



UBE Group (Thailand)

Driving the chemical industry with Robotic Process Automation (RPA)



UBE Group (Thailand) stands as a leading player in propelling the Thai chemical industry forward. The group serves as a strategic entity for UBE Group's global business expansion, particularly in the Asian region.

Challenges

In order to cope with competition and respond to the demands of globalization, UBE Group (Thailand) needs to adapt to the path of Digital Transformation to propel the organization with technology. This is not an easy task if it is to be accomplished successfully in a short period of time.

Solutions

Fujitsu has stepped in to assist UBE Group (Thailand) in initiating rapid Digital Transformation with key solutions include:

- Design Thinking for Innovation Project Design
- RPA (Robotic Process Automation)

Outcomes

- Initiated Digital Transformation quickly and in accordance with requirements.
- Increased operational efficiency, achieving a 64% faster workflow.
- Reduced energy consumption, establishing a green industry.

“ The UBE Group (Thailand) is moving forward with full-scale Digital Transformation. However, achieving this goal is not easy. Beginning within a short timeframe poses an even greater challenge. ”

Pisanu Punyaporn, DX Manager, UBE Group (Thailand)



Helps increase efficiency and reduce work time by up to

64%.

Producing chemical products to meet the lifestyle demands of globalization

The UBE Group originated from a coal business in the city of Ube, Japan, in 1897. To meet the demands of a holistic lifestyle in the globalization, currently, UBE Group focuses on specialty chemicals businesses and aims to create a sustainable society.

Driving the organization with the concept of “Transform Tomorrow Today”

The UBE Group is confident that what they do today will shape what happens tomorrow. By transforming today, they can change tomorrow to create a fulfilling lifestyle.

The UBE Group has one of their bases in Thailand, called the UBE Group (Thailand). The UBE Group (Thailand) headquarter is located in Bangkok, with Production Plants and Research and Development Center located in Rayong province.

The UBE Group (Thailand) produces high-quality chemical products such as Caprolactam, Nylon, Synthetic Rubber, Polycarbonate Diol and Ammonium Sulfate. These products cater to various customer needs, including automotive components, car tires, packaging films, sports equipment, furniture, and fertilizers.

Including the supply of Polyimide for electronic devices and Separation Membranes used in the gas separation process.

Throughout the years, the UBE Group (Thailand) has continuously adapted under the vision of driving success through innovation, technology, and excellence in management.

In order to cope with competition and respond to customer demands quickly and flexibly, apart from building efficient production processes, digital technology is one of the key drivers to achieve the organization's goals.

This has led the UBE Group (Thailand) to be determined to drive the organization forward with cutting-edge digital technology, by fully embracing the path of Digital Transformation.

The challenge of Digital Transformation

However, achieving the goal is not easy because Digital Transformation is filled with highly complex processes. Starting within a short timeframe is particularly challenging.

While UBE's technology team has a strategic mission to develop digital solutions to meet business needs, the UBE Group (Thailand) must also have technology partners with experience and expertise to provide guidance and drive successful Digital Transformation. This is why they trust and choose to collaborate with Fujitsu.

Industry:
Manufacturing

Location:
Thailand

Website:
ube.co.th

About Customer

The UBE Group (Thailand) is a producer of high-quality chemical products, catering to customer demands for various end products such as automotive parts, car tires, packaging films, sports equipment, furniture, and fertilizers.



Reduces printing
costs by up to

30%

The Solutions

Not only sourcing IT solutions to ensure efficient operations, but Fujitsu has also helped the UBE Group (Thailand) kick start Digital Transformation swiftly and accurately through two crucial solutions: Design Thinking for Innovation Project Design and Robotic Process Automation (RPA).

The Design Thinking for Innovation Project Design solution has enabled UBE to brainstorm design ideas, identify problems, set solutions, and lay out clear directions for Digital Transformation. This has allowed UBE to kick start Digital Transformation quickly with appropriate and business-aligned approaches.

And a result of this process, UBE decided to opt for the Robotic Process Automation (RPA) solution to automate repetitive tasks previously handled manually.

By implementing RPA, UBE utilized it across five departments, including Accounting and Finance, Customer Service, Government Liaison, Corporate Strategic Planning and Production Control.

Increase efficiency, reduce costs, and decrease energy consumption

The RPA solution has delivered satisfactory business results to the UBE Group (Thailand), both in terms of increasing operational efficiency, saving time, and reducing energy consumption.

By helping to increase efficiency and reduce work time by up to 64%, the RPA solution has reduced the total working hours across all departments from 192 to just 68 hours per day.

These contribute to creating a happy workplace, reducing stress, minimizing work errors, and providing customer satisfaction.

At the same time, it also helps reduce printing costs by up to 30%, decrease paper usage, conserve energy and contribute to create a green industry in a sustainable world.

Development pathways in the future

The progression towards Digital Transformation by the UBE Group (Thailand), under the collaboration with Fujitsu, in this instance marks just the beginning of stepping into the digital chemical industry. It is propelled by modernized workflows, leveraging technology, fostering innovation, enhances competitive advantage in the global market, and drives the organization forward sustainably.

Customer:



Fujitsu

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