



# Total Access Communication Public Company Limited

## INTRODUCTION

With more than 18 million subscribers, Total Access Communication Public Company Limited, commonly known as DTAC, is one of the largest telecommunications providers in Thailand. The company's 4,000 employees are based at Chamchuri Square, Bangkok, in an office tower covering 62,000 square meters over 20 floors.

**"AS A KEY PLAYER IN COMMUNICATIONS, DTAC ARE PROFOUNDLY AWARE OF THE IMPORTANCE OF STAYING CONNECTED WITH CUSTOMERS AND EMPLOYEES, AND THEIR VAST USER BASE MEANS THEY NEED EXPERT TECHNOLOGICAL SOLUTIONS THAT ARE RELIABLE, FLEXIBLE, AND EASY TO USE."**

**Piyada Srichat**  
*Country Manager,  
Vega Thailand*



## THE CHALLENGE

DTAC witnessed first-hand the widespread adoption of video conferencing during the COVID-19 pandemic, as organizations maneuvered to accommodate a new hybrid workforce that urgently needed to stay connected. As the uptake of video conferencing continued to accelerate, it became increasingly clear that DTAC's teams would need access to collaborative environments and workplace meeting rooms if the business was to continue running efficiently and employees were going to remain productive. To meet this challenge, DTAC had to overhaul almost 100 meeting rooms and collaboration zones in their Chamchuri Square headquarters, each of which had unique requirements: The rooms needed video-conferencing capabilities and had to be adaptable to all manner of meetings and seminars.

## THE SOLUTION

DTAC partnered with Vega Thailand to design and integrate unified audiovisual communications systems throughout their meeting and collaboration spaces. Together, they quickly identified Crestron as the ideal manufacturer to provide what they needed: a smart end-to-end solution that would support video, audio, and conferencing systems with room controls that were easy to use.

**"COMMUNICATION, MEETINGS, SEMINARS—THEY'RE THE BACKBONE OF DTAC'S DAY-TO-DAY OPERATIONS, SO THEY NEEDED A SOLUTION THAT WAS 100% RELIABLE. THEY COULDN'T RISK ANYTHING LESS."**

**Piyada Srichat**  
*Country Manager,  
Vega Thailand*



## THE TECHNOLOGY

Crestron became the critical center of the AV system that Vega Thailand designed for DTAC, providing sure-fire solutions that seamlessly integrated audio, visual, camera, and display technologies.

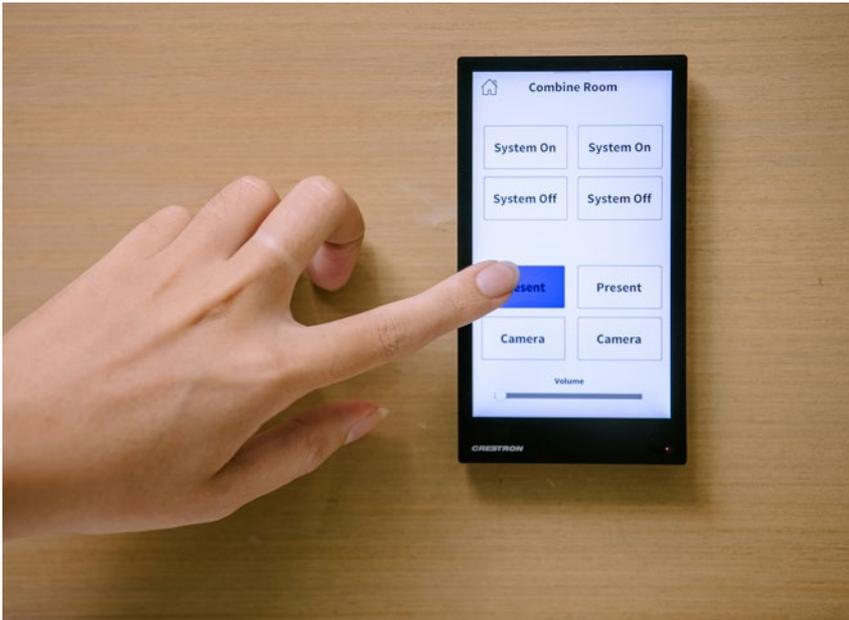
Crestron Flex Video Conferencing solutions enabled DTAC to equip meeting rooms of variable sizes and configurations with front-of-room or tabletop conferencing devices. Though the collaboration experiences could be tailored to meet individual room needs, Crestron Flex offered a consistent user experience across meeting spaces, and its BYOD feature made it simple and straightforward for employees to use their preferred devices when connecting to meetings.

The technology used in larger, more complex spaces, such as the boardroom, training room and library, needed to be specialized for consistent high-performance. With Crestron control systems, dtac have ultimate flexibility — they're able to manage and switch between multiple displays and devices with ease. Crestron DigitalMedia™ technology further enhances the content distribution experience allowing the team to confidently transmit 4K video and perfect audio.

The Crestron touch screens installed in the training room allow users to easily customize the space to meet their specific needs. It was imperative that dtac's teams were able to focus on education, not the technology, while in the training room. The simple, clean interfaces of the Crestron touch screens were ideal for DTAC.

**"FLEXIBILITY IS CRUCIAL IN A TRAINING SPACE, AS DIFFERENT TEAMS HAVE DIFFERENT REQUIREMENTS—ESPECIALLY IN A COMPANY THE SIZE OF DTAC. NOW, USING CRESTRON TOUCH SCREENS, TEAMS CAN ADAPT THE TRAINING ROOM QUICKLY AND SIMPLY AND GET ON WITH THE JOB AT HAND."**

**Piyada Srichat**  
*Country Manager,  
Vega Thailand*



## RESULTS

Using Crestron, DTAC was able to implement an AV system that works in perfect harmony with their workplace architecture. The robust Crestron ecosystem has bolstered DTAC's transition to creating a modern workplace environment where employees can engage and collaborate more effectively than ever. "With Crestron, dtac have upgraded to an ultramodern workplace that is more resilient, more productive, and more collaborative," explains Piyada. The new technology has future-readied the infrastructure at DTAC while providing a more productive and successful experience.

**"DTAC OFTEN HOSTS LIVESTREAM EVENTS OR BROADCASTS TO ALL EMPLOYEES, AND THE CONSISTENCY AND RELIABILITY OF THE CRESTRON DIGITAL MEDIA SERIES AND CONTROL SYSTEMS ALLOW THEM TO DELIVER OPTIMUM EXPERIENCES TIME AND AGAIN."**

**Piyada Srichat**  
Country Manager,  
Vega Thailand

## Featured Products

Crestron Flex Advanced Tabletop Medium Room Video Conference System  
UC-MX50-U

UC Video Conference Smart Soundbar and Camera  
UC-SB1-CAM

10.1 inch Wall Mount Touch Screen  
TSW-1070

16x16 DigitalMedia™ Switcher  
DM-MD16x16-CPU3

8x8 4K60 4:4:4 HDR AV Switcher  
HD-MD8x8-4KZ-E

4K Multi-Window Video Processor with HDBaseT® and HDMI® Outputs  
HD-WP-4K-401-C

Crestron 3-Series® Media Presentation Controller 302  
MPC3-302

3-Series® Control Systems  
CP3