

— HarmonyX Solution Co., Ltd.

Enterprise Data, AI & System Integration

system integration, AI engineering, and deep tech for enterprises.

• AGENDA

What we will cover

Five parts, about 20 minutes — with time for questions. Additional case studies in the appendix.

01

About HarmonyX

Vision, principles, services, and how we work

02

Products & Solutions

Composable Commerce, AgenticOS, Data & AI Platform and New S-curve products

03

Partners & Technology

AWS, Google Cloud, Anthropic, n8n, Directus and our production stack

04

Our Work

20 case studies across retail, government, healthcare, banking, and telecom

05

Why HarmonyX

Clients, industries, and how to start

• ABOUT US

We deliver IT solutions that drive your organization's success

Founded in 2020 and headquartered at BLOCK 28, Pathum Wan, Bangkok, HarmonyX delivers end-to-end system integration, AI engineering, and deep-tech solutions to enterprises and startups across Thailand and beyond.



HarmonyX team · BLOCK 28, Pathum Wan, Bangkok

2020

Founded in Bangkok

30+

Engineers & specialists

20+

Enterprise clients

35+

Production projects

Be good. Be well. Be your innovative solution.

• OUR VISION

Sustainable digital transformation — security-first and AI-powered from the ground up.

We believe technology should grow businesses and society together, in harmony with innovation.

01

SECURITY FIRST

Compliance from day one

ISO 27001, GDPR, and PDPA controls built into every architecture.

02

DATA FIRST

Data as a strategic asset

Modern lakehouses, governance, and streaming analytics that scale from pilot to enterprise.

03

AI FIRST

Intelligence built in early

Agentic AI, LLM copilots, and ML pipelines that cut cycle time and sharpen decisions.

"Your success is our success."

• LEADERSHIP

A decade of shipping data and AI products

Over ten years in software, leading innovative technology programmes — from enterprise project management, to co-founding a product studio, to building HarmonyX as a data- and AI-first systems integrator.

Natthawat Boonchaiseree

Founder & CEO · HarmonyX Solution

Career

2020 — Present

Founder & CEO

HarmonyX Solution Co., Ltd.

Previously

Co-founder & COO

Muze Innovation

Previously

Project Manager

TN Information Systems Ltd

Expertise

AI & Data Solutions

Data platforms, ML models and agentic AI systems for enterprises

Marketing Technology & Integration

CDP, CRM and connecting marketing stacks to core systems

Digital Transformation Strategy

Planning and leading organisations to data-driven operations

Cybersecurity & Cloud

Attack surface management, AI security, and AWS / GCP cloud-native architecture

"We build for outcomes our clients can measure — security first, data-driven, with AI woven in from the ground up."

• LEADERSHIP — SPEAKING & TRAINING

Sharing what we build with the industry

Natthawat speaks and trains regularly on enterprise AI, marketing technology, and agentic systems — for summits, universities, and corporate teams.

2026

- CMT#6 Chief Marketing Technologist
- SCB IBE7 Vibe & Agentic Coding
- NT AI Enterprise
- MarTech Expo Agentic Marketing Workshop

2024

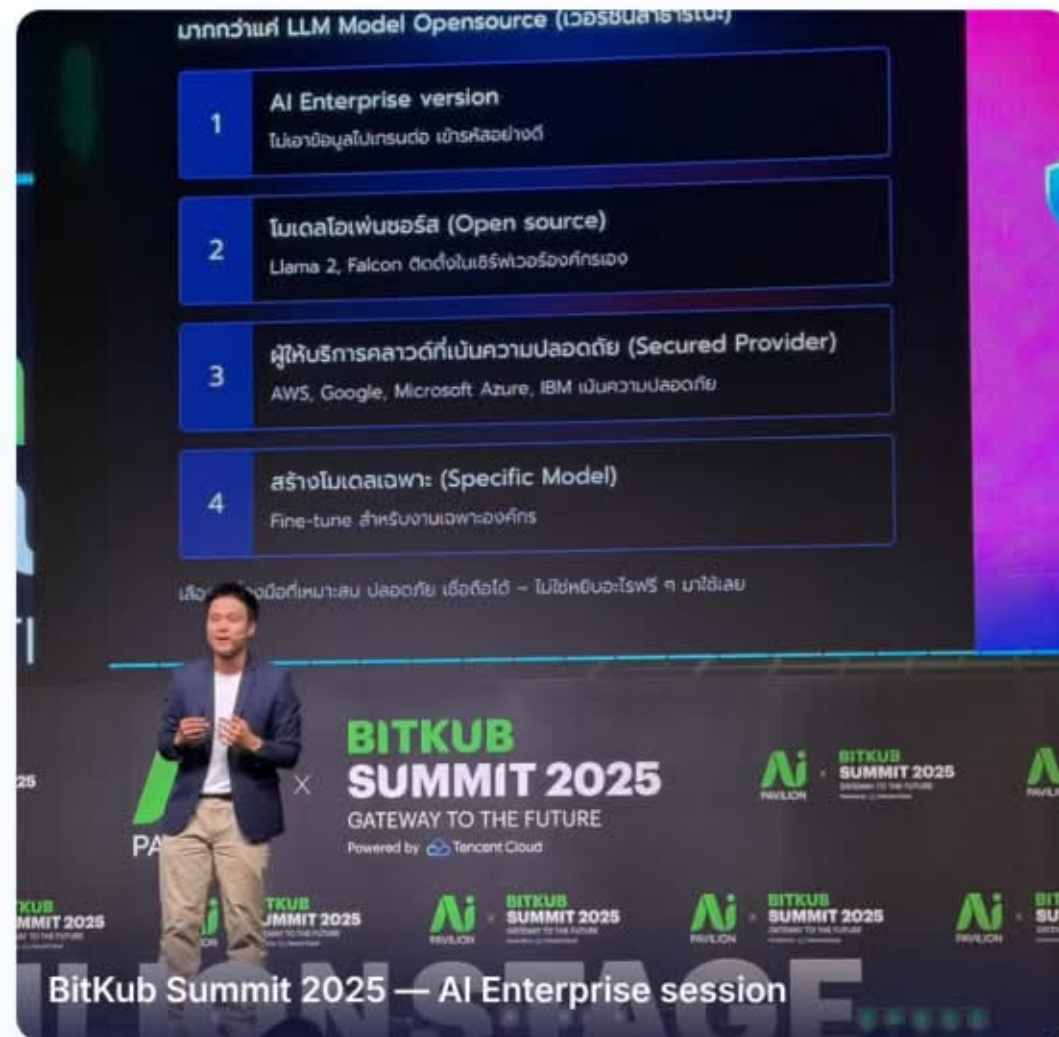
- MarTech Thailand — Agentic Marketing
- GPF (กบข.) AI Bootcamp & Workshop

2025

- BitKub Summit — AI Enterprise
- MarTech Thailand — CXP & Agentic
- TNI AI Bootcamps

2023

- NT Corporate Bootcamps
- ERC Corporate Model Training & Forecast



15+

Talks & workshops

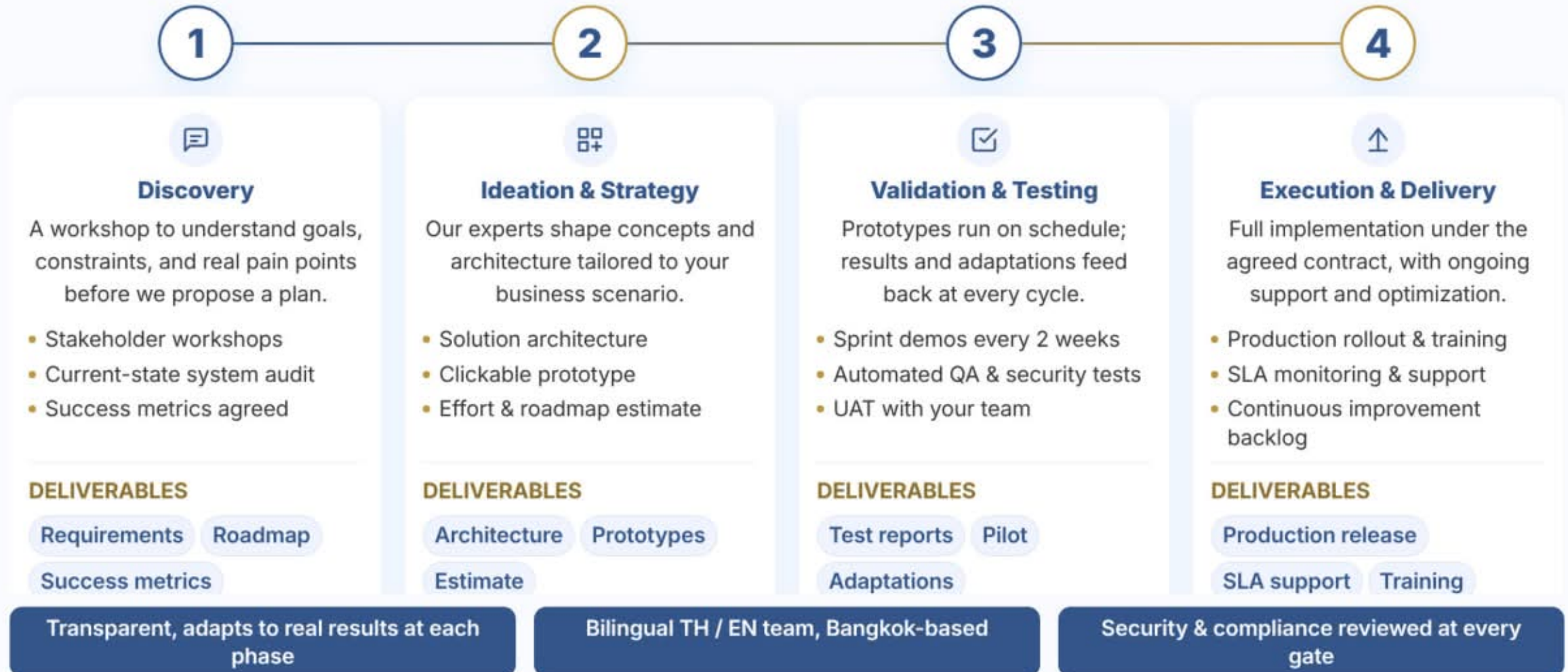
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Years running

AI · MarTech

Core topics

From discovery to delivery, in four transparent phases



SECTION 01

Services, Products & Solutions

Nine capabilities, AI products and ready-to-run platforms — from composable commerce to agentic AI.

• SERVICES

Nine capabilities. One partner.

We bring the right team to every stage of your product's life — from first sketch to production at scale.

01



Web & Mobile Development

React Native, Expo, Astro, Next.js

02



IT Consulting & DevOps

Serverless and modernization roadmaps

03



Cloud Infrastructure

AWS, GCP, Cloudflare — 24/7 SLA ops

04



Product Design

Discovery, prototyping, design systems

05



Data & IoT Platform

Streaming pipelines, dashboards, fleets

06



Quality Assurance

AI-assisted E2E testing, quality gates

07



Attack Surface Management

Continuous exposure discovery, ISO/PDPA

08



AI Security & LLM Risk

OWASP LLM Top 10, red-team testing

09



Agentic Company Enablement

Agent workspaces, scoped connectors, audit

Solution decks, tailored to your roadmap

Each comes with a reference architecture, a delivery plan, and case studies. Ask for the deck that fits your roadmap.



Solution deck available

Composable Commerce

Storefront, PIM, checkout, ERP/CRM integration

SPVi · True Shopping · Big C



Solution deck available

Enterprise Data Platform

Lakehouse, governance, streaming analytics

GSB · ERC · DASTA



Solution deck available

Agentic AI & Copilots

Claude-powered agents on your CRM, ERP, docs

NT · Land & Houses



Solution deck available

Cloud & API Integration

AWS/GCP migration, API gateway, IaC, 99.99% uptime

TAT · ZPOT · Bumrungrad



Solution deck available

Security & AI Governance

Attack surface, LLM red-team, PDPA / EU AI Act

Axebee · ASM (Loxley)



Solution deck available

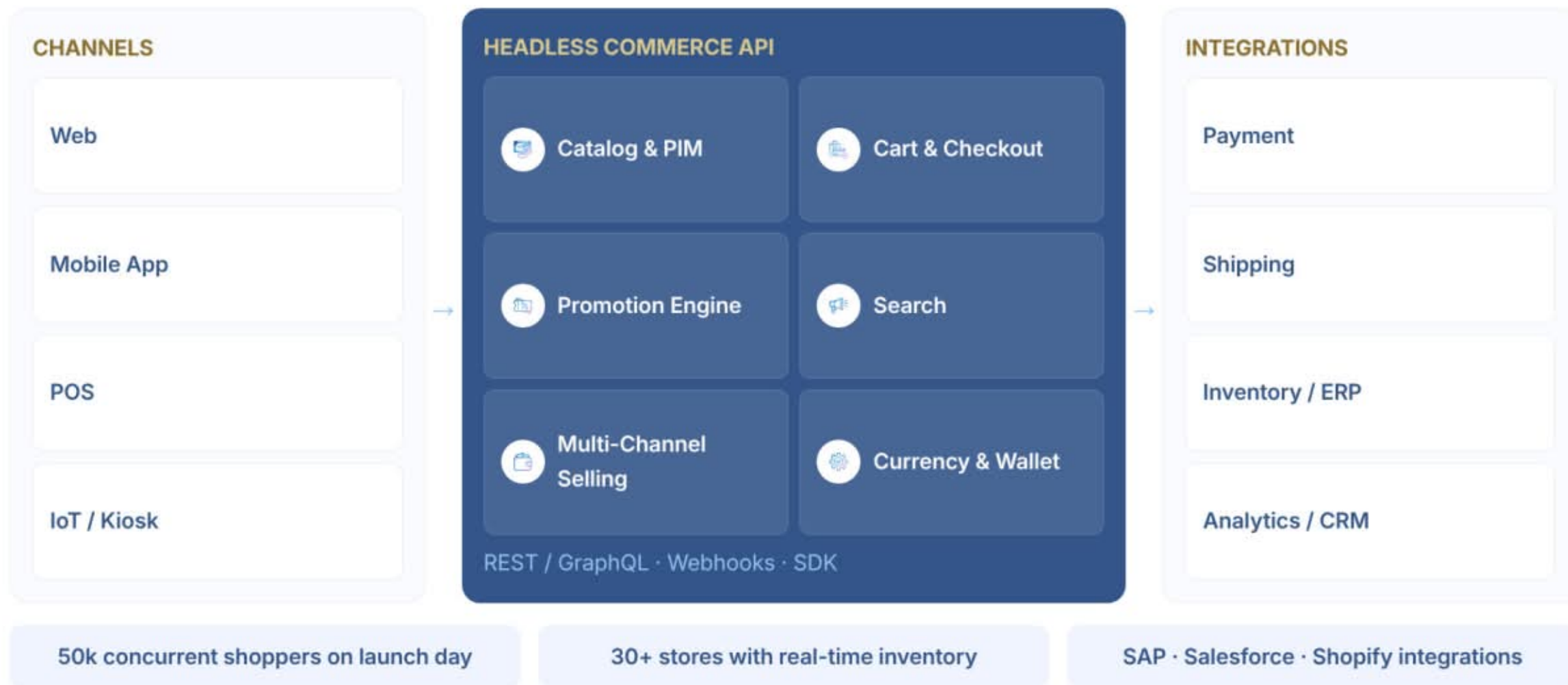
Vision AI & Deep Tech

Facial recognition, CV analytics, edge deployment

Zoodio · Smart surveillance

Composable Commerce Platform

Power your limitless commerce experience — API-first layers that keep every channel in lockstep.



• PRODUCTS & SOLUTIONS

AgenticOS

PLATFORM



NT Agentic AI Sales Copilot in production

EU AI Act & PDPA-ready governance

On-prem or cloud deployment

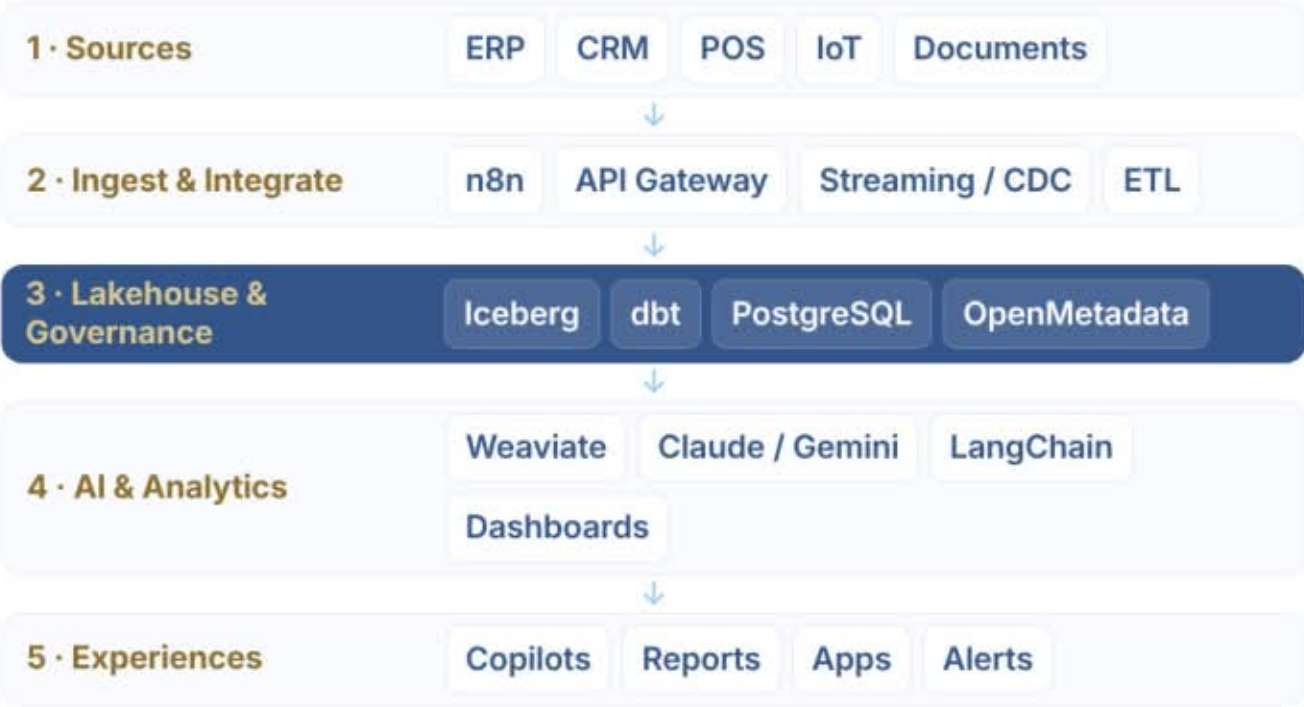
An agentic operating model for the whole company — agent workspaces, capability-scoped connectors, and the governance that lets non-engineers build their own tools safely.

Inventory of manual work
Per team, ranked by hours burned and by what an agent can safely own.

Scoped connectors
Credentials held centrally; each agent gets only the capabilities it needs.

Safe self-service
Non-engineers compose agents; security signs off once on the platform, not per bot.

Data & AI Platform STACK



Cloud-native lakehouse, governance, and an AI layer that scale from first pilot to enterprise-wide — one stack from raw signals to decisions.

Single source of truth

Unified data with lineage and quality gates every team can trust.

Real-time by default

Streaming pipelines and 99.99% uptime architectures for live decisions.

AI-ready from day one

Vector retrieval, evals, and LLM agents sit directly on governed data.

GSB — unified transaction analytics

ERC — smart grid predictive maintenance

DASTA — -85% manual data entry

AI products built from our SI work

What we learned delivering enterprise systems since 2020,
packaged as products organisations can use right away

DATA & SECURITY

Axebee

axebee.io

One place for signals from systems, data and security, analysed by AI in real time

- Connects Splunk, Datadog, ServiceNow and major clouds
- Flags anomalies as they happen
- In use at GSB, ETDA and NT

• In production

KNOWLEDGE AI

Puccha

puccha.ai

Answers questions from your documents with a source on every answer, and hands off to staff when it can't

- LINE, Messenger, WhatsApp, web and email
- 14 industry templates
- Free to start

• SaaS, open for sign-up

ENTERPRISE AI

Kairos

ourgrowth.ai

An AI agent for every employee, on a system your organisation owns. Choose your model, deploy on-premise

- SaaS to air-gapped on-premise
- Agent edits wait for user acceptance
- 1-2 week bootcamp to production

• Launching

GROWTH AI

GimmiX

gimmix.ai

An agentic growth platform for sales and marketing, starting with Persona for sales management

- Quotes with Thai VAT and withholding tax
- Multi-step approval on your thresholds
- AI drafts, people decide

• In UAT

• PRODUCT — AXEBEE



Insights from every signal.

AI-driven platform for signal, data, security, and operational efficiency — real-time integration, AI analytics, and secure API management in one place.

99.99%

Uptime SLA

<2ms

Avg response time

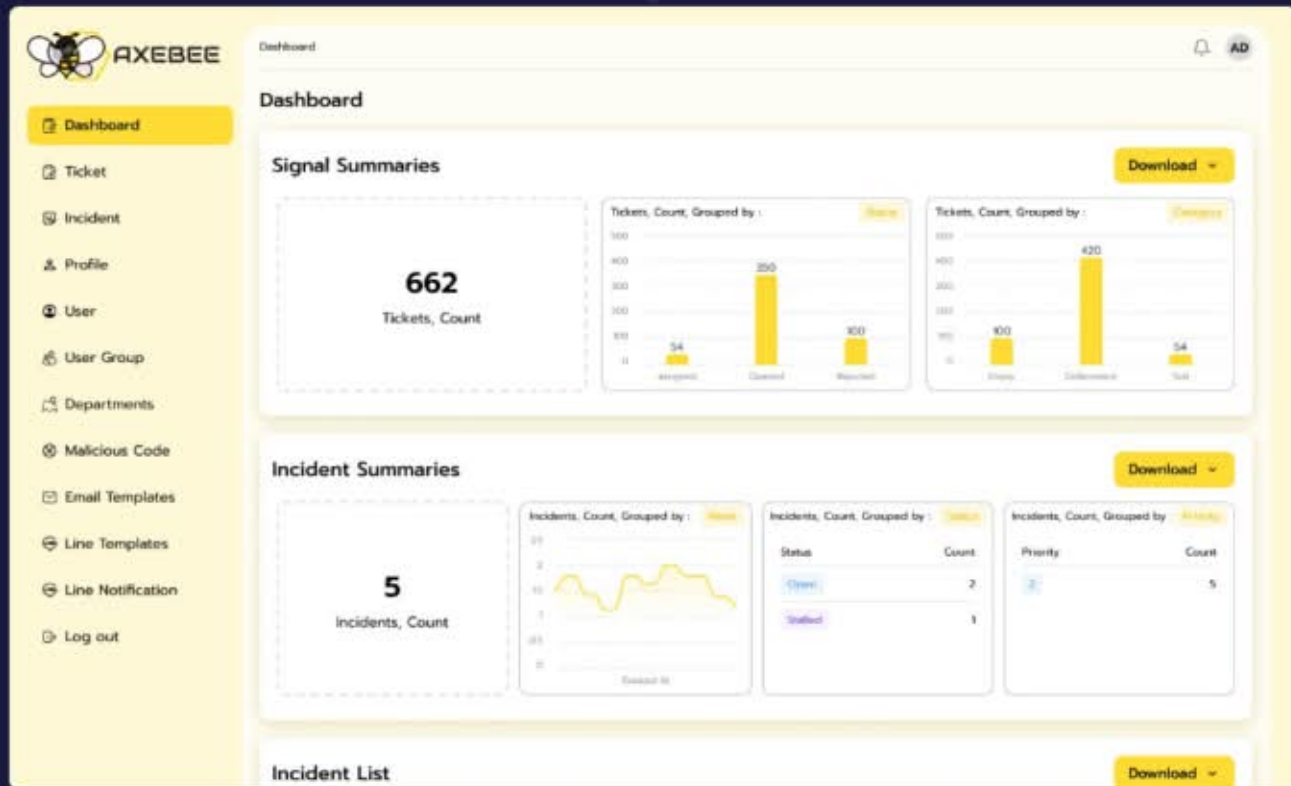
50K+

Requests / sec

500+

Enterprise clients

TRUSTED BY



ISO 27001

GDPR

PDPA

HIPAA

PCI DSS

Master your signals

Integrates with servers, databases, networks, cloud, ITSM, SSO, and monitoring tools — Splunk, Datadog, Dynatrace, ServiceNow, AWS, Azure, GCP.

Clarity

Enhance weak signals, cut the noise

Foresight

AI anticipates trends and threats

Speed

Interpret signals as they happen

Integration

Connect the dots across data streams

Data Protection

Share insights without compromising security

Evolution

AI that learns your signal patterns

SECTOR-SPECIFIC SOLUTIONS

01

Security

Proactive threat defense

- Real-time threat detection
- Automated incident response
- Compliance reporting

02

Finance

Fraud detection & compliance

- Fraud detection
- Automated compliance
- Risk management

03

IT Service

Data-driven ITSM

- ITSM process streamlining
- Service quality analytics
- Resource optimization

04

Energy

Powering smart grids

- Distribution optimization
- Predictive maintenance
- Compliance automation

05

Health

Caring through analytics

- Secure patient data
- Predictive diagnostics
- Operational efficiency

06

Production

Smart factory solutions

- Predictive maintenance
- Quality control
- Supply-chain visibility

AI that answers with proof, or hands you to a human

Customers, staff and your AI tools served from one knowledge base · Named after the Pali word puccha, "question"

A source on every answer

Each answer links to the passage it used, so users can check it at once

Declines instead of guessing

Questions the documents don't cover go to a shared staff inbox

9

chat channels in one inbox

14

industry assistant templates

Closes knowledge gaps

Unanswered questions ranked by frequency; approve one answer and every channel uses it

Access and PDPA controls

Role-restricted documents, set retention, erasure on request, audit-logged access

TH · EN

answers in the language asked

0%

of your data used to train models

Sources and channels

PDF and scanned pages

Word

CSV

Websites (re-crawled daily)

Audio

LINE

Messenger

WhatsApp

Email

Website widget

Free to start · Team, Business and Enterprise plans

Kairos: AI agents your organisation owns

Employees ask in Thai or English and the agent finishes the job, within the data, models and rules you set

01

Answer questions

From company data, limited to what the user may see

02

Write documents

A full draft from one prompt

03

Build slide decks

Presentations ready to use

04

Create small apps

Tested and approved before going live

Enterprise governance

- Agent edits wait for the user to accept
- Company-wide publishing needs a second approver
- Every question and approval is logged for audit

Deployment

SaaS

BYOC

Bring your own model keys

Air-gapped on-premise

Delivered by HarmonyX

- 1-2 week bootcamp from pilot to production
- Connectors to ERP, CRM and internal systems
- Training and AI champions programme
- Monthly managed operations

Persona: sales from quotation to approval

The first product of GimmiX, an agentic growth platform for sales and marketing



Data follows the org chart

Staff see only their own unit's deals and clients, enforced in the database

Multi-cycle quotations

One-off, monthly and multi-year lines in one quote, with Thai VAT, withholding tax and amount in Thai words

Multi-step approval rules

You set discount and value thresholds; flows are versioned, tested first, and no one approves their own change

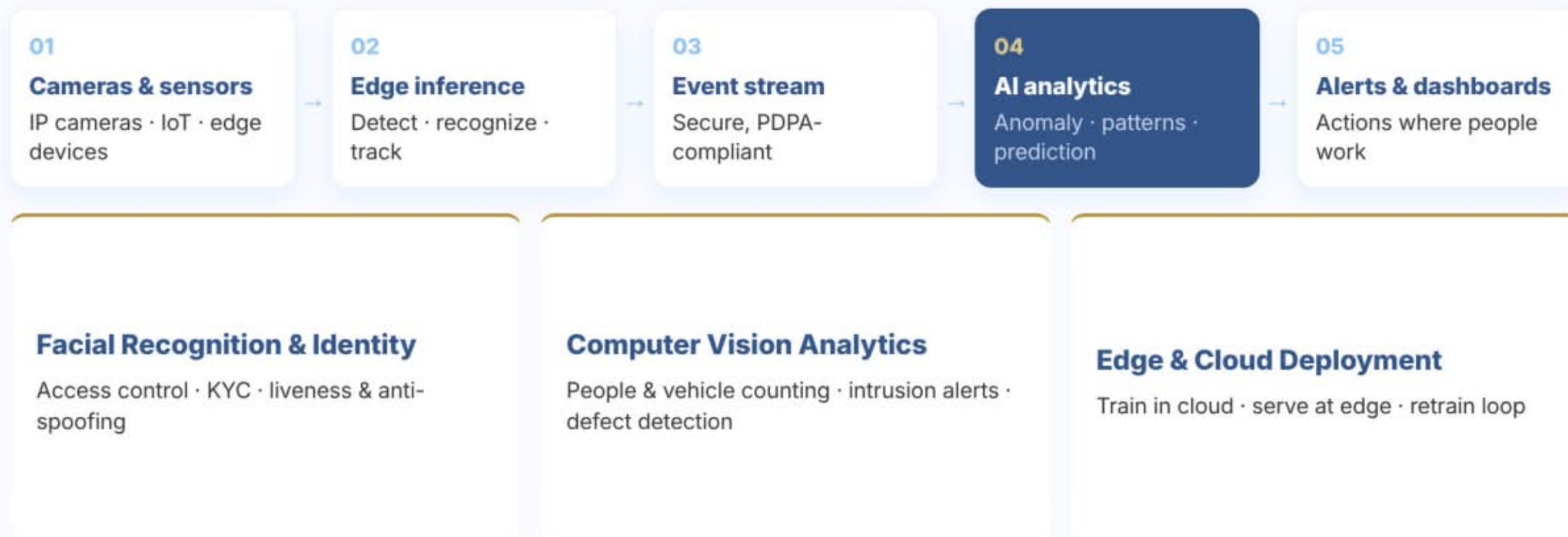
AI drafts, people decide

AI can draft but cannot publish or approve, and every action is audit-logged

Outputs Thai PDF XLSX Watermarked drafts Every version kept

Status: in UAT · HarmonyX is the first internal user

Vision AI — from camera to decision



IN PRODUCTION — ZOODIO (ZPOT)

ML image processing for animal surveillance across 10+ zoo facilities, with real-time public streaming on zoodio.live.

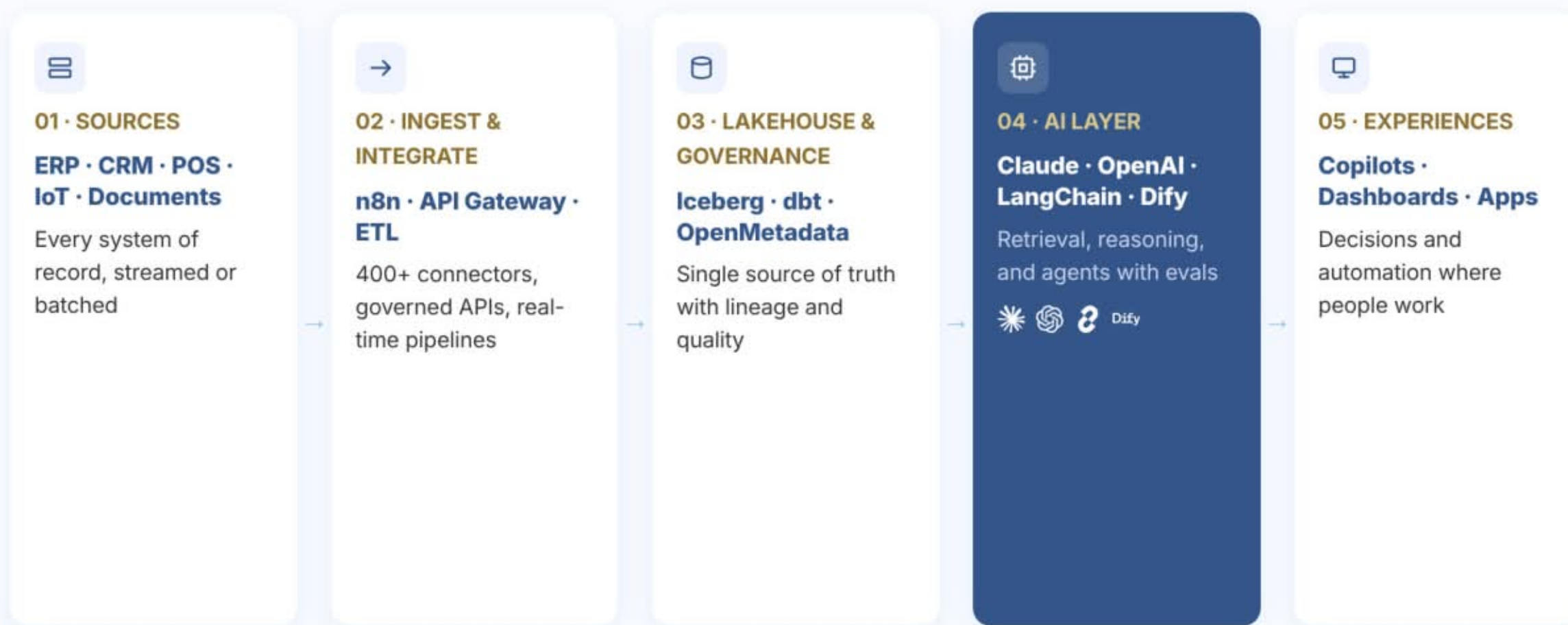
10+ Facilities
24/7 Surveillance

• SYSTEM INTEGRATION

Unify every system. Ship faster.



From raw signals to intelligent decisions



Security-first across every layer — PDPA data map, immutable audit trail, human-in-the-loop approvals

• SOLUTION — PAYMENT GATEWAY

Online payments that post straight to your books

Online payments connected to ERP, e-Tax Invoice and daily reconciliation, with PCI scope kept small

Bill payment and pay links

Matched to customer accounts, with partial payments and credit terms

e-Tax Invoice and e-Receipt

Issued on payment confirmation, in Revenue Department format

ERP through one API

Paid, refunded and settled events posted to receivables, for web, app and back office

Daily reconciliation

Settlements matched to orders and bank statements, mismatches flagged

Payment methods

PromptPay / Thai QR

Cards

Mobile banking

Installments

e-Wallets

Gateways

2C2P

Opn

GB Prime Pay

Stripe

Back office

SAP

Dynamics

NetSuite

Odoo

Standards

PCI DSS

3-D Secure

PDPA

Work: SPVi iStudio · SABUY Wash

1 Assess



2 Integrate



3 Connect first channel



4 Operate and expand

Sell data center GPUs by the token

Not by the server · A standard API, prepaid wallets and Thai billing on your own GPU cluster

Commercial

Price per 1M tokens

e-Tax Invoice

PromptPay · card

Access

OpenAI-compatible API

API keys

Spend caps

Token core

Model router

Token metering

Wallet · ledger

Inference

vLLM

SGLang

Kubernetes

Every token traceable

Usage events are immutable, so every invoice line traces to a request

No overspend

Requests reserve against the wallet before running, then settle

Drop-in API

Existing SDKs work by changing the base URL

Daily close

Usage, ledger and payments reconciled daily, mismatches flagged

For

Data centers

Telco and cloud

Sovereign AI

Universities

You run inference, or HarmonyX runs it

SECTION 02

Technology Partnerships

10 partners across cloud, frontier AI, automation, data platforms, and security
— chosen for what they let us ship.

• OUR SOLUTION PARTNERS

Strategic Business Group



AWS

Cloud Infrastructure



Google Cloud

Cloud & AI Platform

Anthropic

Anthropic

Frontier AI Models

Tencent Cloud

Tencent Cloud

China & APAC Cloud



LangChain

LLM Orchestration

n8n

n8n

Workflow Automation



Directus

Open Data Platform



ClickUp

Work Management

axebee

Axebee

Data & Cyber Security

HX Lab

HX Lab

R&D Partner



CLOUD SOLUTION PARTNERS

Business & technical implementation partner for digital transformation and AI enterprise

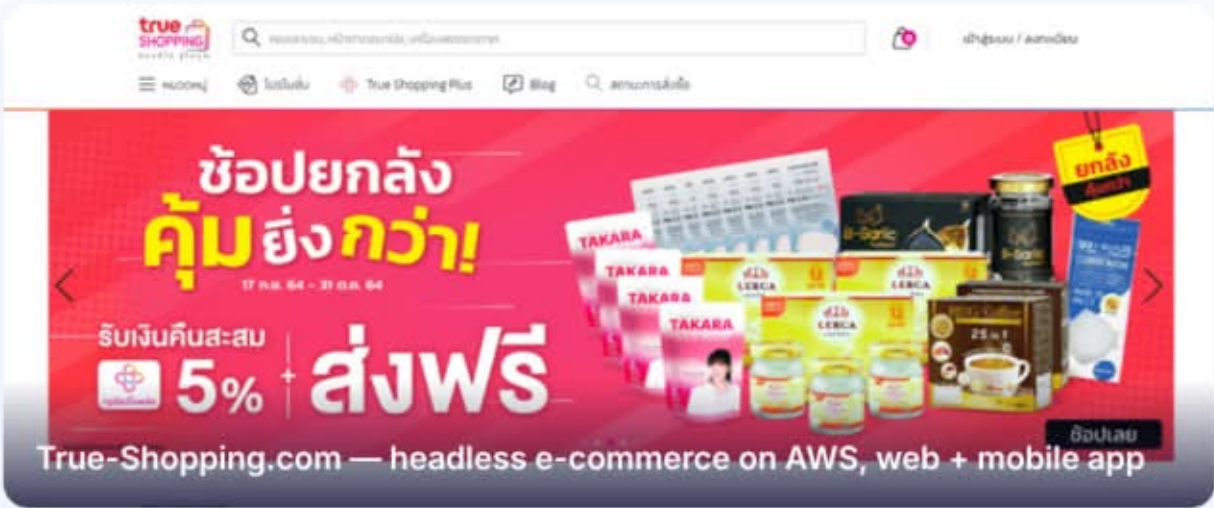
Multi-cloud expertise for optimal platform selection, cost-optimized operations, and enterprise-scale AI/ML.

- Cloud migration & landing zones
- Serverless and container platforms
- FinOps — cost-optimized operations
- SageMaker · Bedrock · Vertex AI · Gemini

99.99% **24/7**

Platform uptime

SLA-backed operations



Cloud Infrastructure & Migration

Cloud strategy, architecture design, and seamless migration to AWS and Google Cloud for scalable, resilient infrastructure.

Digital Transformation

End-to-end initiatives on cloud-native services, microservices architecture, and modern DevOps practices.

AI Enterprise Solutions

Enterprise-grade AI/ML on AWS SageMaker and Bedrock, and Google Vertex AI and Gemini.

Anthropic



OpenAI



FRONTIER AI PARTNERS

Multi-model AI — Claude, GPT, and Gemini, chosen per task

We are model-agnostic: each workload runs on the model that fits it best, deployed with the guardrails, observability, and human-in-the-loop controls our clients require — on-prem or in the cloud.

- Claude, GPT, and Gemini via Bedrock, Azure, and Vertex
- Guardrails, evals, and audit logging
- Human-in-the-loop approval flows
- On-premise or cloud deployment

Agentic

Multi-step agents in production

OWASP

LLM Top 10 threat-modeled

MODELS WE WORK WITH



Claude
Anthropic



ChatGPT
OpenAI



Gemini
Google

Document Intelligence

Understanding and extraction across contracts, filings, and unstructured enterprise documents.

Agentic Workflows

Agents that qualify, draft, schedule, and flag — acting on your existing CRM and ERP with explainable reasoning.

Enterprise Copilots & Governance

Copilots embedded in internal tools, with approval policy, immutable audit trail, and a PDPA data map.

n8n

WORKFLOW AUTOMATION PARTNER

Enterprise-grade automation without vendor lock-in

Fair-code, self-hosted, auditable, and extensible — a cost-effective alternative to traditional iPaaS.

- 400+ connectors — SaaS, databases, APIs
- Agent orchestration with LLM nodes
- Self-hosted for data residency
- Version-controlled workflows

400+

Native integrations

Native AI

LLM nodes built in



Enterprise Automation Solutions

Complex workflows that connect systems, streamline processes, and eliminate manual tasks at scale.

Custom Integration Development

Custom nodes for proprietary systems, legacy applications, and specialized enterprise tools.

Self-Hosted & Cloud Deployment

Secure, scalable environments — self-hosted infrastructure or managed cloud, tailored to enterprise requirements.



OPEN DATA PLATFORM PARTNER

Headless CMS and instant APIs on any SQL database

Our go-to open-source data platform — real-time REST/GraphQL APIs and a no-code app interface for fast, flexible delivery.

- Headless CMS over any SQL database
- Bilingual content models (TH / EN)
- Role-based editorial workflows
- REST + GraphQL APIs out of the box

API-first

REST & GraphQL out of the box

TH + EN

Bilingual content by default



Headless CMS Solutions

Flexible, API-first content management powering websites, mobile apps, and digital experiences on any platform.

Modern WebApp Development

High-performance applications with Directus as the backend — rapid development and seamless content delivery.

AI Integration

Intelligent content recommendations, automated data processing, and insights inside Directus workflows.



PRODUCTIVITY PARTNER

Official ClickUp partner for setup, training, and custom integration

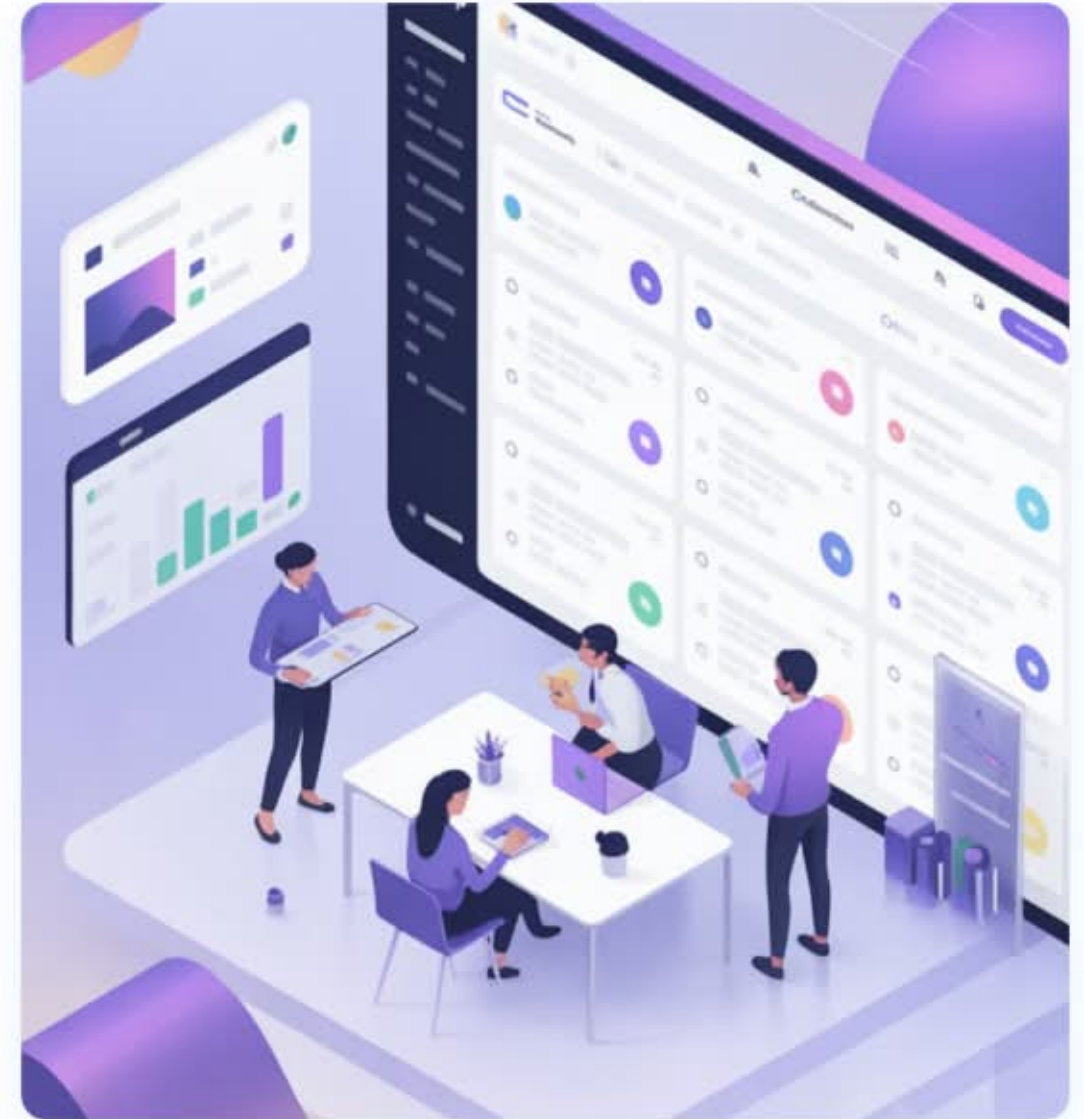
HarmonyX is an official ClickUp partner helping organizations get the most from their productivity platform — from workspace structure to enterprise system integration.

- Workspace setup, custom fields, and workflows
- Team training for organization-wide adoption
- Integration with CRM, ERP, and automation platforms
- Seamless data flow between ClickUp and enterprise systems

Official 3

ClickUp partner

Services: setup · training · integration



ClickUp workspaces aligned to your business processes

Our production GenAI stack

Natural-language Q&A, predictive analytics, and context-aware automation — built on tools we operate every day.

MODELS

Anthropic  Google 

Multi-model, chosen per task — reasoning, extraction, and generation with unified governance.

Used in: NT Sales Copilot · Document intelligence

ORCHESTRATION

 **LangChain** · **LangSmith**

Agent orchestration plus evals and observability — the stack behind our production AI systems.

Used in: Agent orchestration with evals

RETRIEVAL

Weaviate

AI-native vector database powering semantic search over unstructured enterprise data.

Used in: Enterprise semantic search

LLMOPS

Dify

Visual builder for chatbots, agents, and workflows with prompt versioning and monitoring.

Used in: Rapid chatbot & agent delivery

• TECHNOLOGY STACK

Selected per project. No single-vendor lock-in.

The production stack behind 35+ shipped platforms.

Frontend



Astro



React



Next.js



Remix



React Native



Expo

Backend & AI



Python



TypeScript



LangChain

LlamaIndex

Anthropic

Claude



Gemini

Data



PostgreSQL



Cloudflare D1

Iceberg Lakehouse

dbt

Weaviate

OpenMetadata

Infrastructure



AWS



Google Cloud



Cloudflare Workers

Tencent Cloud

Tencent Cloud



Serverless



Kubernetes

Commerce & Ops

Adobe Commerce



Shopify

Salesforce



SAP

n8n

n8n



Directus



Dify



ClickUp

SECTION 03

Real outcomes for real clients

20

Published case studies

8

Industries served

4

Countries in SEA

• CLIENTS

Trusted by leading organizations across public and private sectors

Public sector & government agencies

Banking · Telecom · Tourism · Digital agencies



Private sector

Retail · Healthcare · Real estate · FinTech



• INDUSTRIES

Sector expertise with regulatory depth

Banking & Finance

Fraud detection, AML compliance, incident management

GSB · TMB · Sabuy FiiT

Retail & E-Commerce

Composable commerce, ERP integration, launch-day scale

SPVi · Big C · True Shopping · LCDTV

Government & Tourism

Open data gateways, IoT, ETL, AI surveillance

TAT · DASTA · ZPOT · ETDA · depa

Healthcare

Enterprise CMS, search, agent commerce, predictive care

Bumrungrad · The Touch Clinic

Telecom & Enterprise Sales

B2B pipeline engines, agentic sales copilots

NT (National Telecom)

Energy & Utilities

Grid optimization, predictive maintenance, regulatory reporting

Energy Regulatory Commission

Real Estate & Property

Headless CMS, real-time CXP on AWS serverless

Land & Houses

RegTech & Digital Trust

Digital permits, credential verification, LMS

Certogo

- PLATFORMS IN PRODUCTION

Production platforms serving real customers



The Touch Clinic

Sabuy FiiT Token

Sabuy Digital

SPVi iStudio

SPVi Pre-order

• PORTFOLIO

Selected work, by the numbers

SPVi

SPVi — iStudio

50k

Concurrent launch-day users
Consumer Electronics Retail

Sabuy

Sabuy — FiiT Token

80k+

Wallets onboarded in 90 days
FinTech & Web3

ดस्ता
DASTA

DASTA — SMARTCBT

-85%

Manual data entry
Government & Tourism



ZPOT — Zoodio

10+

Zoo facilities integrated
Government & Public Sector

Bumrungrad Hospital

Bumrungrad Hospital

Sub-sec

Doctor & treatment search
latency
Healthcare

NT (National Telecom)

NT (National Telecom)

Agentic

AI sales copilot on the B2B
pipeline
Telecom & Enterprise Sales



GSB — APM Signal

Unified

Incident management on
serverless
Banking & Financial Services

The Touch Clinic

The Touch Clinic

10+

Clinic branches on POS sync
Healthcare & Aesthetics

• CASE STUDY — CONSUMER ELECTRONICS RETAIL

iStudio by SPVi

E-Commerce Platform & Website · 7 months

The challenge

Thailand's authorized Apple reseller needed to consolidate in-store, online, and B2B commerce on one platform that could survive iPhone launch-day traffic and integrate with SAP ERP.

What we delivered

- Composable storefront with personalized recommendations
- Real-time inventory across 30+ physical stores
- Tiered B2B portal for corporate and education clients
- SAP ERP integration for orders, pricing, and stock

50k

Concurrent launch-day users

3x

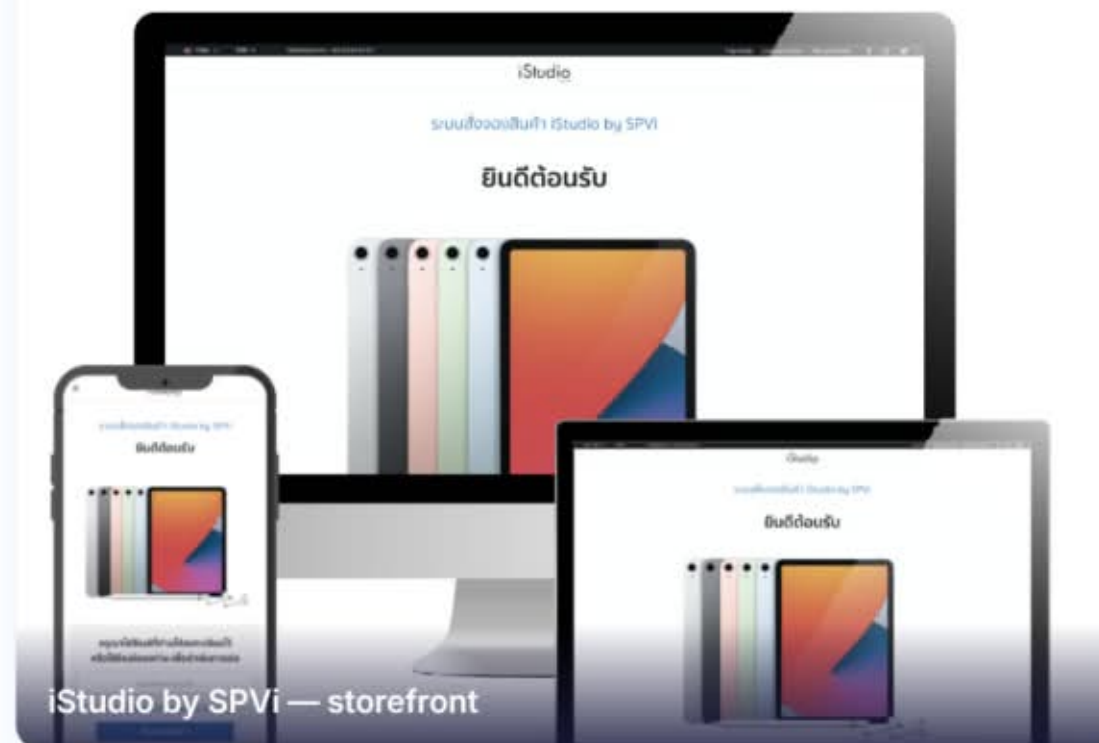
Online revenue, year on year

99.99%

Platform uptime

-40%

Checkout drop-off



OUR APPROACH

Unified composable commerce platform: Next.js storefront, Adobe Commerce core, and custom middleware bridging SAP, POS, and payment providers.

CASE STUDY — TELECOM & ENTERPRISE SALES

Agentic AI Sales Copilot

NT (National Telecom) · 5 months

The challenge

B2B reps spent hours on lead qualification, proposal drafting, and follow-ups. The team needed an AI layer that could act on the pipeline — not just summarize it.

What we delivered

- Lead-qualification agent: rule-based scoring + LLM judgment
- Proposal-draft agent trained on the rep's prior won deals
- Follow-up scheduler that logs activity back into the CRM
- Stalled-deal flags with explainable reasoning

Agentic

Executes tasks, not just summaries

On-prem

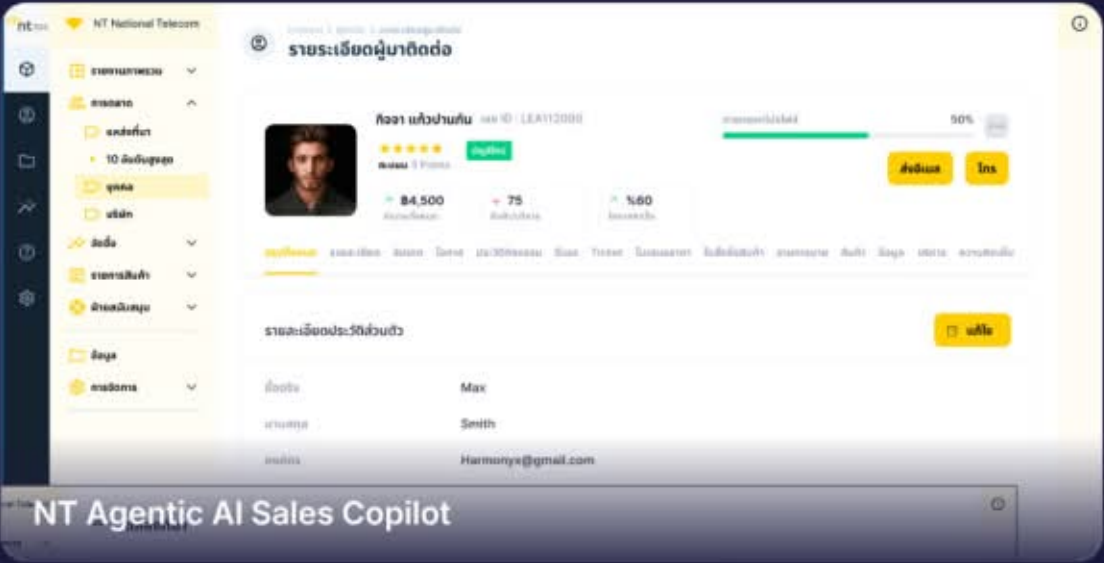
Internal-stack deployment

LLM

Judgment + drafting

CRM

Pipeline-aware, existing tools



AGENT WORKFLOW



OUR APPROACH

An agent layer on the existing NT pipeline: qualifies leads, drafts proposals from prior wins, logs follow-ups, and flags stalled deals — inside the tools reps already use.

• CASE STUDY — GOVERNMENT & PUBLIC SECTOR



Zoodio Platform

Zoological Park Organization of Thailand · 8 months

AWS

API Gateway

Data Platform

Headless CMS

The challenge

ZPOT needed one platform to expose zoo data via a public API, livestream animal cameras, and apply ML to monitor animal welfare and security across multiple parks.

What we delivered

- AWS-native API Gateway for the public and partners
- Real-time camera channels on zoodio.live
- ML image-processing for security surveillance
- Animal behavior tracking app for zookeepers
- Bilingual headless CMS with immersive 3D design

10+

Zoo facilities integrated

Real-time

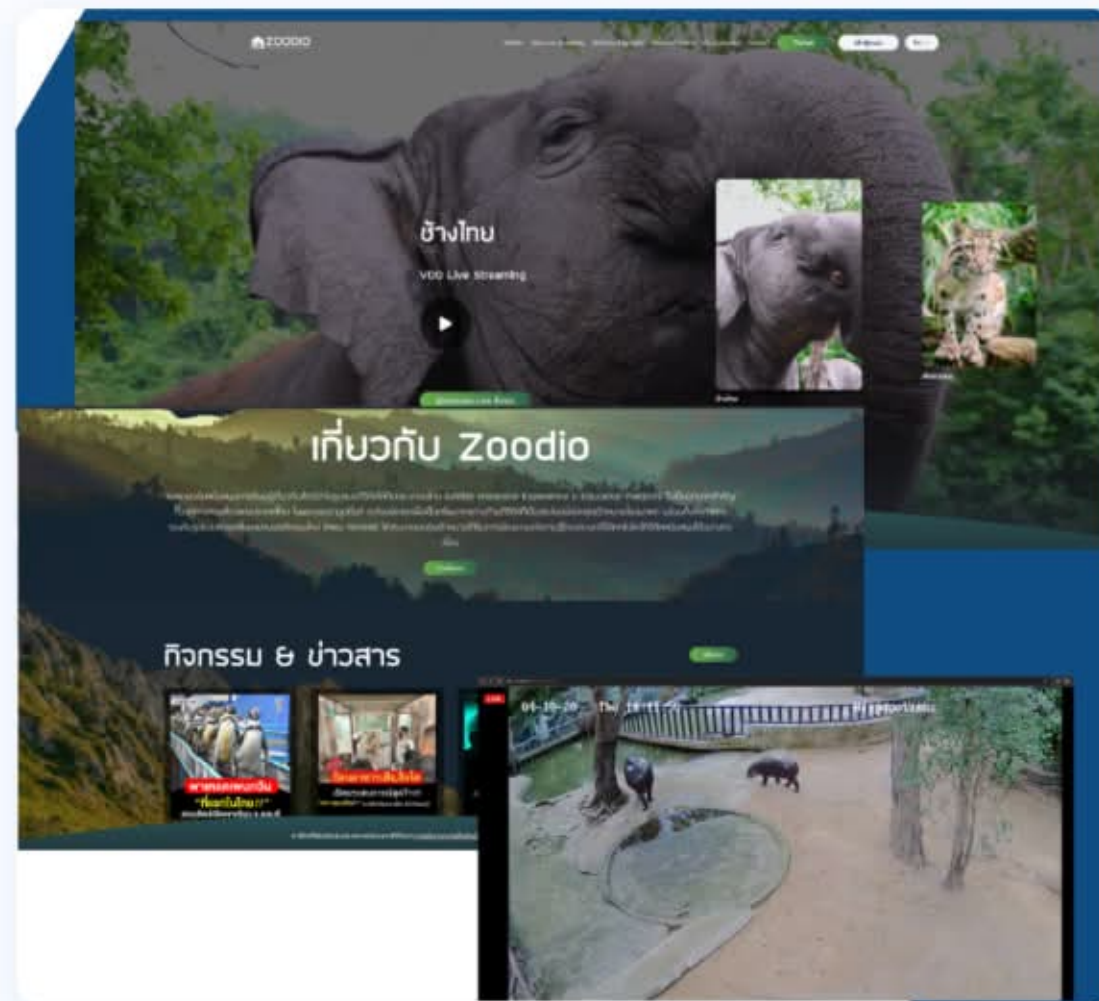
Animal camera streaming

AI-powered

Behavior + security surveillance

Public

Open data API gateway



OUR APPROACH

Serverless platform on AWS combining the public zoodio.live experience, a zookeeper behavior tracker, and ML-driven IoT cameras for security.

• CASE STUDY — BANKING & FINANCIAL SERVICES



Government Savings Bank

APM Signal & Notification · Fraud & Risk Analytics

Unified incident management with intelligent prioritization and real-time alerts on serverless — alongside enhanced fraud detection, automated compliance checks, and optimized risk management through unified transaction data and AI analytics.

- Real-time anomaly detection across transactions
- Automated AML compliance checks
- Predictive risk insights for smarter decisions
- Intelligent alert prioritization for operations teams

Unified

Incident management

Real-time

Alerts on serverless



Banking & Financial Services · Serverless on AWS

"BANKING ON DATA"

Turning transaction data into predictive insight that drives smarter financial decisions, stronger fraud prevention, and more efficient operations.

Caring through analytics



A 10-branch beauty network enrolled thousands of independent Beauty Agents. Every order — app, social, or in-clinic — lands in one pipeline, reconciles against POS, and pays commissions in real time.

10+

Clinic branches on POS sync

112+

Service courses sold via agents

100%

Online ↔ POS reconciliation

Real-time

Commission ledger

- AWS landing zone — API Gateway, Lambda + Fargate
- TypeScript monorepo, contract tests, single CI/CD
- Commission engine — tiers, claw-backs, payout files

• CASE STUDY — HEALTHCARE

Advanced Search with Headless CMS

Bumrungrad International Hospital

One of Asia's largest private hospitals needed an enterprise-scale, bilingual website where patients find the right doctor and treatment in seconds — and content teams publish without engineering.

What we delivered

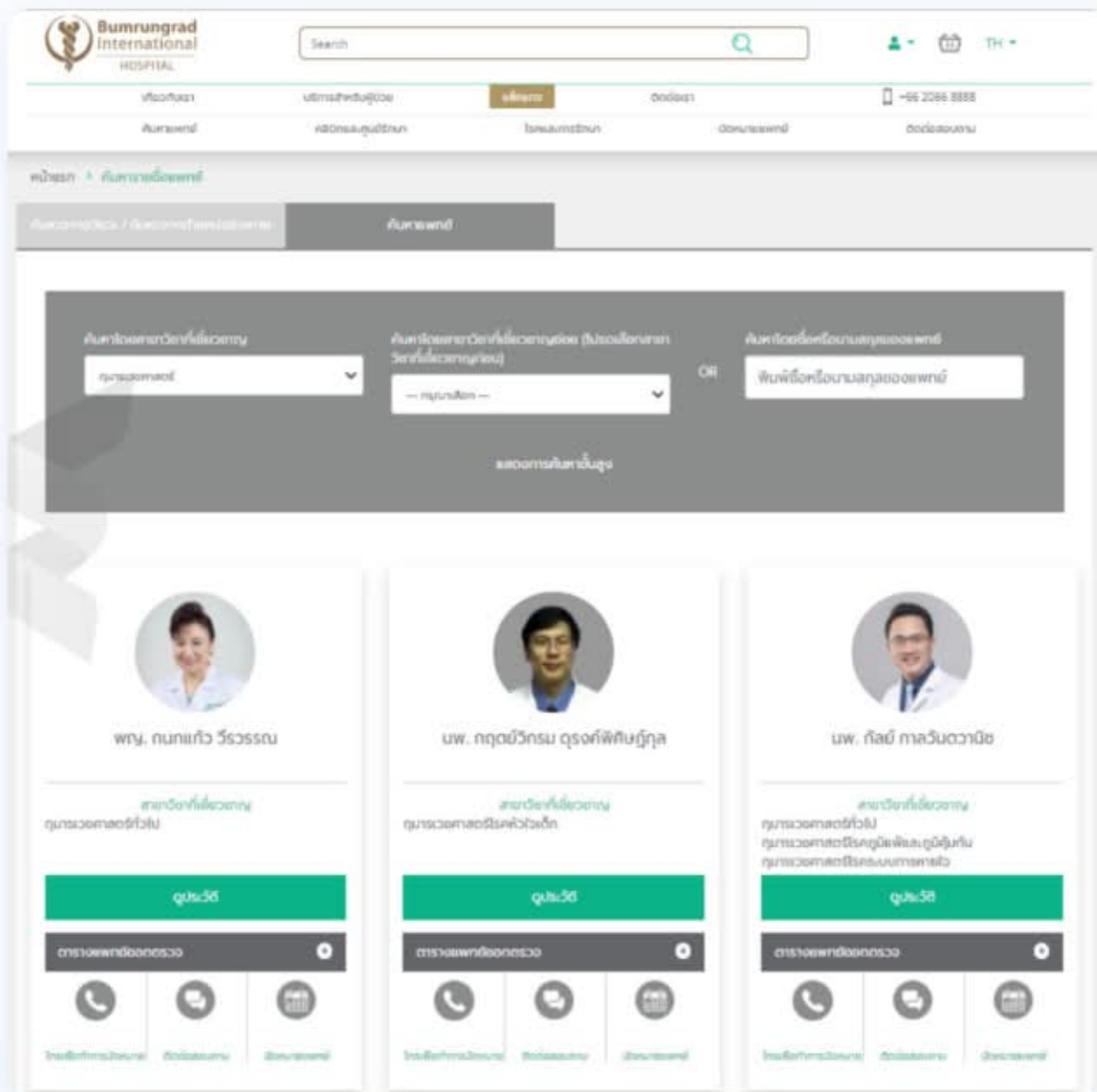
- Website application development on Kentico and a headless CMS
- Large-scale, user-friendly CMS platform — customized and implemented
- Data feeding engine for doctors, treatments, and packages
- Algolia search integration — advanced doctor and treatment search

Sub-second
Search latency

Algolia
Search engine

Headless
Kentico + CMS

TH + EN
Bilingual site



Digital services for the public sector

Open data, IoT, AI surveillance, and compliance automation —
delivered for Thai agencies with bilingual content and PDPA-
aligned security.

Tourism Authority of
Thailand



Tourism Thailand Website +
Open Data API Gateway

Public API Open data gateway

DASTA (သက်.)



SMARTCBT — Community-
Based Tourism Platform

-85% Manual data entry

Zoological Park
Organization
Zoodio Platform



10+ Zoo facilities integrated

Government Savings Bank



APM Signal & Notification

Unified Incident management

NT (National Telecom)

Sales Pipeline & Agentic AI
Copilot

Agentic B2B sales copilot

ETDA · depa



Digital economy agencies

2 National agencies

ARDA



ARDA-CADS — Agricultural
Data Service Center

50+ Partner agencies

• WHY HARMONYX

Driving innovation in harmony

Rooted in data excellence

Lakehouses, governance, and streaming analytics that turn information into decisions.

Fortified by security

Attack surface management, AI red-teaming, and PDPA / EU AI Act readiness in one engagement.

Elevated by AI innovation

Agentic copilots and ML pipelines proven in production, with human oversight built into every design.

35+

Projects shipped

20+

Industry leaders

99.99%

Platform uptime

"Be good, be well, and be your innovative solution."

• GET IN TOUCH

Let's build something extraordinary together.

Tell us the outcome you want — we'll map a path to ship it. Our team replies within one business day.

EMAIL

hello@harmonyx.co

PHONE

+66 92 893 5935

WEB

www.harmonyx.co

OFFICE

BLOCK 28 : Creative & Startup Village, Building D, Room 207, Wang Mai, Pathum Wan, Bangkok 10330





Thank you

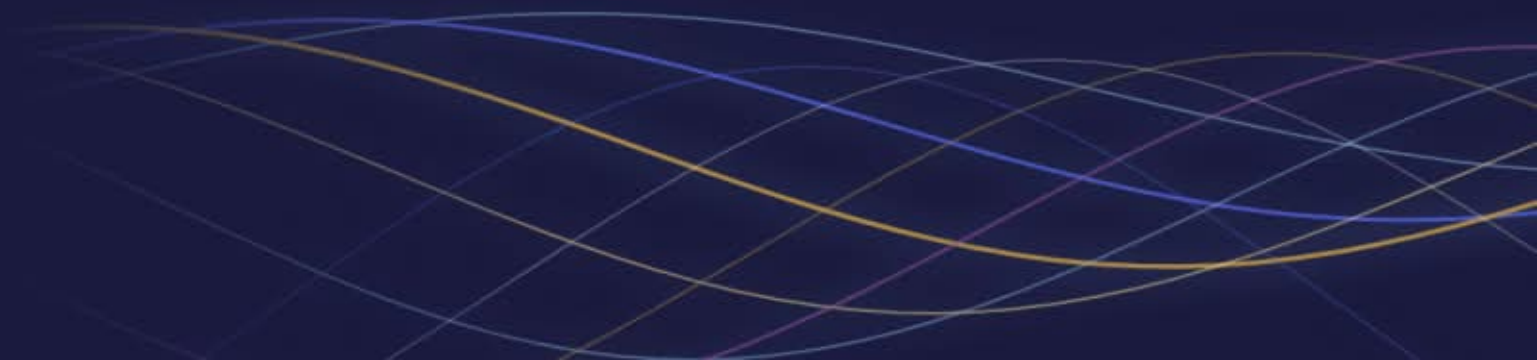
We look forward to partnering with you on your data-driven transformation journey.

HELLO@HARMONYX.CO · WWW.HARMONYX.CO

APPENDIX

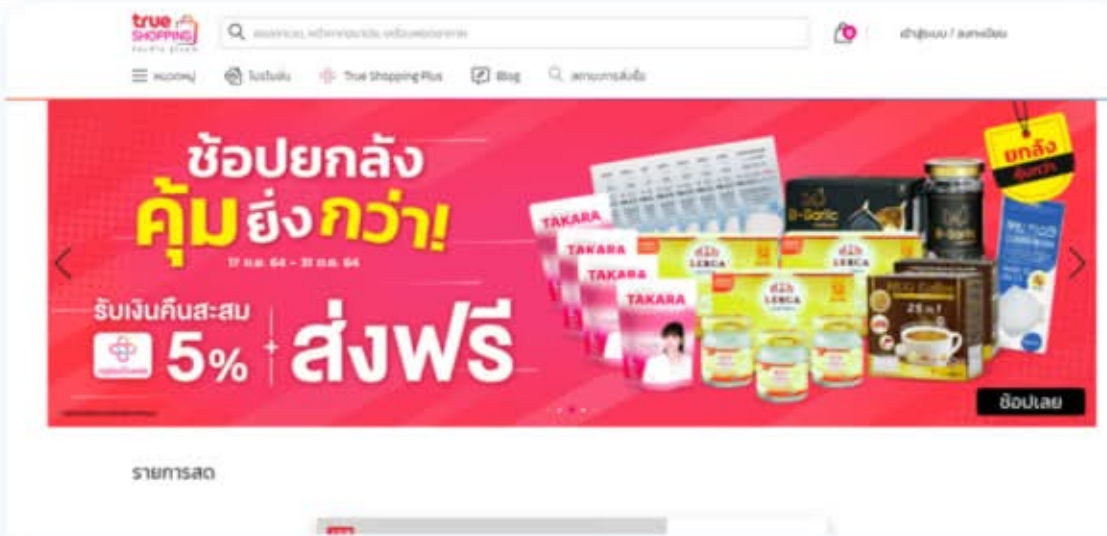
More Case Studies

Retail, government, banking events, regtech, property, and media — for reference after the presentation.



• CASE STUDIES — RETAIL & E-COMMERCE

Delivered, live, and in use by our clients



TRUE-SHOPPING.COM

E-Commerce Website + Mobile App

Headless e-commerce on AWS for one of Thailand's major TV-shopping retailers.

Web + App

Cross-channel commerce



LCDTV THAILAND

Shopify E-Commerce

Bilingual Shopify storefront for a premium AV and home electronics retailer.

TH + EN

Bilingual storefront

• CASE STUDY — CONSUMER ELECTRONICS RETAIL



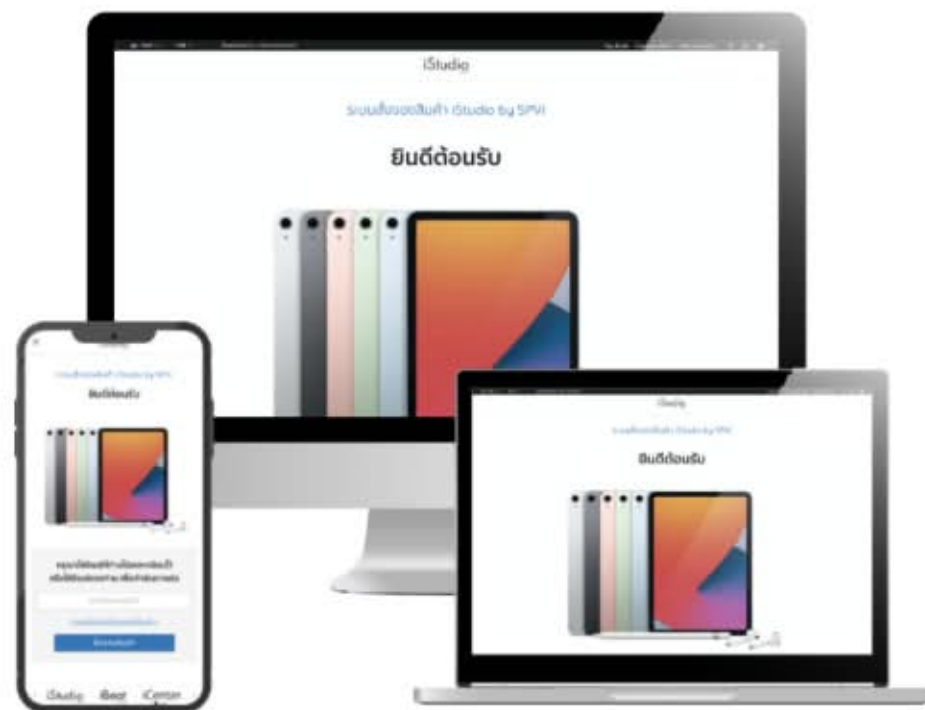
iStudio Pre-order — iPhone 13 to 18

SPVi · istudiobyspvi.com

Launch-day pre-order platform for SPVi's iStudio stores — built to absorb the spike every September and hand orders cleanly to fulfilment.

What we delivered

- Website design and development — istudiobyspvi.com
- Open API Gateway development
- Headless e-commerce technologies
- AWS infrastructure, DevSecOps, and monitoring



6 cycles

iPhone 13 → 18
launches

50k

Concurrent
launch-day
users

Headless

Commerce +
Open API

AWS

DevSecOps +
monitoring

Commerce for brands and marketplaces



JIM THOMPSON

Jim Thompson E-Commerce

Global fashion and home brand — bilingual storefront with international shipping.

- Website design and development
- E-commerce backend development
- AWS infrastructure, DevSecOps, and monitoring
- Magento 2 migration services

B2B

Merchants · Fulfilment centers · Customers

SRIMUANG MARKET

B2B Online Market

Wholesale marketplace tying merchants, fulfilment centers, and customers together.

- Website application development
- Large-scale, user-friendly CMS platform
- Business design for merchants, fulfilment centers, and customers

• CASE STUDY — FINTECH, WEB3 & WELLNESS

FiiT Token — Gamifying Health and Wellness

Sabuy Digital · FiiT Token

Key benefits

- Boosts user engagement through healthy-behavior rewards
- Advanced tech for personalized fitness campaigns
- New revenue streams via personalized healthcare offerings

Solution

Mobile App NFT Blockchain Fitness Data Platform (CDP)

Health & Wellness data integrations

80k+

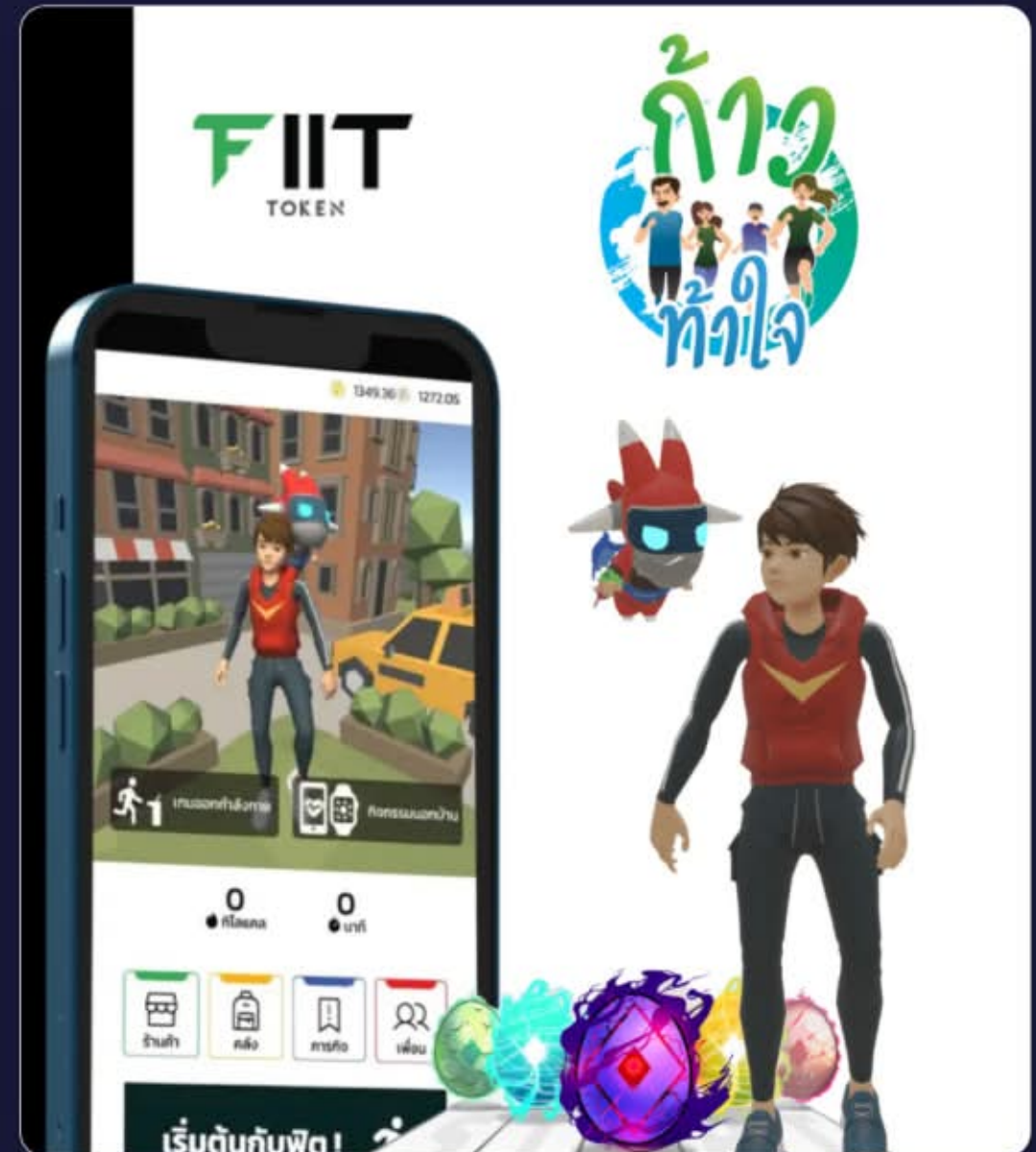
Wallets onboarded in
90 days

FiiT-to-Earn

Move, earn, redeem

CDP

Fitness data platform



• CASE STUDY — MEDIA & DIGITAL CONTENT

trueID — Modern Universal Apps

True Digital · trueID

True Digital needed one futuristic content platform for movies, series, live TV, and animation — fast to search, personal through loyalty, and easy for editorial teams to run.

Digital Platform

Headless CMS

Search Engine

Loyalty & Privilege

Live Streaming

— Futuristic digital content platform — movies, series, TV, and animation in one universal app

— Fastest search across the full content catalogue

— Loyalty and privilege engine integrated with true You

— Headless CMS — editorial teams publish without engineering

— Live streaming integrated with true Vision

Universal

iOS · Android · Web

Headless

CMS backbone

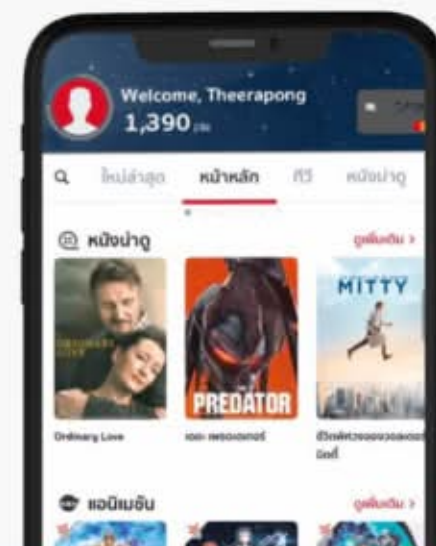
Fastest

Content search

Live

Streaming + loyalty


**กับดีไซน์ใหม่
ให้คุณสนุก
ใต้ง่ายยิ่งขึ้น**



• CASE STUDY — GOVERNMENT & TOURISM



Tourism Thailand website and Open Data API Gateway

Tourism Authority of Thailand · tourismthailand.org

National bilingual tourism portal plus a public Open Data API gateway serving partners, agencies, and developers — content teams publish independently through a headless CMS.

What we delivered

- Bilingual Tourism Thailand website on a headless CMS
- Open Data API Gateway for partners and developers
- Cloud infrastructure and monitoring
- Nationwide search across places, activities, and events

TH + EN

Bilingual portal

Open Data

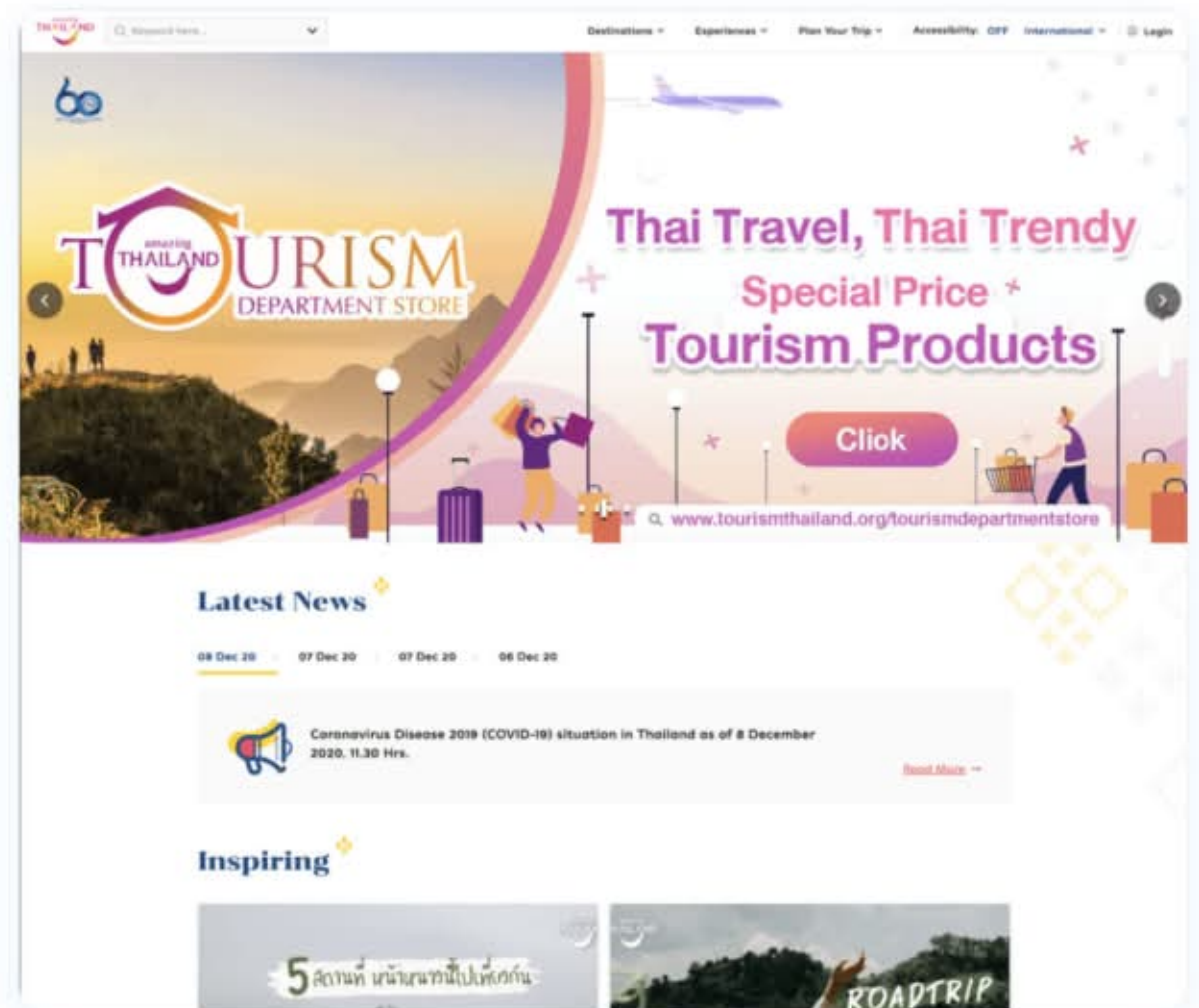
API Gateway

Headless

CMS

National

Tourism portal



• CASE STUDY — GOVERNMENT & COMMUNITY TOURISM

SMARTCBT — Community-Based Tourism Platform

Designated Areas for Sustainable Tourism Administration (DASTA)

API gateway and data ETL platform for Thailand's sustainable tourism agency — aggregating community tourism data nationwide with ESG (SIA/SROI) and carbon tracking per project.

What we delivered

- G2G API Gateway connecting government agencies
- Data platform and ETL on AWS
- ESG dashboards — SIA/SROI and carbon tracking
- Reduced manual data entry for field officers

-85%

Manual data entry

99.8%

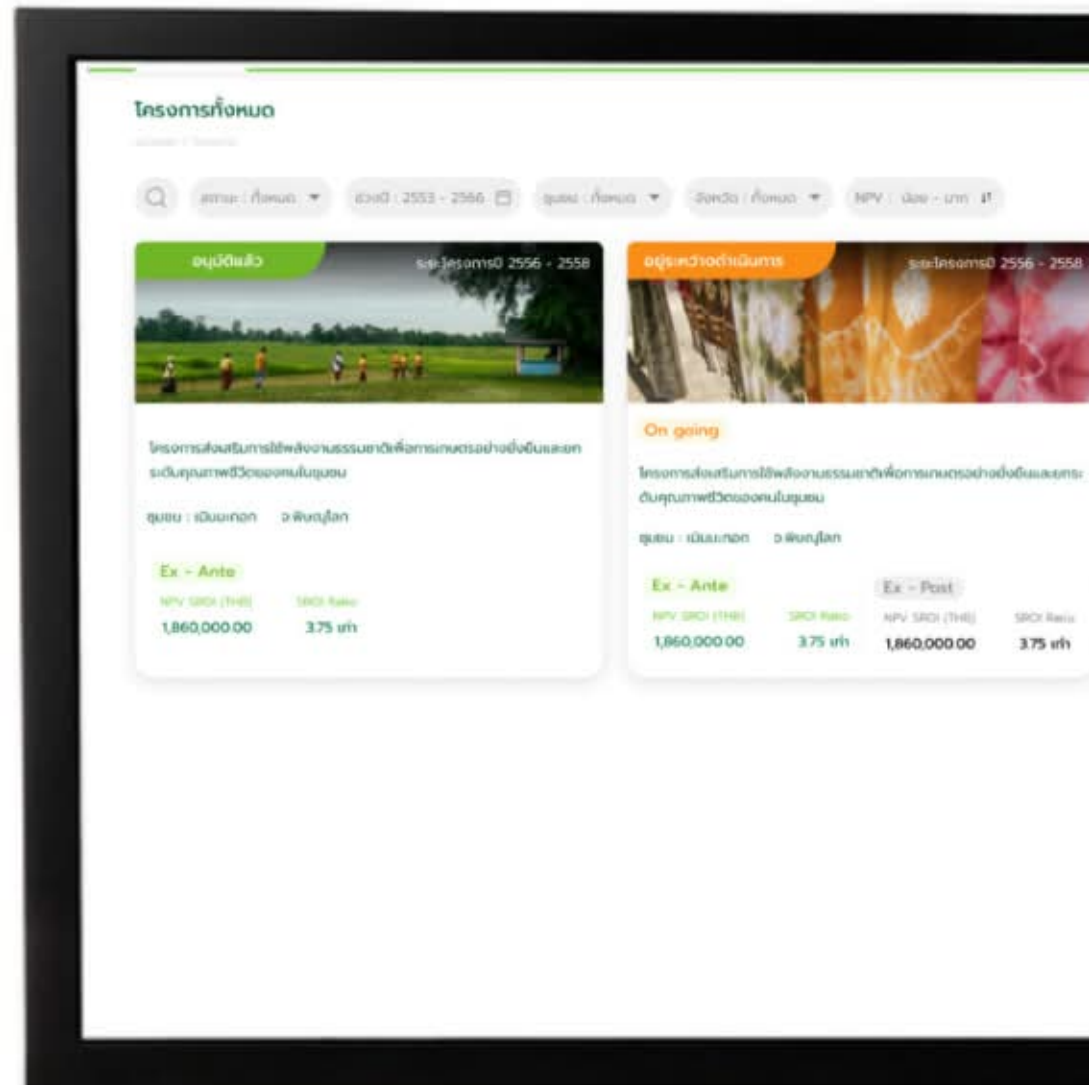
Data accuracy

G2G

API Gateway

ESG

SIA/SROI + carbon



• CASE STUDY — GOVERNMENT & AGRICULTURAL RESEARCH



ARDA-CADS — Agricultural Data Service Center

Agricultural Research Development Agency (Public Organization) — ARDA

Elevating the Thai Agricultural Research Repository (TARR) into a national hub for research, innovation, and agricultural knowledge — serving researchers, farmers, entrepreneurs, and government agencies at cads.arda.or.th.

What we delivered

- Search system across research and knowledge from many sources
- e-Scholarship — grants, training courses, and knowledge content
- SROI impact-assessment tool for research projects
- Bilingual TH/EN site with an expert-consultation channel

50+

Partner data agencies

3

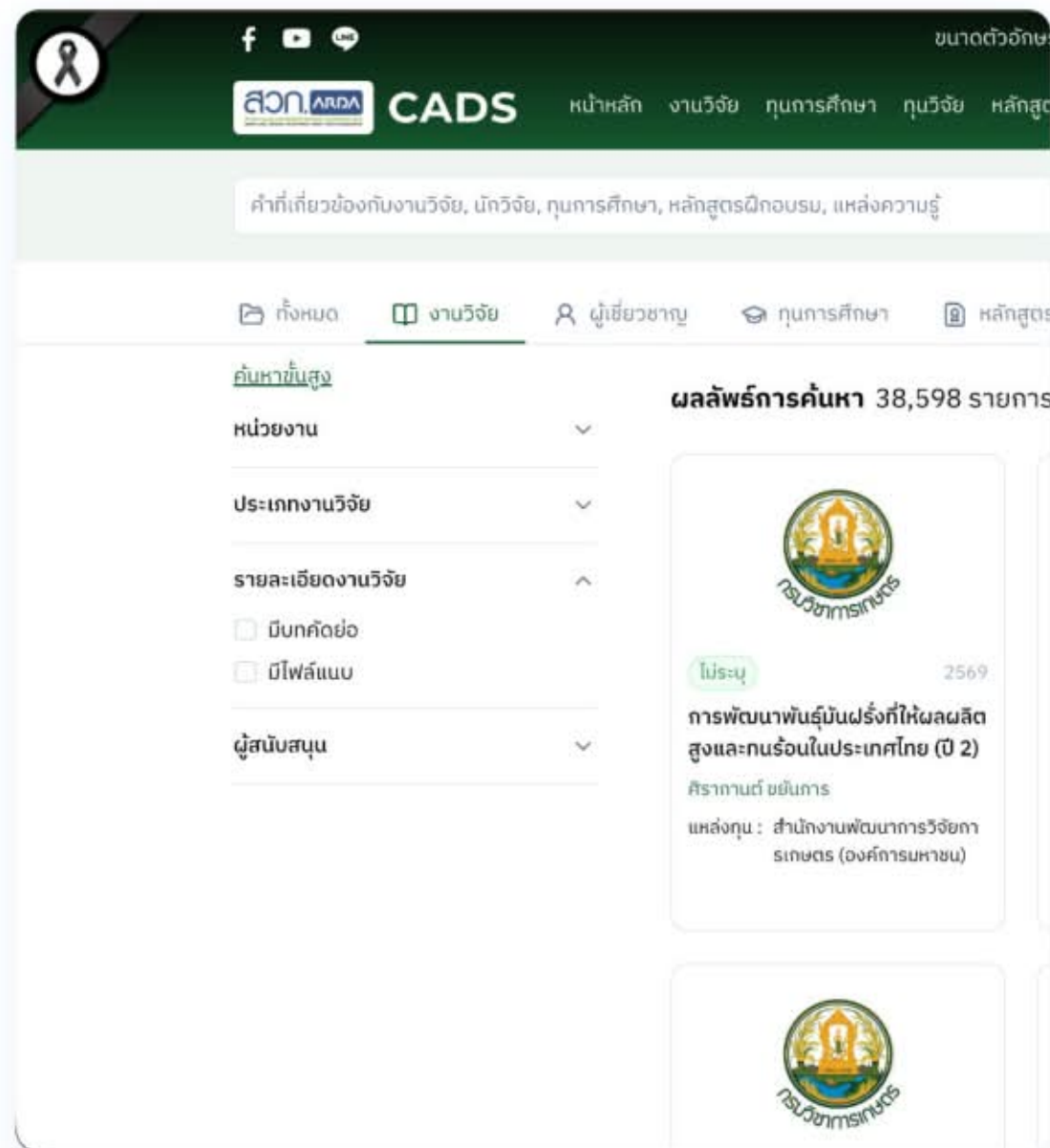
Core systems, one platform

SROI

Impact assessment

TH/EN

Bilingual



• CASE STUDY — BANKING & EVENTS

TMB Bank

Online e-Registration & Event Management

The challenge

Bank events needed frictionless registration and on-site check-in, with organizers able to see attendance in real time.

What we delivered

- Online e-Registration with QR-code tickets
- QR-based digital check-in at the venue
- Real-time analytics dashboard for organizers
- Attendee data export for CRM follow-up

QR-based
Digital check-in

Real-time
Attendance
dashboard

Online
e-Registration



TMB e-Registration platform

• CASE STUDY — REGTECH & DIGITAL TRUST

Certogo

Digital Permit + LMS Platform · 8 months

The challenge

Regulated industries needed one place to issue permits, verify credentials, and train the people who hold them — with an auditable lifecycle from application to renewal.

What we delivered

- Credential issuance & verification engine with lifecycle states
- LMS module for required training, exams, and competency records
- Workflow engine for permit application, review, and renewal
- Regulator-ready audit trail across training and credential events
- Multi-tenant architecture for industry-specific deployments

Unified

Permit + LMS
platform

Verified

Credential lifecycle

Regulated

Industry-ready

The screenshot shows the Certogo website with a dark blue header containing the logo and navigation links: หน้าแรก, ผลิตภัณฑ์, โซลูชัน, เกี่ยวกับเรา, and ติดต่อฝ่ายขาย. The main content area features a large hero section with a woman working on a laptop, surrounded by statistics: 'NPS 80.1' and 'มากกว่า 90% พอใจทุกด้าน'. Below this, there are three columns of content. The first column shows a list of clients including 'อป.ป. ออโกลิส' and 'Blue Venture TPA'. The second column displays a table of data with columns for 'ชื่อ', 'วันที่', and 'เวลา'. The third column shows a group of three men in business suits, with logos for 'arip' and 'UTCC' above them. The footer contains three columns of text describing the platform's capabilities: 'ครอบคลุมความต้องการด้าน', 'รองรับผู้สมัครไม่จำกัด การันตี', and 'วิทยากรผู้เชี่ยวชาญหลากหลายสาขา'.

• CASE STUDY — REAL ESTATE & PROPERTY

Land & Houses

Property Asset Management · Data API & Gateway · Headless CMS on AWS

The challenge

A leading property developer needed one source of truth for its property assets, a governed API gateway to share data across brand sites and partners, and a fast, mobile-first content platform that scales under campaign traffic.

What we delivered

- Property Asset Management: unified inventory of projects, units, pricing, and availability
- Data API & Gateway: secured, versioned APIs serving web, mobile, and partner channels
- Headless CMS on AWS Serverless with a GraphQL layer, tuned for SEO and Core Web Vitals
- CXP with social signal detection and AI sentiment analytics

1

Asset data source of truth

API

Gateway across channels

AWS

Serverless Headless CMS

