

**Open)IT<sup>®</sup>**



**SOFTWARE  
INTELLIGENCE  
F O R U M  
THAILAND 2026**

July 16, 2026 | Bangkok Marriott Marquis Queen's Park

**You're in the room.  
Now let's make it count.**

Welcome to the first-ever Software Intelligence Forum in Thailand.  
An invitation-only gathering of Engineering, IT, and Procurement leaders  
built around real conversations and outcomes you can act on.

## WHY THIS FORUM EXISTS



Engineering teams cannot optimize what they cannot measure. Procurement teams make decisions without the full picture. IT leaders are expected to govern software environments that grow more complex every year.



Open iT built this forum because this conversation is overdue. It is better to have it with peers in the room than with vendors on a sales call.

### OPEN iT'S FIRST FORUM IN THAILAND

For nearly 30 years, Open iT has helped engineering and IT organizations around the world take control of their software assets. Now, we're bringing that conversation to Bangkok.



Founded in 1999, Open iT is the global leader in Engineering Software Asset Management.

#### 25+ Years

of engineering SAM expertise



#### Industry Leader

Software Asset Management, SPARK Matrix, Q3 2025



#### Global Reach

Customers across the Americas, Europe, Africa, and Asia-Pacific & Middle East



#### Purpose-Built

Designed for engineering software: Ansys, Autodesk, MATLAB



# You can't govern what you can't see.

This forum is where visibility becomes value.

## WHAT TO EXPECT

# A full day designed around you.

Every session has been built with one goal: give you something you can act on when you return. Just focused conversations, real case studies, and peer exchange that only happens when the right people are in the same room.

### FORMAT

Full-day forum  
30 to 40 senior attendees  
Keynote, peer presentations, panel discussion, and dedicated networking

### WHO IS IN THE ROOM

Engineering Leaders  
IT Asset Managers  
Procurement and Licensing  
Decision-Makers

## FULL DAY PROGRAMME

TIME	SESSION
09:30 AM	Registration & Welcome Coffee
10:00 AM	Welcome & Opening Remarks
10:10 AM	Keynote: Turning Software Visibility into Business Value <i>Carlo Sotocinal, Chief Revenue Officer for APAC &amp; Middle East</i>
10:30 AM	Partner Session: A Wiser Approach to Engineering Software Management <i>Thirawut Suksong (Few), Toyota Tsusho Systems (Thailand) Co., Ltd.</i>
11:20 AM	Morning Break
11:40 AM	Technical Deep Dive <i>Jun Ruperto Garnace, Data Analyst, Open iT</i>
12:30 PM	Private Buffet Lunch
01:30 PM	Customer Success Story: Better Decisions Through Software Visibility <i>Emmanuel Elicanal, Chiyoda Philippines</i>
02:30 PM	Panel Discussion
03:15 PM	Afternoon Break
03:45 PM	Networking & 1:1 Scheduling
04:45 PM	Closing

JOINED BY TRUSTED LEADERS

# Trusted by organizations across Asia Pacific.

This forum is shaped by the organizations living this challenge every day. Our partners bring their own networks and perspectives to the table, helping move the conversation from software visibility to decisions that drive real business value.



## FEATURED SPEAKERS

Sessions are led by practitioners who have navigated the same challenges you face.



### **Thirawut Suksong**

Customer Success Manager  
*Toyota Tsusho Systems Thailand*



### **Emmanuel Elicanal**

Department Manager  
*Chiyoda Philippines Corporation*



### **Carlo Sotocinal**

Director of Revenue, APM  
*Open iT, Inc.*



### **Jun Ruperto Garnace**

Data Analyst  
*Open iT, Inc.*



**Register Here**

## VENUE

# Bangkok Marriott Marquis Queen's Park

Thai Boromphimarn 3, 3rd Floor | 199 Sukhumvit Soi 22, Klong Ton, Klong Toey, Bangkok 10110, Thailand



Nestled in the vibrant heart of Bangkok's premier business district with a world-class setting, state-of-the-art conference facilities. Easily accessible via the BTS Skytrain (Phrom Phong Station), it places you steps away from renowned dining, shopping, and cultural destinations, making your visit to Bangkok as rewarding outside the forum, as within it.

## GOOD TO KNOW

### Attendance

FREE for approved participants

### Dress Code

Smart Casual

### Registration Deadline

Closed July 3, 2026.

### Materials

Selected session materials shared post-event with confirmed participants

### Questions?

Reach out to [events@openit.com](mailto:events@openit.com)

# RESERVE YOUR SEAT TODAY.

Watch your pre-event communications, where we highlight speaker profiles, final agenda, and venue information.

The panel and networking sessions are designed for open dialogue.  
Your perspective is part of what makes the day valuable.

[www.openit.com](http://www.openit.com) | [events@openit.com](mailto:events@openit.com) | [in](#) [f](#) [x](#) [v](#) @OpenITInc

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