

# Building the Foundation for Future Innovation

**Company Name:** Bank of Ayudhya  
**Industry:** Financial Services  
**Revenue:** +\$4.6 Billion USD  
**Employees:** 13,000



## Mission-critical priority

Rottapron Ekabutr, Head of Digital and Innovation Group at Bank of Ayudhya, sought support from Gartner as the client worked to address mission critical priorities around driving customer-centric digital transformation and creating a seamless, integrated banking experience.



## How Gartner helped

**Analyst Expertise:** leveraged monthly sessions with expert analysts who gave unbiased advice, challenged ideas, and helped guide the client's strategy and decisions.

**Strategic Planning Tools:** leveraged practical frameworks, roadmaps, and metrics to organize projects, speed up progress, and align stakeholders around a customer-focused approach.

**Best Practices and Insights:** leveraged best practices and global banking trends and innovation.



## Outcome

With support from Gartner, the client:

**Made Faster, Better Decisions:** Gartner's tools and advice helped the client make quicker, more confident choices and set clearer priorities.

**Built a Clearer Strategy and Customer Focus:** Gartner's guidance helped the client shift to a customer-focused approach.

**Improved Alignment and Planning:** Gartner's best practices and insights helped the client create roadmaps, unite stakeholders, and speed up digital transformation.

"Gartner helped us gain clarity on what we need to focus on, enabling faster and more confident decision-making."

— Rottapron Ekabutr, Head Of Digital And Innovation Group, Bank Of Ayudhya Public Co. Ltd.