

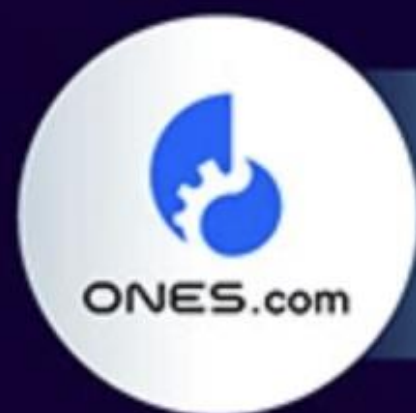
 DigiTech  
ASEAN Thailand

27 กรกฎาคม 2566  
14.05 - 14.35 น.

 สัมมนา  
ออนไลน์ ฟรี!  zoom


ซอฟต์แวร์บริหารงานวิจัยและพัฒนาแบบดิจิทัล  
ช่วยเพิ่มประสิทธิภาพธุรกิจได้อย่างไร?

 Conducted  
in Thai



คุณกิตติศักดิ์ ธีระรัฐศิริกุล  
ประธานบริษัท Exist Consulting  
และพาร์ทเนอร์ของ ONES.com

สอบถามข้อมูลกรุณาติดต่อ 02-833-5370 หรืออีเมล [info@digitechasean.com](mailto:info@digitechasean.com)

สแกน! ลงทะเบียน  
ร่วมสัมมนาออนไลน์ ฟรี! 





# Speaker

ซอฟต์แวร์บริหารงานวิจัยและพัฒนาแบบดิจิทัล  
ช่วยเพิ่มประสิทธิภาพธุรกิจได้อย่างไร?



## Digital R&D Management: Enhancing Enterprise Efficiency

Refresh your product journey with ONES.com



### Kittisuk Teeratunsirigul

- ONES.com Partner: President of Exist Consulting
- Instructor of Information Technology Faculty, KMITL
- Digital Transformation Expert



[www.existcons.com](http://www.existcons.com)



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challenges

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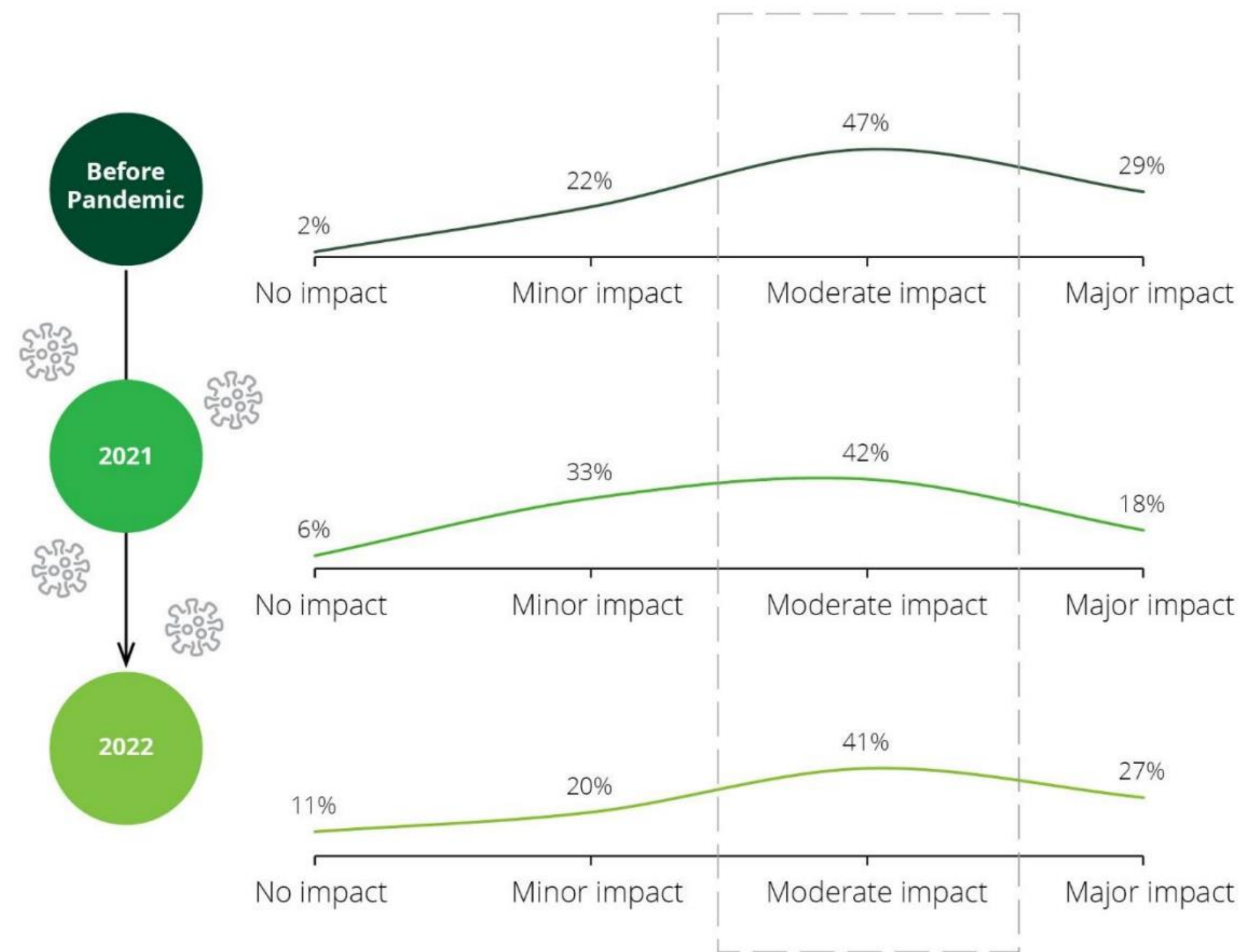
Conclusion



# Digital Transformation

## Digital Disruption Impact

### Digital Disruption Impact



Q: Currently, how significant is the impact of digital disruption on your company? (n=45)

- Businesses adopted digital implementation during the COVID-19 pandemic as a survival mechanic in response to the situation.
- In 2022, digital disruption was still perceived to have moderate impacts on businesses, but as a tool to thrive and differentiate themselves from competitors going forwards.
- On the other hand, businesses who were early adopters in integrating digital implementation within their organisations are now accustomed to the digitalization and no longer feel the impact (11%).
- Certain companies also perceive the impact as positive as they can gain more consumer data and deeper understanding.

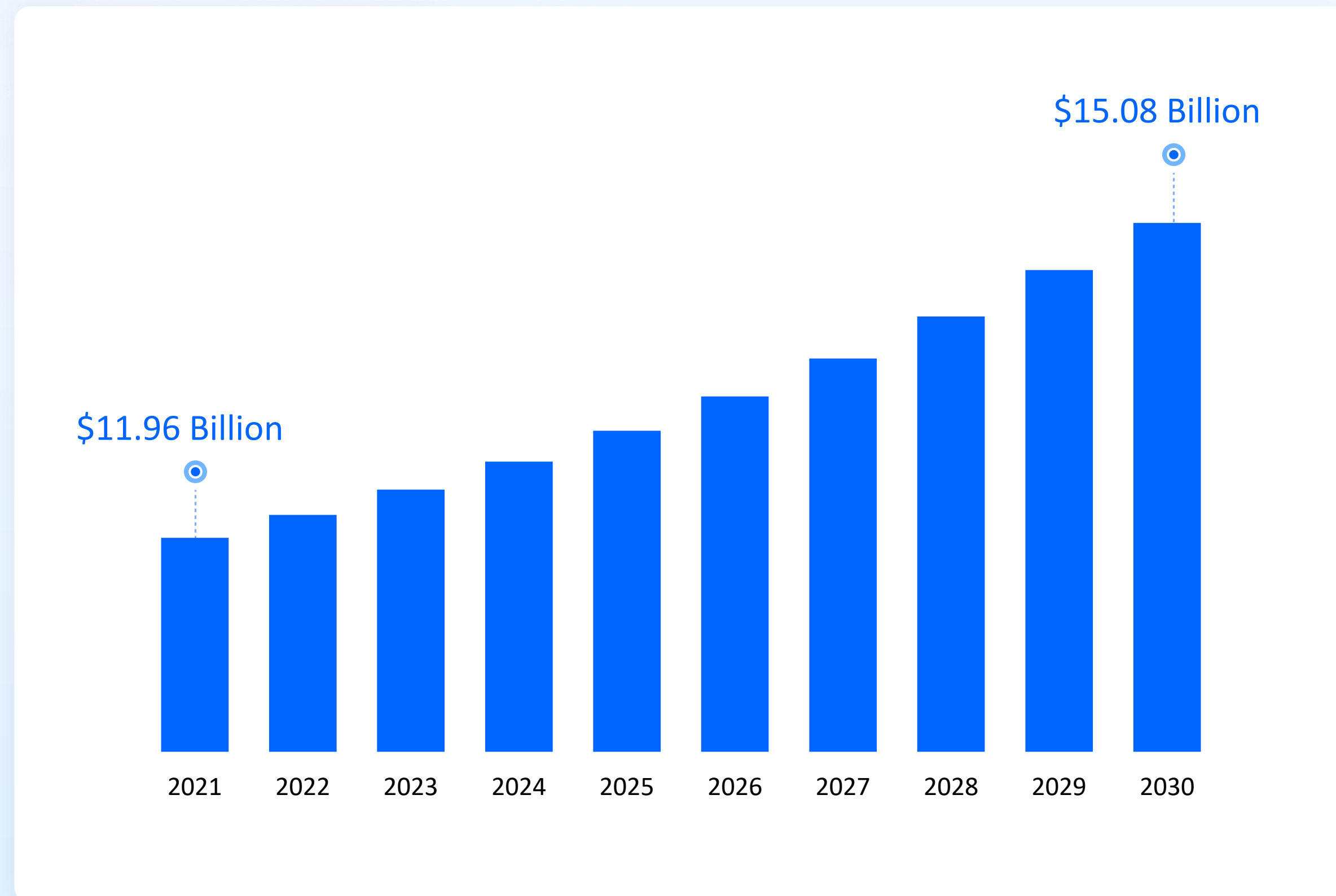
“Digital disruption will be with us for a long time, but people are becoming less apprehensive towards the situation. This is the second year already, so people are used to and are more prepared.”

**- Deloitte interview with a top executive**



# The unstoppable digital trend

The global project management software industry size is set to increase to about **\$15.08 Billion by 2030** with a **CAGR of nearly 10.68%** between 2022 and 2030.



Data Source: Zion Market Research

## Key drivers

- Connecting business strategy to delivery
- Adoption of Business Agility focused on Customer Outcomes
- Connecting the Enterprise to Support Distributed Teams



# End-users Overview

Digital transformation makes project management essential across all industries

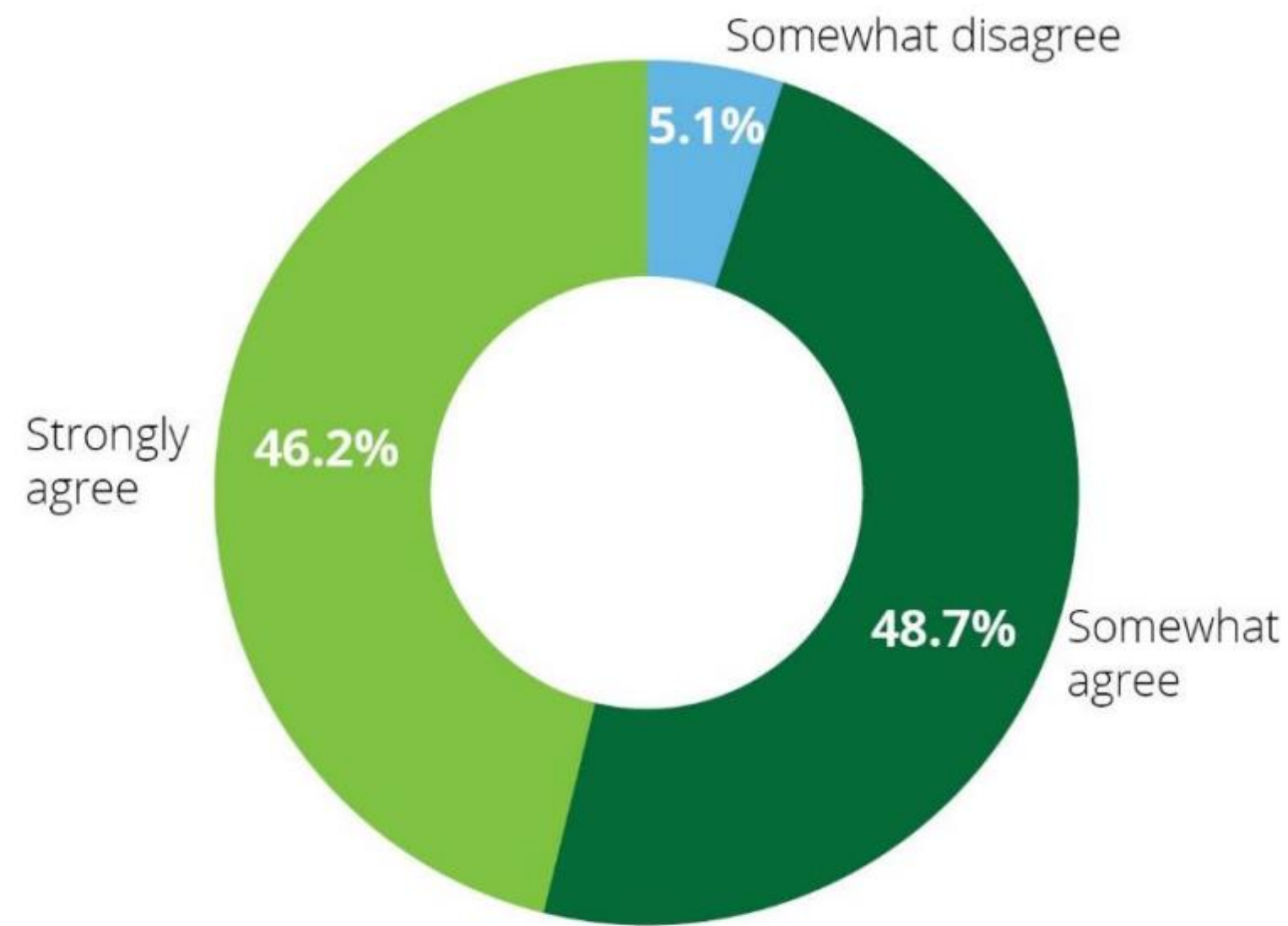


Only **23%** of organizations use a project management software (Wellington, 2020).





## Perception towards digital transformation being an essential component for competitiveness



Q: Has digital transformation been essential for your company to remain competitive? (N=39)

- 95% of respondents agree that digital transformation can enable the company to be competitive.
- Financial Services and Life Sciences & Health Care lagged behind in digital transformation pre COVID-19 but accelerated their transformation during the COVID-19 period.<sup>1</sup>
- However, some companies in these two sectors somewhat disagreed to the digital transformation for competitiveness sentiment, as they believed that majority of companies in the sectors had little differentiation in the implementation processes.

"I strongly agree that digital tools create competitiveness and minimize the amount of work time."

- Deloitte interview with a top executive

Note: Click for the reference

<sup>1</sup> Deloitte: Digital Transformation Survey Report 2021: Impact of COVID-19



## The **challenges** in digital R&D management



### Lack of expertise

Especially for traditional industries, the lack of experience and talent becomes a primary challenge in digital R&D management.



### Immature digital culture

Establishing and promoting an agile culture, along with applying scientific R&D management practices, are also challenging tasks.



### Organization silo

Large-scale software development has increased, but the issues like fragmented management tools and team silos make it difficult to improve R&D performance

**“I strongly agree that digital tools create competitiveness and minimize the amount of work time.”**

—Deloitte interview with a top executive



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# Management + Collaboration

## Core scenarios

Agile & Waterfall

Project tracking

Knowledge management

Role management

Performance management

General collaboration



Marketing team  
HR team  
and more

Software development  
project management



R&D team  
PMO team



# R&D management solution

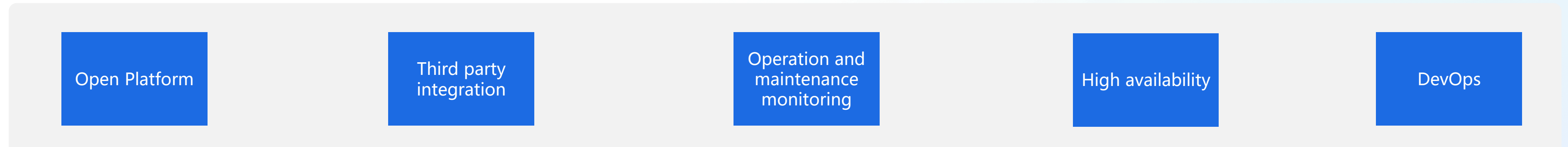
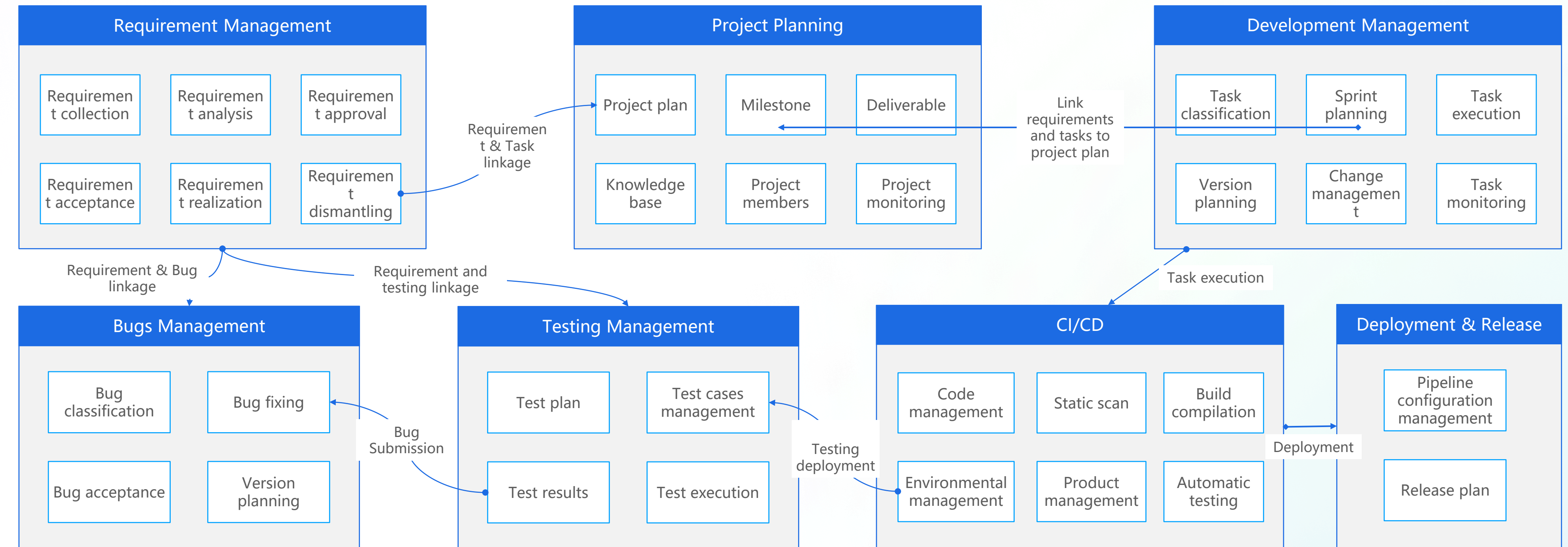
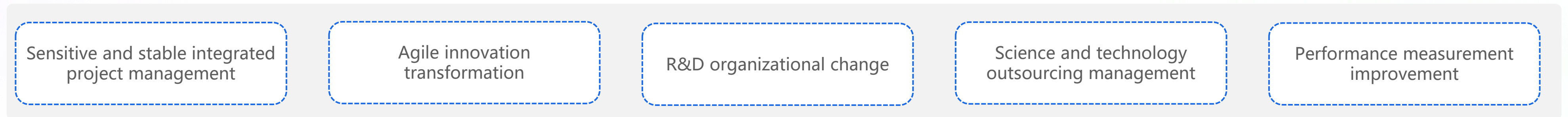
Core Scenarios

Business Requirement Development Planning

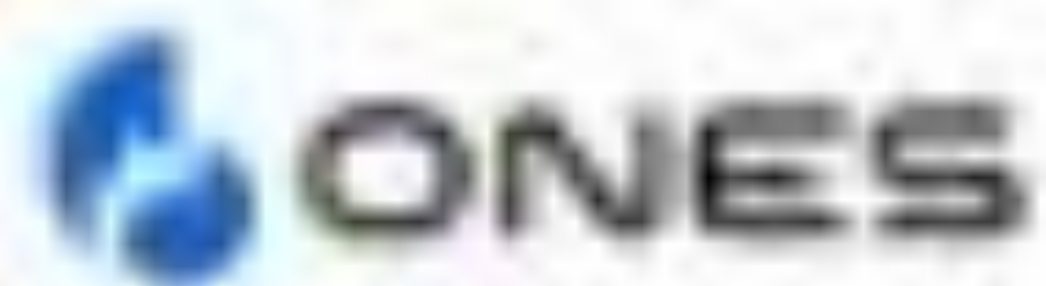
Product Planning Management

User Feedback

Expansion ability





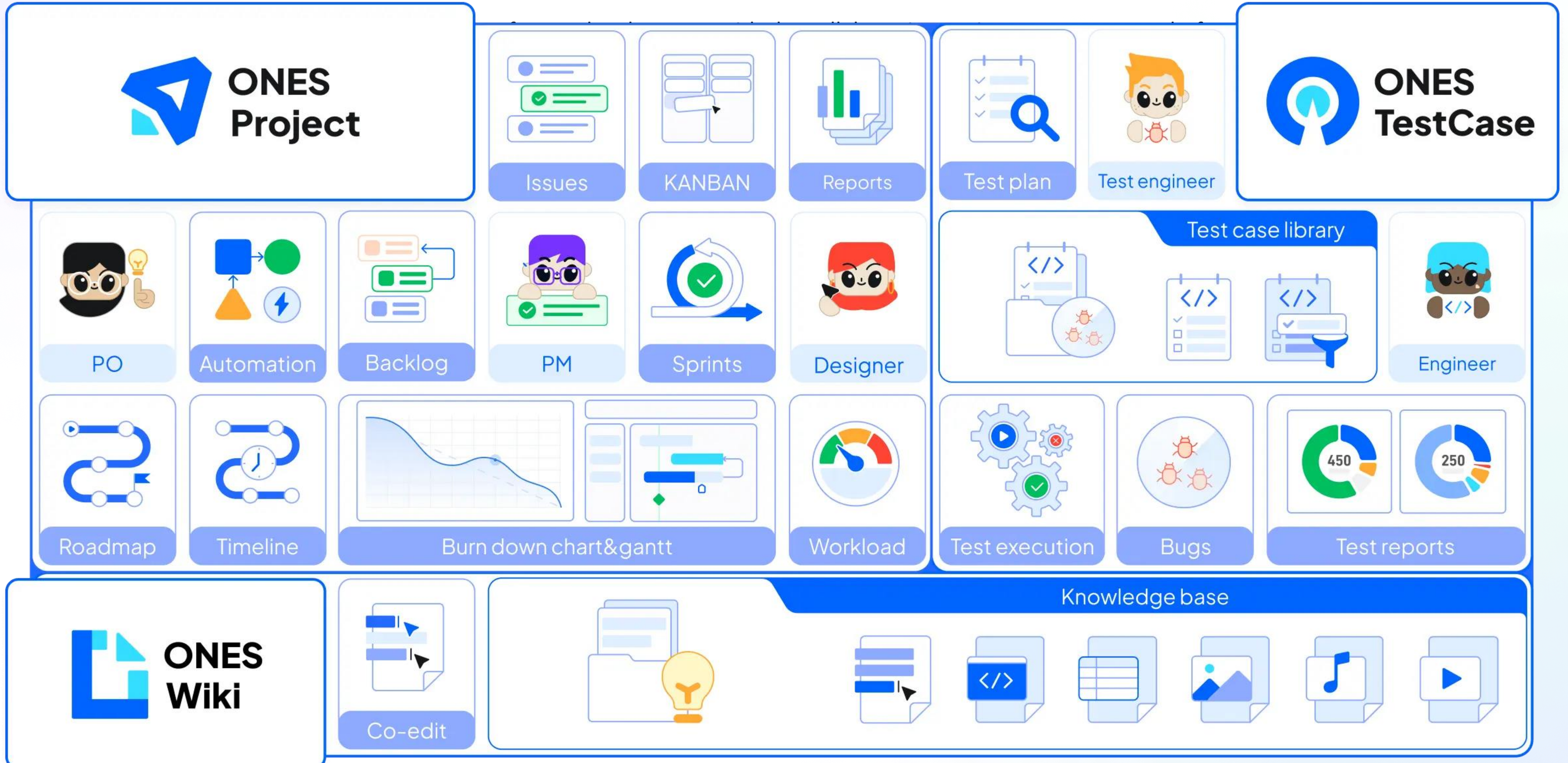


Product Intro

**Product overview**



# An **all-in-one** software development management platform



The dashboard is organized into several functional areas:

- ONES Project** (top left): Includes **Issues**, **KANBAN**, **Reports**, **Test plan**, and **Test engineer**.
- ONES TestCase** (top right): Includes **Test case library** and **Engineer**.
- Core Development Tools** (middle row): **PO**, **Automation**, **Backlog**, **PM**, **Sprints**, and **Designer**.
- Reporting & Analytics** (bottom middle): **Roadmap**, **Timeline**, **Burn down chart&gantt**, **Workload**, **Test execution**, **Bugs**, and **Test reports** (displaying 450 and 250).
- ONES Wiki** (bottom left): Includes **Co-edit**.
- Knowledge base** (bottom right): A collection of document icons for text, code, tables, images, audio, and video.



# Security at scale with our robust infrastructure

Provide best-in-class security features and keep your enterprise data protected.



**Flexible  
access control**



**Advanced  
permissions**



**Security  
audit log**



**Server  
available**



# Safe and Reliable

Internationally certified in data securing to guarantee your privacy.



**AICPA SOC2 Type I**  
Service Organization  
Control (SOC)2 Type I  
Report



**ISO9001**  
Global Quality Standard



**ISO20000**  
IT service management  
standard



**ISO27001**  
Security Management  
Controls



**ISO27018**  
Personal Data Protection



# Empower Project with developer tools & integrations

Seamlessly connect ONES Project to native products and world-class integrations.





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# Trusted by Companies and Teams from Various Industries



ธนาคารกสิกรไทย  
开泰银行 KASIKORNBANK



nt บริษัท โทรคมนาคมแห่งชาติ จำกัด (มหาชน)  
National Telecom Public Company Limited



TOP AI Company

HONOR

TOP Mobile Phone



TOP Agriculture and commercial bank  
Phone

watsons

NEC

TRANSSION



## Customer Background

**A Top bank in Thailand**, operating in various countries and regions. There are various business and applications in the bank, and they are actively exploring digitalization to enhance operational efficiency, provide better consumer experiences, and **lead the industry in electronic banking services**.

We met the Tech Innovation Department in China branch.





## Challenges and needs

Product  
Features



Stability  
Security



Configuration



Usability



Service



Fast  
Migration



Training  
Support

### End-to-end digital R&D management

We hope to find a multi-business management collaboration tool that encompasses R&D management and various non-R&D scenarios. This tool will facilitate seamless collaboration among teams on the same platform and enable efficient monitoring of project progress and resource management at a high level.

### Cost reduction & efficiency improvement

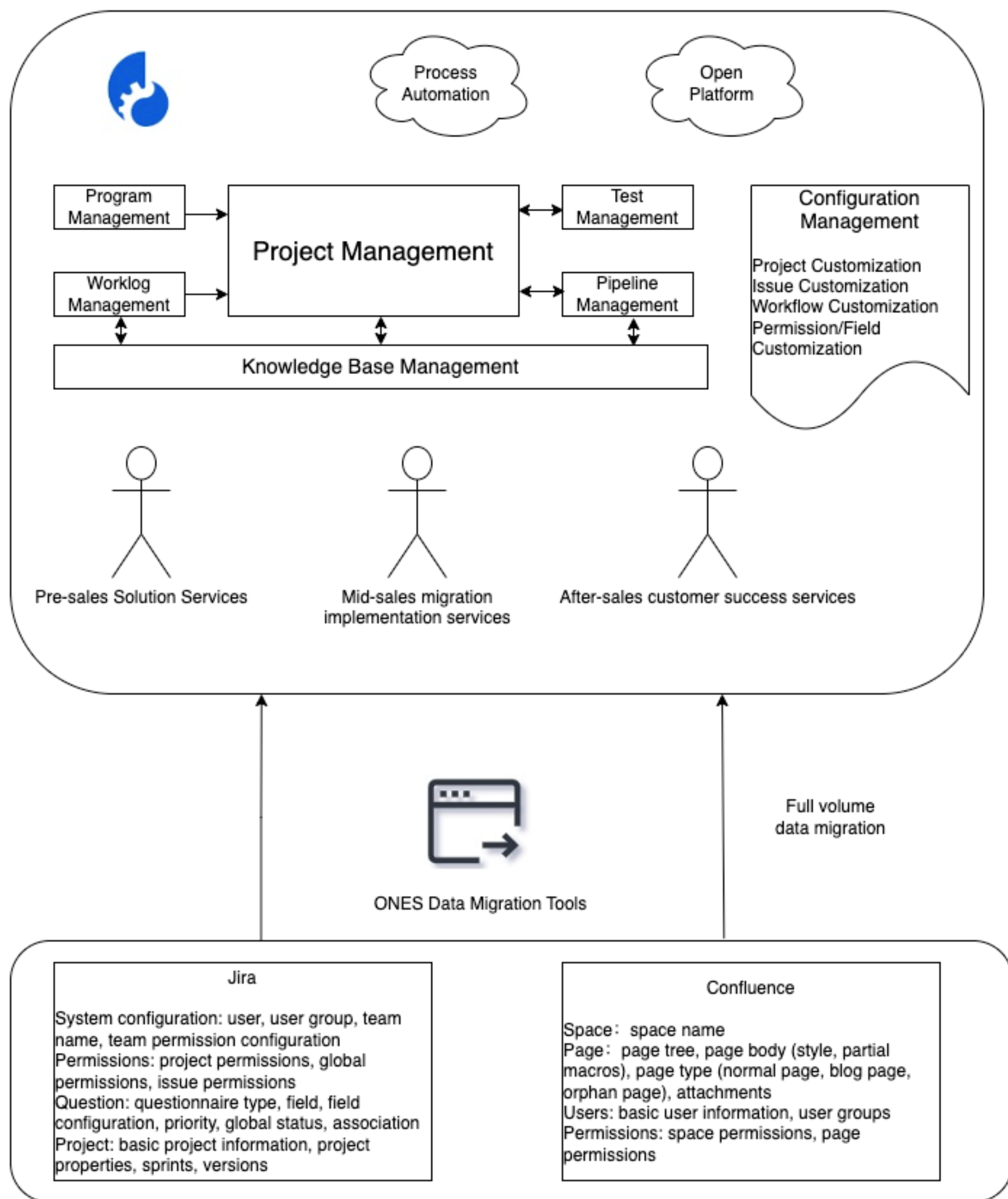
As business expands, enhancing R&D efficiency becomes crucial due to increasing organizational collaboration complexity. By implementing digital management, we enhance team collaboration efficiency, reduce operational costs, and explore cost-effective alternatives to Jira and Confluence.

### Jira & Confluence replacement

Due to banking regulatory requirements, we have strict demands for data security and control. So we have to replace Jira and Confluence since they don't provide the server version anymore. Data migration is needed.



# ONES Solution Overview



## 1、 Product Capability Coverage :

- ONES implements visual multi-criteria filtering with filter function and supports secondary filtering. It basically implements the functionality of JQL with lower learning cost.
- ONES product matrix includes modules for project management, time management, test management, knowledge base management, pipeline management, performance management, etc., covering the whole process of R&D management
- ONES provides powerful customization capabilities to meet various business scenarios, supporting customization of work items, workflow personalization, automated workflows, notifications and reminders

## 2、 Safety & Performance guaranteed :

- Offers a project management platform that works seamlessly with Jira and Confluence, no plug-ins needed
- More security: support on- premise, with professional qualifications such as SOC2 and ISO
- More stable performance: highly available clusters, Docker containerized deployments, stress testing of large data volumes

## 3、 Service Support :

- ONES has a professional pre-sales consulting service that combines business management requirements and quickly identifies best practices to fit your management model.
- ONES provides professional after-sales operation services, following up the complete life cycle of the customer, responding to problems in a timely manner and guaranteeing the perfect implementation of the system

## 4、 Self Migration :

- ONES has a wealth of self-service migration cases and can provide a complete migration process system, migration steps and mature migration tools
- During the system data migration process, ONES also provides experienced technical support staff to assist customers to complete the self-service migration



# Customer Business Scenarios & Processes

## Requirements Management

- **ONES Project replaces Jira** for demand management, solving issues of [cumbersome operation and untimely information synchronization](#).
- Business requirements are submitted in ONES Project, allowing [analysts](#) to access details, approve [reasonableness and synchronize progress](#).
- Use ONES Wiki to replace Confluence for requirement reviews and keep meeting minutes in the same platform.

## R&D Management

- Strong demand for **project schedule and milestone deliverables management** in the R&D management process.
- By building a project plan template within the project, it can effectively realize the unified planning of resource information.
  - It supports the linkage of deliverables and wiki to [effectively enhance](#) team collaboration and document precipitation and create a knowledge-based organization.

## Test Management

- In the test management, there is a **strong demand for personalized report display for test progress and effect feedback**.
- ONES TestCase used creatively for managing test cases and plans by customizing work item attributes.
  - With ONES Performance for multi-dimensional analysis of the data generated in the system, effectively [achieve transparent testing progress, quality control](#).
  - ONES time management module **improves resource allocation efficiency for the testing team**.

## Data Migration

- The historical Jira and Confluence base data still needs to be retained, and the [data complexity is not high](#), so we hope to complete the [migration by self-service](#).
- ONES has a **complete self-service migration process system** and also provides mature migration tools;
  - **After-sales staff will provide migration plan suggestions and assist in data consistency confirmation**.
  - The migration solution and estimated results have been verified by the customer.

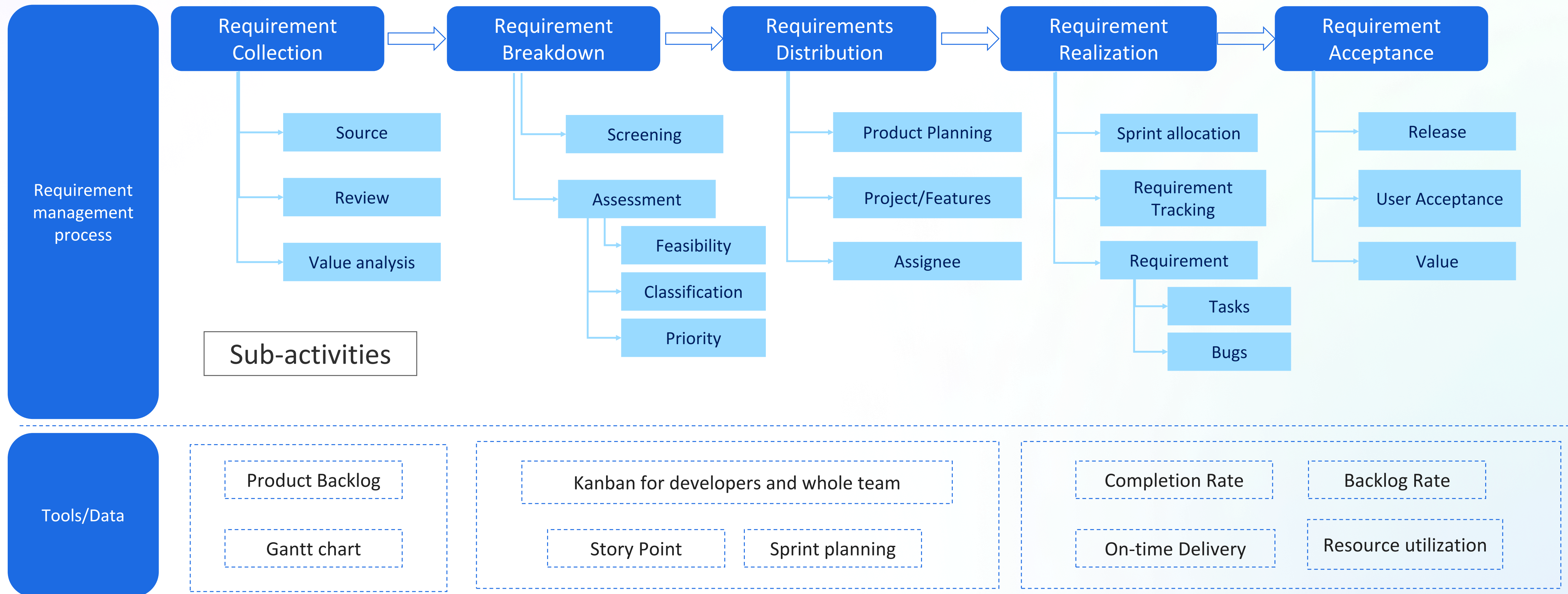


# Requirement management: improve processing efficiency at all stages

In financial industry, there are many requirement-related projects and products, which makes it important to manage the requirement disassembly and assignment.

From requirement collection by establishing backlogs to requirement analysis and breakdown, our solution covers the entire end-to-end requirement management process from collection, analysis, and assignment, to implementation and acceptance.

Throughout the requirement management process our solution provides quantitative analysis tools to assist you in managing requirements and addressing problems in multiple dimensions.

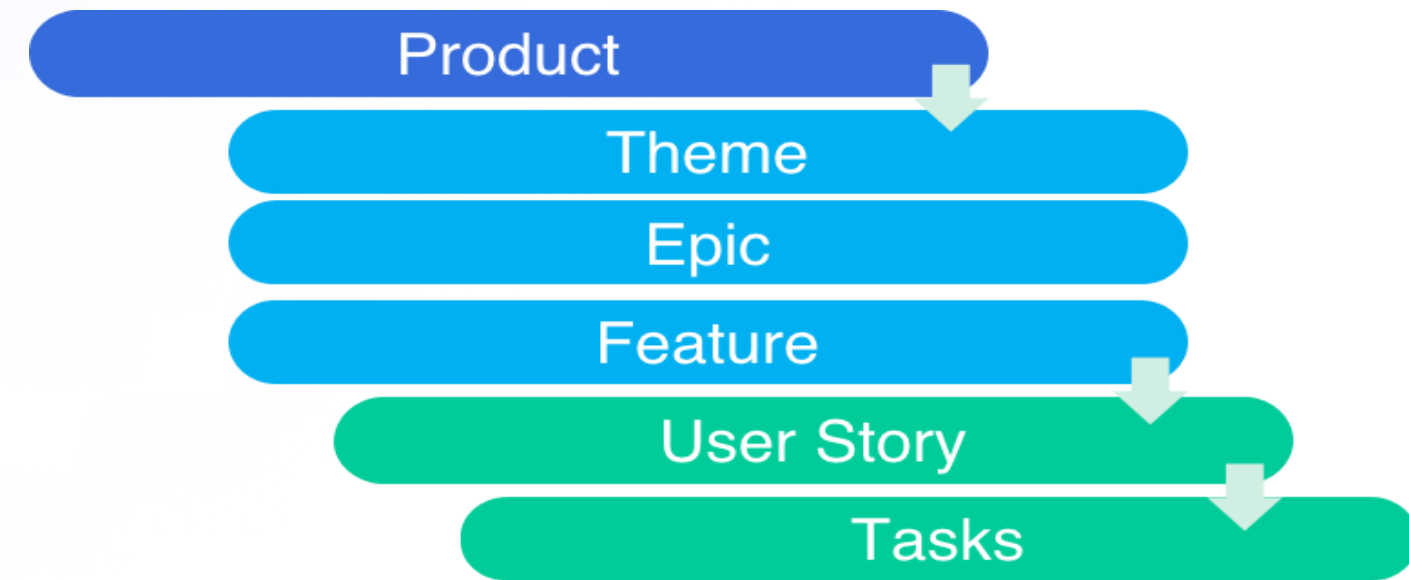




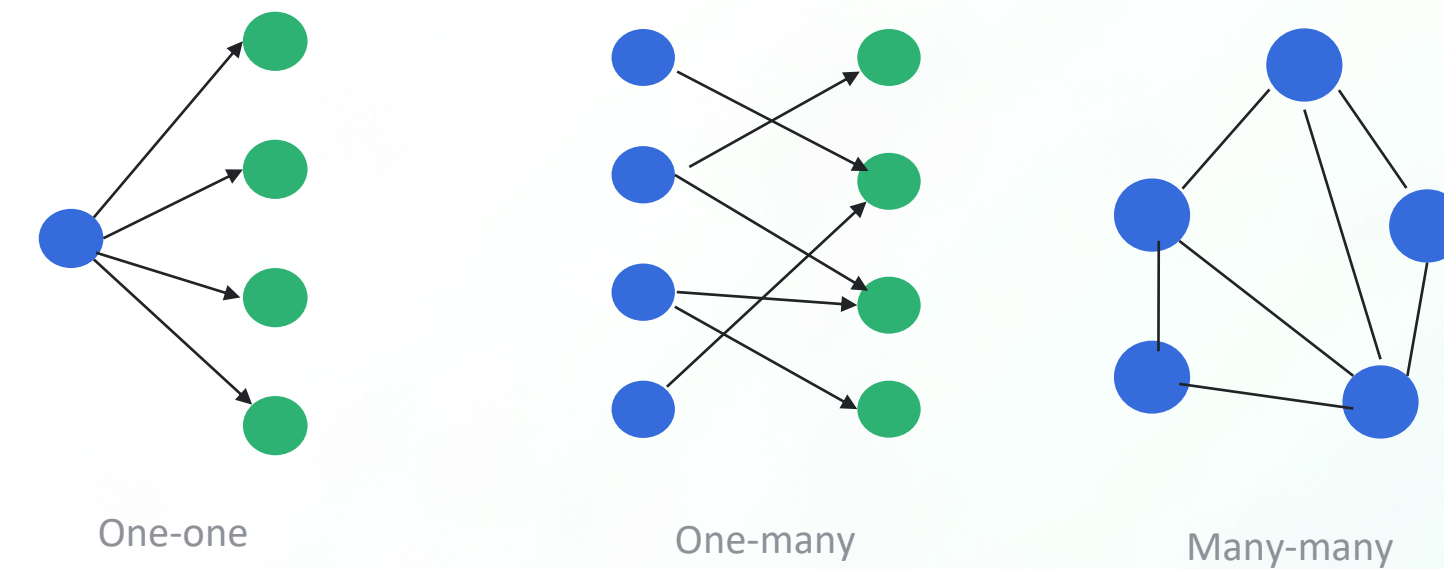
# Requirement breakdown and management of requirement hierarchy

When collecting fragmented requirements, ONES helps you establish a clear hierarchy of requirements by parent-child relationships and links, break down requirements appropriately, and set up story points or value attributes to assess the granularity of requirements. You can also take different requirement management models, such as thematic model and user stories, to split requirements and create a requirement pool.

## ➤ Graded by Product-Epic-Feature-Story



## ➤ Customize different relationships among issues



## ➤ Requirement list view showing parent-child hierarchy

ID	Modules	Title	Priority	Status
#453	Login	Enter OTP to set a new password	Highest	Implemented
#452	Subscription	Verify your mobile number by SMS OTP	Highest	Implemented
#466	Coupon	Add a coupon module in the marketing backend to allow...	High	Not started
#467	Coupon	Automatic coupon distribution and notification upon succe...	High	Not started
#468	Coupon	Manual coupon distribution	Medium	Not started
#469	Coupon	Allow merchants to view distributed coupons.	High	Not started
#470	Coupon	Allow merchants to add coupons.	High	Not started
#471	Coupon	Allow merchants to delete coupons.	High	Not started
#472	Coupon	Allow merchants to edit and modify coupon rules.	High	Not started

## ➤ View related content and progress

**\* Source description**  
Source epic 11 / 32

**\* Source issue type**  
 All Issue type  Specified Issue type  
Epic x

**\* Target description**  
Requirements from epic 22 / 32

**\* Target issue type**  
 All Issue type  Specified Issue type  
Requirement x

**Source preview**

[Sample requirement] Support fuzzy search on a li st.

Source epic

[Sample] Epic A To do

**Target preview**

[Sample] Epic A

Requirements from epic

[Sample requirement] Support fuzzy search on a l... To do

[Sample requirement] Support sorting tickets by ... To do

[Sample requirement] Support filtering ticket... In progress

Cancel OK



# Requirement assignment and planning

## Requirement Assignment

After requirement collection and breakdown, there will be a backlog, and the next step is to plan and assign requirements to team members. Requirement assignment also serves as a great starting point for sprint planning. It helps the development team to identify the tasks that could potentially be a part of the sprint.

ID	Modules	Title	Priority	Status
#451	Subscription	Subscription with email and with an email confirmation link	Highest	Implemented
#454	Login	Request to reset your password by sending an OTP via email	High	Implemented
#453	Login	Enter OTP to set a new password	Highest	Implemented
#452	Subscription	Verify your mobile number by SMS OTP	Highest	Implemented
#455	Order system	Users can cancel orders before they are started.	Highest	Close
#457	Order system	Orders can be canceled by merchants.	Highest	Implementing
#456	Promotions	Search for promotions by key word	High	Implemented
#459	Login	Login with Username Password	High	Implemented
#458	Promotions	Promotion items list	High	Close
#460	Subscription	Accept consent	Medium	Implemented

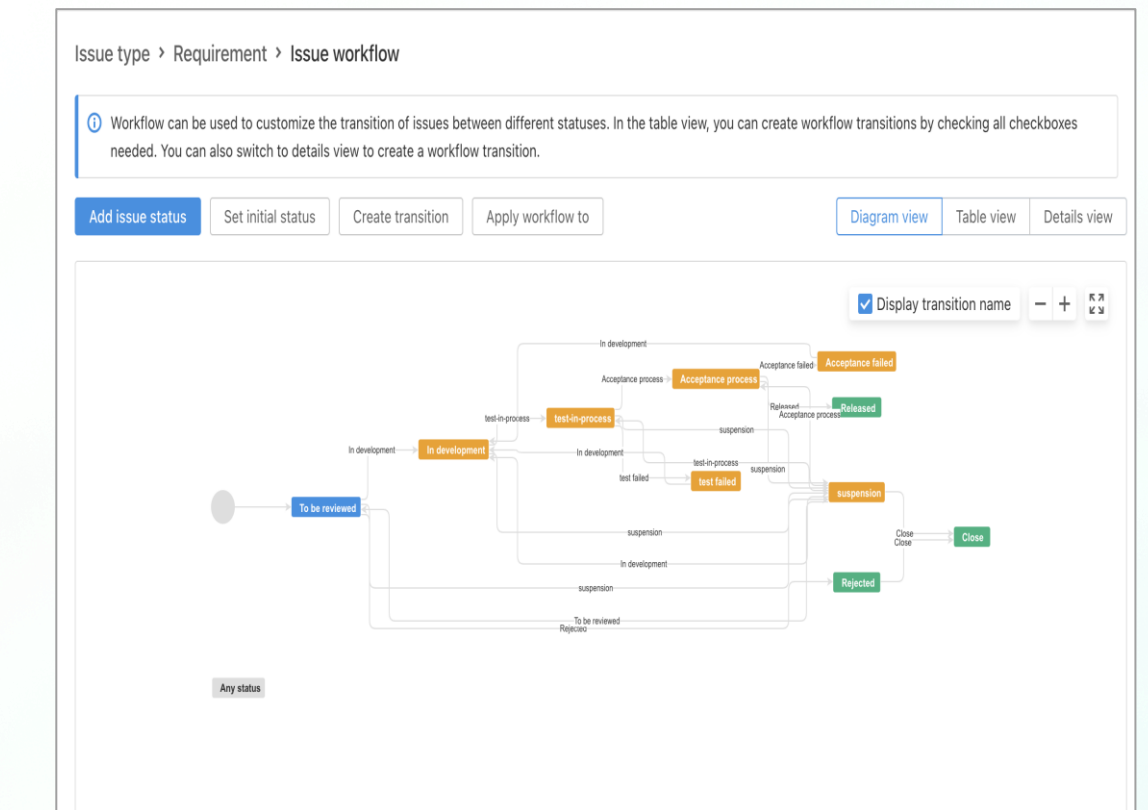
### Backlog

In the backlog, all content can be viewed at a glance.

Sprint	Priority	Status
Current sprints	0 selected, Time estimated 0 hours	
Medium	Animation text	Unstarted
Medium	Text	Unstarted
Medium	Titles	Unstarted
Medium	French language settings	Unstarted
High	Japanese language settings	Unstarted
Highest	English language settings	In progress
Highest	Language settings	Implementing

### Plan to sprint

Any requirements can be assigned to a certain sprint at one time.

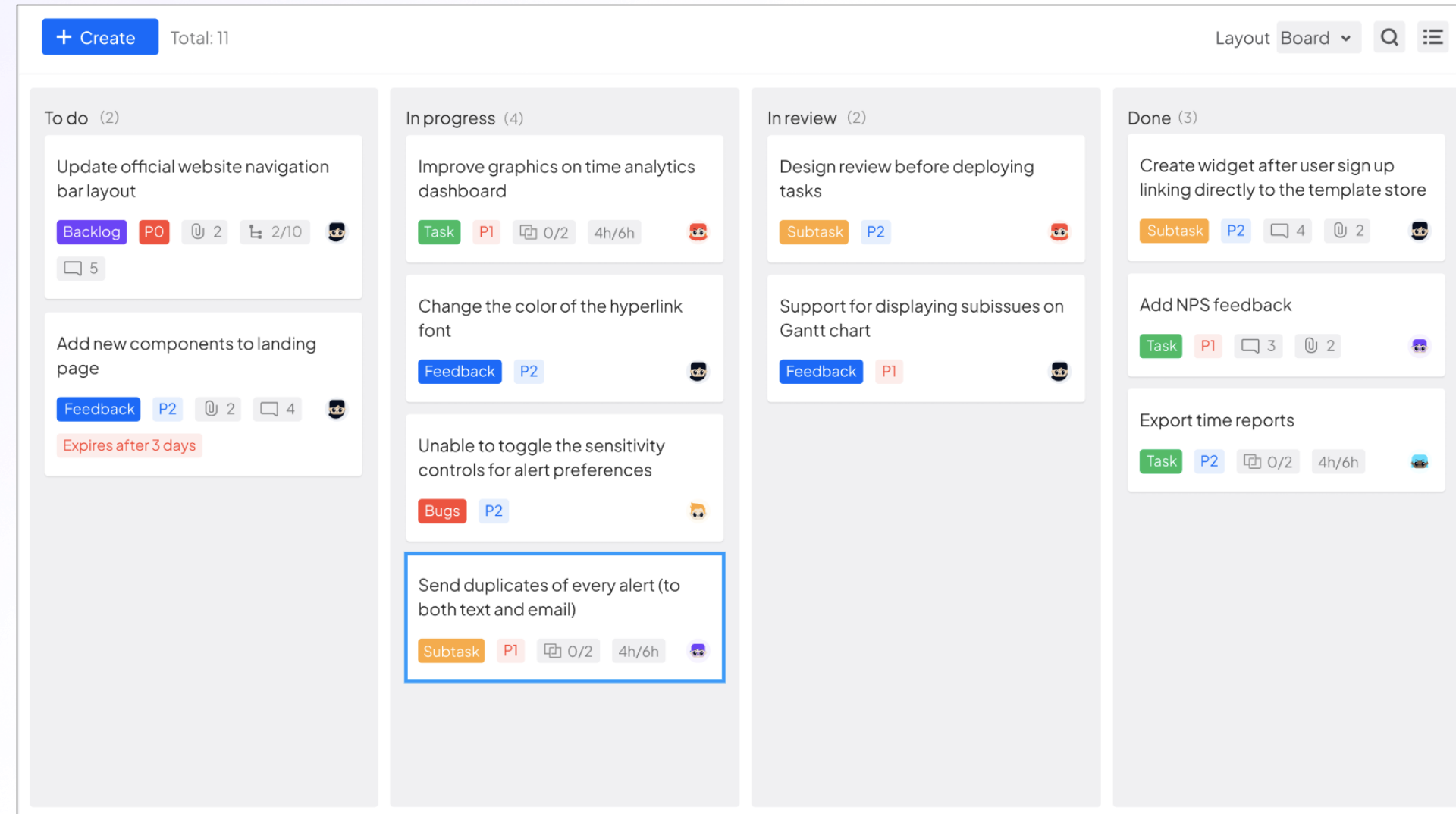


### Workflow

Set up workflow and transfer status automatically. All issues can be assigned to members at the suitable status.



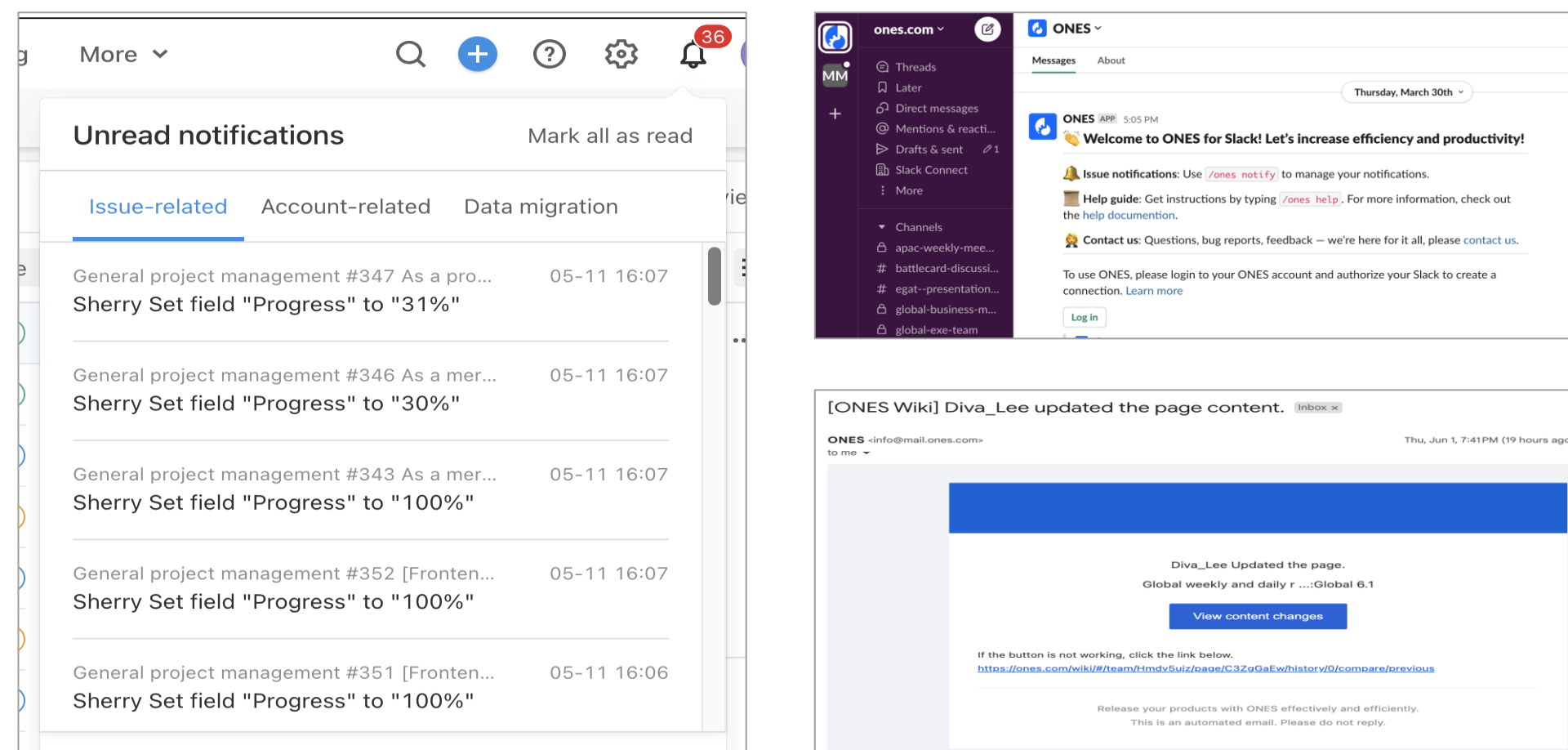
## Kanban management



## Kanban management, status tracking

- Plan requirements and linked tasks into project plans or sprints, and assign them to team members.
- Clearly display relationships of requirements and tasks on the scrum board, and simply update issue status by drag-and-drop.
- Status in the Kanban board can be freely customized.

## Notification

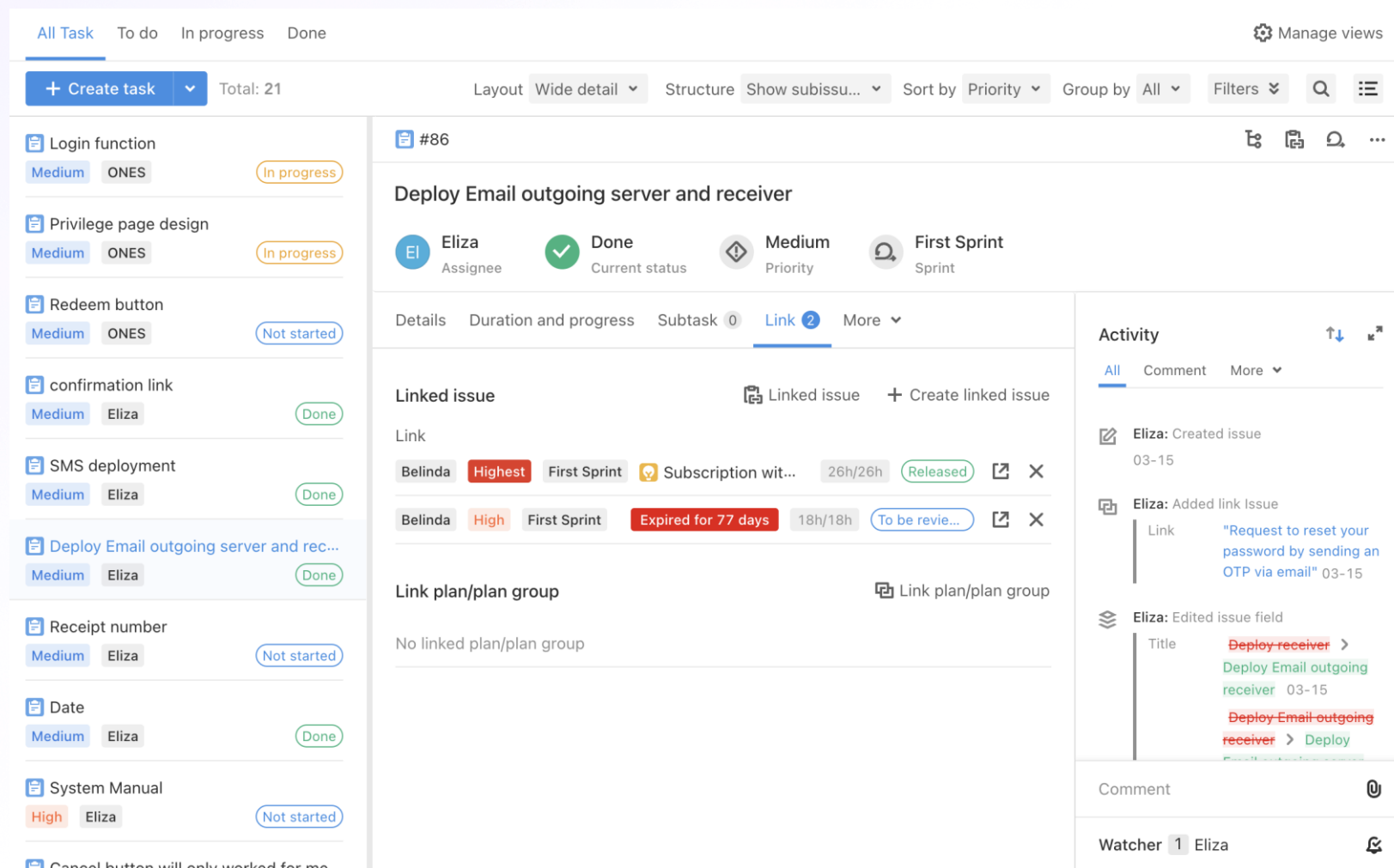


## Multiple methods to inform members

- System notification
- Integrated with Slack and inform members about issue changes
- Email notification



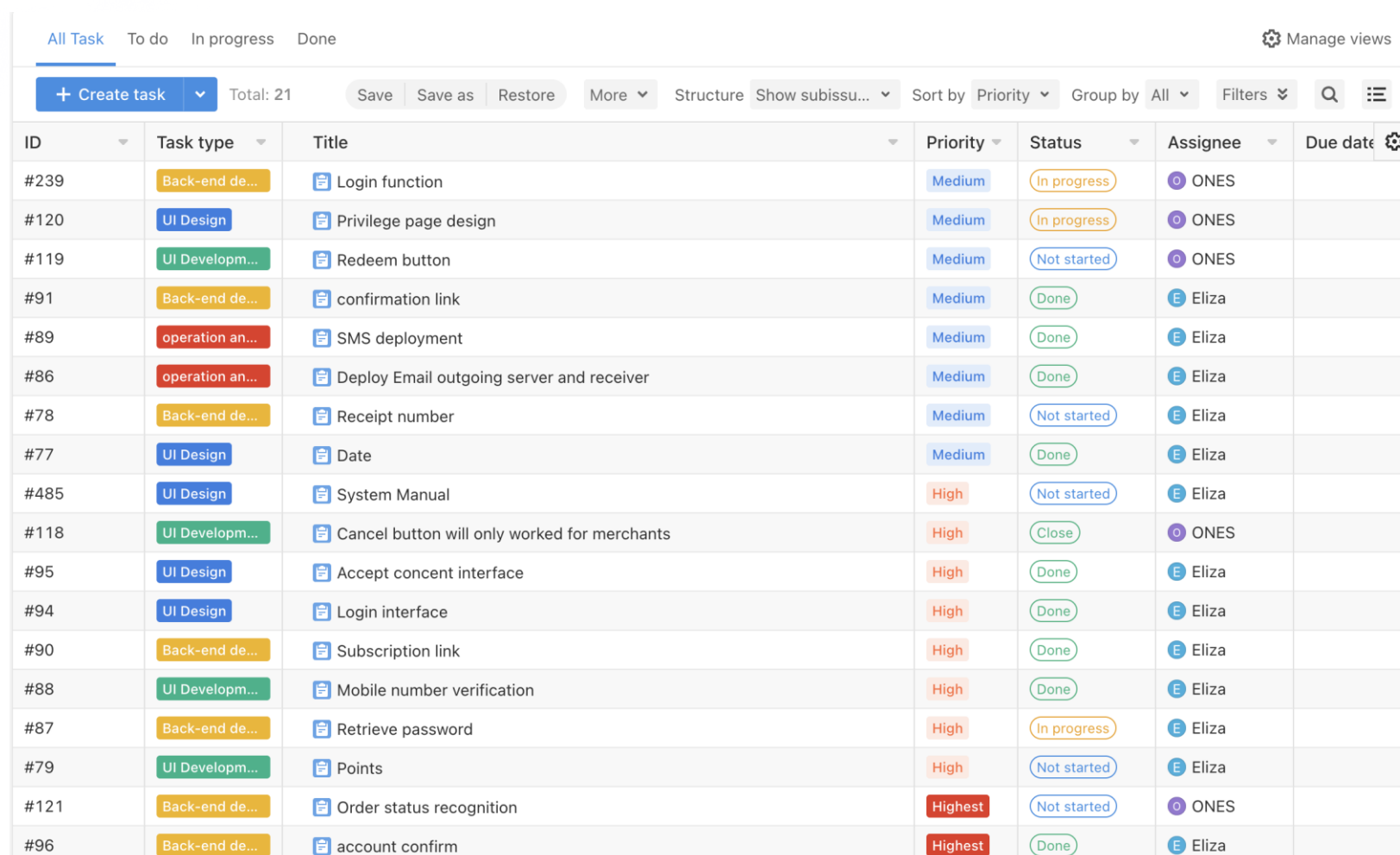
# Flexible setting of task types and hierarchical control of tasks



The screenshot shows a task detail view for task #86, 'Deploy Email outgoing server and receiver'. The task is assigned to Eliza, has a 'Done' status, and is part of the 'First Sprint'. The interface includes a sidebar with a list of tasks, a main view with details, duration, and progress, and an activity log on the right showing comments and changes.

## Task linkage management

- Assign task owners and use Gantt charts to show task progress for easy traceability
- Track task process comments, attachments and changes
- Task workflow status tracking, personnel permissions and notifications



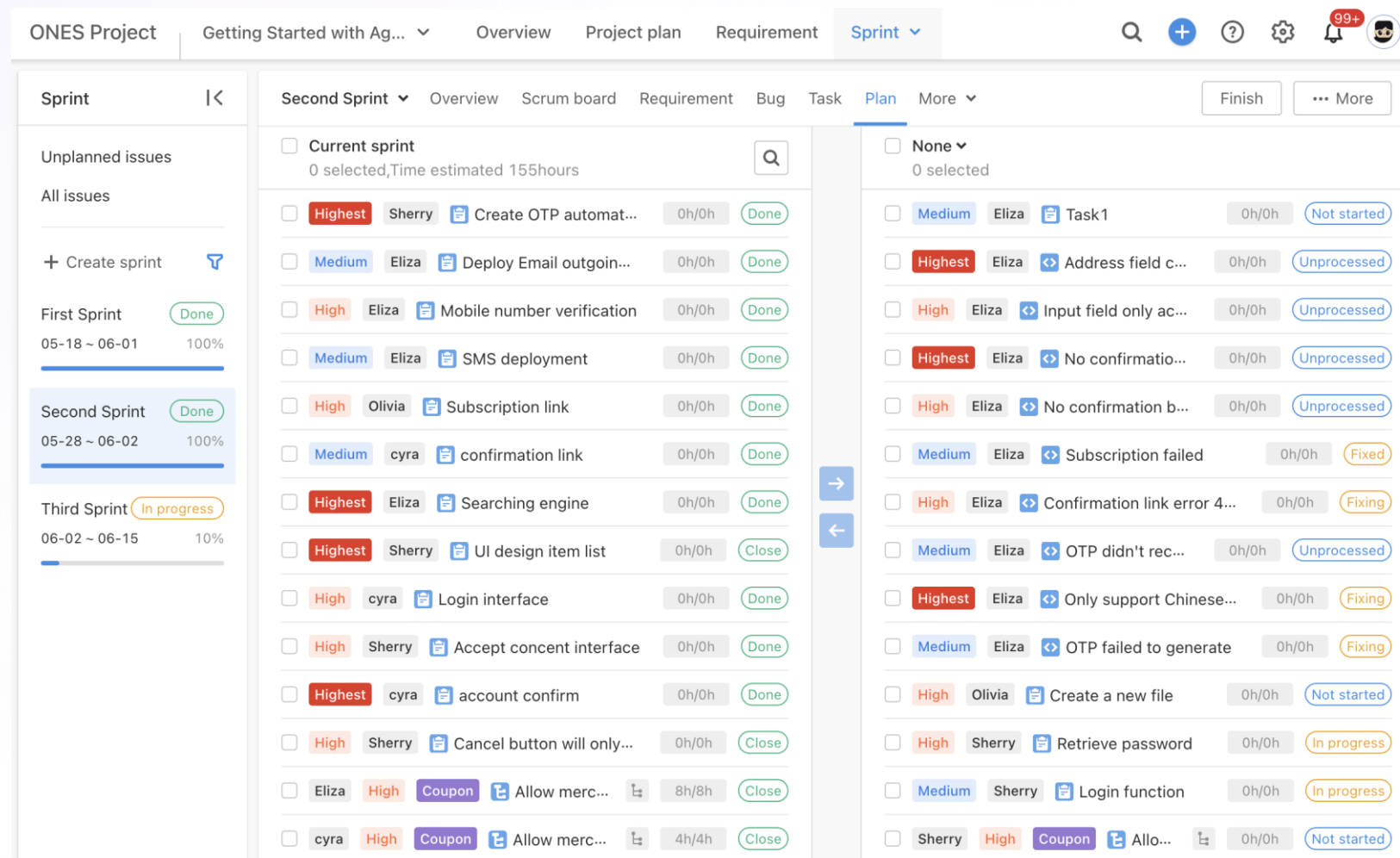
ID	Task type	Title	Priority	Status	Assignee	Due date
#239	Back-end de...	Login function	Medium	In progress	ONES	
#120	UI Design	Privilege page design	Medium	In progress	ONES	
#119	UI Developm...	Redeem button	Medium	Not started	ONES	
#91	Back-end de...	confirmation link	Medium	Done	Eliza	
#89	operation an...	SMS deployment	Medium	Done	Eliza	
#86	operation an...	Deploy Email outgoing server and receiver	Medium	Done	Eliza	
#78	Back-end de...	Receipt number	Medium	Not started	Eliza	
#77	UI Design	Date	Medium	Done	Eliza	
#485	UI Design	System Manual	High	Not started	Eliza	
#118	UI Developm...	Cancel button will only worked for merchants	High	Close	ONES	
#95	UI Design	Accept concent interface	High	Done	Eliza	
#94	UI Design	Login interface	High	Done	Eliza	
#90	Back-end de...	Subscription link	High	Done	Eliza	
#88	UI Developm...	Mobile number verification	High	Done	Eliza	
#87	Back-end de...	Retrieve password	High	In progress	Eliza	
#79	UI Developm...	Points	High	Not started	Eliza	
#121	Back-end de...	Order status recognition	Highest	Not started	ONES	
#96	Back-end de...	account confirm	Highest	Done	Eliza	

## Task classification management

- Multiple task types can be followed through different Kanban content and workflows
- Task parent-child relationship, association relationship, linkage task status, easy to update the status
- Task progress marking, task overdue management



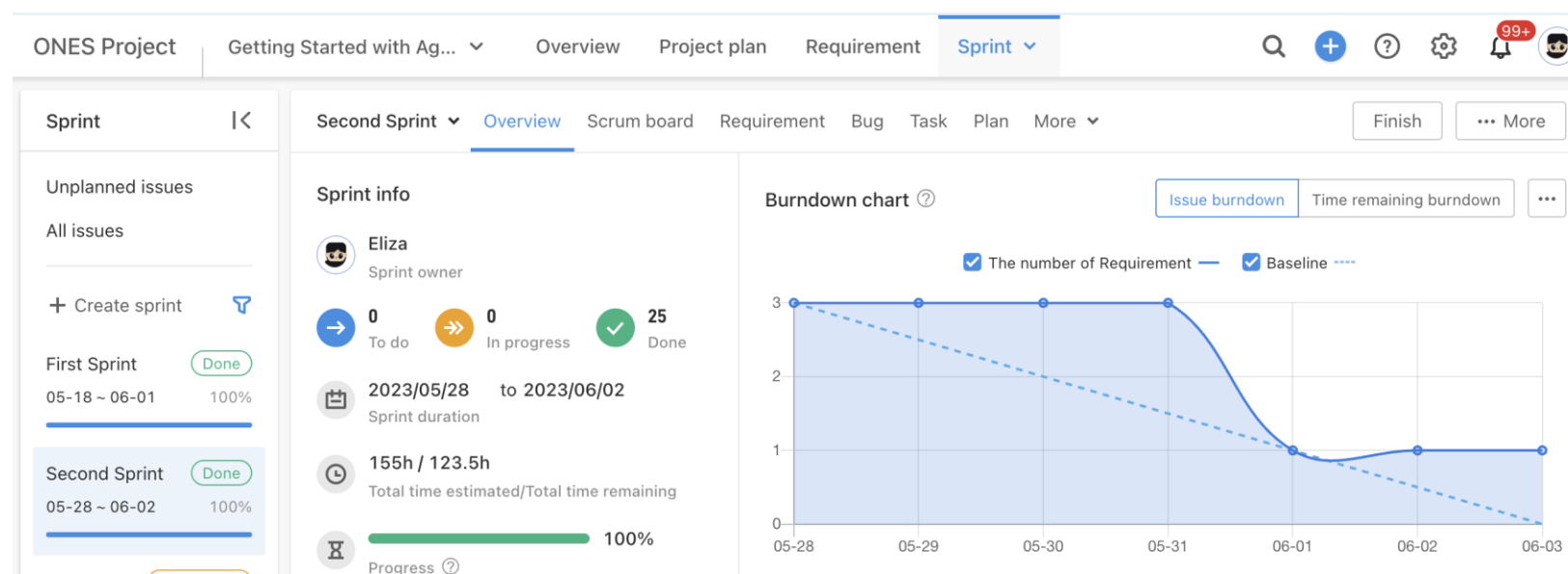
# Flexible setting of task types and hierarchical control of tasks



The screenshot displays the 'Sprint' view in the ONES Project tool. It shows a list of tasks for the 'Second Sprint' (05-28 ~ 06-02). Each task entry includes a priority level (e.g., Highest, High, Medium), an assignee (e.g., Sherry, Eliza, Olivia, cyra), a task title, and a status (e.g., Done, Unprocessed, Not started, Fixing, In progress, Close). The interface also includes navigation tabs like 'Overview', 'Scrum board', 'Requirement', 'Bug', 'Task', and 'Plan'.

## Establish sprint plan and manage development tasks

- Develop sprint plans and follow up the progress of the work in each sprint
- Sprint cycle schedule and phase planning, task time statistics, estimating activity duration



The screenshot shows the 'Burndown chart' view for the 'Second Sprint'. The chart plots the number of requirements (solid blue line) and the baseline (dashed blue line) over time. The x-axis represents dates from 05-28 to 06-03, and the y-axis represents the number of requirements from 0 to 3. The chart shows that the number of requirements is decreasing towards the end of the sprint. The interface also includes 'Sprint info' with details like 'Sprint owner: Eliza', 'Sprint duration: 2023/05/28 to 2023/06/02', and 'Total time estimated/Total time remaining: 155h / 123.5h'.

## Task process tracking

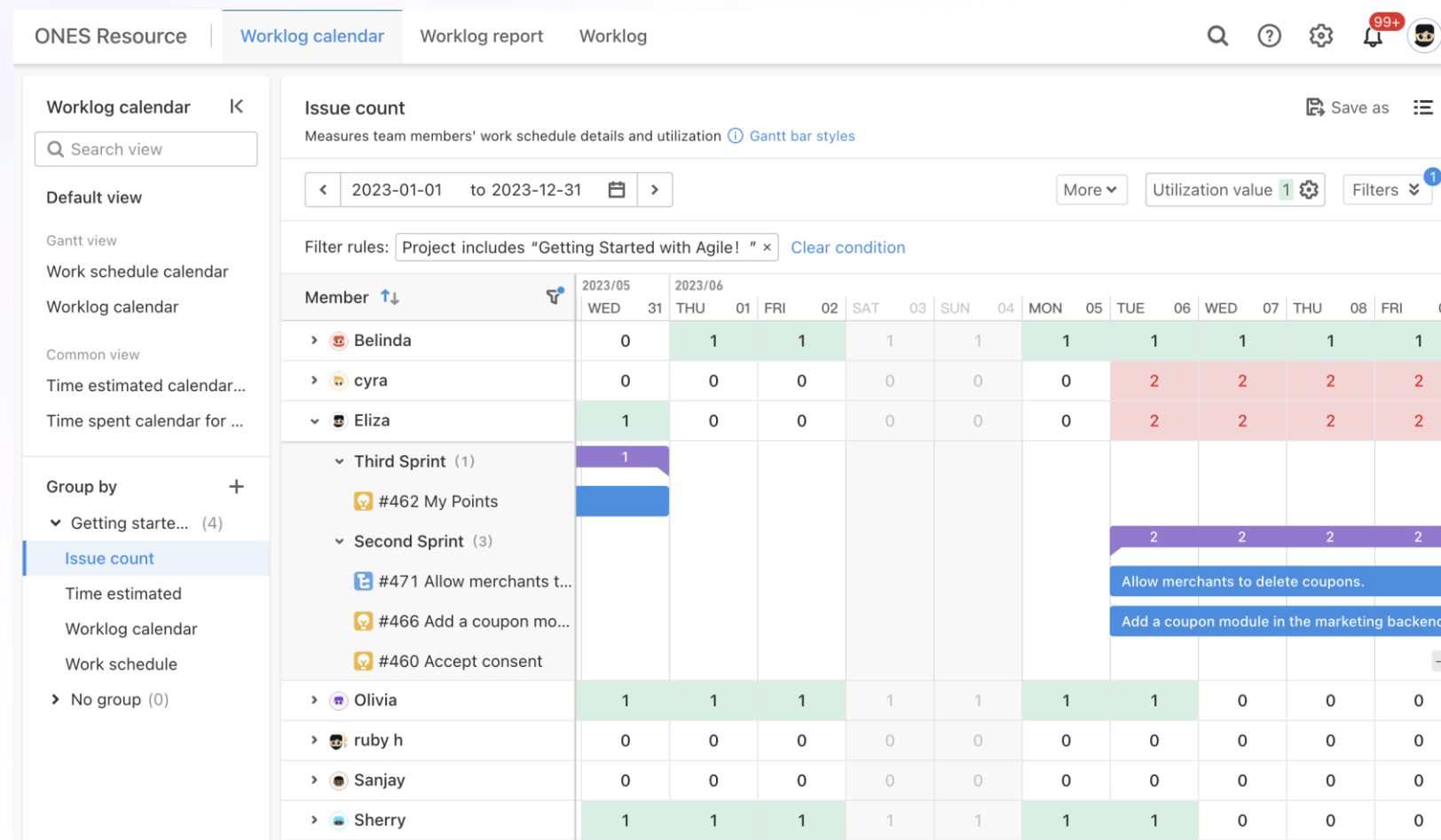
- Kanban, burndown chart and other tools to control the current progress in real time
- Manage the planning of adding and deleting issues such as requirements, tasks and bugs within sprint in real time



# ONES Resource : planning and monitoring team workload

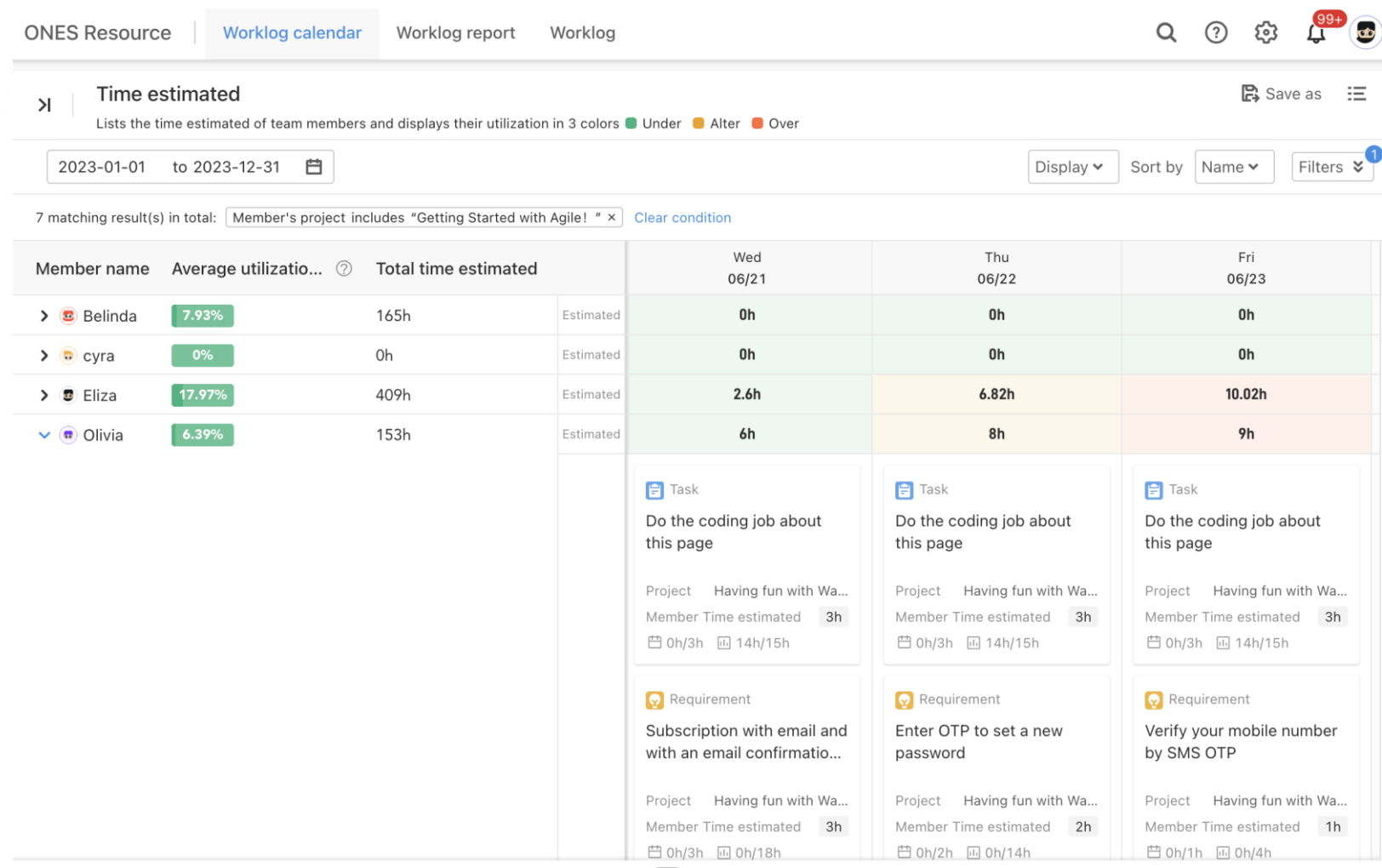
## Team resource planning

- Visualize the work plan of team members and help managers assign tasks properly
- Support cross-project team resource planning and improve team human resource utilization



## Team resource monitoring

- Count project hours, estimate and control project costs scientifically
- Support to view the resource utilization and load of projects and teams to improve resource allocation efficiency

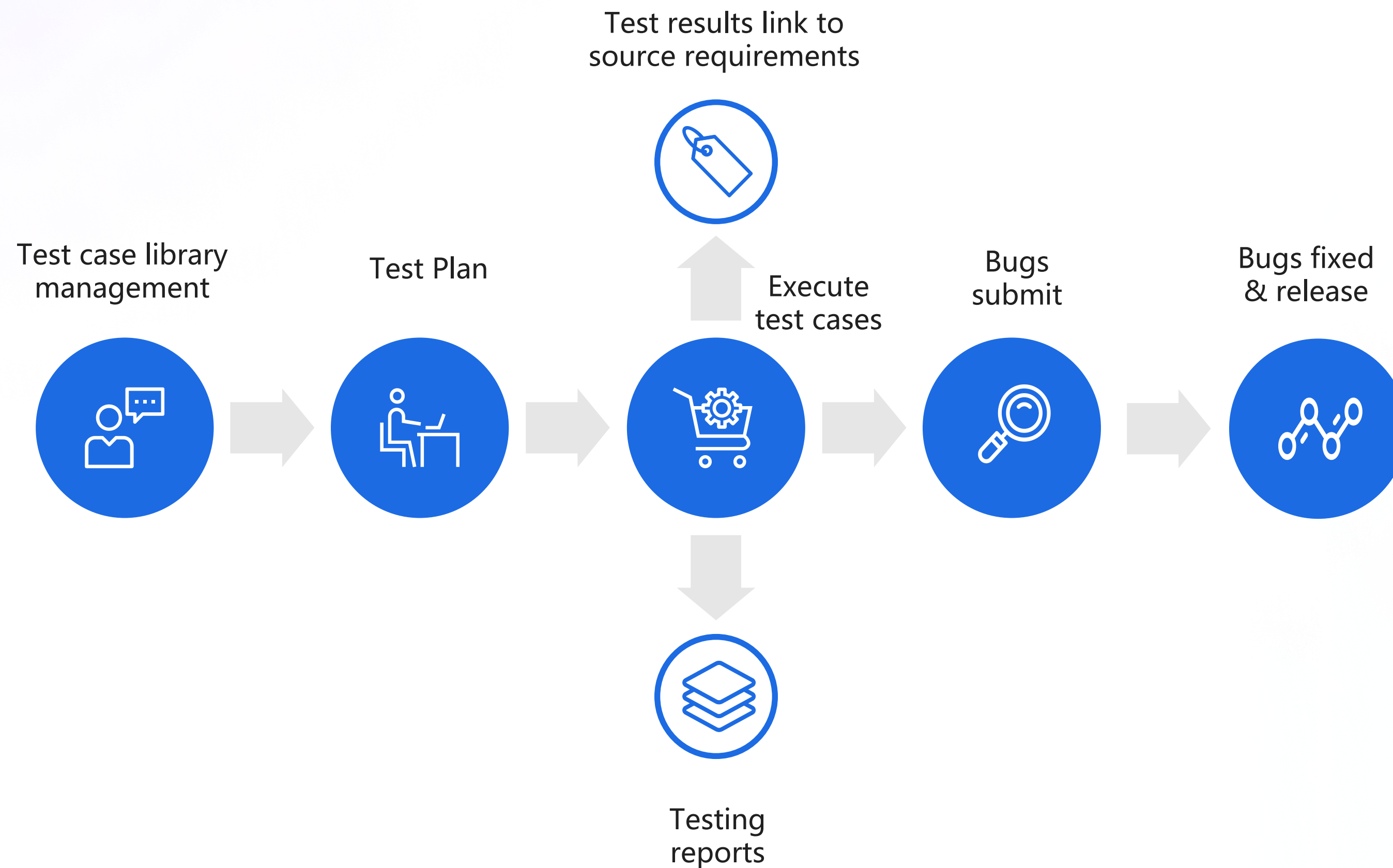




## Realize closed loop of testing and bug management

The connection of requirement, task and test in financial projects is conducive to demand tracking, forming a closed loop of management; Testers can create relevant test cases for requirements, formulate and execute test plans, record test results for use cases, and generate test reports.

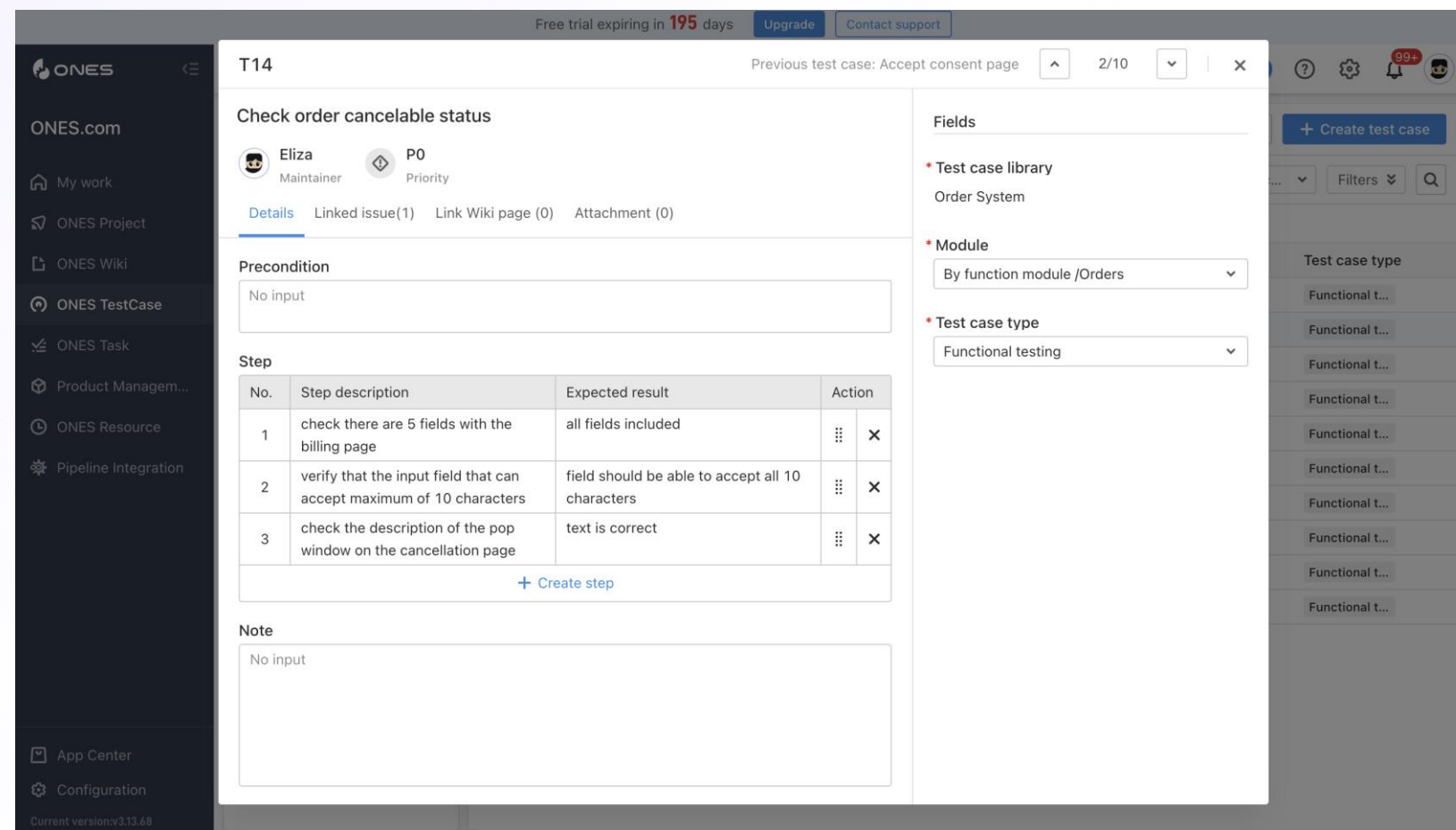
At the same time, use case execution fails to submit bugs to the project with one click, making bugs flow efficiently between test and development departments.



- Test case library management
- Creation and execution of test plan
- Specific testing steps and results record
- Bug management during testing
- Test plans and results link to requirements and tasks

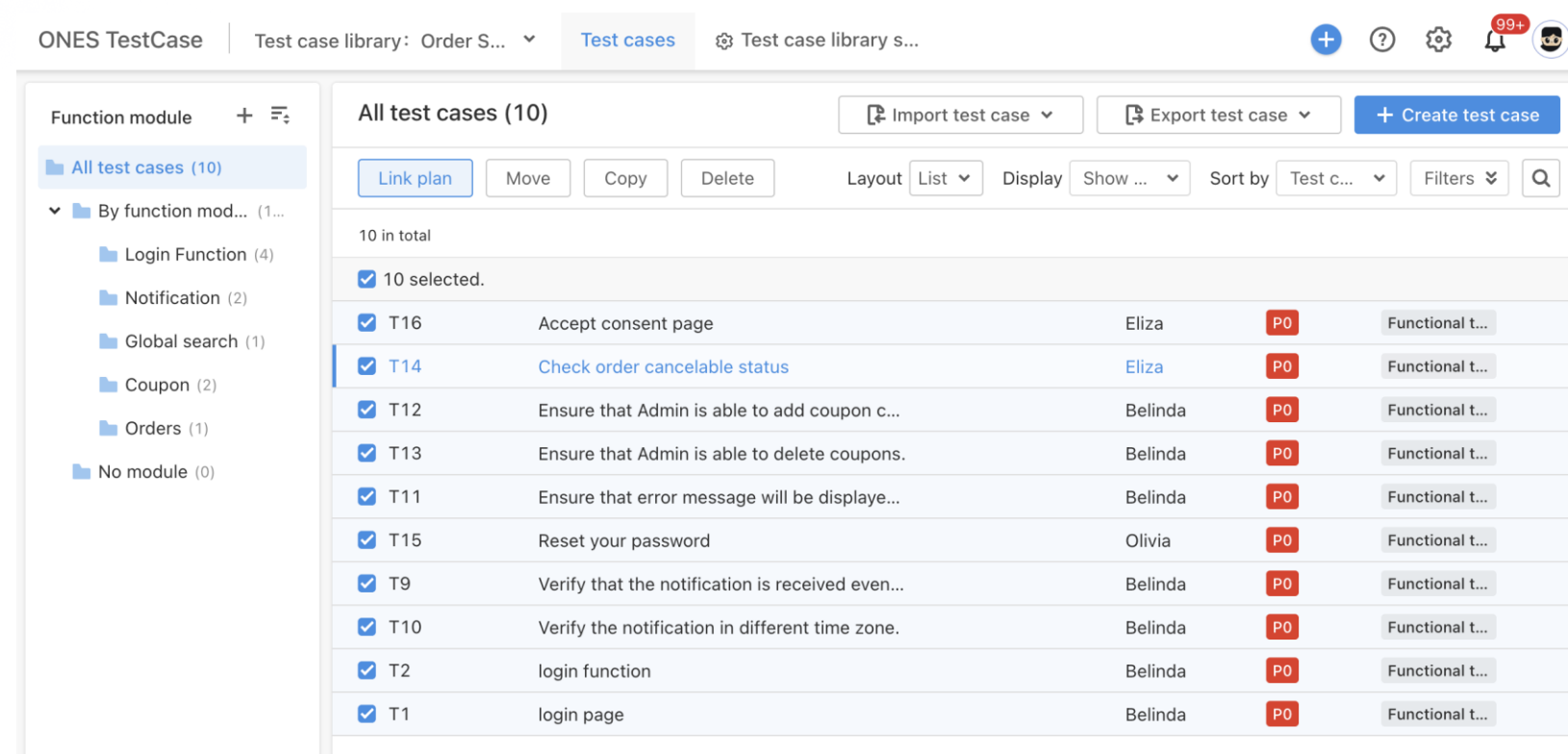


# Test case and plan management to improve test efficiency



## Test case preparation and management

- Custom use case steps and use case fields
- Flexibly adapt to different business scenarios to meet the needs of individual use cases
- Use case filter: use case title, module, priority, use case type, executor, or execution status.



## Test plans are associated with use cases

- Visualize the work plan of team members and help managers assign tasks properly
- Plan cross-project team resource planning to improve team human resource utilization



# Test results are linked with requirements and quickly generate test reports

ONES TestCase | Test plans: Order Syst... | Test case | Test plan settings

Status: To do | Export test case | View test report (2) | Add linked test case

Function module: All test cases

Order System

By function module: Login Function, Coupon, Orders, From an inaccessible ...

All test cases: Passed 57.1% | Tested 7/7

Change executor | Change result | More | Display: Show... | Sort by: Test c... | Filters | Q

ID	Test case name	Maintainer	Priority	Test case type	Executor	Result
T16	Accept consent page	Eliza	P0	Functional t...	Olivia	Failed
T14	Check order cancelable status	Eliza	P0	Functional t...	Eliza	Failed
T12	Ensure that Admin is able to ad...	Belinda	P0	Functional t...	Eliza	Passed
T13	Ensure that Admin is able to del...	Belinda	P0	Functional t...	Eliza	Passed
T15	Reset your password	Olivia	P0	Functional t...	Olivia	Passed
T2	login function	Belinda	P0	Functional t...	Eliza	Passed
T1	login page	Belinda	P0	Functional t...	Eliza	Failed

## Test process management

- Current test plan real-time execution progress and quality
- Use case test steps Process results and overall results are quickly registered
- View real-time test defect reports and export reports

Not closed | Assigned to me | Watching | Created by me | All Bug | Manage views

+ Create bug | Total: 21 | Save | Save as | Restore | More | Structure | Show subissu... | Sort by: Created | Group by: All | Filters | Q

Cancel button didn't work | #619

Cancel button didn't work

Olivia | Unprocessed | Medium | Third Sprint

Details | Duration and progress | Subtask 0 | Link 1 | Test status 2

Link test plan

Order System function testing | 57.1% | 7/7 | To do

Link test result

Order Syste... | T16 | Accept consent page | Failed

Link test case

No linked test case

Activity

Olivia: Created issue 06-07

Olivia: Added linked test plan "Order System function testing" 06-07

Olivia: Added linked test case result "Accept consent page" 06-07

Olivia: Added link Issue 06-07

Comment

Watcher 1 | Olivia

## Test plans and results associated tasks

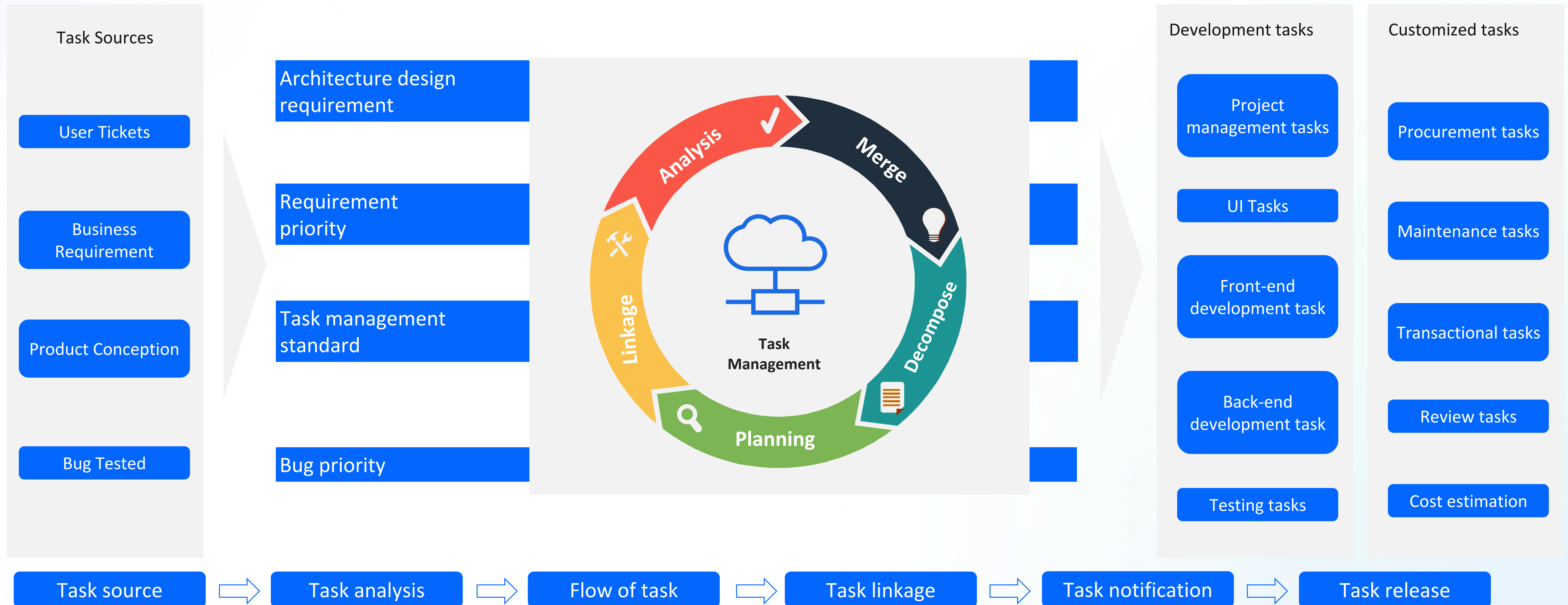
- Correlate use cases to requirements, defects, development tasks, etc., and calculate use case coverage
- See test and requirement tracking



# Closed-loop and collaborative management of project tasks

In view of complex task relationships and linkage management among tasks in financial projects, multi-task settings are adopted to promote the overall progress of the project in a timely manner through real-time synchronization of the follow-up and status of different tasks in the project.

At the same time, tasks can be configured and classified according to the attributes of the task, real-time updates are made according to the flow steps during the execution process, and problems and risks in the project are controlled in a timely manner.





## Challenges and needs

Product Features



Stability Security



Configuration



Usability



Service



Fast Migration



Training Support

### End-to-end digital R&D management

We hope collaborative management will facilitate the same project pr level.



s management sses R&D &D scenarios. This tool tion among teams on fficient monitoring of anagement at a high

### Cost reduction & efficiency improvement

As business ex becomes cruc collaboration . By implement team collabor costs, and exp and Confluenc



) efficiency ganizational it, we enhance e operational rnatives to Jira

### Jira & Confluence replacement

Due to banking req strict demands for have to replace Jir provide the sever needed.



we have :rol. So we they don't migration is



01

Digital trends &  
challenges

02

Solution

03

Customer  
case

04

Principle





## Clarify the goals and direction of digital transformation

Establish goals aligned with organizational development to guide the direction of digital transformation.



## Strategic planning, agile implementation

Software development management is a systematic process that requires strategic planning and coordination to optimize the synergy among different elements.  
Using agile iterations and incremental implementation to reduce resistance and drive successful transformation.



## Business value-driven, balanced consideration of top-down and bottom-up

Software development needs to align with business requirements and generate business value. It requires a balanced approach that considers management and execution needs, supported by tools for effective work.



# Why ONES?



**01** Web-based on your own server



**02** Natively built for seamless user experience



**03** High performance & availability

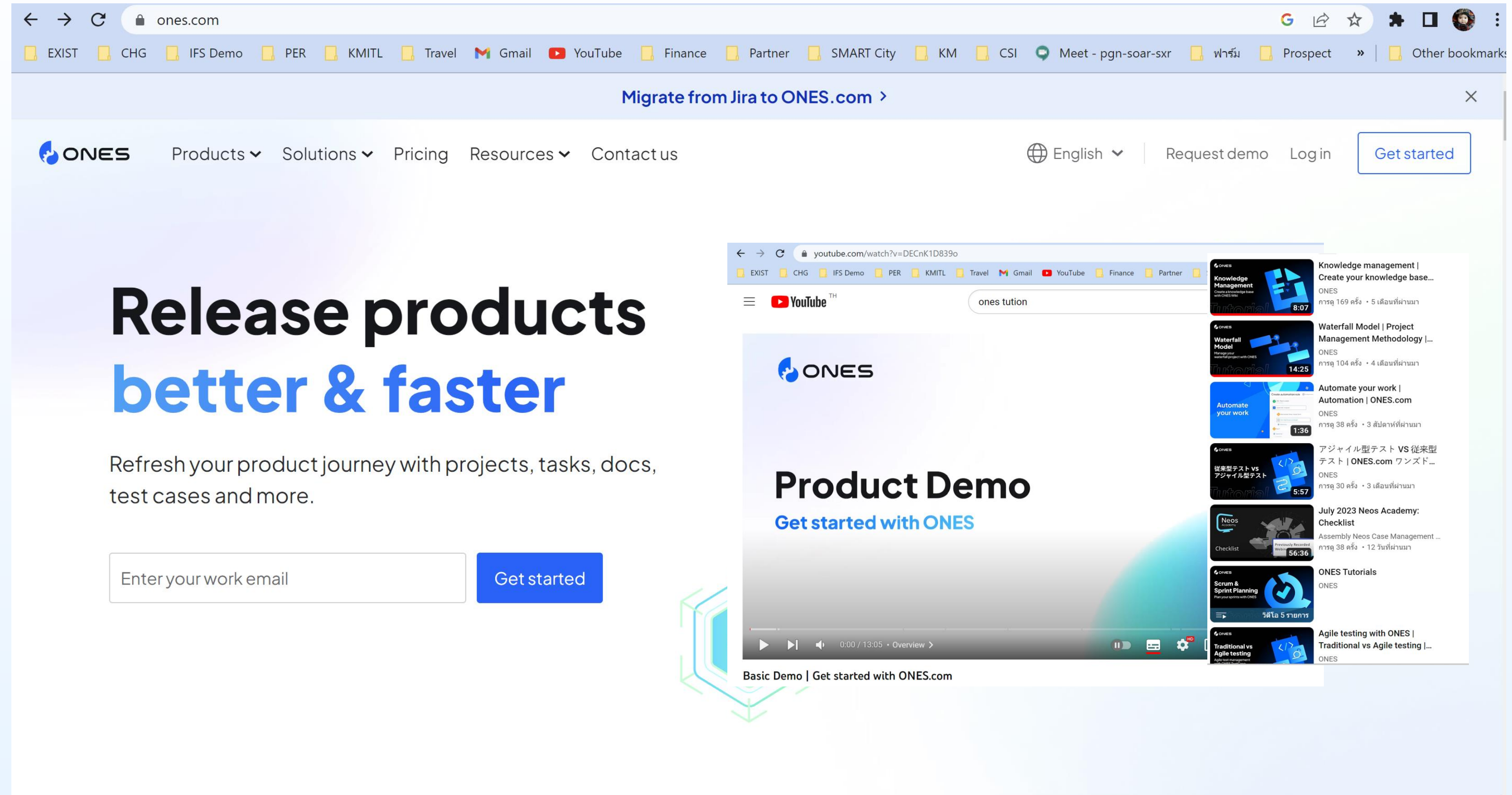
## Excellent customer support at any scale

- 1 Demand collection
- 2 Product configuration
- 3 Installation and deployment
- 4 Testing and delivery
- 5 User training
- 6 Customer success





# Thanks



The screenshot shows the ONES.com website with a navigation bar containing 'ONES', 'Products', 'Solutions', 'Pricing', 'Resources', and 'Contact us'. It also features a language selector for 'English', a 'Request demo' button, a 'Log in' button, and a 'Get started' button. The main content area displays the headline 'Release products better & faster' and a sub-headline 'Refresh your product journey with projects, tasks, docs, test cases and more.' Below this is a form to 'Enter your work email' and a 'Get started' button. An inset shows a YouTube video player for 'Product Demo | Get started with ONES.com' with a list of related videos on the right.

## Official website

ones.com

## Locations

United States | Japan | Thailand | Singapore | China

## E-mail

pongladataratorn@ones.com

## Social media

