AI, DATA, AND THE WORK THAT MATTERS

Put intelligence to work.

Turn AI ambition into better work that leaders can trust.

We help enterprises decide where AI matters, build the systems it needs, and change how people work.

Direction Decide what matters	Make a consequential AI, data, or workflow decision with a clear rationale, owner, and next step.
Studio Build what is needed	Design, build, and integrate the AI, data, and software systems behind a business outcome.
Tenfold Change how work gets done	One connected experience: Academy develops people, Flow installs work, and Pulse helps leaders act on evidence.

Founded in 2018, Siametrics connects business judgment, data science and engineering. Our experience spans enterprise and public-interest work.

Service-assisted today. Academy programmes are available. Repeatable Flow, Pulse and integrated engagements are being validated through bounded use.

OUR STORY

Built where decisions matter.

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2018

Siametrics begins

Dr. Napat Jatusripitak founded Siametrics, bringing machine learning and econometric methods into applied data work.

2020-2023

The big data and ML years

Big data, machine learning and geoanalytics shaped our early work in banking, capital markets and public-interest research.

Today

Intelligence in everyday work

Direction helps choose the work. Studio builds the systems. Tenfold helps people put new ways of working into practice.

Organizations in our story

Selected organizations from our client and collaboration history.

Krungthai Bank	Arise by INFINITAS	INFINITAS by Krungthai	The Stock Exchange of Thailand
Bangkok Bank	THE STANDARD	The Secret Sauce	Betagro
True Corporation	Tourism Authority of Thailand	National Credit Bureau	E-Commerce Digital Thai Holding
Department of Disease Control	Personnel Management Association of Thailand (PMAT)	Sauce Skills	PTTEP
UOB	ttb	Boston Consulting Group (BCG)	PTT Oil and Retail Business (OR)
Capital Market Development Fund (CMDF)	Krungsri Bank	Kiatnakin Phatra Bank	Siam Kubota
Siam Yamato Steel (SYS)	Minor International	MGC Asia	Major Cineplex Group
The Mall Group	Central Retail (CRC)	Central Pattana (CPN)	

These relationships span different engagements and years.

ENTERPRISE ENGAGEMENTS

Strategy that reaches the work

RETAIL BANKING / FLAGSHIP ENGAGEMENT

Nationwide data engineering for retail banking

We connected 1,000+ data inputs into a working foundation for a major bank's nationwide operations. The hard work was in the pipelines: bringing fragmented data together and making it reliable enough to guide branch planning and sales performance.

A data foundation the bank could keep building on

SET / AI INFRASTRUCTURE

ATLAS: a shared foundation for capital-market AI

We engineered ATLAS for the Stock Exchange of Thailand: the LLM backbone connecting capital-market data to AI agents and applications. Built within SET's collaboration with Google Cloud, it gives teams a shared foundation for new use cases.

TOURISM AUTHORITY OF THAILAND / KNOWLEDGE

An organisation's documents, made useful with AI

We built a smart knowledge and document-management system for TAT. Strategy papers, research and regional plans come together in one place, with an AI layer that helps staff find, ask and trace answers back to the source.

CORPORATE BANKING / STRATEGY INTO DELIVERY

A priority in the strategy became a working drafting system

We began with the bank's non-retail AI strategy. Credit-analysis report automation emerged as one of the strongest opportunities, so we went on to build it. The system prepares a cited first draft for an officer to review.

Around 2 minutes to a first draft

The drafting time describes the demonstrated drafting step once inputs are ready. Analysts still check sources, assess risk and make the credit decision. It is not a measure of the complete lending process.

RESEARCH AND INSTITUTIONAL CHANGE

Experience beyond one sector

ROAD SAFETY / ITIC

Data for safer roads

With the Thai Intelligent Traffic Information Center Foundation, we studied how combined data and AI could help identify accident risks and focus prevention efforts. The Thai report documents the methods, findings and limits.

Better Road, Better Life

ECONOMIC RESEARCH / BOT–PIER

Geography makes economic questions more concrete

Our geographic-analysis work with PIER contributed to research on Thai household debt and policy challenges. The BOT Symposium 2020 programme lists Napat Jatusripitak of Siametrics among the co-authors.

PIER symposium and co-authors

THAILAND FUTURE / DIGITAL ASSETS

Research behind digital-assets policy

SMC produced the Thailand Digital Assets Policy Knowledge Series through Thailand Future. The papers examine investor understanding, systemic risk, regulation and the future of the industry.

Thailand Future publications

Other engagements

AI roadmap for SET. Digital transformation strategy for NCB. Market surveillance for a national exchange. AI learning and makeathons for digital-banking technology teams.

Original reports and public conversations: siametrics.com/resources

DIRECTION / STUDIO / DATA

From a clear decision to a working system

Direction, Studio and Tenfold connect decisions, systems and people. Start with the help your situation needs.

Direction

When to start

Many AI ideas. No agreed priority.

What you receive

A decision brief with scope, economics, authority, and acceptance criteria.

Studio

When to start

The outcome depends on systems or data that are not ready.

What you receive

An accepted system with tests, controls, operating ownership, and handover.

Data Transformation Office

When to start

Critical data is stale, unreliable, poorly mapped or blocking a business, modernization or AI priority.

What you receive

A bounded data slice accepted for business use, with quality evidence, ownership and handover.

> **Data Transformation Office**
>
> Data Health Check / Wave Zero / Transformation Wave

A business sponsor, technical counterpart, approved access, relevant environments and agreement on acceptance and operating ownership.

TENFOLD BY SIAMETRICS

Useful AI capability, connected to real work

Tenfold by Siametrics connects practical capability, recurring workflows and leadership review around the work you want to change.

Tenfold Academy

An inspectable work artifact, a method to verify it, and a clear next-use commitment.

Tenfold Flow

One accepted Flow Pack: job instructions, approved sources, controls, tests and handover.

Tenfold Pulse

A Work Map, source-linked interpretation, a short action portfolio, named owners and an agreed review.

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ILLUSTRATIVE WORKFLOW

One recurring management update.

01

Prepare

Agree approved sources, period, template and owner.

02

Practice

Academy helps the team draft and check familiar work.

03

Install

A scoped Flow engagement turns repeated work into a tested pack.

04

Review

A scoped Pulse review connects evidence to an owned next action.

These are possible connections. Buy only the help needed; each engagement has its own scope and acceptance.

PEOPLE / LEARNING / CONVERSATION

Ideas become useful when people work with them

A shared perspective can open the conversation. Practical learning helps people take the next step with confidence and judgment.

Invoke Keynotes, executive briefings and conversations on AI, business and the choices ahead.

Tenfold Academy Skills for the AI era. Half-day, full-day or multi-session programmes shaped around your team, with practice, review and useful work to take forward.

ENGAGEMENT / EVIDENCE

A clear next step, with an owner

Bring the situation, the accountable owner and the decision you need to make. We agree what is worth changing before proposing the work.

How we work together

01 **Understand the situation**
Clarify the work, pain, people, current evidence and constraints.

02 **Agree the scope**
Name the outcome, owner, deliverables, acceptance, timing and commercial terms.

03 **Deliver and accept**
Review the actual work against the agreed criteria and hand it to its operating owner.

04 **Review the next decision**
Use what happened to continue, adjust, expand or stop.

What makes the work usable

Agree the evidence before delivery. Keep sources, limitations, human responsibility and acceptance visible.

- Decision and rationale for Direction
- Applied work and demonstrated capability for Academy
- Tests and operating acceptance for Flow and Studio
- Sources, limitations, action and review for Pulse
- Freshness, reconciliation and handover for data transformation

Invoke

A keynote or executive briefing by Napat that makes AI's implications visible and frames a useful conversation for your audience.

Discuss the work you want to change

contact@siametrics.com siametrics.com