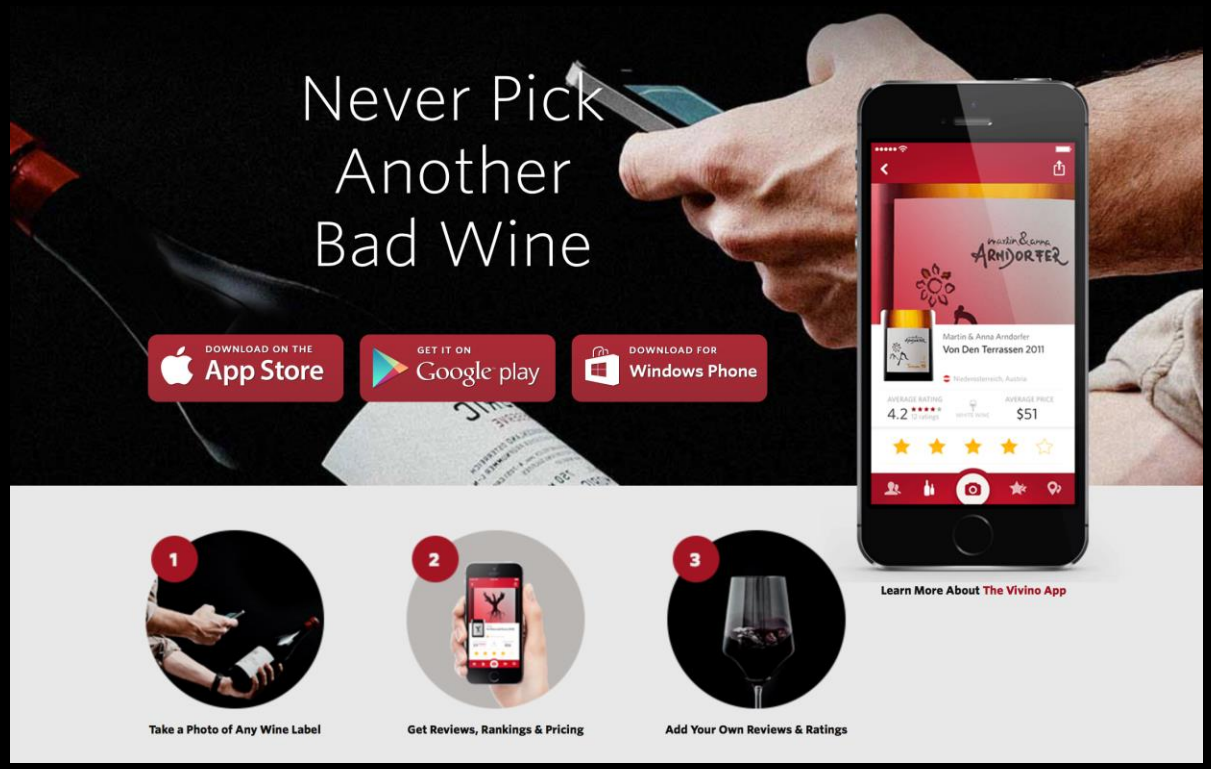
56

net worth in billion USD
as of August 2016

Google

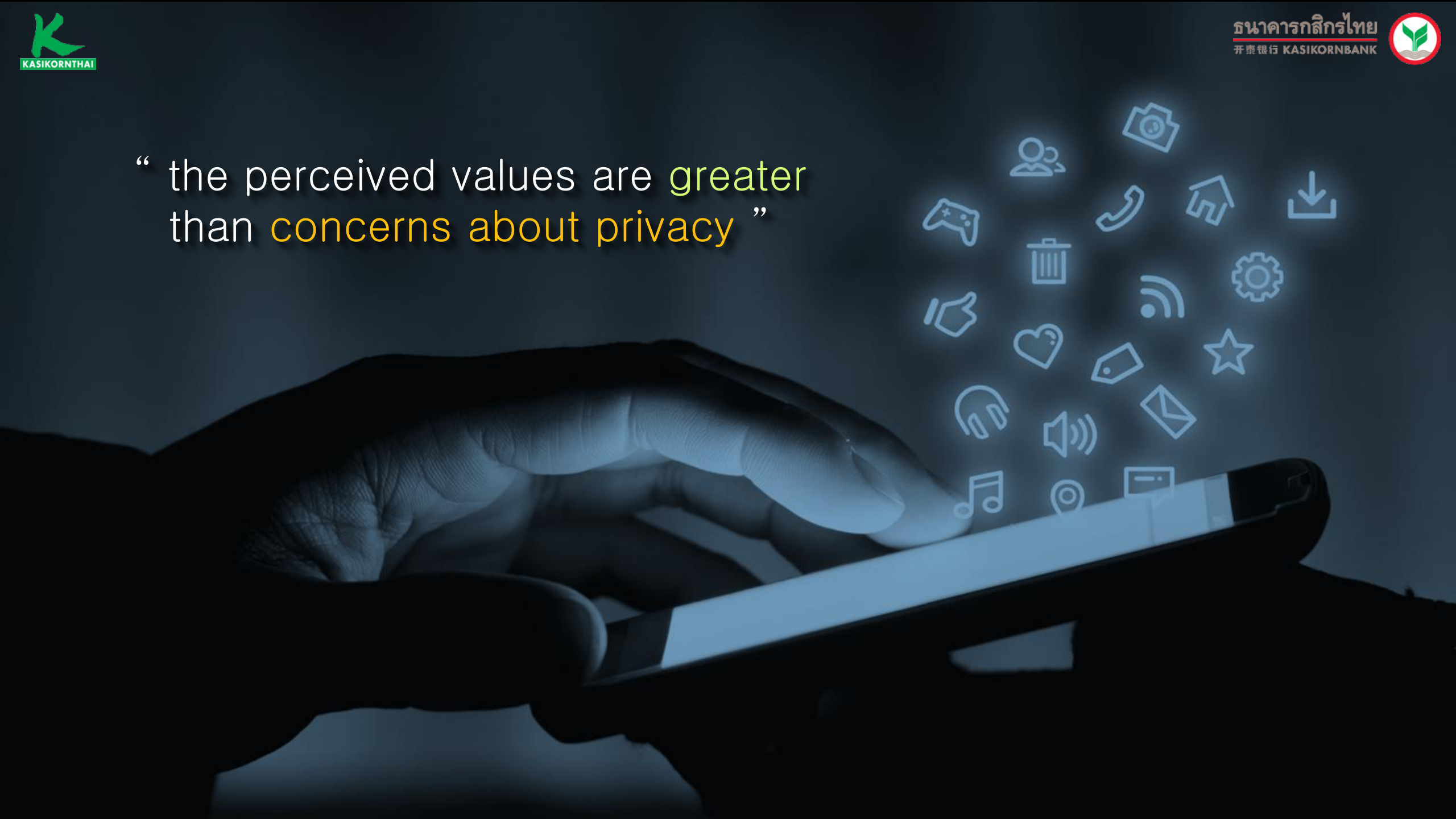
82.5

net worth in billion USD
as of May 2016



8,739,226 WINES	**238,199,945** SCANNED LABELS	**15,192,063** REVIEWS	**44,140,246** RATINGS
2,563,017 PRICES	**16,290,068** APP USERS	**2,119** WINE REGIONS	**208,659** WINERIES

vivino.com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“ the perceived values are greater than concerns about privacy ”

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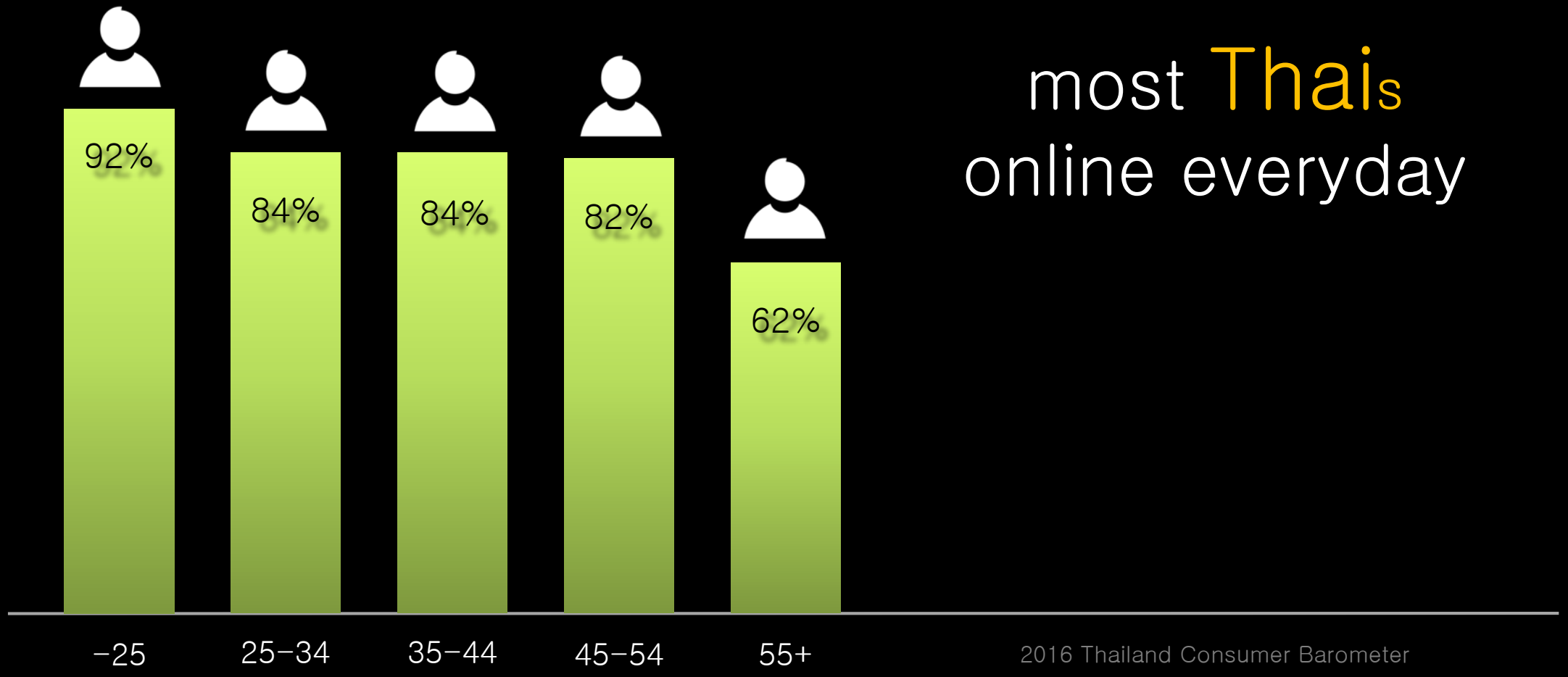
Thailand and cognitive economy



most Thais online everyday

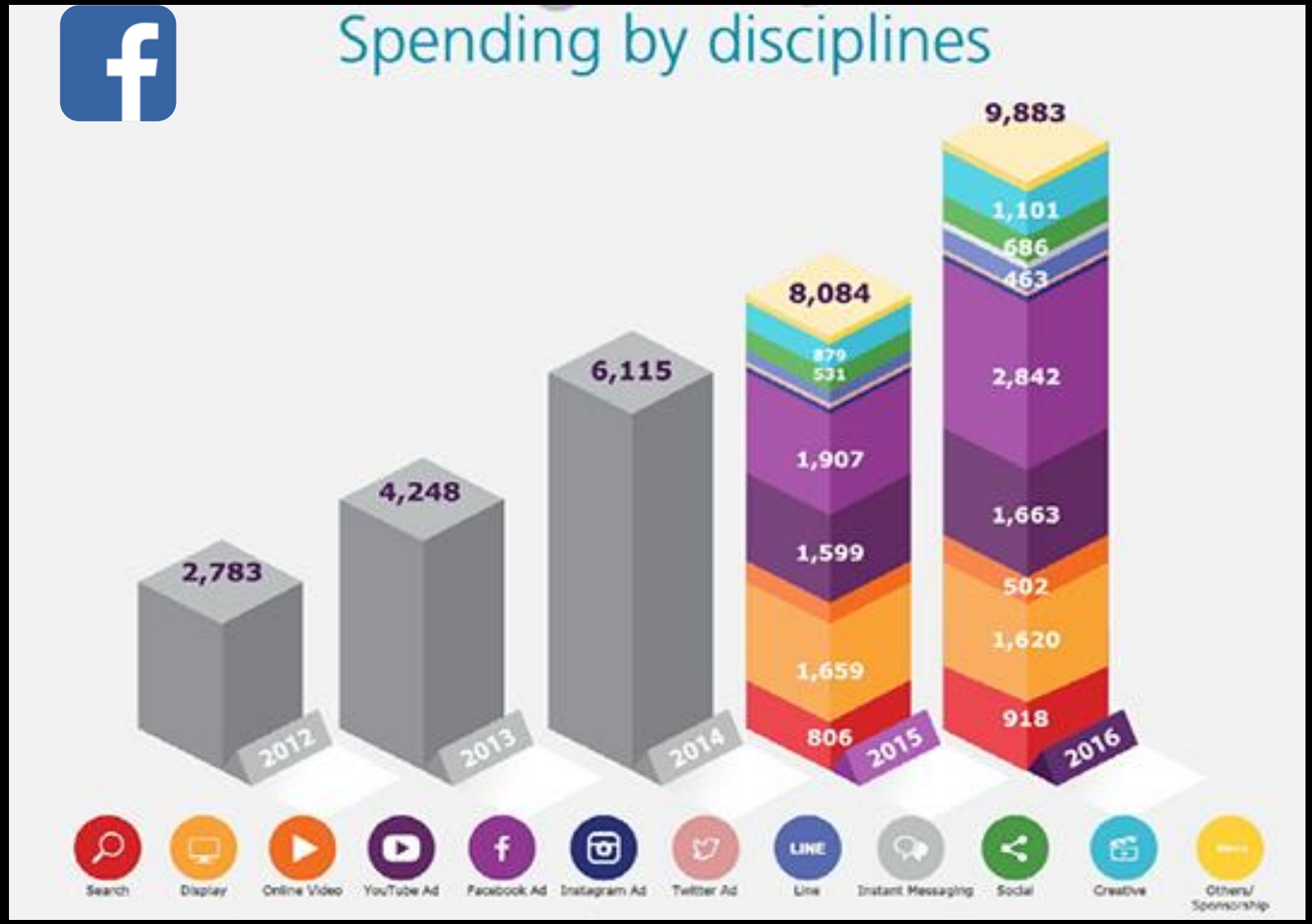
2016 Thailand Consumer Barometer

1720%

increased from use 2013 smartphone

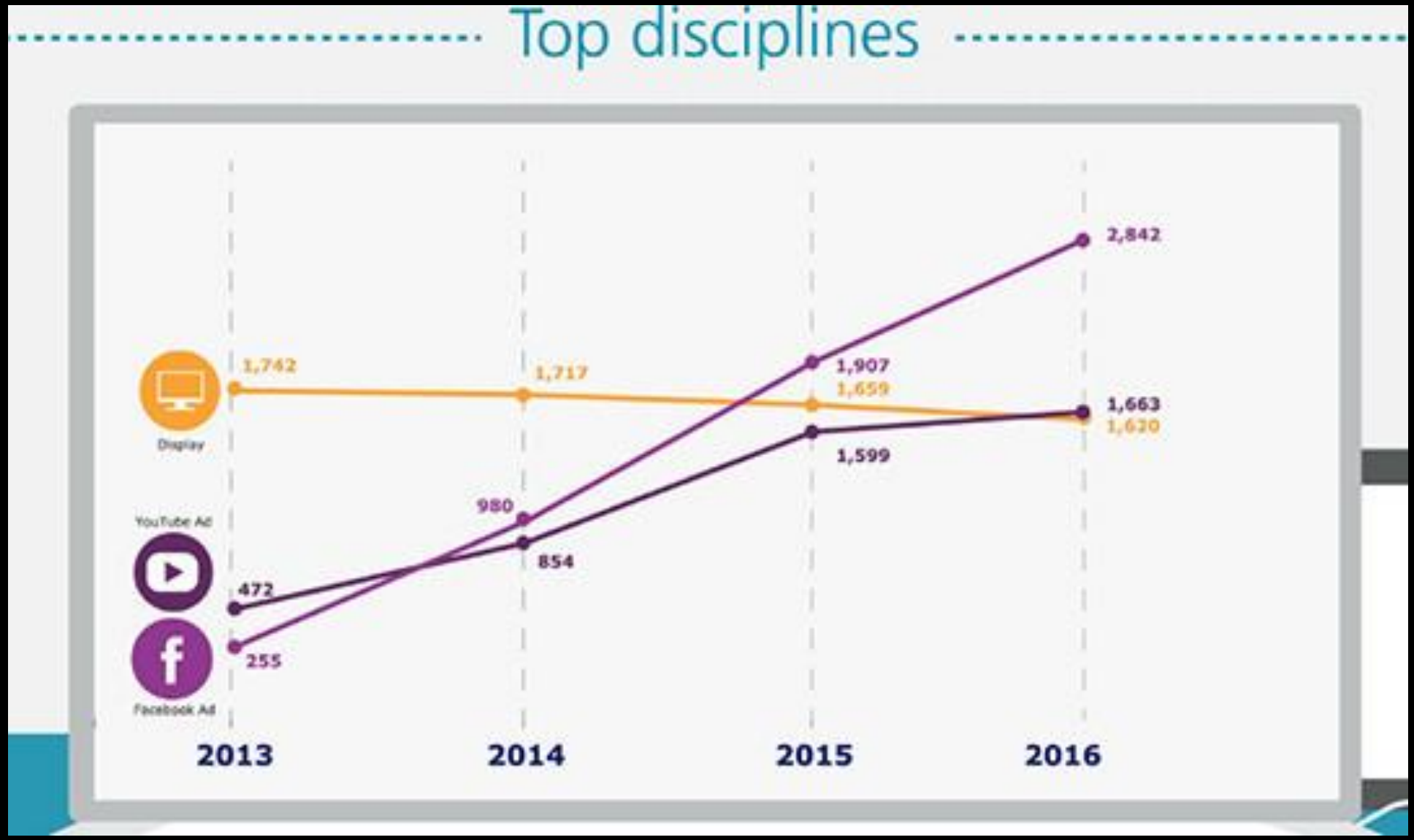
2016 Thailand Consumer Barometer

Facebook is the fastest growing digital advertisement channel in Thailand



digital advertising budget survey 2016 by DAAT

Facebook is the fastest growing digital advertisement channel in Thailand



digital advertising budget survey 2016 by DAAT

KBANK and cognitive economy

How we use Big Data and Analytics

- Marketing & Customer Engagement
- Risk Management & Decisioning
- Corporate Performance and Resource Allocation

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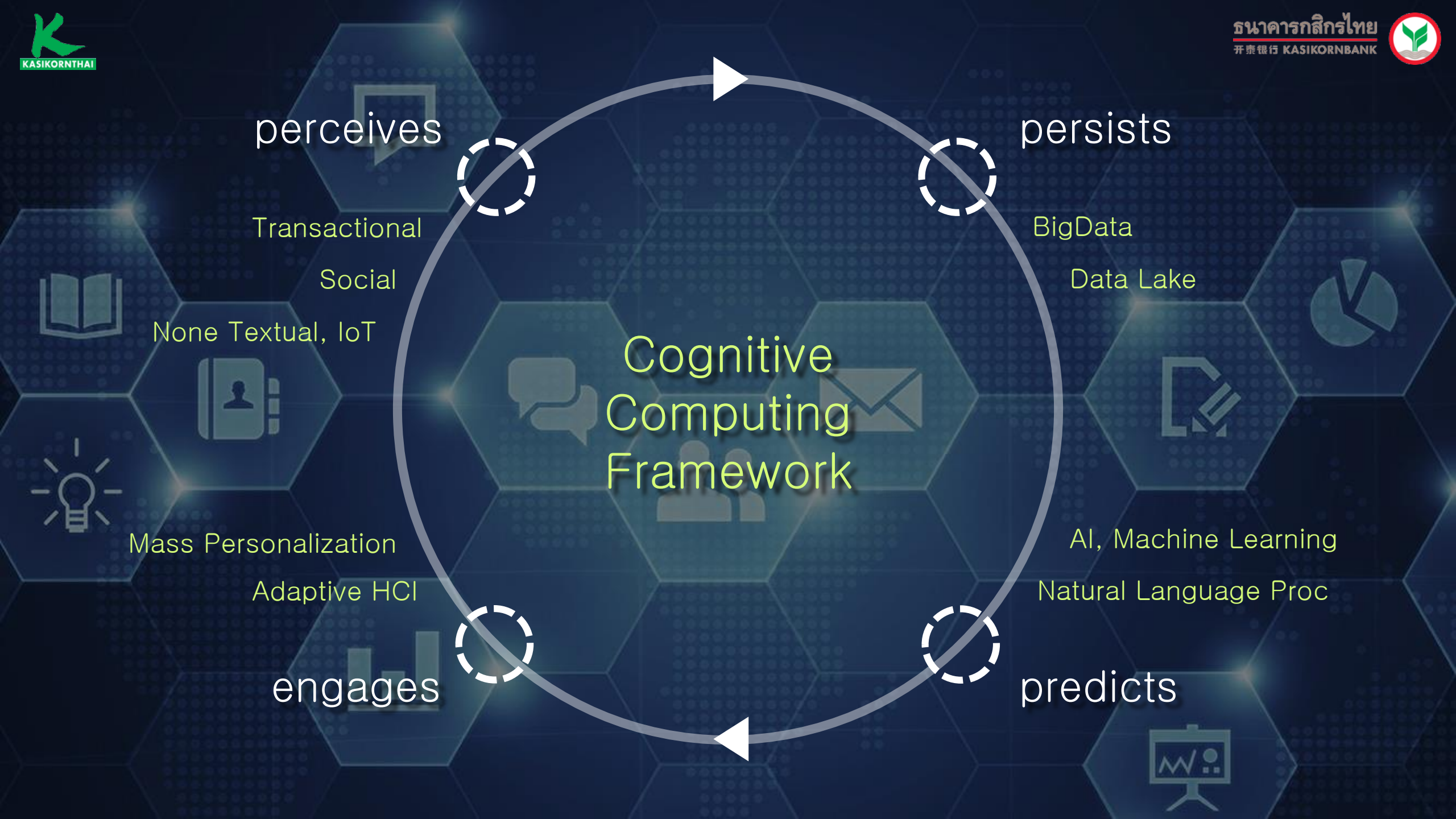
perceives

persists

the revolution of mobile banking experience

engages

predicts


perceives
Transactional
Social
None Textual, IoT
persists
BigData
Data Lake
Cognitive
Computing
Framework
Mass Personalization
Adaptive HCI
AI, Machine Learning
Natural Language Proc
engages
predicts

Issues for Government & Public services

- Government use of public data to enhance public services
- Open government data for innovation & value-adding services
- Invest in common infrastructure to reduce costs of innovators
- National data pool as a strategy to build innovative startups
- (Lack of) Talents as a key obstacle

Value added
Innovations
Usage regulations
& Access controls
contributors
National
Data Pool
consumers
Tangible/Intangible
incentives

let’s recap on cognitive economy …

“The Three Paradoxes of Big Data”

Niel M.Richard & Jonathan H. King

- **Tranparency paradox**
- **Identity paradox**
- **Power paradox**

Freedom
Dignity
Privacy
Big Data
Privacy
Transparency
Accessibility
Accountability

> data is the new oil

> the competition will borderless and disruptive

> cognitive computing is the value adding technology

> personalized HCI is the delivering technology

> values vs digital privacy is the key challenge

> regulators' and government's roles are paramount for country's competitiveness and public wellness

what do you think ?