MPC 2026 · MINGDAO PARTNER CONFERENCE · ENTERING THE AGENT ERA

HAP in Thailand: Why It Fits and What We've Learned in Practice

Field notes from a Thai partner — when customers ask: "Why pay for a platform if AI can build the app?"

Warin Loasakul

Founder & CEO · VBix Innovation · Bangkok, Thailand

WHO WE ARE

VBix: a Thai no-code partner, new to HAP

40+
developers

40+
enterprise customers

8
Countries in Asia

500+
processes automated

OUR HAP JOURNEY · 2026

Feb
Partner signed

Q2
First customer pitches

Q3
First deal won

Now
10+ Opportunities in Pipeline

WHY IT FITS · 1

HAP fits the work between ERP and the frontline

Frontline staff — Need mobile, simple, Thai UI

The messy middle

Approvals, requests, field ops, reporting — still on
Excel · email · LINE · paper

ERP / SAP — Stable · rigid · costly to change

WHAT THAI CUSTOMERS ARE LIKE

Small IT teams
Long backlogs, few developers

Very price-sensitive
Every subscription is questioned

Strict on data
PDPA, audits, on-prem requests

WHY IT FITS · 2

Four gaps we see in every engagement

IT backlog
6–12 months wait for a simple app

HAP → live in weeks, not quarters

Budget reality
Western SaaS price points don't land

HAP → mid-market TCO, cloud or on-prem

Moving requirements
Scope changes, the deadline doesn't

HAP → change it live with no-code + AI

Change resistance
Excel wins by default

HAP → portals and roles users accept

WHAT WE'VE LEARNED · THE QUESTION WE HEAR MOST

"If AI can build any app, why pay a subscription for HAP?"

— Thai IT managers and CFOs, more often every month in 2026

"Our IT can vibe-code it with ChatGPT in a weekend."

"Pay once to build, then no yearly fee."

"Platforms are the old way."

IT'S NOT JUST THAILAND

The whole market is asking it — and the data cuts both ways

THE FEAR

$300B

wiped off software stocks in one day, Feb 2026 — the "SaaSpocalypse"

THE RISK

44%

of AI-generated code fails security tests — no better than last year

THE REALITY

60%

of vibe-coded apps will be retired by 2028 for lack of business value

The question is fair. "Build everything with raw AI" is the wrong answer.

Sources: Forbes via The SaaS CFO (Feb 2026) · Veracode GenAI Code Security Report (Jul 2026) · Gartner (Jun 2026)

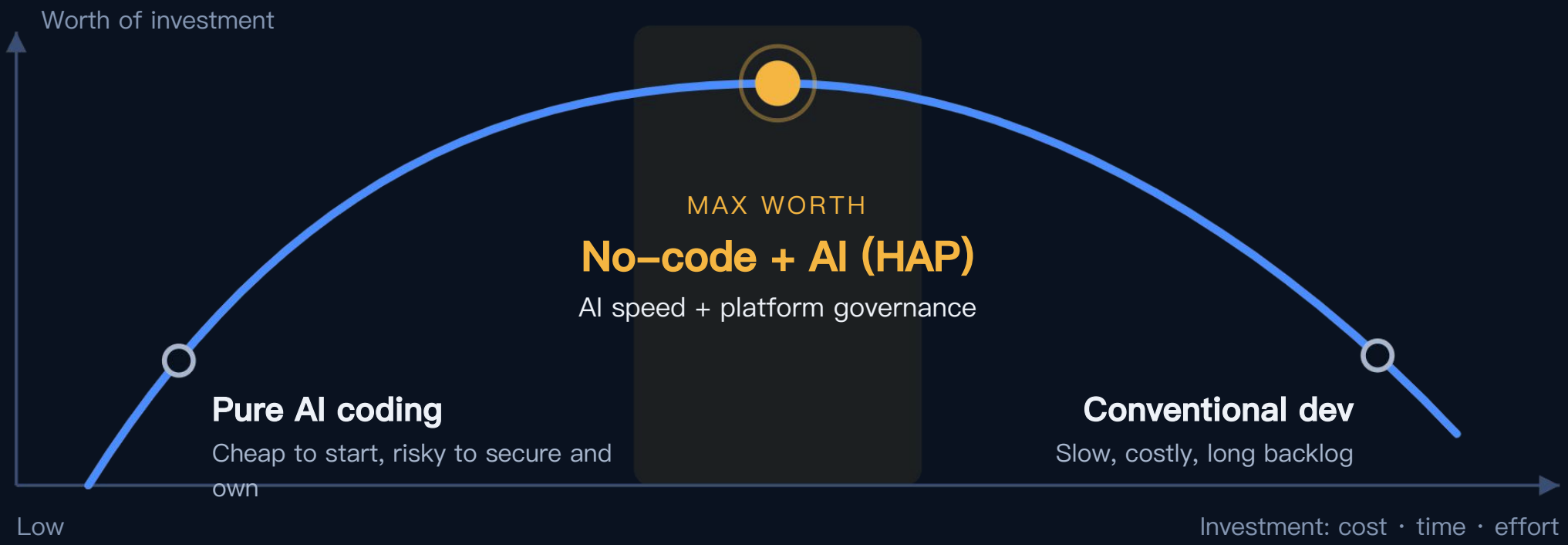
WHAT WE SHOW CUSTOMERS

Building is cheap now. Owning the app is not.

	App built by raw AI	App built in HAP + AI
Build speed	Fast	Fast
Security review	Every app, every change	Platform-level, once
Roles & audit log	Hand-coded, often missing	Built in
Maintenance	Stuck when the builder leaves	Platform upgrades for you
PDPA & data location	Unclear	Private cloud or on-prem
3-year cost	Looks free, isn't	Predictable

WORTH OF INVESTMENT

No–code + AI is the sweet spot



Illustrative · based on VBix project experience · VBix Innovation · MPC 2026

OUR ANSWER

Bring AI inside HAP — keep governance on

Faster

AI helps IT users build apps and workflows inside HAP — vibe-coding speed, no code to own

Governed

Roles, permissions, approvals and logs apply to every app — and to every AI agent action

Secure

Private cloud or on-prem, your choice of LLM — data stays inside your boundary

The speed of AI. The safety of a platform.

IN PRACTICE

How we now sell against “just build it with AI”

01

Reframe the cost

Compare the 3-year cost of owning code — not the license price.

02

Demo with AI, live

Build their own form with AI inside HAP during the meeting — as fast as vibe coding, already governed.

03

Bring IT security in early

They fear shadow AI apps. They become our strongest ally.

⚠ **Reality check:** 3–6 month sales cycles, and price is challenged in every deal

CASE STUDY · THE CUSTOMER AND THE PROBLEM

Our first HAP deal: Ajinomoto Foundation

THE CUSTOMER

500+

scholarship students across Thailand

Corporate CSR foundation
of Ajinomoto Thailand

Vocational to bachelor's level
many students in upcountry provinces

Run by a small CSR team
inside Ajinomoto Thailand

THE PROBLEM: PAPER AT SCALE

01 Eligibility must be proven again and again

Fund requests, expense receipts, transcripts in many formats, workshop certificates

02 Many students aren't used to digital tools

Upcountry, phone-only — documents arrived by email, Facebook or post

03 A small team checked every page by hand

Every term, for every student — tracked in Excel

CASE STUDY · WHAT WE BUILT IN HAP

Paper in, governed decisions out

STEP 1

Student portal

Mobile, Thai, simple: submit requests and photos of documents

STEP 2

AI–OCR

Reads receipts, transcripts, certificates; checks conditions

STEP 3

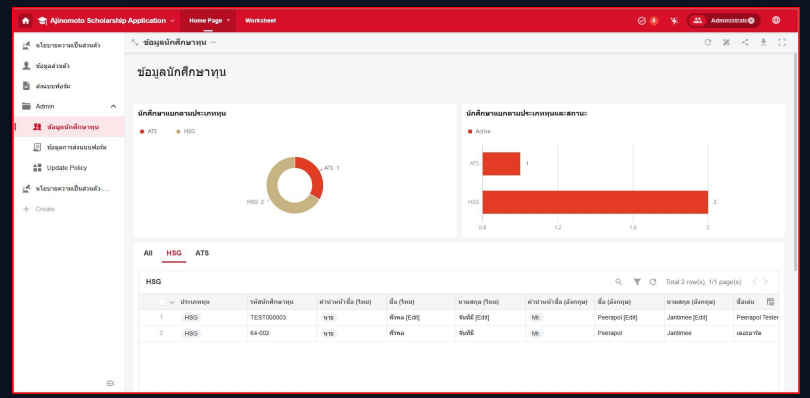
HAP workflow

Rules, teacher and staff approvals, audit log on every step

STEP 4

CSR team

Reviews only the exceptions, with a dashboard per student



WHERE AI HELPED

AI–OCR reads every paper type and pre–checks the conditions

TIME TO GO–LIVE

12 weeks from kickoff — configured in HAP, AI tuning, AI assist to build App

Result: from paper–driven to AI–driven

THE RESULT

100% of paperwork now digital

A lean team serving 500+ students

80% less manual checking time

10 days → 1 days per fund approval

> “HAP + AI lets us scale our impact, not our costs.” by *CSR Head.*

WHAT WE’D DO DIFFERENTLY

01 **Design for the least–digital student first**

“Will test the portal with upcountry students on basic phones before go–live

02 **Settle PDPA for AI–OCR on day one**

Agree how documents sent to the AI model are handled, up front

03 **Start with AI flags, humans decide**

Build trust first, then raise automation step by step

THREE THINGS TO TAKE HOME

AI doesn’t replace the platform. It raises the bar for it.

01

HAP fits the work between ERP and the frontline

02

Answer “why pay?” with governance and total cost — not discounts

03

Put AI inside HAP: the speed of AI, the safety of a platform

Warin Loasakul · VBix Innovation / Thailand
Warin.l@vbix.co.th

谢谢 · ขอบคุณ