

AMBIENT INTELLIGENCE WITH S+S AND CLOUD COMPUTING

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ABSTRACT

In a new competitive ecosystem towards Green IT Ecosystems, we see a sizable shift in computing and the next shift-what we call Software + Services (S+S). S+S enables customers to continue to receive the benefits their on-premise investments are delivering today, and also take advantage of the ease and convenience of online access to services like email, document creation, sharing and management. But to realize the full benefit of S+S, customers need a platform that provides them with a world-class way of building, managing, deploying, and consuming services that are hosted in the cloud. And to deliver on this, we have evolved the server platform and .Net programming model to provide customers with a comprehensive services platform that consists of the key services that developers, business ISVs and web developers need to operate, connect and manage distributed applications - in a highly scalable and integrated way. We call this the AzureT Services Platform. Microsoft is leading the way for the industry to take advantage of the cloud with the AzureT Services Platform. Through internet scale, a familiar, flexible and open developer experience and a single programming model, Microsoft's platform will make it easy for developers to create a new class of applications that enable greater innovation, faster application development and deliver new ways of computing, all in the cloud. For business users, the cloud will enable them to drive results for their business at a global, internet scale, making them more competitive in the market place will driving down costs.

EDUCATION

Doctor of Philosophy (Computer and Engineering Management), Assumption University, Thailand, 1999. (Outstanding Performance of Prof.Dr.Srisakdi Charmornman Prize)

Master of Science (Computer and Engineering Management), Assumption University, Thailand, 1993. (Outstanding Performance of Prof.Dr.Srisakdi Charmornman Prize)

Master of Economics, Chulalongkorn University, Thailand, 1993.

Bachelor of Business Administration, Assumption University, Thailand, 1988.

RANGE OF EXPERIENCE

Dr. Prasopchoke has over 20 years of experiences from banking to manufacturing industry, from business consulting to technology solutions. He serves as National Technology Director in Microsoft Thailand. His domain is of innovation and technologies for tomorrow in enterprise and public sector, IT infrastructure & IS solutions. He also drives the technology policy debate, articulating our technology vision and strategy, demonstrating the value of innovation, advocating for the needs of our enterprise customers to platform decisions.

In Microsoft Thailand, he led Enterprise's Partner Team to grow business with partners and also drive Microsoft's Public Sector Market Opportunity by:

- Building a long term, trusted relationship with technology policy elites
- Driving the technology policy debate
- Articulating our technology vision and strategy
- Demonstrating the value of innovation
- Promote Security Solutions and secured environments
- Advocating for the needs of our enterprise customers
- Influencing our strategy and platform decisions

Dr. Prasopchoke is a key driver for an end-to-end solution and fosters on .NET a collaborative working relationship with enterprise customers. Work collaboratively with consultants, project managers, to develop consulting and project methodology, techniques, tools, and solutions. They are of related to:

- Financial Services Applications
- Modern Trade Solutions
- IT Security Solutions
- Disaster Recovery and Business Continuity Solutions
- IT/Servers Consolidation
- Data Warehousing/ Data Mining
- E-Business Solutions
- Customer Relationship Management
- Supply Chain Management
- Business Analytic and Business Intelligence
- IS/IT Solutions Development and Implementation

SERVICE SCIENCE AND ITS CURRENT ROLE IN GREEN IT

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ABSTRACT

Service Science is an interdisciplinary approach to the study, design, and implementation of services systems, which are complex systems that require dynamic configurations of resources such as people, technology, organizations and shared information to create and deliver value between providers and customers through services.

The concept of Service Science has been in spot light for the past few years since the major portion of the world economy has been shifted from agricultural and manufacturing sectors to service sector as we can see the service sector now generate more than 60% of GDP in many developed countries (e.g. USA, Japan, Germany, Russia and Brazil) and a rapid growth of GDP in the developing countries including Thailand. To improve the revenue from the service sector, it is essential that we take Service Science into account as we need to understand the underlying principles of service systems and to discover the components that interconnect them in order to provide a structure for building a widely accepted and coherent body of knowledge. This knowledge then can be used to enhance service quality as well as to support service innovation.

In a globalized world, there is no doubt that the Information Technology (IT) has played a significant role in almost every business and services. However, there is a big gap of communication and understanding between business and IT people due to the lack of intersection of knowledge between the two domains. Service Science aims to reduce this gap by attempting to merge technology with an understanding of business logics and processes. The new generation of service experts should then understand how services can be delivered in an efficient and profitable way, how the services should be designed, how to choose and use technology to improve their efficiency and productivity, and how to measure the effectiveness and the customers' satisfaction. Therefore, this new academic interdisciplinary would bring together the ongoing work and knowledge in the well-established fields of computer science, information technology, operations research, industrial engineering, management sciences, and social and legal sciences, etc., in order to develop the skills required in a services-led economy.

As in Green IT, the knowledge from Service Science can be used to improve business process and make use of computing resources more efficiently such as using Web 2.0 technology to help people communicate on-line without to meet face to face and set up a paperless-working environment to reduce the carbon in the industry, etc.

EDUCATION

Doctor of Computer Engineering, Keio University, JAPAN, 2003-2006 (Thesis Title: Facet-based Semantic Web Services Discovery in Multi-Ontology Environment)

Master of Computer Engineering, Keio University, JAPAN, 2001-2003 (Thesis Title: Multi-Faceted Approach for Searching Web Applications)

Research Student, Keio University, JAPAN, 2000-2001 (Research area: Software Engineering)

Bachelor of Information Technology (IT) (1st class honors), Sirindhorn International Institute of Technology (SIIT), Thammasat University, THAILAND, 1995-1999

High School, Chestnut Ridge High School, PA, USA.1994-1995 (Graduate High school Diploma with honors)

RANGE OF EXPERIENCE

Director of Master of Science Program in Software Engineering, Sripatum University, Thailand

Secretary of Services Science Management and Engineering-Human Resource Development (SSME-HRD) Working Committee

Special Lecturer at Sirindhorn International Institute of Technology (SIIT), Thammasat University

IT Consult and Project Coordinator at CSI Asia Co., Ltd.

System Administrator: Thailand Board of Investment (BOI), Tokyo office. - Responsible for designing customer management database for managing information of potential investors to Thailand. The database was successfully integrated the old filing system and input of new data into the new database. She was also responsible for management and maintenance of BOI's database system.

Web Master: Royal Thai Embassy in Tokyo, JAPAN - Responsible for designing and management of information to represent image of Royal Thai Embassy to the public, as well as dissemination of information on the embassy's services to Thai citizen living in Japan. She was also responsible for maintenance and update of the web site.

Trainee under sponsorship of Japan Federation of Economic Organizations (Keidanren): NEC Cooperation, JAPAN - Received 3-week training at NEC in the field of Transmission Business Engineering.

Research and Teaching Assistant: Sirindhorn International Institute Technology (SIIT), Thammasat University, THAILAND - Responsible for supervising and giving lectures on Object-Oriented Programming and Operating System laboratories

HOW INTEL POWERS GREEN IT

Paul Haines.

Enterprise Manager for SE Asia

ABSTRACT

Paul will talk about how Intel powers Green IT, covering sustainable manufacturing, energy efficient performance, design for the environment, and policy and industry influencing. The relevance of Intel's relentless pursuit of Moore's Law will be presented and how advances in silicon micro architecture transform into more efficient data centers and workplaces.

MY BIO

Paul Haines is Enterprise Manager for SE Asia, looking after Intel's enterprise accounts in the region for data center and client computing solutions.

He carries over 20 years experience in IT, in a variety of industries such as healthcare, information security, software development and financial services.

Paul is a graduate of the University of Surrey, UK with a BSc (Hons) in Physics.

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ABSTRACT

Is cloud computing just another technology option for e-Business? Can we somersault on "clouds" to create new models for e-Business services? What are the possible research and technology breakthroughs in e-business that we can expect with cloud somersaulting, or will we fall off the "clouds"? In this session, Sew Bun shall discuss his perspectives of potential technology breakthroughs if we wish to "cloud somersault" e-business services.