



**KEYSIGHT**  
**WORLD 2019**

# Welcome to Keysight World Bangkok

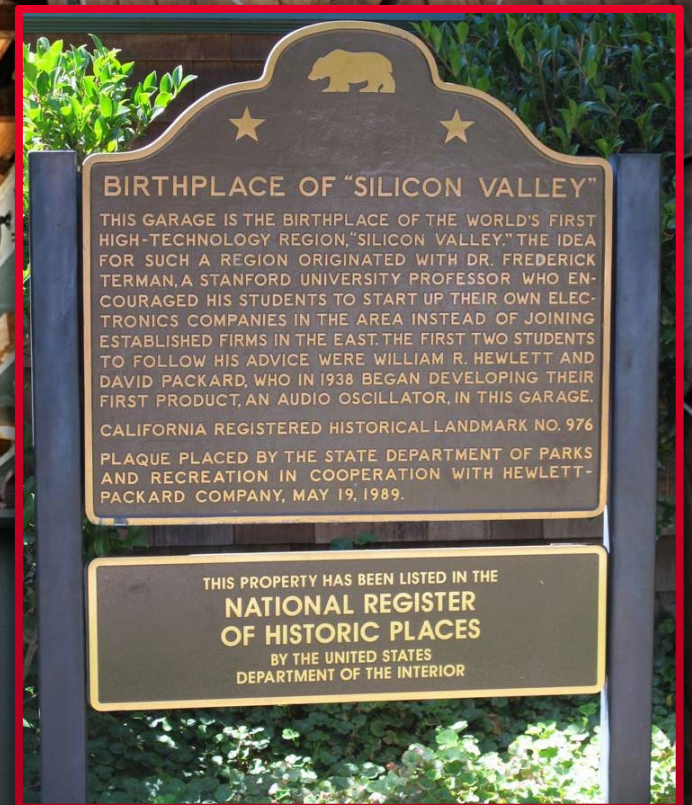
*Senior Vice President / Keysight Technologies*

*President Electronic Industrial Solutions Group (EISG)*

*Gooi Soon Chai*









# We Are at the Heart of the Digital Revolution



**SMART TECHNOLOGY  
CONNECTS THE WORLD**

**INNOVATION IS EVERYWHERE**

- ✓ **Devices**
- ✓ **Infrastructure**
- ✓ **Cities**
- ✓ **Defense**
- ✓ **Vehicles**
- ✓ **Wearables**

**ACCELERATING INNOVATION TO CONNECT AND SECURE THE WORLD**

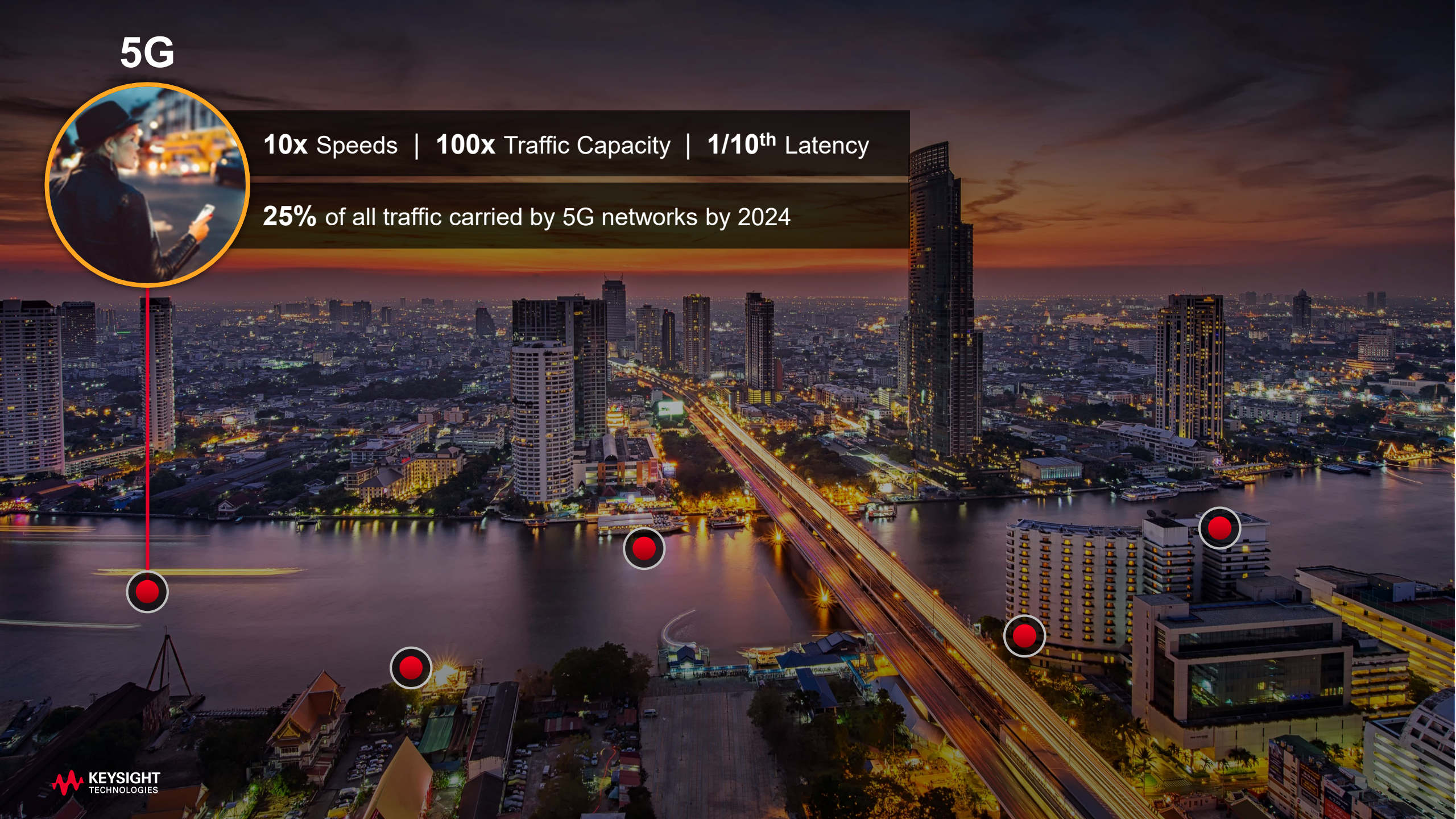


# 5G



**10x** Speeds | **100x** Traffic Capacity | **1/10<sup>th</sup>** Latency

**25%** of all traffic carried by 5G networks by 2024





# Automotive



**>470** million connected vehicles on the road by 2025

**>8 million** with level 3 or higher self-driving capabilities

## AUTOMOTIVE & ENERGY

### Southeast Asia is gearing up for an electric car revolution

- Singapore Land Transportation Authority has awarded a \$50 million tender for **60** electric buses by 2020
- 100,000 electric cars, 2,000 electric buses, and 125,000 charging stations in Malaysia by 2030
- The EV population is forecast to reach 820,000 cars in Thailand by 2023



# IoT



**22B** connected devices by 2025

## IoT

**Asia Pacific is the driving force for the Internet of Things, close to 40% of the worldwide spending**

- Singapore to spend \$1billion in 2019 for gearing towards a Smart Nation
- The IoT Market in Malaysia is projected to register \$2.2 billion by 2020
- Thailand has the highest number of IoT adoption in ASEAN. The government set to invest \$45 billion to develop the Digital Park



# Networks

**80%** Cloud breaches and rise of shadow clouds by 2020

**54%** of enterprises monitor only half of their network segments





# Data Center

Annual global IP traffic will have increased **127-fold from 2005-2021**

Data center infrastructure market will grow to **\$90 billion by 2024**



## Data Center

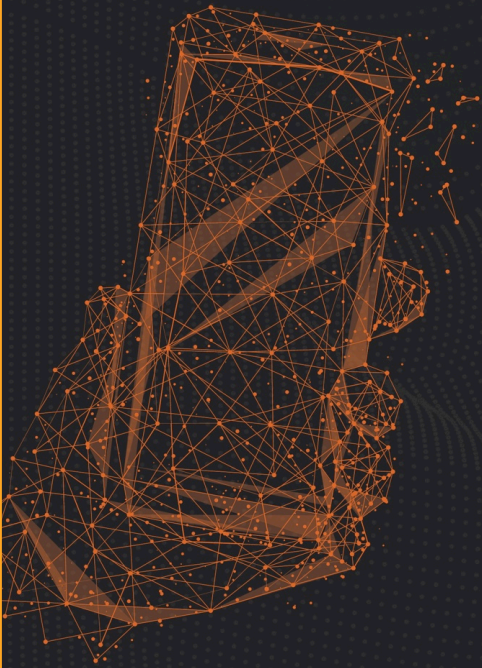
**The data center market size in Southeast Asia will grow by \$10.5 billion during 2019-2023**

- Facebook to spend \$1.4 billion for building of its Data Center in Singapore
- Data centers business in Malaysia is worth an estimated \$230 million and foresee to double by 2021
- ST Telemedia Global Data Center and Frasers Property Public Company invested \$220 million for new data center in Bangkok

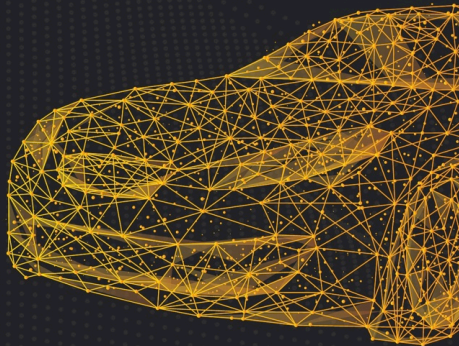


# KEYSIGHT IS DRIVEN BY THE SUCCESS OF OUR CUSTOMERS

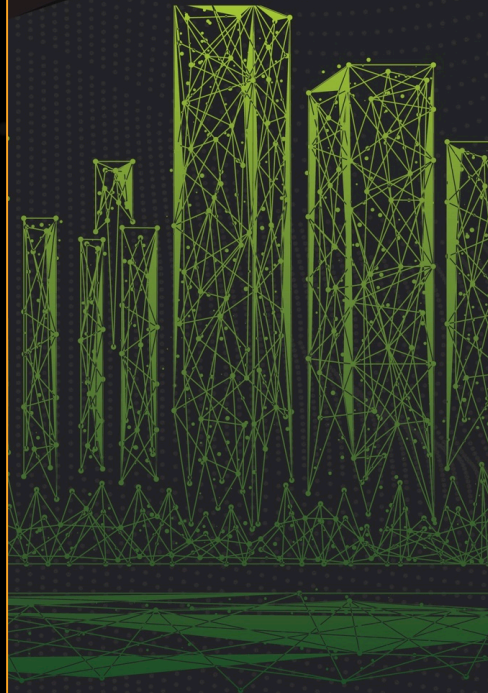
**5G**



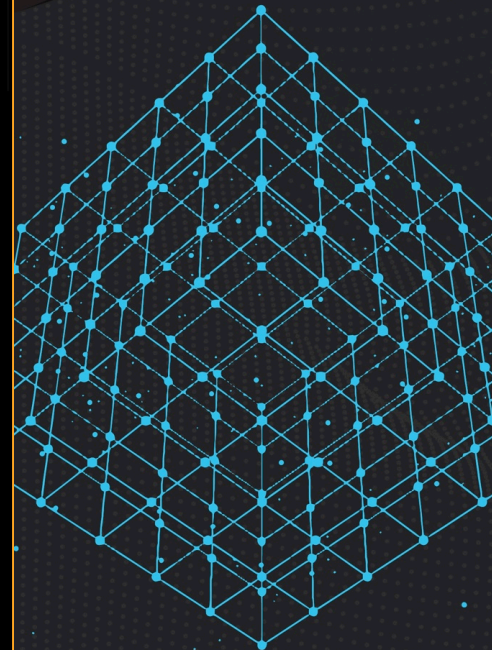
**AUTOMOTIVE  
& ENERGY**



**DATA CENTER  
& TELECOM**



**NETWORK  
OPERATIONS &  
SECURITY**



**ADVANCED  
MEASUREMENTS**





# Accelerating Innovation to Connect and Secure the World

Hardware



Software

PATHWAVE

People



Trusted Insights  
Breakthrough Solutions



# Keysight Leadership Model







**KEYSIGHT**  
**WORLD 2019**

