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## Thai Depository lifts profile through value-adding, IT and personnel

Thailand Securities Depository Co., Ltd., (TSD) aims to promote its corporate image and identity, so that more people know and appreciate its role in Thai financial markets. It will achieve this through value-added services, increased information technology (IT), and human resource development (HRD).

“Presently we’re well-known to only a specific group of people and organizations in the market, while actually we’re playing a major role in creating trust and risk management, plus developing facilities to serve the markets’ future development.

“A good example is the establishment of Thailand Clearing House Co., Ltd. (TCH) - a clearinghouse service for derivatives. We also provide back-office services for derivatives brokers. With TCH and TSD, derivatives brokers decrease operational costs and can react to the market quickly,” said TSD President Ms. Sopawadee Lertmanaschai.

As part of its development strategy, TSD will emphasize value-added services, such as enhancing existing databases to assist listed companies, and increasing shareholder value, while observing good governance practices.

“Essentially, the idea is to add value to all services provided to listed firms. As they develop their relationship with shareholders, they will gain more clients and increase customer loyalty to our products,” said Ms. Sopawadee.

To boost service excellence, TSD emphasizes corporate culture and values, such as human resource development (HRD) and on-going learning. A central asset is its people, who will be encouraged to undergo continuous learning and development, to develop their full professional potential.

“TSD will be a learning organization, where employees develop and learn on an ongoing basis. We believe that this will yield service excellence, satisfying customer needs more effectively, and enabling TSD to better adapt to rapid changes in the business milieu,” concluded Ms. Sopawadee.

Another initiative is to increase the use of IT to provide premium services for investors and public companies.

TSD will implement more automated services to enhance its capacity, speed, reliability and credibility.

Ultimately, these initiatives will boost the organization's profile, cost-effectiveness and overall efficiency.

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