In Thailand, more than 20,000 local wholesalers are still doing business the traditional way. Nimbus Thailand wants to help them move from paper to digital, so they can increase their revenue and expand their business. By hosting its cloud-based inventory management system with Internet Thailand (INET), a VMware Cloud Verified™ Partner, Nimbus is now able to make the switch to digital attractive and affordable for the store owners, helping to future-proof these local shops in the new economy.

Making digital transformation affordable

While Thailand 4.0 encapsulates the country’s aim to become a digital hub, digital transformation remains out of reach for many local wholesalers, who are typically used to taking orders on slips of paper and being the only ones who can remember the prices of all 3,000 products in their store. Although they are cognizant that their business might end with them if they do not change the way they operate, many are still not keen on the hefty upfront investment in infrastructure and hardware required for most on-premise inventory management software.

To make it easy and attractive for the wholesalers to go digital, Nimbus Thailand offers their software as a service for 33 baht (US $1) a day. Store owners can use the cloud-based inventory management system to check stock, set prices, manage orders, run reports and manage retail branches. Since the software is hardware-agnostic, unlike other micro ERP
grow and scale on demand.

“VMware is a global company and I’d never expected that they’d help small companies like Nimbus,” he explained. “They provided world-class support and stability at a level that’s way beyond their competitors.”

Future-proofing local wholesalers

Shifting to INET had an immediate impact on Nimbus Thailand’s bottom line – their cost of doing business dropped by about 40%.

And now that the company is no longer paying for cloud usage based on the number of transactions, they are better able to control their costs as they scale up their business. As a result, Nimbus Thailand has been able to grow the number of customers exponentially by 300%.

“We can now focus on winning customers and guiding them on their digital transformation journey, instead of worrying about utilization and server space. Without VMware, Nimbus won’t be able to survive.”

APICHET ANUTARAVANICHAKUL
COO, NIMBUS THAILAND

The search for another cloud

After a year with the previous cloud provider, Apichet knew he had to switch providers to ensure the viability of the company. Having had a positive experience with VMware in his former role at a global company, he decided to go with Internet Thailand (INET), as it offers the complete VMware cloud infrastructure delivered as a service.

INET is the largest cloud provider in Thailand and the first in the country to be VMware Cloud Verified. The INET Cloud is built on the VMware Cloud Provider Platform and leverages VMware Software-Defined Data Center technologies, including vSphere and NSX Data Center, as well as VMware vCloud Director.

Apichet explained that INET offered the company a “reasonable” price based on their business requirements, such as capacity and storage. Moreover, INET bundled in other services such as backup snapshots and data transfer, which would have been add-ons with the previous provider. And more importantly, as a local cloud provider, INET is able to provide engineering and sales support not only in the Thai language but also in person.

Through their partnership with INET, VMware has built an ecosystem for companies like Nimbus, so that they can now
from a dashboard but they can also easily support operations in their retail branches without additional investment.

“I never could take time off because only I knew the prices of all the products in the shop. Now that the inventory can be managed on Nimbus, I can have a meal with my wife and even go on holidays,” said Thantanach with a smile.

Across Southeast Asia, digitalization is fast becoming the competitive game-changer.

“We need to help these local wholesalers navigate a new way of doing business so they don’t get left behind,” said Apichet. “Together with VMware, we’re empowering them to reboot their business, so that they can succeed and thrive in the digital economy.”

Next steps

With the rapid growth in the number of customers, Nimbus Thailand is considering working with VMware on storage as a service to manage their data transfers and backups, without the need to set up hard drives, servers and hire IT staff. It will also allow them to mitigate risks in disaster recovery as corrupted or lost company data can be easily restored.

“Our aim is to help traditional shop owners go digital,” said Apichet. “We’re definitely open to solutions that will enable us to achieve our goal securely and effectively.”