Aditya GROUP

ADITYA GROUP

INDUSTRY INTELLIGENCE SERIES

Information Technology & Enterprise Software in Thailand

Strategic Market Report

For Technology Vendors, Enterprise-Software Providers, System Integrators, Distributors and Digital Transformation Leaders

Thailand | 2026 Website Edition

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Executive Snapshot

Selected report themes, designed to orient executives quickly before the detailed market analysis.

Market Lens	Entry Focus	Risk View	Aditya Role
Thailand	**Partners**	**Compliance**	**Execution**
sector context	channels & routes	operating controls	local support

1. Executive Summary

Thailand's information technology and enterprise software market is moving from project-based digitization toward platform modernization, cloud migration, cybersecurity maturity, data governance, AI-enabled automation, and integrated enterprise operations. The opportunity is not limited to selling software licenses. It increasingly sits in implementation capability, sector-specific localization, managed services, compliance assurance, enterprise change management, and long-term account ownership.

Market Direction	Demand Drivers	Execution Reality	Aditya Group Relevance
Thailand is positioning digital infrastructure and cloud services as strategic investment sectors.	Enterprise modernization, AI, cybersecurity, data-center growth, e-payment, e-commerce, digital government, and automation.	Foreign technology firms need local channels, Thai-language enterprise engagement, compliance awareness, support capability, and trusted implementation partners.	Arahant and Aditya Group's IT, software distribution, SAP/enterprise implementation and technology-commercialization experience support credible positioning.
Digital investment pledges have increased materially, especially in data centers, cloud, advanced electronics, and digital services.	BOI incentives, Cloud First policy, Thailand 4.0, EEC/digital infrastructure, and private-sector productivity pressure.	The market rewards execution discipline more than generic technology claims; buyer trust, after-sales capability and integration competence are decisive.	Aditya Group can help vendors assess market fit, structure entry, build partner channels, manage local projects, and represent technology businesses in Thailand.

> Strategic View The strongest opportunity in Thailand is not "IT outsourcing" in a narrow sense. It is enterprise capability building: helping companies modernize systems, connect fragmented operations, comply with data and cyber requirements, and convert technology spending into operational performance.

2. Industry Overview

The information technology and enterprise software industry covers the software, systems, platforms, services, infrastructure, and implementation capabilities that enable organizations to run, secure, automate, analyze, and scale their operations. In Thailand, the sector spans multinational technology vendors, cloud service providers, local software houses, ERP and CRM implementers, cybersecurity firms, managed service providers, system integrators, digital agencies, data-center operators, and enterprise IT teams within corporates.

Core Segments

Segment	Typical Offerings	Thailand-Specific Considerations
Enterprise applications	ERP, CRM, HRMS, procurement, finance, inventory, supply-chain systems, industry-specific workflow platforms.	Localization, Thai tax/accounting requirements, legacy-system integration, implementation discipline, training, and change management.
Cloud, data & infrastructure	Cloud migration, hosting, data platforms, analytics, business intelligence, data lakes, backup, disaster recovery.	Data residency, PDPA, cybersecurity standards, uptime expectations, vendor lock-in, and growing domestic data-center capacity.
Cybersecurity & compliance technology	Endpoint security, SIEM, SOC, identity management, vulnerability management, zero trust, backup and recovery.	Rising cyber risk, PDPA obligations, sector-level compliance, managed security demand, and shortage of skilled cyber talent.
Automation & AI-enabled operations	RPA, AI assistants, document automation, predictive analytics, smart workflows, computer vision, industrial software.	Opportunity is strong where use cases are practical: finance automation, sales operations, factory reporting, customer service, supply-chain visibility.
IT services & system integration	Implementation, customization, managed services, outsourced IT, helpdesk, field support, integration, project governance.	Local support capability, Thai-language communication, relationship-based sales, and project-control discipline determine success.

Segment	Typical Offerings	Thailand-Specific Considerations
Software distribution & channel development	Reseller networks, principal representation, distributor management, license sales, renewals, training and support.	Principals need a reliable commercial partner that can combine sales, technical pre-sales, account ownership and after-sales management.
IT-enabled managed operations	Service desk, CRM administration, data-entry workflows, marketplace administration, reporting dashboards, workflow monitoring, outsourced application support and technology-enabled back-office processes.	Useful for companies that need operational continuity but cannot justify a full internal team. Success depends on scope clarity, data controls, Thai-language support, SOPs, KPIs and escalation governance.

3. Thailand Market Context

Thailand's digital market is shaped by three converging forces: national policy, private-sector modernization, and foreign investment in digital infrastructure. The country's long-term Digital Thailand direction is aligned with Thailand 4.0 and aims to increase the digital economy's contribution to national output. In 2025, depa referenced an ambition for the digital economy to reach approximately 30% of GDP by 2030. The World Bank's 2025 digital-data-infrastructure work also highlights Thailand's Cloud First policy direction for government data migration, open data platform development, and digital public infrastructure.

Indicator / Policy Signal	Strategic Implication for Enterprise Software
BOI reported that 2024 investment-promotion applications reached THB 1.14 trillion, led by data centers, cloud services, semiconductor and advanced electronics manufacturing. The digital sector included 150 projects worth THB 243.3 billion in pledged investment.	Digital infrastructure investment strengthens demand for enterprise systems, cloud migration, cyber controls, and data-heavy workloads.
BOI reported first-half 2025 applications of THB 1.06 trillion, with digital-sector pledges rising to THB 522.6 billion.	Enterprise buyers and investors are increasingly treating Thailand as a digital operating base, not only a consumer market.
BOI's 2025 Investment Promotion Guide includes promoted digital activities such as cloud services, data hosting, software/platform services, and digital ecosystem businesses, with conditions around certified data centers, ISO standards and benefit plans for Thailand.	Foreign vendors should evaluate whether BOI promotion is relevant to their investment model, especially for cloud, hosting, software development and platform operations.
Thailand's PDPA has been fully enforced since 1 June 2022.	Software, cloud, analytics and managed-service providers must design data-processing, storage, consent, security and cross-border transfer practices carefully.
Cloud First and digital government initiatives are moving public-sector systems toward cloud adoption, data classification, open data and cyber resilience.	Enterprise vendors with government, state-enterprise or regulated-sector ambitions must be prepared for procurement discipline, local support and compliance documentation.

Market Interpretation Technology spending in Thailand is becoming more strategic, but procurement remains practical. Buyers want measurable outcomes, continuity of support, local accountability, and a realistic roadmap. A solution that works globally may still fail locally if the vendor cannot manage Thai-language stakeholders, internal resistance, integration complexity, and post-go-live support.

4. Market Intelligence & Key Trends

Cloud migration and hybrid architecture

Large enterprises are moving beyond basic hosting toward hybrid cloud, disaster recovery, application modernization and data-platform strategies. However, not all workloads move at the same speed; regulated, legacy and mission-critical systems require careful architecture and governance.

Cybersecurity as a board-level issue

Endpoint protection, identity, backup, ransomware readiness, monitoring and incident response are increasingly discussed at management level. Mid-sized companies often know the risk but lack internal cyber maturity.

ERP modernization and system consolidation

Many Thai companies still operate with fragmented finance, inventory, procurement, sales and reporting systems. ERP, CRM and workflow modernization remain high-potential segments, particularly in manufacturing, trading, distribution, hospitality and services.

AI moves from hype to workflow use cases

The strongest near-term opportunity is practical automation: customer service support, document review, sales intelligence, forecasting, internal knowledge search, procurement support and management dashboards. AI projects must be tied to clean data, process redesign and governance.

Data governance and analytics maturity

Business leaders want dashboards, but many organizations lack data quality, master-data discipline and integration between core systems. Analytics projects increasingly require process and ownership design, not only technical tools.

Industry-specific platforms

Generic software faces resistance where companies need sector workflows: hospitality operations, retail omnichannel, manufacturing traceability, logistics visibility, food processing compliance, or construction project control.

Managed services and recurring support

The market is shifting from one-time implementation toward managed support, monitoring, optimization, license renewal, and continuous improvement. This favors vendors with local service delivery.

IT-enabled outsourcing, shared operations and managed support

A practical part of Thailand's enterprise technology market now sits between software implementation and business-process outsourcing. Companies increasingly need technology-enabled support for CRM administration, helpdesk, digital workflow monitoring, marketplace operations, finance/HR system support, data cleanup, dashboard maintenance and recurring application administration. This is not a separate BPO industry for Aditya Group's website positioning; it is an execution layer within enterprise software and IT services. The strongest models combine software, process redesign, automation, local support, KPI reporting and senior governance.

From cost arbitrage to capability outsourcing

Traditional outsourcing was often justified by lower headcount cost. In Thailand, the higher-value opportunity is capability outsourcing: helping companies improve reliability, compliance, customer response, process visibility and management control through a combination of software, cloud tools, structured SOPs and trained local execution teams.

AI and automation in service delivery

AI-enabled customer support, OCR, workflow automation, low-code tools, CRM integrations and analytics dashboards are changing how outsourced and managed services are delivered. The advantage is not only lower cost; it is the ability to redesign repetitive processes, automate routine work, escalate exceptions and give management better visibility through dashboards and service-level reporting.

Talent constraints

Thailand has capable IT talent, but specialized skills in cybersecurity, cloud architecture, SAP/ERP, data engineering and AI governance remain competitive. Foreign companies need a pragmatic talent and partner strategy.

5. Opportunity Landscape

Thailand offers opportunities for technology firms that can address practical business pain points rather than sell technology as a stand-alone product. The highest-potential opportunities are where software reduces operating friction, improves visibility, protects data, supports compliance, or enables expansion.

Opportunity Area	Target Buyers	Commercial Model	Why It Matters
ERP / finance / operations modernization	Mid-market and large Thai enterprises; foreign-owned factories; trading and distribution groups	Implementation + support + optimization retainer	Many companies need integrated operational control and better management reporting.
Cybersecurity and managed security	SMEs, corporates, hospitality groups, financial services, healthcare-adjacent, education and industrial companies	Licensing + managed service + incident readiness	Cyber risk is rising while in-house capabilities are often insufficient.
Cloud migration and infrastructure modernization	Enterprises, software vendors, public-sector vendors, data-heavy service firms	Assessment + migration + managed cloud + compliance support	Cloud adoption is accelerating but needs architecture, cost control and governance.
Enterprise data and BI	Owners, CFOs, operations heads, sales leaders	Dashboard implementation + data cleanup + recurring analytics support	Decision-makers want reliable dashboards, but data fragmentation blocks progress.
AI and workflow automation	Service firms, trading companies, hospitality, BPO, finance/admin-heavy businesses	Pilot + use-case rollout + training + governance	Small practical AI deployments can deliver visible productivity gains.
Software distribution and principal representation	Foreign vendors entering Thailand	Distributor, reseller, representative office, or master-agent model	Foreign principals need trusted local commercialization, pre-sales and after-sales support.
Sector platforms	Hospitality, retail, logistics, manufacturing, trading, real estate, professional services	Vertical SaaS + localization + integration	Vertical solutions are easier to justify when tied to operational KPIs.
Managed services and outsourced IT operations	Foreign SMEs, Thai mid-market companies, software principals, trading firms, hospitality groups, retail operators and distributed teams	Monthly retainer + SLA + support desk + optimization roadmap	Many companies need dependable execution after implementation: application support, system administration, helpdesk, reporting, user training, data quality and recurring improvement.
Technology-enabled back-office workflows	Companies with manual finance/admin/sales/customer-support processes; market-entry teams; regional offices	Process redesign + tool configuration + managed workflow support	Thailand is attractive when clients need Thai-language execution, local compliance coordination, CRM/admin discipline and practical operating support without building a full internal team.

6. Competitive & Operating Environment

Thailand's IT market is competitive but fragmented. Global vendors provide credibility and platform strength; local software houses provide flexibility and price advantage; system integrators provide delivery capacity; niche vendors provide specialized solutions. Buyer decisions are influenced by referenceability, price, local support, implementation risk, relationship trust and the perceived ability to solve practical operational problems.

- Enterprise buyers are risk-sensitive. A known platform with a reliable local support partner can outperform a technically superior product without local accountability.
- Procurement is often multi-layered. Technology decisions may involve owners, CEOs, CFOs, IT heads, operations teams, procurement and external advisors.
- Price matters, but risk matters more. In mission-critical systems, buyers may pay more for continuity, support and implementation confidence.
- Thai-language engagement is important. Even when executives speak English, adoption and training usually require Thai-language communication.
- After-sales support can determine renewal. Renewal, expansion and reference value depend on responsiveness after go-live.
- Managed-service providers compete on governance, not only manpower. Buyers increasingly compare providers on SLA discipline, data security, escalation control, reporting quality, process documentation and ability to combine technology with human support.
- The coordination gap remains material. Many Thai clients have separate software vendors, accounting firms, payroll vendors, call-centre providers and IT support teams, but no single governance layer connecting these activities to business outcomes.

7. Regulatory & Compliance Considerations

Enterprise technology providers should not treat compliance as a legal afterthought. Software, cloud, data, security and managed-service projects can trigger data protection, cybersecurity, licensing, tax, labor, foreign business, procurement and sector-specific obligations.

Area	Relevant Considerations	Practical Action
PDPA / data privacy	Personal data collection, processing, consent, retention, processor/controller roles, security measures and cross-border data transfer.	Map data flows before implementation; define contractual responsibilities; align hosting and support operations with PDPA obligations.
Cybersecurity	Security controls, incident response, backup, user access, logging, vendor management and critical-system protection.	Conduct baseline risk assessment; define security architecture; prepare incident and recovery procedures.
Cloud / data hosting	BOI-promoted cloud and hosting activities include certification, capital investment and operational conditions; government cloud adoption involves data classification and governance.	Assess BOI eligibility early; verify hosting architecture, certifications and local data-center requirements.
Foreign ownership and business setup	Foreign firms may need appropriate corporate structure, licenses, work permits, BOI promotion or distribution model.	Choose between direct incorporation, BOI route, representative office, distributor, reseller or joint venture based on revenue model.
Software licensing, withholding tax and VAT	License sales, SaaS, maintenance, implementation and support may have different tax treatment.	Structure contracts with accounting and tax review before launch.
Public-sector procurement	Government and state-enterprise projects require documentation, eligibility, local presence, references and procurement compliance.	Use a local market-entry and bid-readiness plan before approaching public-sector opportunities.
Outsourcing, managed services and data processing	Managed support may involve employee data, customer data, financial records, system access, user credentials, logs and confidential business information. Controller/processor roles, confidentiality, access rights, retention, subcontracting and cross-border support must be defined.	Use NDAs, data-processing terms, role-based access, ticket logs, SLA documents, audit trails, staff training, secure tools and clear client approval rights before starting managed services.

8. Market Entry & Execution Considerations

A successful Thailand technology-entry strategy should begin with buyer segmentation and implementation feasibility, not only market-size estimates. Many foreign technology companies enter with a generic distributor model and later discover that enterprise software requires pre-sales, localization, implementation management, customer success and ongoing account governance.

Entry Route	Best Fit	Advantages	Watchpoints
Distributor / reseller	License-led software, cybersecurity, hardware-linked software, standardized SaaS	Fastest route; lower setup cost; access to existing accounts	Limited control; channel conflict; uneven technical capability; weak market feedback
Local subsidiary	Strategic long-term Thailand market, direct enterprise sales, recurring services	Control over brand, hiring, contracts, renewals and support	Higher cost; compliance; management burden; time-to-revenue risk
BOI-promoted entity	Software development, digital services, cloud, data hosting, platform operations	Potential tax and non-tax incentives; foreign ownership benefits; credibility	Eligibility conditions, project commitments, documentation and timeline discipline
Joint venture / strategic partner	Sector platform, regulated sector, government-linked opportunity	Market access, references, local relationships	Governance risk, misaligned incentives, profit sharing, control issues
Representative / virtual country manager model	Foreign vendor testing Thailand before full setup	Lean market testing, relationship building, qualified pipeline, structured feedback	Requires clear KPIs, authority, commercial terms and technical support from principal
Managed-service / outsourced operations model	Vendors or clients needing local application support, helpdesk, CRM/admin workflows, reporting, user support or ongoing operational execution	Creates recurring revenue, improves customer retention, supports renewals and gives foreign principals local accountability without heavy internal hiring	Requires clear scope, SLA, data protection, escalation matrix, process documentation, trained staff, pricing discipline and senior oversight

Recommended Market-Entry Sequence

Validate problem-solution fit by sector and buyer type.

Map competing solutions, current vendors, price expectations and procurement norms.

Define localization requirements: language, tax, compliance, integration and support.

Choose the commercial route: direct, distributor, BOI entity, JV, or representative model.

Build a reference-based sales strategy with sector-specific proof points.

Pilot with controlled scope, measurable KPIs and clear post-go-live support.

Scale through renewals, expansion modules, managed services and partner enablement.

Define what should be automated, internally owned, outsourced, partner-managed or governed through a hybrid model.

Establish a managed-service layer for support, user adoption, reporting, issue resolution and continuous improvement after go-live.

9. Risks, Challenges & Watchpoints

Overestimating market readiness

A buyer may say they want digital transformation but may not have budget, data quality, process maturity or management consensus.

Selling software without implementation control

Enterprise software value is realized through process design, integration, training and adoption. Weak implementation damages both vendor and client.

Choosing the wrong partner

A distributor with relationships but weak technical capability may generate leads but fail in delivery. A technical partner without sales discipline may fail commercially.

Underpricing support

Low-cost implementation fees can create long-term service losses, customer dissatisfaction and renewal risk.

Ignoring PDPA and cyber obligations

Data privacy and security must be designed into architecture, contracts and operating practices.

Weak change management

Thai users may resist new systems if training, leadership support and workflow clarity are insufficient.

Channel conflict

Multiple resellers approaching the same buyer can damage pricing discipline and brand credibility.

Talent dependency

Projects often depend on a few senior consultants. Delivery risk rises when knowledge is not documented and transferred.

Weak outsourced-process governance

Outsourced IT support or managed operations can fail when scope, ownership, SLA, data access, approval rights and escalation procedures are not defined. A low-cost provider without documentation and management reporting can create hidden operational risk.

Data and confidentiality exposure

Managed services often require access to client systems, customer records, payroll data, commercial reports or user credentials. Without proper access control, ticketing, staff training and contractual safeguards, the provider can become a cyber, privacy or reputational risk.

10. Aditya Group Perspective

Aditya Group's view is that Thailand's enterprise-technology opportunity is strongest where strategy, localization and execution are handled together. Many companies do not fail because the software is wrong; they fail because the implementation route is wrong, the partner is weak, buyer expectations are not managed, or the solution is not translated into business outcomes that executives can measure.

A second opportunity sits in the post-implementation operating layer. Many companies complete a software rollout but still lack the people, process discipline and management rhythm to use the system properly. For these clients, managed support, outsourced application administration, CRM discipline, dashboard maintenance, user training and vendor coordination can be as important as the initial technology selection.

Aditya Group does not need to present BPO as a standalone industry expertise. The stronger positioning is to treat outsourcing as part of digital execution: helping clients decide which technology-enabled processes should be internal, outsourced, automated or governed through a hybrid model.

Aditya Group Advisory Lens For foreign technology vendors, Thailand should be approached as a relationship-driven, implementation-sensitive enterprise market. A successful launch requires clear positioning, credible local representation, technical support capacity, disciplined pricing, reference-building, compliance awareness and long-term account governance.

For Thai enterprises, the priority is not to buy more tools. The priority is to create a technology roadmap that connects systems, improves control, reduces manual dependency, strengthens compliance, and gives management better visibility. Software selection should follow business diagnosis, not vendor presentation.

11. How Aditya Group Can Support

Client Need	Aditya Group Support	Typical Output
Foreign technology vendor wants to enter Thailand	Market-entry assessment, segment mapping, competitor review, partner search, pricing route, channel strategy	Thailand entry roadmap, target-account list, partner shortlist, launch plan
Software principal needs local representation	Virtual country manager, distributor coordination, enterprise sales support, pre-sales meeting support, account governance	Qualified pipeline, partner KPIs, sales meeting briefs, local execution oversight
Enterprise needs digital transformation clarity	Business diagnosis, system gap review, vendor evaluation, implementation-risk assessment	Transformation roadmap, requirements document, vendor comparison, project governance model
Company needs ERP / CRM / workflow modernization	Requirements scoping, vendor/vendor-partner evaluation, implementation oversight, change management support	Business requirements, implementation plan, governance dashboard, adoption plan
Cybersecurity or cloud project needs business alignment	Risk and readiness review, solution matching, commercial review, compliance coordination	Cyber/cloud roadmap, vendor shortlist, budget framework, management presentation
Investor evaluates IT/software opportunity	Commercial diligence, market validation, management assessment, go-to-market review	Opportunity memo, risk map, market-entry recommendation, execution plan
Client needs managed-service or outsourced IT operations	Scope design, SLA structure, workflow mapping, support model, vendor coordination, data/control review and monthly governance	Managed-service blueprint, SOPs, escalation matrix, KPI dashboard, support calendar and governance report
Foreign SME or regional office needs technology-enabled admin support	CRM administration, reporting workflows, marketplace/admin support, customer-response process, vendor follow-up, helpdesk coordination and system usage monitoring	Operating model, tool stack, process map, reporting dashboard, monthly support rhythm and improvement plan

12. Selected Relevant Experience

The following experience areas support Aditya Group's credibility in this sector. They are presented at capability level and do not disclose sensitive client information.

- Arahant Thailand experience in IT/software distribution, technology commercialization and enterprise client engagement.
- Practical exposure to managed execution, vendor coordination, CRM/admin discipline and cross-functional operating support through Aditya Group's consulting, trading, travel and technology businesses.
- Ability to combine technology commercialization with business-process understanding, allowing IT projects to be assessed not only as software deployments but as operating-model changes.
- Experience representing and commercializing international software and technology solutions in Thailand, including cybersecurity and enterprise-technology categories.

- SAP and enterprise-software ecosystem exposure through implementation, advisory, support coordination and business-process understanding across multiple industries.
- Market-entry and business-development experience across 21 industries, enabling technology opportunities to be evaluated through sector-specific business realities rather than purely technical assumptions.
- Cross-border sourcing, vendor evaluation, distribution and channel-development experience relevant to technology principals entering Thailand.
- Advisory capability for companies needing a Thailand-based execution partner to bridge foreign management expectations and local operating conditions.

13. Conclusion & CTA

Thailand's IT and enterprise software market is entering a more mature phase. Digital infrastructure investment, cloud adoption, cybersecurity concerns, enterprise modernization and AI-enabled automation are creating real opportunities. At the same time, success requires more than technology availability. It requires local market understanding, partner discipline, implementation governance, compliance awareness, and the ability to translate software into business outcomes.

Aditya Group helps technology vendors, investors and enterprise clients evaluate the market, define realistic entry routes, build local relationships, reduce execution risk, and convert digital ambition into operational progress.

Suggested Website CTA Request an Industry Discussion with Aditya Group to evaluate your Thailand technology-market opportunity, enterprise-software project, software distribution model, or digital-transformation roadmap.

Sources

Source	Relevance	URL
Thailand Board of Investment	Investment Promotion Guide 2025: Digital, Creative Industries and High Value Services; cloud services, data hosting and digital ecosystem conditions.	https://www.boi.go.th/upload/section4_en_wt_link.pdf
Thailand Board of Investment	First-half 2025 investment applications: THB 1.06 trillion total applications; digital-sector pledges THB 522.6 billion.	https://osos.boi.go.th/EN/news/2224/Thailand-First-Half-Investment-Applications-Hit-USD-32-5-bil/
Thailand Board of Investment	2024 investment applications: THB 1.14 trillion; digital sector 150 projects worth THB 243.3 billion; data centers and cloud services led investment value.	https://www.boi.go.th/index.php?_module=news&from_page=press_releases2&language=en&page=press_releases_detail&topic_id=136384
World Bank	Thailand Digital Data Infrastructure Roadmap Report, June 2025, including Go Cloud First policy implementation references.	https://thedocs.worldbank.org/en/doc/c9160dd8065d1300384d8ab790742165-0070012025/original/Deliverable-5-Final-DDIR-for-publication-June2025-final-revision.pdf
depa / ESCAP presentation	Thailand digital transformation journey and digital economy target around 30% of GDP by 2030.	https://www.unescap.org/sites/default/d8files/event-documents/Thailands-Digital-Transformation-Journey.pdf
ETDA	Thailand Internet User Behavior survey and statistics resources.	https://www.etda.or.th/th/Our-Service/statistics-and-information.aspx
DLA Piper Data Protection Laws of the World	Thailand PDPA came into full force on 1 June 2022 and ongoing subordinate regulation updates.	https://www.dlapiperdataprotection.com/index.html?c=TH&t=law
Mordor Intelligence	Thailand digital transformation market estimate: USD 10.06 billion in 2025 and USD 10.94 billion in 2026, directional private-market estimate.	https://www.mordorintelligence.com/industry-reports/thailand-digital-transformation-market

Source	Relevance	URL
Fortune Business Insights	Global BPO market growth reference used only to support the managed-services and capability-outsourcing context within enterprise software, not as a standalone Aditya Group industry report.	https://www.fortunebusinessinsights.com/business-process-outsourcing-market-111583
Thailand Board of Investment	International Business Center and support-service context relevant where technology-enabled shared services, regional support and managed operations are structured in Thailand.	https://www.boi.go.th/upload/content/BOI_A_Guide_EN.pdf
Thailand PDPA / Data Protection reference	Supports the report's managed-service, data-processing, outsourcing and cyber/privacy governance sections.	https://www.dlapiperdataprotection.com/index.html?c=TH&t=law

Build the Right Thailand Entry Strategy

Aditya Group helps clients evaluate market potential, identify partners, structure practical entry routes and coordinate local execution in Thailand.

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