

Optimizing efficiency through digitalization in chemicals, petrochemicals and refining  
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**1. Please introduce your role at PTT Energy Solutions Company Limited Thailand.**

At PTT Energy Solutions, as President of the technical consultancy business, role related to digitalization...to engage which appropriate and develop where possible digital technology to work efficiently and effectiveness and create value to clients.

**2. What does the subject of digital transformation and IoT mean to you?**

Digital technology would help to enhance operational excellence in safety, integrity and efficiency in refinery & petrochemicals plants in order to stay in highly competitive oil & gas business.

**3. How will this paradigm shift affect talent in manufacturing & downstream industry overall?**

GenX who making decision to understand the digital technology trend adequately vs the GenY who is delivering the result and GenZ who are pushing the trend. Boss in GenX would tend to “know best” and to make decision based on information and past experienced. We are already in the era that the boss may need to consult the GenZ for what a business in future should look alike.

**4. What does workplace innovation look like at your organization?**

Work smart i.e. work anywhere, paperless, digitization rather than paper transition, more efficient – reduce cost, support decision making, on-line performance monitoring with advisory through fully automation & optimization towards AI.

**5. How does this impact your customers?**

Most of the CEO fully aware to retain their competitiveness by application of digital technology to advance their cost reduction, higher efficiency and connect to the higher value market tier. Anyway they are overwhelming with digital technology suppliers offer several similar tools which no, not many references but very costly. Trial mind set with cheap – small start would help them move forward easier rather than create another monster for them.

**6. Will Artificial Intelligence replace humans working in oil and gas?**

Digital technology has opened widely the new business opportunity to be much easier to get the proper earnings. As a result, competent staff would become more and more difficult to develop and retain. AI might help industries in the situation.

However, as known, big data with “rubbish in - rubbish out in simulation tools using to tell what the optimal solutions would be, but I think we still need engineers to create possible scenarios, what-if, and making final decision.