

# Empowering Strategic IT Transformation and AI Governance

**Company Name:** Kasikorn  
**Business-Technology Group**  
**Industry:** IT Services  
**Revenue:** ฿ 993M | \$30M USD  
**Employees:** ~1800



## Mission-critical priority

Drive IT transformation and AI governance by establishing clear priorities, benchmarking against regional and global competitors, and leveraging expert insights for effective decision-making.



## How Gartner helped

The client used:

- **Executive Guidance:** Access to Gartner's executive partners and global analysts provided valuable insights, highlighted key learning areas, and facilitated information sharing.
- **Key Tools & Frameworks:** Gartner supplied actionable frameworks, including the Magic Quadrant for vendor selection and AI governance principles, helping structure transformation initiatives and accelerate decision approvals.
- **Best Practice Global Insights:** Gartner's insights, articles and use cases enabled benchmarking, staff training in AI, and adoption of proven methods for innovation.



## Outcome

With support from Gartner, the client:

- **Accelerated and improved decision-making**, enabling faster vendor selection and clearer project prioritization.
- **Achieved strategic clarity** and established robust AI governance and frameworks.
- **Enhanced organizational learning and benchmarking**, advancing digital transformation.

"Gartner gives us the insight and information to help with decision-making. Their frameworks and global analyst network save us time and help create real business value."

—Voranuch Dejakaisaya, Executive Chairman at Kasikorn Business-Technology Group