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	<b>Headline:</b> Microsoft offers special price PCs to boost sales	

**TECHNOLOGY ENTERPRISE**

# Microsoft offers special price PCs to boost sales

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Political instability has led Microsoft Thailand to reduce its business projection while pushing its cloud strategy to sustain revenue. The company is also preparing to offer special price PCs to boost consumer sales.

Patama Chantaruck, Managing Director, Microsoft (Thailand), said that by the second quarter of this year the company will offer its Windows 7 operating system bundled with both international and local brands in order to make the overall price more attractive to consumers.

With the ongoing politically unstable situation, consumer spending has fallen to around 5-10 percent of average spending. Microsoft aims to help its partners by accelerating buyers' decisions with more affordable prices.

Moreover, the company is preparing to push its 10-million baht open Microsoft Gallery Experience in 10 branches throughout the country to demonstrate its latest technology products to consumers, especially in upcountry areas.

However, new investment related to research and development in Thailand may have to be revised since the volatile political situation has made it difficult for the company's technology experts to fly in and work here. Even Microsoft's current employees have had the option of working from home over the past five weeks.

Political unrest has caused Microsoft to adjust its business target for the next fiscal year. The previous projection was for double-digit growth but the company has yet to finalise figures for its new projection.

In the enterprise sphere, some businesses in the hospitality sector have already frozen their spending, but there is demand for, and investment in, cloud



**Assoc Prof Dr Chiradet Ousawat (left), University of the Thai Chamber of Commerce president, at the signing ceremony with Patama Chantaruck, Managing Director of Microsoft (Thailand).**

computing solutions to reduce IT costs as well as unified communication to use remote offices, especially in the current situation.

The company will offer its licensing model choices for businesses in its cloud-based technology "software-plus-services" to meet the different needs of enterprise customers, the government and education sectors as well as small and medium businesses.

In the education market, the company recently signed an agreement with the University of the Thai Chamber of Commerce (UTCC), making it the first university in Thailand to adopt its cloud technology.

Under the agreement, the university offers various Microsoft online software and services to students and teachers for free, enabling an interactive-learning environment with cloud-based services so that students can work efficiently

from any location with a wireless Internet connection.

This means using the cloud to make it easier for students to both access and share the information they need via a three-screen (PCs, Internet browsers and mobile phones) concept. Using any of these access points, students can obtain course materials and interact with teachers and classmates, anywhere and any time.

A source from Microsoft said that the company is rolling out a free office online version in order in response to Google Apps. The cloud-based versions of these products have fewer features than the desktop version but still give users basic tools to edit and change documents.

"The online version will act like a valued added if customers would like more features, they need to buy extra features" the industry source said.