



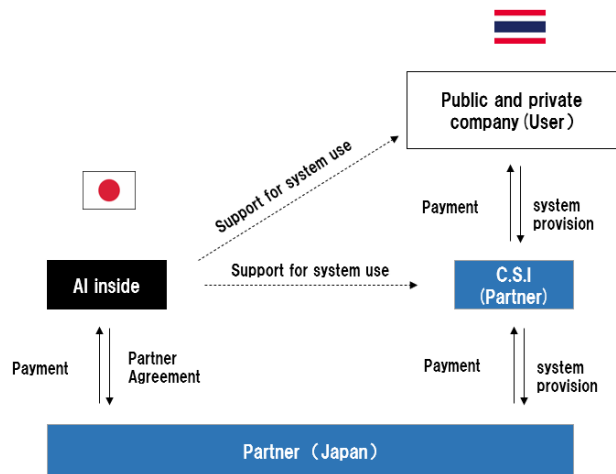
AI inside Inc.

Development and introduction of AI-OCR contributing to business automation in Thailand

Objective of the project

Thailand faces the social challenges of the "middle-income trap" and an aging population, which need urgent solutions. To address this issue, our company promotes the introduction and demonstration of our in-house developed AI-OCR service, "DX Suite." The automation of operations through "DX Suite" is expected to contribute to productivity improvement and workforce optimization, thus alleviating social issues. By developing a Thailand-specific model and verifying whether it is accepted and useful in Thailand, we aim to horizontally expand business across ASEAN and eventually solve social issues.

Cooperation with local companies/governments



- Local Partner: C.S.I. (THAILAND) COMPANY LIMITED
- Details of cooperation and collaboration: Verification of the introduction of AI-OCR to end-users in Thailand.

Targeted economic/social issues

Between 1960 and 2000, Thailand made a remarkable leap from a low-income to an upper-middle-income nation. However, from 2010 to 2021, Thailand experienced the lowest economic growth rate among ASEAN countries and is facing the "middle-income trap." Challenges include a decline in productivity due to slow digitalization, risks from foreign businesses' relocating their production facilities, and a brain drain. Additionally, Thailand is rapidly aging, with an anticipated population decline by 2029.

Confronting these issues, Thailand recognizes the critical need for innovation-driven productivity improvements. The government has launched "Thailand 4.0," a strategic initiative to become a high-income country by 2036. To overcome the middle-income trap and ensure the sustainable economic growth, the policy focuses on nurturing innovation and developing key sectors, including next-generation automotive, smart electronics, digital technology, medical tourism, and biotechnology.

DX Suite



【Screen Image of DX Suite】



【Speaking at ROCK Thailand #4】

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Demonstration period

September 2022 – June 2023

Details of demonstration

Using "DX Suite," the AI-OCR service with the No.1 market share in Japan, we verified the following three points:

1. Implementation verification of "DX Suite" in Thailand
2. Developing AI model for non-structured forms
3. Evaluating market demands and service impact

Aside from the above, we also verified "DX Suite" in Thailand through discussions with 102 companies at "Rock Thailand #4" and workshops etc., conducting various hypothesis tests regarding our services.

【Hypotheses and KPIs Verified】

Verified hypotheses:	<ol style="list-style-type: none"> 1. Market and business expansion verification for AI-OCR 2. Verification of the effectiveness of DX Suite 3. Verification of the effectiveness of the AI model for reading non-standard forms 4. Business development and revenue generation verification
Key Performance Indicators (KPIs)	<ol style="list-style-type: none"> 1. Quantitative aspects: ① Number of companies, attributes of end-users, types of forms, number of forms per month 2. Qualitative aspects: ① DX Suite and non-standard form reading model (verification of functionality, user experience), ② Business expandability (effective usage scenarios, target forms, relationship with subsequent systems, partner responses, legal aspects)

Project outcome / Future plans

After discussions with 17 potential partners and 102 potential users in Thailand, it was found that while there's high demand for AI-OCR technology, the market's requirements significantly differ from those in Japan, especially in handling unstructured format. Given these differences and the dynamic changes in the AI industry, including the revolutionary development of generative AI and Large Language Models (LLMs), we decided to conclude its venture in June 2023, halt overseas expansion, and focus on future-oriented product development.

Following the end of this venture, the company undertook a major update to "DX Suite," incorporating generative AI, which enables document reading in any format without prior training. This update aims to accelerate the digitization of extensive analog data, including documents previously hard to digitize, initially focusing on the domestic market but also considering expansion into international markets with a high presence of non-standard documents in the medium to long term.



【Integrated generative AI into "DX Suite" for enhanced functionality.】