



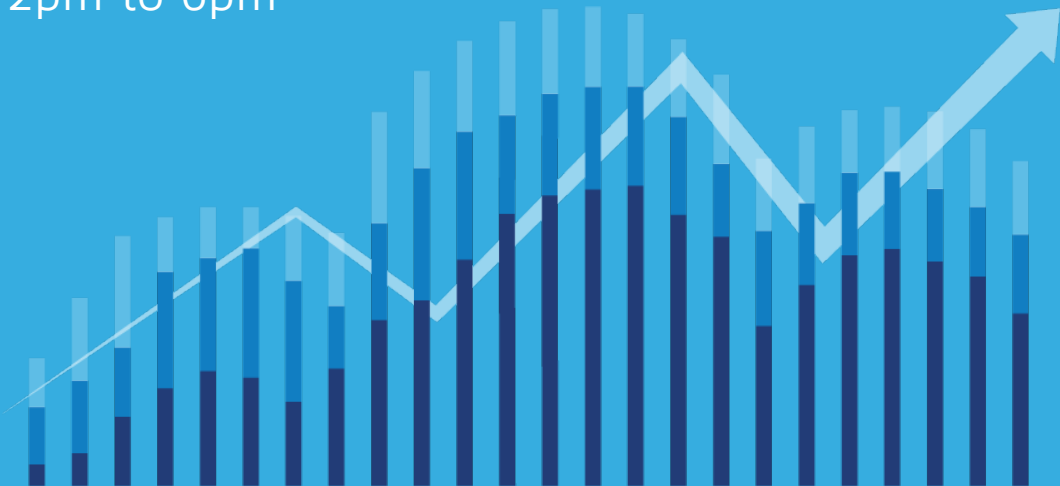
RHIPE CLOUD SUMMIT THAILAND

Date: Thursday, 9 May 2019

Venue: Renaissance Bangkok Ratchaprasong Hotel,
Royal Maneeya A Ballroom, M Floor

Address: 518/8, Ploenchit Road, Bangkok, 10330,
Thailand

Time: 12pm to 6pm



TIME	AGENDA
12.00pm	Registration & Lunch
1pm	<p>Keynote: The Journey to Cloud Profitability The journey to cloud profitability is a difficult and perilous one; filled with many ups and downs. Over the past 15 years, rhipe's vision of a "world with shelfware" has defined our strategy, culture, and value proposition in the APAC market. Rhipe continued to be subscription software focused, operates in 18 different markets across APAC and supports +2,500 partners providing value added services including marketing, consulting and 24/7 support as a service. But how did we get here? What type of financial and business risks did we encounter? How did we cross the chasm and where do we go from here?</p> <p>Patara Yongvanich. Managing Director SE Asia, rhipe</p>
1.30pm	<p>rhipe Thailand Update: Understand how rhipe can help you differentiate in today's crowded cloud marketplace - latest program updates and GTM support available</p> <p>K. Kasem Pornanarat. Country Manager Thailand, rhipe</p>
2.00pm	<p>Panel Session #1: Are you building the next South-East Asia unicorn? Are you thinking about going global? Where do investors, venture capitalists, and private equity place their bets? How does crossing the chasm influence an organization's profitability, competitive strategies, and risk appetites? This panel will help you to accelerate your business, provide you with tips and help you address the challenges and opportunities you will face from early phase to public. The challenges of regional expansion are numerous but success is rewarded with economies of scale and economies of scope.</p>

TIME	AGENDA
3.00pm	Break
3.30pm	Panel Session #2: In this panel, we will have Microsoft, Citrix & Acronis talk about how service providers and ISVs can strengthen their unique value proposition through value added services, verticalized intellectual property, and optimized solution offerings. We will also be discussing the support & investments made available to ISVs & Start Ups to innovate & grow in Asia
4.30pm	Panel Session #3: In this panel, there will be discussion on the start up trends of 2019 and 2020, Thailand start up behaviours and their cloud requirements. They will also highlight on the tech start ups to keep your eyes on and the support they would require to remain competitive while expanding their business overseas.