Cloud Technology and Big Data to Drive Innovation
OUR WHY:
Buying and selling second-hand items is good for Thais
6.12 M urban families stock 12.3 Billion Baht

- 8.0 Mil
  Product Unused in Working Condition
  Estimated Value
  12.3 Billion Baht

- 11.6 Mil
  Product Unused

- 392.6 Mil
  Product Owned
  Estimated Value
  14.0 Billion Baht

Source: Stocking Patterns Study, September 2014
1 Billion screen views/month in 2015 and still growing
OUR PASSION:
Develop the best online marketplace for Thai people
Open to promote collaboration between... WORKING TEAMS
Agile Processes
How do we use the Cloud?
Empowering Engineers

Cloud services allowed us to focus on the solution

Any engineer can start a server

Learn new tools

Testing

Dev environment

Encourages best practices
Gaining Flexibility

**Time**
- Launch server immediately

**Simplicity**
- Cloud services
- Networking

**Scale**
- Any size and as many as you need
Balancing is key

Cheap  Expensive
Kaidee Today - the hybrid cloud
Our Journey - Data in the Cloud
We started here
วันนี้การบันทึกไทยด้วยเสียงบุคคลากรที่มีคุณภาพทั้งในและนอกจออย่างคุณปลอดภัย สามารถโปรดอย่างไม่มีวันกลับ
ขอแสดงความเสียใจต่อครอบครัวของคุณปลอดภัยขณะที่และขอให้ดวงใจความรักของคุณไปสู่สุขภาพ ขอคุณที่มอบความสุขให้พวกเรามาดอดและขอคุณที่มีแพทย์ที่ทำงานกันอย่างเต็มที่ มาดอดครับ

See Translation
Data pipeline

Back Office

Front End & Apps

APIs

Collectors

Shippers

fluentd

fluentd

Data Collection and Processing

Real Data Processing

Receipts dropped

Diagnostic Platform (S3 -> Worker -> Elasticsearch)

Data Collection and Processing

Reporting & Visualization

Amazon S3

Amazon SQS

Spark

Shippers

Workers

Amazon Redshift

MicroStrategy

Amazon RDS

Elasticsearch

Kibana
Chat Log & Chat Spam Data Flow

Data Collection and Processing

Front End & Apps

Nginx
Shippers
fluentd

Chat Server
fluentd

Amazon S3

Spark
Shippers
Chatlog Workers
fluentd

Amazon SQS

Elastic
Watcher
Hammer

mongoDB

redis

MicroStrategy
Amazon RDS

Data Collection and Processing

Reporting & Visualization
Some of the platforms and tools
How does that drive our innovation?
Seasonal dips based on historical data to predict the future
Marketing - Tracking success/Failure

Scope of Customer Lifecycle Management

- Leads
  - Aware
  - Curious
  - Exploring
- Active
  - Trial
  - Novice
  - Repeat
- At risk
  - Passive
  - Dormant
  - Lost
Conversion/Experiment Funnels in real time

22,175

1,247

1,184

156

179

170

87
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To Sum Up
Empower the team

Increase velocity of the organization

Flexibility with a price
Collect Everything

Data is like oil, it needs to be refined

Data drives decision
Finally... innovation

Team empowerment

Speed and flexibility

Data validates our experiments
Questions?
OUR AMBITION:
Be preferred digital employer in Thailand