

THAILAND

AID TO RECOVERY: THE ECONOMIC IMPACT OF IT, SOFTWARE, AND THE MICROSOFT ECOSYSTEM ON THE ECONOMY

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KEY FINDINGS

Economists have long recognized the important role information technology (IT) can play in a country's development. As the IT sector helps lead us out of the worst global recession in more than 50 years, that role will be even more important.

To quantify the direct benefits of IT on local economies as we head toward recovery, IDC has studied the relationship between IT, software, the Microsoft ecosystem and the economies of 52 countries, including Thailand.

Key findings for Thailand:

- ☑ IT spending in 2009 will be 184 billion THB (\$5.5 billion). From the end of 2008 to the end of 2013, IT spending will grow 7.3% a year, compared to GDP growth of 1.3% a year.
- ☑ IT-related activities will generate 20 billion THB (\$588 million) in taxes in 2009. Over the next four years that means more than 18 billion THB (\$543 million) in aggregate net *new* taxes.
- ☑ That spending growth means that employment in the IT industry and of IT professionals in IT-using organizations will rise by 53,000 jobs in the four years from the end of 2009 to the end of 2013, up from a 2009 base of 152,000.
- ☑ That represents growth of 7.2% a year from now through 2013, which is more than seven times faster than the growth of total employment.
- ☑ Software drives activity in the services and distribution sectors, as well as in IT-using organizations, which means that while spending on packaged software will be only 9% of total IT spending in 2009, 25% of IT employment will be software-related.
- ☑ The IT market will drive the creation of nearly 800 new businesses between now and the end of 2013. Most of these companies will be small and locally owned organizations.

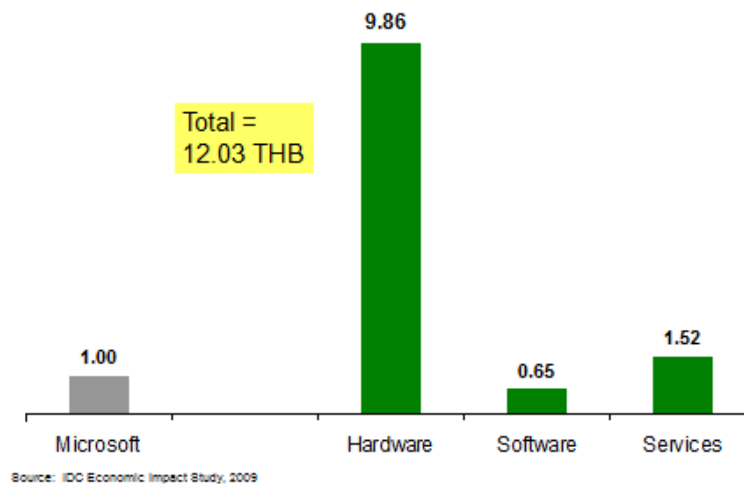
For more information on the global IDC study, see *Aid to Recovery: The Economic Impact of IT, Software, and the Microsoft Ecosystem on the Global Economy*, October 2009. For details about methodology and definitions, see *Economic Impact Study Methodology and Definitions*, October 2009.

THE MICROSOFT ECOSYSTEM

The Microsoft ecosystem in Thailand includes those companies that sell PCs, servers, storage, and smart handheld devices running Microsoft software; software vendors that write applications that run on Microsoft platforms; resellers that sell and distribute these products; and service firms that install and manage Microsoft-based solutions, train consumers and businesses on Microsoft products, and service customers for their own applications. It also includes companies that do combinations of these functions. Note these additional findings:

- ☒ As a group, companies in the Microsoft ecosystem in Thailand will generate more than 79 billion THB (\$2.4 billion) in revenues for themselves in 2009. For every THB Microsoft will make in Thailand in 2009, companies in the local ecosystem will make 12.03 THB.
- ☒ To generate those revenues, companies in the local ecosystem will drive nearly 25 billion THB (\$748 million) of investment, most of it in the country.
- ☒ Companies in the Microsoft ecosystem employ 20,000 people; IT-using organizations employ another 47,000 IT professionals who work with Microsoft software or the products and services based on it.
- ☒ Together, these employees will account for 44% of IT-related employment in 2009 and 48% of IT-related taxes in the country.

Ecosystem Revenues vs. Microsoft Revenues



GROWTH THROUGH INNOVATION

Seven years after the third major high tech crash in the last 50 years, the industry is flush with new technology, from new servers and client devices and new storage and networking technologies, to new software architectures and delivery models.

Together, these new technologies are ushering in what may be a new paradigm of computing, known variously as cloud computing, cloud services, or dynamic IT. Microsoft calls it Software plus Services.

The promise of this new way of computing, which involves the use of Internet-based services and intelligent clients and devices, is that businesses, governments, and educational institutions will be able to lower the capital costs of IT and increase the amount of their IT budgets that can be devoted to innovation, rather than to the maintenance of legacy applications and infrastructure.

This new type of computing is in its infancy – while IDC estimates that this year it will account for a little less than 1% of IT spending in Thailand, that percentage may triple over the next four years. Despite that small footprint, the economic benefits can be significant. If that amount of IT spending is applied to innovation more effectively than it is today, IDC estimates that cloud services could add more than 199 billion THB (\$5.9 billion) in net *new* business revenues to Thailand's economy between the end of 2009 and the end of 2013.

SUMMARY AND OUTLOOK

The IDC research reinforces the conclusions drawn in academic research – namely, that IT is good for local economies. The economic benefits quantified in this study will help Thailand grow, create new jobs, improve the efficiency of its labor force, and support the formation of new companies. The economic benefits not quantified in this study but referenced in the academic research help drive productivity improvements throughout a country, increase competitiveness, and foster local innovation.

The table below summarizes some of the key IT industry metrics covered in the study.

IT Profile and Forecast: Thailand

	2008	2009	2010	2011	2012	2013	08-13 CAGR
Spending (Million LOCAL)							
IT Hardware	138,600	133,358	138,304	150,251	163,973	180,482	5.4%
Software	15,898	16,747	18,050	19,663	21,581	23,499	8.1%
IT Services	29,890	34,197	39,628	45,767	52,108	58,769	14.5%
Total IT	184,389	184,302	195,982	215,680	237,661	262,750	7.3%
IT Contribution							
IT/GDP (%)	2.0%	2.1%	2.2%	2.4%	2.6%	2.7%	
IT Tax Revenues (Million LOCAL)	19,342	19,580	20,955	22,708	25,053	27,675	7.4%
Total Number of IT Companies	5,764	5,857	6,022	6,226	6,433	6,642	2.9%
IT Employment							
Total Number of Employees	145,212	151,994	162,892	176,374	190,502	205,176	7.2%
Total Software-Related Employees	33,812	38,496	42,783	46,497	50,520	53,924	9.8%
Cloud plus Clients							
Net New Business Revenues (Million LOCAL)	-	-	13,573	32,539	58,892	94,564	

Source: IDC Economic Impact Study, 2009

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