



Media Release

SoftwareOne to Migrate GQ Apparel Points of Sale and Back Office Systems to Newly Launched AWS Asia Pacific (Thailand) Region

GQ Apparel is among the first clients to move back-office systems and more than 22,000 POS terminals to the new AWS Thailand Region to benefit from better performance and lower network latency

Bangkok, Thailand | 9 January 2025 – [SoftwareOne Holding AG](#), a leading global software and cloud solutions provider, today announced that its existing customer, GQ Apparel, an omni-channel men’s apparel brand in Thailand, will be among the first to migrate its back-office and Point of Sale (POS) systems to AWS’s new cloud infrastructure region in Thailand. The implementation will encompass GQ’s Human Resources Management, CRM, Warehouse Management System (WMS), Advanced Data Warehouse, Retail Traffic Analytics, Employee Management System, and over 22,000 POS terminals spanning 200 stores. SoftwareOne will support this transition to scale GQ’s infrastructure, enhance business growth, improve access to applications, and integrate systems to make operations faster and more efficient.

With the launch of the AWS Thailand Region, SoftwareOne will be able to support customers in the country with access to AWS services locally, facilitating customers’ migration to the AWS Cloud, modernising their applications, and achieving better performance through reduced network latency. Furthermore, customers in Thailand will benefit from maintaining control over data processing and storage within their geographical region, thus enhancing data security and compliance management.

SoftwareOne will also guide customers through the implementation of the [SoftwareOne AWS Landing Zone](#). This comprehensive pre-configured and automated framework provides a foundation for building a secure, multi-account AWS environment. Featuring cloud infrastructure, policies, and guardrails, including centrally managed services, it is designed to help organizations quickly set up a secure and scalable environment with a consistent set of AWS best practices. Additionally, SoftwareOne’s professional services portfolio will support customers in migrating and testing new technologies, such as AI and Generative AI.

“With SoftwareOne and AWS, we are able to rapidly scale our infrastructure, enhancing our business growth,” said [Arun Raj Rajendran](#), CIO at GQ Apparel. “The launch of the AWS Thailand Region will significantly lower network latency, improving access to key applications, integrated systems, data warehousing, reporting, e-commerce, POS, ERP and warehouse management systems. This will help both our customers and developers by making our operations faster and more efficient.”



“SoftwareOne is committed to enabling global organizations across various industries with the world’s most comprehensive cloud and AI technologies to innovate, scale, and achieve their business and digital transformation objectives,” said **Navajith U M, APAC AWS Lead at SoftwareOne**. “The new AWS Thailand Region allows us to help customers scale affordably and leverage cutting-edge AI technologies, enabling us to deliver even greater value to our customers and make SoftwareOne’s global expertise and resources readily accessible to local clients. Businesses of all types will be able to accelerate their digital journeys more efficiently, benefiting from on-the-ground support in cloud migration, application modernisation, end-user computing, and FinOps.”

SoftwareOne is an AWS Premier Tier Services partner. Operating in more than 60 countries, SoftwareOne has achieved more than 1,300 AWS certifications and 23 AWS competencies and partner programs, including Migration and Modernisation, Security Services and DevOps Services, alongside vertical competencies, such as Financial Services, SaaS and Non-profit.

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About GQ Apparel Thailand

At GQ Apparel Thailand, we’re more than just an apparel brand. We’re on a mission to revolutionise how Southeast Asia shops and interacts with everyday essentials. Based in Bangkok, our omnichannel presence spans over 22,000 points of sale, making us a trusted leader across the region.

We’re not just about selling products; we’re about solving real-world problems. Guided by consumer insights, we design solutions that simplify lives and create products built to last. From the revolutionary launch of our *Cool Tech Jeans*—engineered for unmatched comfort, breathability, and modern style—to our innovative integration of technology and fashion, we are setting new benchmarks in the industry. Our cutting-edge portfolio includes features like odor-blocking *SMELLBLOCK™ Socks*, performance-driven *Perfect Chino™ Pants*, and *Cool Tech™ Underwear* with unique patterns. By seamlessly combining advanced functionality with timeless design, GQ continues to redefine how clothing can enhance everyday life, offering solutions that make a tangible impact.



Join Us on This Journey

Be part of the transformation. Follow us on LinkedIn for the latest updates on our products, stories, and innovations (<https://th.linkedin.com/company/ggapparel-thailand>). Together, let's redefine what's possible in tech apparel (www.gqsize.com) and beyond.

About SoftwareOne

SoftwareOne is a leading global software and cloud solutions provider that is redefining how organisations build, buy and manage everything in the cloud. By helping clients to migrate and modernise their workloads and applications - and in parallel, to navigate and optimise the resulting software and cloud changes - SoftwareOne unlocks the value of technology. The company's ~9,300 employees are driven to deliver a portfolio of 7,500 software brands with a presence in over 60 countries. Headquartered in Switzerland, SoftwareOne is listed on the SIX Swiss Exchange under the ticker symbol SWON. Visit us at www.softwareone.com

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