



bluebik | BBIK

Bluebik Introduction

From Ambition to Reality

We are an end-to-end digital transformation consulting service provider with end-to-end capabilities from business strategy, design, digital delivery and excellence, big data and advanced analytics, to strategic PMO.



Who we are

- Established in 2013, Bluebik has been delivering end to end from strategy to operational consultancy services for leading organizations
- Our team comprises a vast array of 200+ internationally experienced consultants and alumni from top tier international consulting firms

End-to-end Digital Transformation Consulting

*Offer global standard service with
deep local context understanding*

Bluebik is trusted by leading organizations in both Thailand and Overseas

Established in 2013, Bluebik has been delivering end-to-end digital transformation from strategy to digital delivery operational consultancy services based in Bangkok, Thailand

Selected Clients

Selected Partners

Covered Media

Financial Institutions and Insurance



TMT



Retail



Other Leading Organizations



BBIK has been Listed on the Stock Exchange with continuing trust by stakeholders and investors

“THE FIRST E2E DIGITAL TRANSFORMATION CONSULTING”

Digital Transformation

BIG DATA

ORBIT DIGITAL

BLUEBIK GLOBAL

Continuing trust from analysts, advisors and market, resulting in growing stock price

BBIK vs MAI Daily Chart
(BBIK IPO Sep 16, 2021 Index = 100)



BBIK

First Trading Day | September 16, 2021

Equity Analysis

BBIK Group PCL



Bluebik's Board of Directors



Mr. Thana Thienachariya – With over 30 years of experiences and expertise in marketing strategies and management, previously serving as CMO of Siam Commercial Bank. At present, he is a marketing advisor to the CEO of Siam Commercial Bank Public Company Limited. He is also the chairman of Purple Ventures Company Limited, a subsidiary of SCB 10X Company Limited.

Mr. Kanchit Bunajinda – With over 30 years of experiences and expertise in designing strategies, investment as well as merger and acquisition (M&A), previously serving as MD of Lombard. He is a member of BoD in several leading companies including Central Retail Corporation Public Company Limited and Robinson Public Company Limited.

Mr. Chalakorn Panyashom – Currently, he is an executive and the Chief Operating Officer for digital TV at Workpoint Entertainment Public Company Limited. He has played important roles in turning around digital TV business and making Workpoint a leader in the Thai entertainment industry.

Mr. Vasit Kanjanahuttakit – With strong background in Finance and internal control, Mr. Vasit is an executive of Srisawad Corporation Public Company Limited which provides loan services to retail customers.

Mr. Pongsuk Hiranprueck – With, proven track record in media business for over 20 years, he is the CEO of Show No Limit Company Limited that produces various forms of online content and is widely recognized as leading online media organization in the field of technology in Thailand.



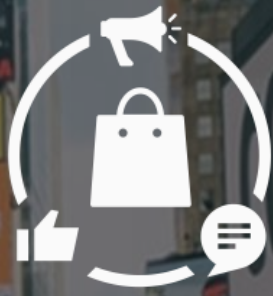
Our Services

We bring end-to-end capabilities to deliver real impacts for you



MANAGEMENT CONSULTING

Identify key success factors, craft strategic directions with where to play and how to win



MARKETING TRANSFORMATION

Reinventing marketing strategy to fit for digital transformation purpose to maximize potential business contribution



DESIGN CONSULTING

Design UI/UX solutions that is user-centric and align with business objectives



DIGITAL EXCELLENCE AND DELIVERY

Construct robust technology platforms to compete in rapidly changing and dynamic market



BIG DATA AND ADVANCED ANALYTICS

Build foundation for big data and create tangible business values from insights



STRATEGIC PMO

Strategically and systematically execute projects and deliver successful results in timely manner

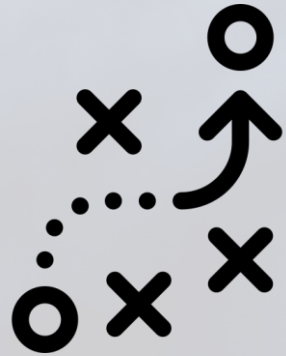


SALESFORCE

Design and implement the proven business practices to the organization, driven by world's no.1 CRM technology, to thrive the business beyond the curve

Unrivalled business consulting track record with global experience

Find the most optimized way to win for companies with our own tailored best practices



- Strategy Formation
- Marketing & Brand Strategy
- Market Entry Analysis
- Operations Improvement
- Digital Marketing
- Market sizing and research
- ...and more

Selected Experiences

Business model transformation and 5-year strategy for a SET50 FI

การคำนวณการเติบโตอย่างต่อเนื่อง ซึ่งแสดงให้เห็นถึงโอกาสในการขยายธุรกิจสำหรับผู้ประกอบการ

มูลค่าทางบัญชีและมูลค่าตามราคาตลาด


มูลค่าและการเติบโตของ GDP ในแต่ละทวีป



Explore growth opportunities and devised new business model and corporate strategy to uplift core business and new business expansion

Digital strategy for Thailand's Leading Insurance Player

การออกแบบ Customer Journey map จะแสดงให้เห็นถึงจุดที่ลูกค้าสามารถเปลี่ยนจาก Chat ไปเป็น โทรฯ และทางกลับกันได้



Developed digital transformation strategy for sales operation and 3-year digital roadmap



Strategic change Re-envisioning of the marketing core function from Marketing Strategy to Communication

a strategic, structural, and systemic change of the marketing operating model, restructuring the marketing organization, re-engineering of the core marketing processes, enabling new marketing capabilities, and re-platforming Marketing Technology



- Marketing Transformation Roadmap
- 10Ps Marketing Development
- Data Driven Marketing Strategy
- Brand Total Experience Solutions
- Digital Branding Strategy
- Customer Experience Design
- Omni Channel Communication Strategy
- Digital Asset Management Planning ...and more

Selected Experiences

Total Brand Experience for new Fully Digital Banking Product

SOLUTION

- Launch the new bank brand that **APPEAL**
- Recruit users with **ACQUISITION STRATEGY**
- Making them engage with **POST-SIGN UP EXPERIENCE**

MARKETING DISCIPLINES

- STRATEGY**: Define insight & Challenge
- CREATIVE WORK**: Brand identity set-up, Excitement communication
- PR**: Trust and long-term Credibility with Press and Influencer
- SOCIAL MEDIA**: Build audience experience, serenity through Digital Assets And 360 engagement
- MEDIA**: Reach right audience At the right moment

Design a full brand experience strategy for a digital bank brand starting from branding to communication strategy and finding strategic partner leading to successful launch in the regional scale.

Conversion based Consumer Journey Experience design for Leading Automobile brand

PRE-PURCHASE

- Inspiration: Trigger interest on the product
- Discovery: Provide basic information on their need
- Selection: In-depth information for final decision
- Purchase: Encourage and Guide related

POST-PURCHASE

- On Boarding: First time usage manual and account
- Ongoing Use: Maximize usage experience on-going services on go
- Repair & Services: Troubleshooting, Repairs, Spareparts & Accessories
- Repurchase: Personalized information for timely service

DECISION MAKING: Awareness, Search & Interact, Dealer Experience

PREFERENCE & LOYALTY: Branding & Community, Dealer Experience, CRM

Develop a full scale Marketing strategy to empower the brand's digital asset to generate lead & conversion trough experience design planning.

Unseen innovation design and solution to disrupt the status quo

Unseen innovative solutions for the unmet needs with aim to disrupt the market



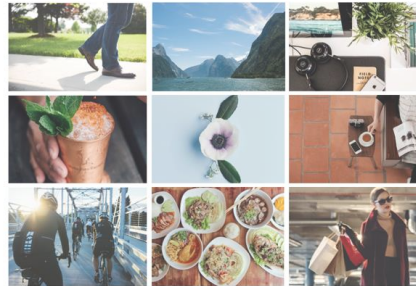
- Ideation service
- Design thinking workshop
- UI / UX Design
- ...and more

Selected Experiences



Lifestyle Mobile Banking Concept for TOP3 Mobile Bank

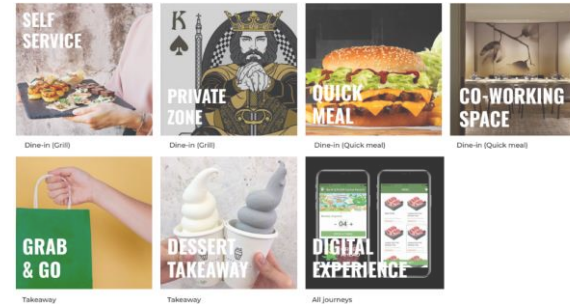
beyond banking = lifestyle



Developed disruptive mobile banking concept including branding, key features, acquisition and retention strategy



Store Experience Design for Leading Restaurant Chain



Designed and developed new experience of leading restaurant chain to accommodate younger customer base

Deep expertise in all digital forms; from c:\ to cutting edge technologies

Build highly flexible technology platform and fill the missing pieces of the current systems

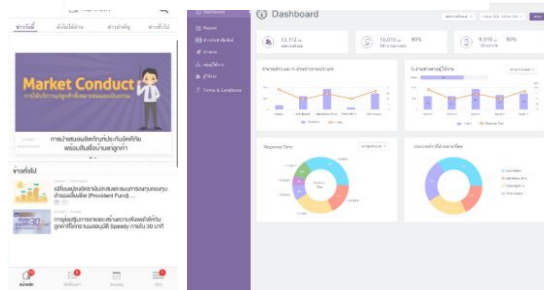
Selected Experiences



- Software development
- Big data consulting
- IT Strategy Formation
- IT Architecture Design
- IT Security Review
- IT capability assessment
- DevOps transformation
- ...and more



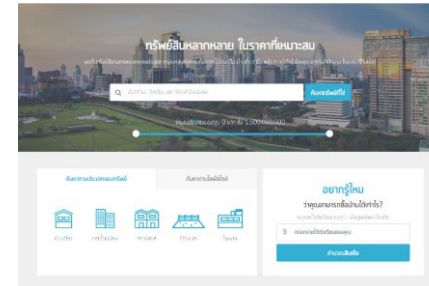
Developed mobile application and backend for major bank



Developed digital channel (web/mobile app) for major banks



Built Front-end NPA eMarketplace for leading Bank

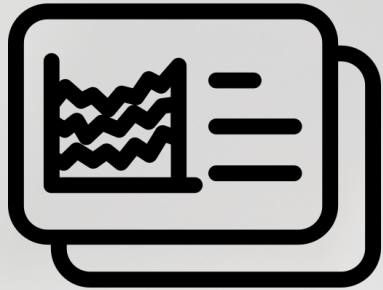


Built e-Marketplace platform integrated with digital loan platform

Optimize your business with strategic use cases through big data and advanced analytics

Data engineers and data scientists to build robust data infrastructure and translate data to actionable insight using AI/ML

Selected Experiences



- Data infrastructure setup
- Data governance
- Data modeling and analytics
- AI/ML
- Data visualization
- Big data business implementation
- ...and more

Customer Win-back Modeling for Major Real Estate Developer

Customer win-back model (lead prioritization) has been tested, showing improvement in both efficiency and effectiveness of the operation process

Solutions

Data usage:

- Customer profile e.g. gender, age, income, preference, occupation, etc.
- Customer transaction history
- Project details

Data analytics/Modeling

- Win-back model to prioritize leads – who to call and what product to offers
- Customer Detail Dashboard to support sales process

Result from A/B Testing

- # of refer ↑ 11.1%
- % refer ↑ 18.7%
- # of inefficient call ↓ 82.1%

Developed advanced data model to increase the win-back rate for leading real-estate developer

Big Data Infrastructure for Leading Insurer

To successfully leverage Big Data, robust infrastructure is required to sustain the power of big data throughout organization

1. Source data

- Structured data: Raw data, CRM, SAP, Transactional systems
- Processed data: Data warehouse
- Third party data: Customers, Venues, Open data, Public websites, Social media
- Real-time data: External website, Facebook language, Twitter, Instagram, Applications, IoT, Sensor

2. Data Acquisition

- Extract, Transform, Load (ETL)
- Dimensional modeling
- Archiving
- Load (ETL)
- Self-organized

3. Data management

- Landing/Staging
- Scale-out storage
- Customers
- Venues
- Open data
- Public websites
- Social media

4. Advanced analytics

- Exploratory
- Research and development
- Data science, Machine learning

5. Real-time analytics

- Stream data
- Accrual events
- Real-time scoring

6. Governance, Security, Monitoring and Controlling

7. Business Analytics

- Reports
- Dashboard

8. Services integration

- Data sharing
- API

9. Consumers

- Applications
- CRM
- Business Operations

Design and Implement big data infrastructure for leading insurer

Unfailingly deliver and execute key strategic initiatives with our proven process

Strategists on the ground to manage and make all the necessary pivotal decisions

Selected Experiences



- Business PM outsourcing
- IT PM outsourcing
- Transformation PMO for strategy implementation
- PMO governance implementation
- Venture building
- ...and more

Payment Program Delivery for TOP3 Commercial Bank

On-going projects with targeted release

Managed 100+ technology initiatives of payment transformation roadmap for a major bank

Build-Operate-Transfer for Block Chain Initiative Venture

Legal	Status															
Regulatory Sandbox	N/A	N/A	C	C	C	C	N/A	C	C	C	N/A	C	C	C	N/A	N/A
Pre-Sandbox MOU	N/A	N/A	C	C	C	C	N/A	C	C	C	N/A	C	C	C	N/A	C
Pre-Sandbox MOU revised #1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
New Pre-Sandbox MOU	N/A	N/A	C	D	D	C	N/A	D	D	C	N/A	D	D	D	N/A	N/A
MOA GC	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	X
TDU	N/A	N/A	X	X	X	X	N/A	X	X	X	N/A	X	X	X	N/A	N/A
Overall	C	C	X	D	D	X	N/A	D	D	X	N/A	D	D	D	N/A	X

Setup program governance, set up of national blockchain project and operate day-to-day operation for initiation period

Transform and Grow your business to the top of the industry through excellent customer success with global #1 CRM

Win your customer through proven practices from global #1 CRM



- Customer 360
- Journey builder
- Ad Studio
- ...and more

Other products from Salesforce that you might love,



...and more

Guaranteed by global institution, Salesforce is #1 in CRM



#1 in CRM

Worldwide CRM applications 2020H1 revenue market share by IDC



#1 in Sales

Worldwide sales force productivity and management applications 2020H1 revenue market share by IDC



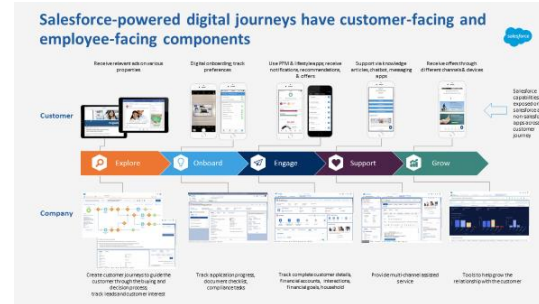
#1 in Marketing

Worldwide marketing campaign management applications 2020H1 revenue market share by IDC



Selected Capabilities

Enhance your customer's digital journey throughout the lifecycle



Design and implement tools for internal team to manage and customize customer's digital journey based on customer segments

Digital Transformation 5+5

Companies of the Future are racing for digital leadership. Bluebik will help shape your digital efforts with forefront digital capabilities with understanding of real impact execution through strategic change agent that drives company's fundamentals



Bluebik's Digital Transformation Levers helps company to unlock all 5 levels of digitization to create true digital value driving with 5 key digital enablers



Digital Technology



Digital People



Digital Process



Digital Change Management



Program Delivery



Company Subsidiaries

Bluebik has expanded our subsidiary company in digital disruption by investing in a specialized consultancy



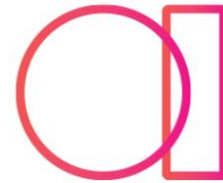
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End-to-end capabilities in digital transformation



Ingenio

Big data consulting and advanced analytics



addenda

Augmentation service to tech talents



Digital innovation arm under Bluebik and OR



bluebik

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We have delivered IMPACT for leading organizations

Making Data Transformation a success



Saravoot
CEO, TCP Group

3-year project to strategize, establish and **unlock big data potential and drive transformation**

- Strategy
- Transformation
- Big Data
- AI
- Governance

More

[Bluebik Takes up 'Data Transformation' for TCP Group To Become a Data-Driven Organization](#)

Strategy and Digital Transformation



Napassanun
CEO, TQM

"Bluebik's deep expertise in insurance business helps TQM to fully exploit benefits of **digital transformation**"

- Strategy
- CEO Office
- Digital Transformation

More

[Voice of Clients : คุณกษณันท์ พรรณนิภา บริษัท ทีคิวเอ็ม อินซัวร์รันส์ โบรคเกอร์ จำกัด](#)

Business Model Transformation and Strategy



Tongurai
Former Deputy Governor, BoT
Chairman, BAM

"Bluebik's resource is a group of **talented and capable professionals** who delivered complete outcomes as desired"

- Strategy
- Transformation
- IPO
- Business Model

More

[Voice of Clients : คุณทองอุไร ลิ้มปิติ บริษัท บริหารสินทรัพย์ กรุงเทพพาณิชย์ จำกัด \(มหาชน\)](#)

Data Analytics to Insights to Sales to Impact



Supatra
Former CEO, Pruksa

"We chose Bluebik to lead our Big Data and AI initiatives resulting in **100% increase in sales**"

- Strategy
- Big Data
- AI
- Digital Transformation

More

[พุดกษาดิง Bluebik ร่วมประยุกต์ใช้ Big Data - AI เสริมศักยภาพ](#)

Core Insurance Modernization and Big Data Analytics



Perapart
MD, Thanachart Insurance

"Bluebik's commitment and dedication in delivering the best outcome, they are **our trusted partner**"

- PMO
- Big Data
- AI
- Digital Transformation

More

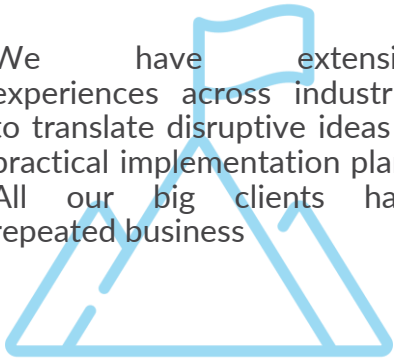
[Voice of Clients : คุณพีระพัฒน์ เมฆสิงห์วี บริษัททรนชาติประกันภัย](#)



Bluebik, Your Strategic Partner

Proven track records of tangible results

We have extensive experiences across industries to translate disruptive ideas to practical implementation plans. All our big clients have repeated business



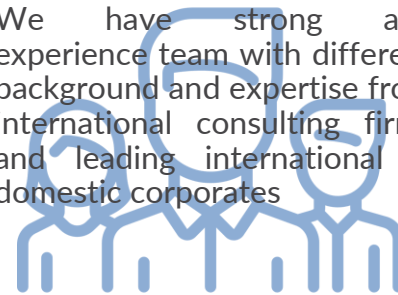
End-to-end capabilities from digital strategy to tech

We have comprehensive ecosystem that provides different required expertise to deliver best results tailored for you from strategy, design, digital delivery, implementation and big data



Multidisciplinary, ex-global firm talents

We have strong and experience team with different background and expertise from international consulting firms and leading international & domestic corporates



Established Public Company

Our company is well established and is a public company in Thailand with global team



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