

Synnex hopes to record B50bn in revenue by 2021

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Synnex, a SET-listed IT distributor, aims to achieve 50 billion baht in revenue by 2021 thanks to its focus on the Internet of Things, artificial intelligence, cloud and robotics.

Sutida Mongkolsuthree, chief executive of Synnex (Thailand), said the company will expand its portfolio to offer high growth potential, hoping for sustainable growth of 10-15% per year, beating the IT industry average of 5-7% in 2019.

While the economy slows, demand for IT products is increasing, in particular for digital transformation and mobile workplaces.

Synnex plans to offer a "Dahua" facial recognition camera, a security solution for office access. The company will deploy the solution at its new office as a testbed demonstration for customers.

It will also focus more on solution-based products such as smart homes, smart offices and cloud-based services for Infrastructure as a Service and Platform as a Service to corporate users.

Last year's revenue was higher than targeted, reaching 38 billion baht, beating its forecast of 37.5 billion thanks to its wide range of products spanning over 60 brands. Smartphone IT generated 40% of total revenue, and its strategy of

mergers and acquisitions for Industry 4.0 and smart factories will focus on the Eastern Economic Corridor.

Moreover, gaming and notebook computers are a rapid growth market driven by e-sports and the education sector.

A NewZoo report put the value of the local gaming market in 2018 at over 20 billion baht, up 15% from 2017. The market is expected to grow 15% this year and tally 64 billion baht by 2025.

To capitalise on the PC and mobile gaming market, the company is investing 10 million baht to host Synnex Gaming & e-Sport Tournament 2019, supported by 18 gaming computer vendors to strengthen the Synnex brand in the market.

The tournament involves 279 teams from 74 universities in the PUBG game competition.

The final round is scheduled for March 12-13 in Chiang Mai.

Mrs Sutida said the gaming PC market offers double-digit growth, while normal PC sales increase by only single digits.

Synnex also offers tailor-made gaming PCs, branded "Lemel" for project-based bidding.

The company expects to generate 1 billion baht from game-related products in 2019.