

# UNLIMITED SOLUTIONS

TO ENRICH YOUR BUSINESS & LIFE



**SAMART**

SAMART...  
“WHO WE ARE”



Over **Seven Decades**

of stable growth with strong  
and solid foundation



Provider of **High-Quality  
Telecommunications**

technological services of international  
**standards**



Committed to Developing  
and **Providing a Complete  
range of solutions**

that meet clients' needs

# VISION

## “SAMART GROUP”

is committed to providing products and services of advanced technology to bring in **Sustainable Growth** and **even Better Quality of Life.**



# OUR LISTED COMPANIES



**SAMART Corporation Public Co., Ltd.**



**SAMART Telcoms Public Co., Ltd.**



**SAMART Digital Public Co., Ltd.**

# LINE OF BUSINESS



ICT Solution  
& Service



Utilities  
& Transportations



Digital



Technology  
Related Services

# ICT SOLUTION & SERVICE

We are determined to  
**Offer the Best Solutions and Services**  
possible to support our important clients'  
**Sustainable Growth**



**SAMART  
TELCOMS**



Network Solution



Enhanced  
Technology Solution



Business Application



## Network Solution

### Business Solutions - Telecommunications Network Structure

Full-range professional services in both wired and wireless modern high-speed networks from giving consultation, survey, installation, and system setting-up by experts. For example,

- Mobile Network Infrastructure
- School Net
- Internet Backbone



## Enhanced Technology Solution

### Business Solutions - ICT Applied Technology

Integrated ICT solutions with modern applied technology to fulfill the needs for complex functions as well as specialized solutions of advanced technology prepared for individual clients, supporting their important work requiring high precision and stability including the following :

- e-DOL
- Automatic Meter Reading System
- Airport Management Solution
- Security, Cloud & Data Center Solution



## Business Application

### Business Applications - to Support Business Operations

Provides a complete range of software innovations, aiming at boosting the business potential and competitive edge of client organizations, for example,

- ERP Operations
- e-Payment Solution
- Core Banking System
- e-Learning Solution
- Electronic Data Interchange

## e-DOL Land Development Information System Innovation

Trusted by the **Department of Lands** to prepare the land information system, by developing and setting up the central system, and then transferring data from 459 offices in **Bangkok** and the other **76 provinces** altogether to the central system, to establish **the national database on land**, with modern digital connections of increased efficiency.



# Automatic Meter Reading (AMR)

## Installed Automatic Meter Reading

for **Provincial Electricity Authority**'s major clients in industrial areas and business organizations to increase the efficiency in electricity use planning management.



# ERP Operations

Designed, developed and installed the  
Enterprise Resource Planning System

for the **Provincial Electricity Authority** to enhance  
its services for **over 20 million electricity customers** nationwide.



# Core Banking System

Designed and set up The Main System,

*the Heart of Banking Business,*

for the Government Housing Bank and SME Bank  
to boost their business efficiency and support their digital services,  
getting ready for a complete digital banking system in the future.



# E-Payment Solution

Provides e-Payment Systems and Applications

of PCI DSS Standards, **meeting the present-day needs**

**for digital payment**, for major banks and business operators such as

Central Group, Bangkok Bank, Thanachart Bank,

Government Saving Bank, UOB Bank, Krungthai Card PCL.

# Solar Cell System

## Installation of Solar Power Generation System with Electric Energy Storage System

To support the use of clean energy and ensure adequate power supply in remote areas, the systems were installed for the Plant Genetic Conservation Project Under the Royal Initiation of Her Royal Highness Princess Maha Chakri Sirindhorn (RSPG) and for 46 National Park Protection Units, Department of National Parks, Wildlife and Plant Conservation.



# E-Learning Solution

## Online Educational Technological Services

Providing unlimited learning possibilities in the New Normal days,  
a complete range of online educational technological services  
of CMMI level 3 standards in improving and developing software  
are available to give confidence to clients  
by teams of experts with over ten years of experience.





# Direct Coding System

## Installation of Direct Coding System

Using the technology on the containers of domestically brewed beer helps enhance the Excise Department's taxation efficiency.

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# UTILITIES & TRANSPORTATIONS

Committed to provide technology  
and services of international  
standards in **Utilities and  
Mass Transit Systems**



**SAMART**  
**U-TRANS**



Aviation Solutions  
Service



Construction  
of Transmission Line



High Voltage  
Substations Project





## Aviation Solutions Service

Aviation solutions services with technology of world-class standards.



## Construction of Transmission Line

The project to move overhead power transmission lines underground.



## High Voltage Substations Project

High voltage substation design and installation service.

# Air Traffic & Navigation Services

Trusted to continuously provide  
Air Traffic Control and Management Services

for a period of 39 years for **more than 130,000 flights/year**  
over Cambodian Airspace



# Construction of Transmission Line

Trusted by Metropolitan  
Electricity Authority (MEA)

with **undergrounding overhead power lines**

in Rama III and Charansanitwong areas,

in support of “Smart Metro” concept.



# High Voltage Substations Project

Installed and provided high-voltage  
substation services, including

- Electricity Generating Authority of Thailand  
: Trang and Singhburi provinces
- Provincial Electricity Authority: Had Yai District
- Distribution station for underground power lines  
(Thailand's first) : Klong-toey



# DIGITAL

Determined to offer  
a complete range of digital services  
to add convenience to life.



**SAMART**  
*Digital*



Digital Network Solutions



Digital Sport & Solutions

# Digital Trunked Radio System

## Digital Trunked Radio Service with Advanced Security

Available nationwide and in all situations even when the basic communication network is damaged by natural disasters.

With communications equipment that is highly durable, waterproof, dustproof and shockproof qualities of international standards.



# Digital Sport & Solution

## Complete with sports content

**Digital Sport** complete sports news via Mobile App and Online News

**TV Broadcasting & Production** live broadcasting service for important matches

**Sport Event** provides coaching programs for sport trainers who can in turn train Thai youth.

**VAR** (Video Assistant Referees) technology of FIFA level from 2018 - 2021  
(First in Southeast Asia and the only provider in Thailand)

# TECHNOLOGY RELATED SERVICES

Provides a wide range of **technology services**  
to **completely meet clients'**  
**all kinds of needs.**



**VISION**  
AND SECURITY SYSTEM  
A SMART COMPANY

**SAMART**  
ENGINEERING



**CCTV & Security  
Solutions**



**Antenna & IT Equipment  
Manufacturing**



# CCTV & Security System

## Complete security system services

Contributes to the “SAFE CITY” endeavors with surveillance systems to ensure safety in all important areas, for example:

- Bangkok Metropolis (Eastern area)
- Government Complex Commemorating HM
- Phuket Airport
- Five southern border provinces
- Chonburi (13 municipalities)

# SAMART GROUP

is driven towards **sustainable success**  
by a team of dedicated and capable people.



## Think Ahead

Think Ahead...  
make it Happen



## Customer Focus

Reach out...  
win their Heart



## Team of Professionals

United...  
as Professionals



## Commit to Excellence

Do the Best...  
beyond satisfaction

# SAMART GROUP

Operating in compliance with

# CSR

“

Good governance principles, responsible to its employees, clients, and shareholders, as well as strongly supporting the society at large.

”

Focusing on

**"Creating Quality People and Supporting Ethical Society"**

through various projects and activities.

**SAMART**



# Creating Quality People



## **SAMART Innovation Awards**

Arranges technology contests to encourage thinkers and developers to create innovations and become business owners.



## **SAMART Innovation Funds**

Provides scholarships and research funds for students and researchers.



## **SAMART Innovation Camp**

Organizes training in technology and professional skills.

**SAMART**

# Ethical Society Promotion



## D - Club :

with volunteer members taking part in social activities including:

- **“Kla-dee Fund” Project**, where club members get funded in their undertakings for the benefit of society such as Help Further Father’s Work, Dream with the Younger Ones, Occupational Promotion Center for the Blind and the Multi-handicapped, Futsal Competition to help stray/ disabled animals
- **“Tak-boon” Project**, where necessary items such as hats and scarves are hand-crafted for those in need.



## Samart Foundation :

established for public charity projects

- Buddhism promotion activities, helping victims of various incidents
- Construction of school buildings and provision of school equipment
- Traffic work support



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| SamartCompany

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