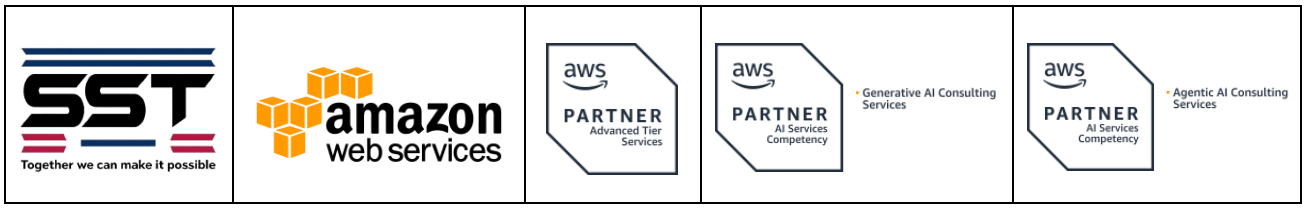
Case Study: SST Presentation at Digital Economy Summit Asia 2026

Partners and supporters



Background and Event Overview

The Digital Economy Summit Asia 2026 (DESA 2026) was held on 11 November 2026 at the Wyndham Singapore Hotel, Singapore. It was organized by the Singapore Digital Chamber of Commerce (SGDCC) with Aventis Graduate School, under the theme "Asia 2030: Powering Growth in a Fragmented Digital World."

SST was one of the key sponsors of the summit, with Amazon Web Services (AWS) as its partner. As part of the program, Eliza Wong, Managing Director for Asia at SST, gave a 15-minute presentation introducing SST, its regional role, and how AWS and SST are helping businesses turn AI into results.

Objectives

SST's presentation set out to:

- Introduce SST to attendees, many of whom were meeting the company for the first time
- Explain SST's role in Asia and how businesses can work with its regional team
- Show how AWS and SST together turn AI ambitions into practical results for businesses in Southeast Asia
- Invite attendees to the SST exhibit and to book an AWS-funded AI assessment where eligible

Challenges and Requirements

Many attendees were meeting SST for the first time, so the presentation had to introduce the company quickly and clearly, without a long list of services.

The summit's theme of a fragmented digital world called for a message that links regional policy and business needs to practical AI delivery. The core requirements were to explain generative and agentic AI in plain language, and to show how a business could start with a funded first step rather than a large budget.

SST's Role and Sponsorship Contribution

SST's role at the summit covered sponsorship, speaking, and on-site engagement:

- **Key sponsor:** SST was one of the key sponsors of DESA 2026, with AWS as its partner.

- **Speaker:** Eliza Wong presented SST's 15-minute address, covering the company, her regional role, and the AWS and SST partnership.
- **Expo exhibit:** SST ran an exhibit in the Expo room, where attendees could talk to the team and book a funded AI assessment by scanning a QR code.
- **Hospitality:** SST hosted lunch for attendees.

The sponsorship placed SST alongside SGDCC, Aventis Graduate School and other partners, and opened conversations with business leaders and technology providers in the region.

Presentation Structure

The presentation followed three parts:

- **Who SST is:** SST was founded in 2011 and is headquartered in Monroe, New Jersey, with offices and delivery centres in Singapore, Cambodia, India, the UAE, Saudi Arabia and the UK. SST has delivered more than 200 projects for clients in more than 10 countries, with a team of over 100 professionals.
- **How SST works:** SST works on an onshore-offshore POD model. Senior consultants, architects and project managers work close to clients in their own time zone, supported by an engineering team that works around the clock. Most projects take 4 to 16 weeks, with milestone-based billing, a dedicated project manager and live dashboards.
- **AI and AWS in practice:** the opportunity in Southeast Asia, how AWS is helping industry, use cases across industries, and a funded first step for eligible customers.

SST works across eight industries: ecommerce, healthcare, fintech, real estate, automotive, the public sector, retail and education. Eliza Wong leads business development and client partnerships for Asia from Singapore, SST's regional hub, and connects clients across ASEAN with SST teams in India, the Middle East and the United States.

SST Projects and Products

Projects delivered

Client / project	Sector	What SST delivered
Addestra	EdTech	Learning platform for courses and learner progress tracking, delivered under an AWS programme
cQube	Data platform	E-commerce data model framework, delivered under an AWS programme
Elemrex	Healthcare	AI that analyses medical documents and images
Mott MacDonald	Cloud migration	Enterprise cloud migration and field applications
SalesIQ and FinIQ	Sales and fintech	Pipeline insights and sales analytics; a financial analytics and reporting engine
ConsensusBiz	Agentic AI	Multi-agent AI system and mobile app to support daily operations

Vidyut	Utilities	Metering, billing and outage management
eBPCR	Pharma	Electronic batch production records
Trip4Cure	Medical tourism	Treatment planning and patient travel
Twelve20	Platform	In-house platform built and run by SST
Rent A Home	PropTech	Residential property-management platform for landlords in Phnom Penh
KaiQ Rewards	Discount app	Shopper app, partner portal and QR redemption, with an admin console

SST's own products

Product	Area	What it does
LLMInsight.ai	AI cost governance	Tracks spend on AI models and enforces team controls
Shruti.ai	Voice AI assistant	Voice assistant for everyday tasks, on iOS and Android
Scholars Tutorial	EdTech (UK 11+)	Online 11+ practice platform with detailed performance analytics
AMACI	EdTech (UAE schools)	School assessment with online and paper exams, AI-assisted marking and regulator reports
RentAHome	PropTech (launching)	Home rental platform for Southeast Asia, starting in Phnom Penh

How AWS Helped the Summit and SST's Message

AWS was SST's partner for the summit. The presentation set out three ways AWS is helping industry in the region:

- **Choice:** Amazon Bedrock gives businesses access to many of the world's leading AI models through one service, so each job can use the right model, and the model can change as the technology improves.
- **Trust:** AWS cloud regions in Singapore and across Southeast Asia, with an additional S$12 billion invested in Singapore by 2028, so business data can stay close to home.
- **Agents in production:** Bedrock AgentCore provides the security, identity and monitoring an AI agent needs before it is allowed to touch a real business process.

AWS credentials: SST is an AWS Premier Tier Services Partner and holds the AWS Generative AI and Agentic AI consulting competencies under the AWS AI Services Competency. Addestra and cQube were delivered under AWS programmes.

The AWS Funded Proof of Concept

SST presented the AWS Funded POC programme as the first step for eligible businesses:

Item	Detail
AWS funding	Up to $25,000 of development, paid to SST. The customer pays $0 for development.
Typical market cost	Website with AI chatbot $8k to $15k; web app $15k to $25k; mobile app with AI $20k to $25k+
Ongoing cost to customer	Typically $1.5k to $3k per year; a simple website is close to $0 per year
What it is	A working first version of the idea on the customer's own domain, with one or two AI features, built in about 4 weeks
Who can apply	Companies in the US, UK, India, Singapore or UAE, with a live website and an owner email on the domain. Signed by the owner, CEO or CTO. The idea must be new and include AI.
Ownership	The customer owns the IP. Code moves to the customer's repository before sign-off, and production runs in the customer's own AWS account.
Timeline	About 7 to 8 weeks from idea to handover, including 3 to 4 weeks of AWS review and about 4 weeks of build

SST and AWS: Platform Plus Delivery

AWS brings the platform and SST brings the delivery. The partnership combines both in one offer for regional businesses.

What AWS brings	What SST brings
Choice: Amazon Bedrock gives access to many leading AI models through one secure service	Assess: find and rank the use cases that pay back
Trust: cloud regions in Singapore and across Southeast Asia, and an additional S$12 billion invested in Singapore by 2028	Build: engineer on AWS in 4 to 16 weeks
Agents in production: Bedrock AgentCore brings security, identity and monitoring for AI agents	Secure: compliance and controls from day one
Funding: AWS-funded assessments, proofs of concept and migrations	Operate: run and optimise the solution, 24/7

SST at a glance: founded in 2011 and headquartered in Monroe, New Jersey, with offices and delivery centres in Singapore, Cambodia, India, the UAE, Saudi Arabia and the UK. SST has delivered 200+ projects for clients in 10+ countries, with 100+ expert professionals.

AI Features Showcased

The AI capabilities SST presented alongside the summit, and the business examples given in the presentation.

AI feature	What it does	Built on
Generative AI	Assistants and knowledge search over a business's own data, for customer support, sales and self-service	Amazon Bedrock, RAG, fine-tuning
Agentic AI	AI agents that complete tasks across systems, with human approval where judgement is needed	Amazon Bedrock AgentCore, multi-agent workflows
NLP and voice AI	Document intelligence, sentiment analysis, voice assistants and multilingual support	Shruti.ai, Document AI
Predictive analytics	Demand forecasting, churn prediction, fraud detection and real-time dashboards	Amazon SageMaker, Amazon QuickSight
AIOps and automation	AI-driven incident management, anomaly detection and automated remediation	Reduce MTTR, auto-healing
Computer vision	Image recognition, visual search and defect detection in manufacturing	Amazon Rekognition

Industry examples from the presentation

Industry	Example
Financial services	Customer onboarding and compliance checks completed in minutes
Healthcare	A summary of the patient's history ready before the consultation
Manufacturing	Every product inspected with computer vision
Logistics and trade	Agents prepare shipping documents overnight
Customer service	One system serving Bahasa, Thai, Vietnamese, Khmer and English

Speaker Spotlight: Eliza Wong, Managing Director, Asia, SST

Eliza Wong opened her presentation by welcoming the summit audience and setting out three aims: to introduce SST, to explain her role in the region, and to answer how AI can produce real results for businesses in Southeast Asia. Her main points:

- **AI starts with the business problem:** We do not treat AI as a separate product to sell. We start with the business problem and ask whether AI makes the answer faster, cheaper or better.
- **From answers to action:** Generative AI can read, write and reason over a company's own information. Agentic AI goes further: an AI agent does not only answer, it acts.

- **Clients first:** We treat clients as family. We build long-term partnerships and measure ourselves by the results clients get.

Event Photo Highlights



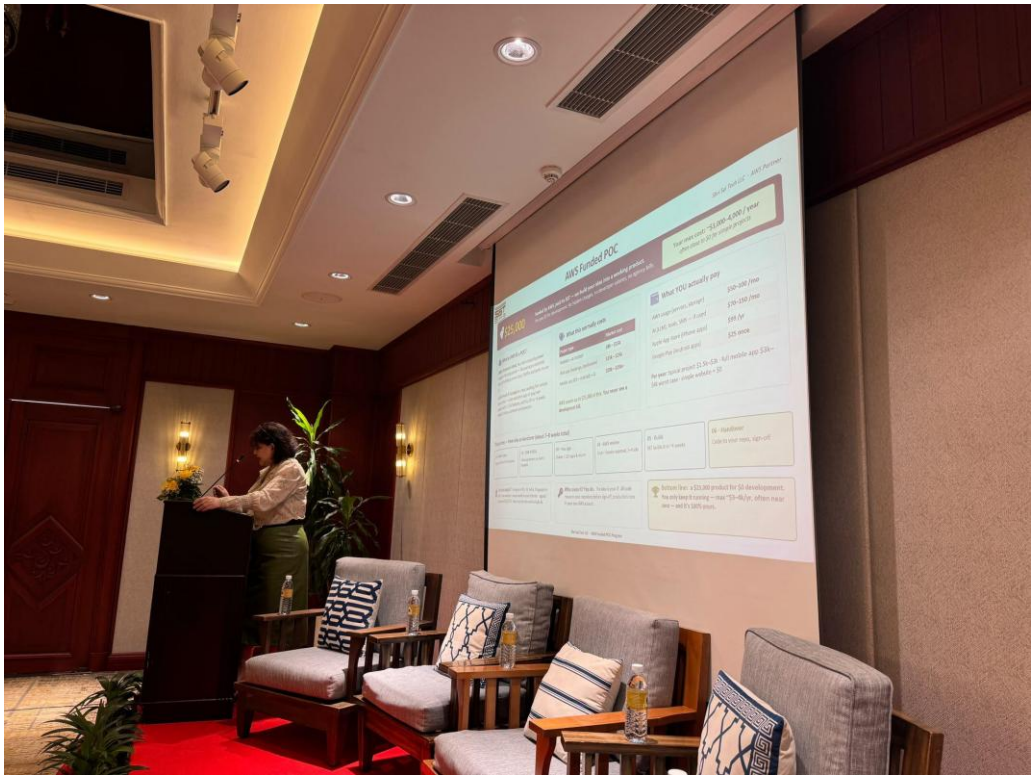
SST speaker at the podium with the company overview screen



SST company overview presented at the podium



Audience during SST's presentation



The AWS Funded POC slide shown to the audience



Audience at the Medi-Tech Summit 2026 panel



Speakers and panelists at the Medi-Tech Summit 2026

Key Takeaways

- **A combined offer works:** AWS provides the platform and funding, and SST provides delivery from the region. Together they form one offer.
- **A funded first step lowers risk:** Assessments and proofs of concept give businesses a low-risk way to test AI before committing.
- **Local presence matters:** A regional hub and teams close to clients in their own time zone make AI projects easier to start and run.
- **Relevance drives engagement:** Concrete use cases from banks, clinics, manufacturers and logistics firms make the message easy to act on.

Conclusion

SST's presentation at DESA 2026 introduced the company to many new business and policy contacts, and set out how AWS and SST can help businesses move AI from pilots into daily operations. SST's sponsorship supported the summit and strengthened its presence in the regional digital business community.

The presentation closed with SST's motto: together, we can make it possible.