



Swisslog Thailand
c/o KUKA (Thailand) Co. Ltd.
No. 22/11-12, Sukhaphiban 2 Rd,
Prawet, Prawet, Bangkok 10250
Thailand
Email: wds.sea@swisslog.com

News release

Intelligent Warehouse 2019: Swisslog shines spotlight on data-driven automation and software-powered integration of advanced warehouse technologies

Bangkok, Thailand, July 24, 2019 – Swisslog, a leading provider of warehouse automation and software, presents its very own fully customized, data-driven software solution, SynQ Warehouse Management System (SynQ), at Intelligent Warehouse 2019 in Thailand from 24th to 27th July.

[Swisslog's SynQ warehouse management system](#) orchestrates the interaction of individual robotics and warehouse technologies and provides for effective monitoring of ongoing processes. By smartly integrating intelligence in the operations and synchronising the performance of both automated and manual warehouse equipment, users can expect greater improvement in workflow efficiency and productivity.

Hosted at Bangkok, the exhibition will highlight how this modular, service-oriented software platform for warehouse management and material flow orchestration sets the stage for a future-ready warehouse. By embracing the era of digitalisation and focusing on the ability to continually optimise, companies will be able to stay ahead of their competition.

The exhibition also features Swisslog's 3D automated Virtual Reality warehouse simulation that shows a highly detailed visualisation of the entire intralogistics operation. Visitors can view how a highly functioning automated warehouse boosts the efficiency of its operations and ensures maximum optimisation to reduce downtime.

Swisslog believes in achieving exceptional value for its local customers with the implementation of its highly intelligent robotics and software technologies. Through a number of successful implementations of several major automated and data-driven intralogistics systems for Thailand and Southeast Asia, Swisslog believes in redefining the future of automated solutions for the region.

One example of Swisslog's commitment to the region is by implementing Thailand's first [AutoStore](#) system for TRUE, one of the country's largest telecommunications companies. AutoStore powered by Swisslog is an automated storage and order picking system that serves as a technological leap in warehousing technology. It is also the first TRUE shop to showcase innovation and high technology.

According to Dhosapon Chaiyapornparn, Head of Sales for Swisslog Thailand, "We are very pleased to implement this project at the newly opened ICONSIAM. We worked together with TRUE's designers on the store's layout. "He added, "This is our very first AutoStore project in Thailand, but we demonstrated our competence through the work that we have done in Singapore and our commitment to our customers. Together with the availability of our 24/7 software support, TRUE was impressed with our experience and trusted us to deliver their first automated shop."

Contact

Swisslog Thailand
Dhosapon Chaiyapornparn
Head of Sales
Email: wds.sea@swisslog.com

Swisslog Malaysia Sdn Bhd
Lee Chew Wan
Marketing Manager
Email: wds.my@swisslog.com

About Swisslog Logistics Automation

We shape the future of intralogistics with robotic, data-driven and flexible automated solutions that achieve exceptional value for our customers. Swisslog helps forward-thinking companies optimize the performance of their warehouses and distribution centres with future-ready automation systems and software. Our integrated offering includes consulting, system design and implementation, and lifetime customer support in more than 50 countries.

<https://www.swisslog.com/th-th>

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