

Company Profile

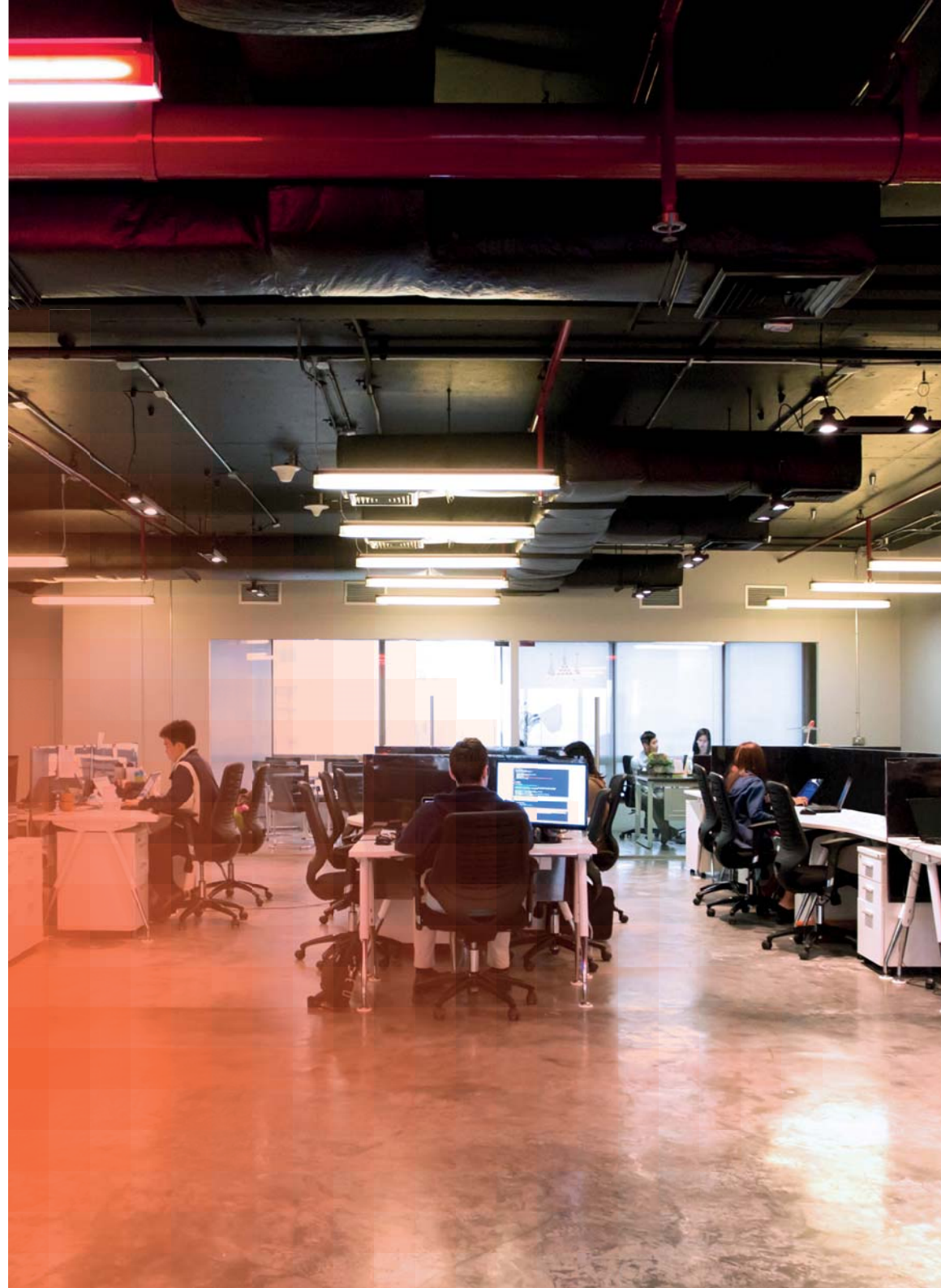
Digital Possibilities. Realized.

Aware



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Bridging the gap between where you are and where you need to be.

At Aware, we make digital transformation feel intuitive, seamless, and within reach. We listen, understand, and act as your partners, navigating each challenge together.

For over 21 years, Aware Group has empowered businesses with tailored technology solutions, ensuring efficient operations and continuous growth. Our commitment to innovation, trust, and community engagement sets us apart as the partner of choice for expert talent, quality assurance, and strategic guidance.

This is why so many recognize the names that trust Aware – we transform obstacles into possibilities, paving the way for a brighter future.



The Aware Advantage

Innovation and Excellence at Your Fingertips

Drawing on the expertise of our five business units, we deliver integrated, customized solutions that address complex problems and drive innovation—all in one place.

Unbiased Provider-Agnostic Approach

Our neutral stance ensures you receive optimized tech stacks, allowing quick adoption of new technologies without being limited to a single vendor.

Delivery Assurance

We align projects with strategic goals, guaranteeing objectives are met and final products exceed expectations.

Strategic Client Collaboration

We deliver personalized solutions tailored to your needs, enhancing satisfaction and building long-term partnerships.

Future-Proof Solutions

We design scalable, adaptable integrations that evolve with technological advancements, keeping you competitive.



Your Trusted Guide on Your Digital Journey

At Aware, we don't just deliver IT solutions; we customize them to fit your business, addressing your specific challenges and aspirations. Our partnership-driven approach is about delivering practical solutions that solve your real-world problems.

Our team digs deep into the fabric of your operations, understanding the ins and outs, so the digital tools and strategies we implement are not just functional but fundamental to your success.

We offer end-to-end services, including:

-  **Outsourced IT Staffing**
-  **Software Solutions**
-  **Cloud Services**
-  **System Integration**
-  **Managed IT Services**
-  **Digital Acceleration Services**



Outsourced IT Staffing



Unlock Your Team's Potential with Expert IT Support

Here at Aware, we see outsourcing not just as a strategic choice but as a transformative one. It's about more than filling positions; it's about empowering your projects with the expertise needed to surge ahead. Our specialists are ready to tackle your toughest tech challenges, integrating seamlessly with your team to accelerate your IT initiatives.

What We Offer

- Software Development
- Mobile Application Development
- QA and Testing
- Software Project Management
- Application Support
- IT Support



Case Study

IT Talent Fueling Innovation

Two Decades of Growing Together

Think back twenty years—when Blackberries ruled and 3G was the next big thing. Even as technology leaped forward, one thing stayed the same: finding top-notch IT talent is tough.

That's exactly the hurdle this visionary telecom leader faced while aiming to shake up the Thai market in the early 2000s. With an eye on the long game, they realized outsourcing was key to allowing their team to focus on breaking new ground while we handled the day-to-day technical complexities.

How We've Helped

For over twenty years, we've been the trusted partner this telecom giant needed, providing the right talent at the right time. Our people became their people, filling in gaps and bringing expertise in everything from:

- **App Development**
Creating user-centric apps that enhance customer experiences.
- **System Overhauls**
Modernizing billing and revenue systems for better efficiency.
- **Payment Solutions**
Simplifying transactions to improve user satisfaction.
- **Infrastructure Reliability**
Ensuring robust and secure operations.
- **Innovation in Engineering**
Building the technologies that define the future.
- **Quality Assurance**
Guaranteeing excellence in every project phase.
- **Insightful Analysis**
Offering data-driven insights to guide strategic decisions.

The Difference We Made

Our flexible, skilled team has been instrumental in maintaining our partner's leadership in innovation, marking a journey filled with shared success and mutual trust —sometimes with over 300 of our engineers and testers in the mix. Here's to continuing our tradition of breaking new ground together.



Software Solutions

Creating What Matters Most to You



We craft digital solutions that streamline your day-to-day, elevate efficiency, and fuel growth. For over two decades, we've worked with Thailand's most forward-thinking companies, building custom software that turns digital goals into reality.

How We Do It

We don't do cookie-cutter solutions. Our team of experienced software engineers and design experts solves complex challenges with clear, effective strategies.

Think of us as your technology partners, dedicated to timely, straightforward, and budget-aligned solutions.

We deeply understand your business goals, creating software solutions that meet today's challenges and lay the foundation for future success.

From concept to final code, our service spans the full spectrum of software development – concept, design, build, test, integrate, refine, and support.

- **Tailored Enterprise Software:** Powering your operations.
- **Consulting on Software Architecture:** Building strong foundations.
- **Mobile App Design and Development:** Connecting and captivating.
- **E-commerce Platforms:** Turning clicks into customers.
- **User-Centric Design:** Prioritizing your customers.
- **Comprehensive QA and Testing:** Ensuring flawless function.

Case Study

Digital Solutions for a Leading Securities Firm

In the dynamic world of financial services, staying ahead means being able to change quickly, giving investors easy digital access and cutting-edge features.

Back in 2021, our client set out to shake up the industry with a new mobile app designed to make investments easier and accessible anytime, anywhere.

As their chosen partner in this digital shift, we set our sights on developing a secure, integrated platform that not only met immediate needs but was also ready for future challenges.

Our Collaborative Approach

By working hand in hand with their team, we were able to:

- **Merge functions from various legacy systems into one unified, easy-to-use interface.**
- **Engineer security protocols protecting sensitive investor data.**

- **Turn the initial idea into a fully operational app in just 8 months.**

The Impact

The launch of this ground-breaking app marked a major step in the firm's rebranding and digital upgrade efforts. Focusing on what investors really want, the app has gained rapid acceptance, propelling our client towards their goal of offering unparalleled financial independence and flexibility.

We're honoured to have been part of this journey, contributing to technology that not only advances the industry but also positively affects people's financial well-being.





Cloud Services

Embrace the Cloud with Confidence

Transitioning to the cloud shouldn't be complicated. We ensure your move is smooth, with strategies tailored just for you. Our expertise spans AWS, Google Cloud, and Microsoft Azure, ready to support any project you envision.

- **Strategic Cloud Consulting:**
We understand your goals to develop a cloud strategy that maximizes benefits for your business.
- **Operational Optimization:**
Once in the cloud, we enhance efficiency, security, and cost-effectiveness of your operations.
- **Effortless System Migration:**
Transition from legacy to modern cloud-based systems without disruption, ensuring a seamless shift.
- **Innovative Cloud Solutions:**
Leveraging the cloud, we help you build forward-thinking applications.



Microsoft
Partner

Cloud Migration for a Global Supply Chain Leader

Simplifying Cloud Transformation

For this leader in luxury brand supply chains, a significant tech upgrade was essential. When they faced with the daunting task of overhauling 50+ onsite servers, they turned to us. We facilitated a move to an agile cloud setup, enhancing security, scalability, and paving the way for innovation.

Tailored Transformation

Understanding their unique needs, we crafted a digital transformation strategy that was anything but one-size-fits-all:



- **Custom Hybrid Platforms**
Designed to support their expanding operations with ease.
- **Seamless Server Migration**
Moved over 50 servers/systems to the cloud, ensuring optimal performance.
- **Cloud-Native Application Upgrades**
Modernized their application landscape to be agile and innovative.
- **Integrated SaaS Solutions**
Seamlessly incorporated existing SaaS into their workflows for better cohesion.

The Outcome

In just one year, we achieved a smooth cloud transition, eliminating the need for costly hardware upgrades while significantly boosting their operational efficiency, security, and scalability. This strategic move not only met their immediate needs but also equipped them for future challenges and opportunities.



System Integration

Integrating Systems for Your Business Growth



We simplify the complex, blending your business needs with the right technology solutions. Our goal is to connect your systems in a way that boosts efficiency and sets the stage for digital growth.

Our toolbox includes integrated solutions—covering everything from hardware and software to data security, backed by support that sees you through the long haul. Our experts stay updated with the latest tech trends, crafting solutions perfect for your unique setup.

What We Bring to the Table

- **Quality hardware and software.**
- **Network solutions that keep you connected.**
- **Security protocols guarding your operations.**
- **Ongoing support for constant improvement.**





Managed IT Services

Keeping IT Simple, So You Can Innovate



Our managed services ensure your infrastructure and operations are smooth and stress-free, allowing you to focus on the big picture. Our team knows both traditional IT and cloud systems, tailoring support to your needs.

How We Help

- **Simplified Daily IT:**
We tackle the complex stuff, so your IT operations run without a hitch.
- **Tailored Cloud Services:**
Every business is unique, and so is our cloud approach. We craft and manage cloud solutions that are just right for you.
- **Security Strengthened:**
Our top priority is keeping your data safe and compliant, so you're always protected and up to date.
- **Insightful Tech Strategy:**
From budgeting smarter to planning your tech move, we've got the insights and advice you need.



Digital Acceleration Services

Streamlining Your Path to Digital Excellence



Digital transformation drives everything we do. We amplify your digital initiatives, making the journey from traditional to digital straightforward and strategic.

We make changes that matter, ensuring your digital strategy sets the pace for your industry, delivering measurable results every step of the way.

How We Propel You Forward

- **Business Process Reimagining:**
We analyze your operations to find digital opportunities, ensuring a clear path to achieve your goals.
- **Custom ERP Solutions:**
With tools like SAP Business One, we streamline resource planning and customer engagement for a comprehensive operational view.
- **Data-Driven Decision Making:**
Our advanced analytics turn complex data into strategic insights.
- **Enhanced IT Support:**
We handle routine tasks and user support, freeing your IT team to focus on strategic projects and innovation.
- **Digital Marketing That Delivers:**
We create strategies that drive growth by meeting your customers where they are.

Business Partners



Microsoft
Partner



Some of our 300+ trusted clients



About Us

Driven to Solve Challenges from the Start



With swift growth came complexity. As orders kept pouring in 1999, our export and logistics start-up struggled to manage all the moving pieces. Clients wanted real-time updates. Sales needed inventory insight. Suppliers required visibility.

No off-the-shelf software met these needs. So, our founder rolled up his sleeves to develop customized applications that solved the challenges through technology.

Recognizing the broader need, he created a division for accessible business solutions, which spun off as “Aware” in 2003. Now, with 21 years of experience, we continue to:

- Empower businesses through technology.
- Solve client challenges with innovative solutions.
- Guide businesses to success with advanced digital transformation.

Aware Group





1300+

People

300+

Clients

21

Years

5

Offices

Timeline

SiamMandalay launches "Giftware," a custom software for export and distribution.

Based on its success, the IT department is branded as SMTechnologies and expands from Northern Thailand to Bangkok.

2000–2002



2003

With business growth, SMTechnologies separates from SiamMandalay, giving birth to Aware.

In October 2003, ISO 9001:2000 certification is achieved.

"Giftware" wins TICTA award for Best Industrial Software in Thailand.

"Giftware" wins 3rd place at APICTA.

USA IDC opens.

Oracle Certified Partnership.

2006



2007

Awarded ISP License in Thailand.

Aware receives IBM Star Reseller Award.

2008



2012

Exclusive Thailand distribution deal is struck with Yellowfin.

Acquired leading Thai and Australian software company, Hyro.

Launches the "Aware Academy" in support of the increasing demand for software engineering talent.

Aware Technology Solutions (ATS) is founded.

2014



2016

AIES is founded.

AIES registers as a Thailand Board of Investment (BOI) company.

Aware Outsourcing Services (AOS) is founded.

The Aware Group is founded.

2017



2018

Amazon Web Services (AWS) and SAP partnerships.

Google Cloud, Google Workspace and Google Ads partnership.

Microsoft Cloud Service Provider partnership.

2019



2020

"Aware Labs" opens. 24x7 Application Support services launched for clients.

Chiang Rai office opens.

AWS Advanced Tier Partner.

2021



2023

Celebrates its 20-year anniversary.

Social Awareness

More Than a Campaign – An Expression of Our Values



Uplifting Communities, Together

At Aware, we see ourselves not just as a technology company, but as partners invested in our communities. Since day one, we have been committed to contributing to the communities we belong to. This dedication reflects our pledge to create change by uniting together.

Through our annual Charity Day, we work hand-in-hand with valued partners, creating an opportunity to provide underserved schools

and hospitals with essential resources that nurture children's potential. By supporting places where the next generation thrives, we aim to help unlock their full potential.

For over 21 years, this tradition has strengthened bonds across communities and created 2,000+ smiles. This tradition has become a cherished adventure we proudly share year after year and represents our spirit of partnering to drive progress.



For over 21 years, Aware Charity Day has strengthened bonds with the communities we serve, supporting 21 schools and hospitals while creating 2000+ smiles.

21
Years

21
Schools and Hospitals

2000+
Smiles



- | | |
|--|---|
| <p>1
2003
Thairath Wittaya 12 School
Mae Ai, Chiang Mai</p> <p>2
2004
4 Villages in
Samoeng, Chiang Mai</p> <p>3
2006
Ban Khop Dang School
Fang, Chiang Mai</p> <p>4
2007
Agape Home
San Sai, Chiang Mai</p> <p>5
2008
Ban Phui School
Mae Chaem, Chiang Mai</p> <p>6
2009
Ban Nong Tao School
Chiang Dao, Chiang Mai</p> <p>7
2010
Ban Pak Ban School
Doi Tao, Chiang Mai</p> <p>8
2011
Ban Hin Taew School
Wiang Haeng, Chiang Mai</p> <p>9
2012
Ban Pa Mai Daeng School
Mae Taeng, Chiang Mai</p> <p>10
2013
Ban Sop Pha Luang School
Mae Chaem, Chiang Mai</p> <p>11
2014
Nong Motha School
(Mor Wa Kee)
Mae Wang, Chiang Mai</p> | <p>12
2015
Ban Pang Farn School
Phrao, Chiang Mai</p> <p>13
2016
Ban Hak Kea School
Chom Thong, Chiang Mai</p> <p>14
2017
Ban Mae Ning Nai School
Mae Chaem, Chiang Mai</p> <p>15
2018
Ban Pa Na School
Chai Prakan, Chiang Mai</p> <p>16
2019
Ban Doi Luang School
Doi Tao, Chiang Mai</p> <p>17
2020
Ban Khun Tae School
Chom Thong, Chiang Mai</p> <p>18
2021
Health Promoting Hospital
Mae Taeng, Chiang Mai</p> <p>19
2022
Lion Mahachak 9 Border
Patrol Police School
Mae Taeng, Chiang Mai</p> <p>20
2023
Ban Wiang Pha School
Chai Prakan, Chiang Mai</p> <p>21
2024
Ban Hual Pu School
Galyani Vadhana, Chiang Mai</p> |
|--|---|



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