

Finnomena Deploys Agentic AI Solution with Google Cloud to Better Serve Its Diverse and Fast-Growing Investor Base, Enabling Its Next Phase of Business Growth

Solution utilizes Vertex AI to dramatically improve the scale and velocity at which Finnomena delivers accurate, time-sensitive financial market updates and insights that inform investment decisions

Bangkok, Thailand, March 12, 2025 – [Finnomena](#), a leading all-in-one digital wealth management platform in Thailand, and [Google Cloud](#) today announced the deployment of a new, AI-powered capital markets information management solution that is enabling Finnomena to expand its range of investment offerings and better serve its fast-growing user base.

Finnomena provides investors with access to a vast selection of mutual funds from partner asset management firms. It must therefore communicate any material information from partners that can impact investment decisions and outcomes – traditionally a labor-intensive and time-consuming process.

To increase the scale and velocity at which it can deliver these financial market updates — especially as it onboards more mutual funds and asset classes from new and existing partners, Finnomena deployed its custom-built AI solution using Google Cloud's [Vertex AI](#), [BigQuery](#), and [Cloud Run](#) platforms. Seamlessly integrated with [Google Workspace](#), the solution incorporates an [agentic AI](#) workflow that reviews emails from partners and identifies those with crucial information in real-time. It then sends summarized details and recommended actions to internal teams via Gmail and Google Chat. After validating the AI-generated outputs, in-house financial experts ensure urgent updates — such as changes to fee structures, fund classes, or fund prospectuses — are promptly communicated to investors across relevant channels.

Kasin Suthammanas, Chief Strategy Officer and Co-Founder, Finnomena, said: “At Finnomena, we pride ourselves on being a tech-driven company that empowers every individual to achieve their financial goals through access to trusted information and the best investment opportunities. In collaboration with Google Cloud, we’re transforming the way we deliver financial market updates and insights to stay ahead of the rapid growth in investors on our platform and their growing demand for diversified investment options. With Google Cloud AI immensely boosting our capacity to synthesize and communicate high volumes of time-sensitive information, we’re well-positioned to expand beyond the 1,800 mutual funds we already offer, significantly increase our assets under management, and serve at least double our existing investor base in the near future – providing even greater choice without compromising on service quality.”

For robust information processing speeds, the AI solution is underpinned by Google's [Gemini 2.0 Flash](#) model – an optimal choice for high-volume, high-frequency tasks at scale. To ensure high levels of reliability and accuracy, model outputs are [grounded](#) on Finnomena's industry-specific internal knowledge base and third-party data from [Morningstar](#). As a result, the solution has correctly identified all emails sent by partners with crucial information since its implementation. In addition, it has demonstrated accuracy levels of 90% when extracting and summarizing details from these emails in Thai and English — a substantial improvement over fully manual processes, before final validation by human experts.

Supattra Siripongmongkol, Chief Operating Officer, Finnomena Funds, said: “In the past, our staff had to manually sift through more than 500 daily emails from 21 partners. Each member would then spend up to six hours extracting crucial details. With Vertex AI's comprehensive model customization capabilities, we've developed a semi-autonomous solution that's multilingual, and more reliable and performant than what other cloud providers could deliver. After implementing Google Cloud AI with [human-in-the-loop](#), we're delivering accurate financial market updates and insights 75% faster. The next step is to apply the same technologies to streamline a broader range of processes, enabling our financial education and investment planning teams to provide more personalized services that address the unique needs of each customer.”

Apart from triaging time-sensitive updates from partners, the solution's agentic AI workflow is designed to automatically archive both its outputs and the final versions of Finnomena's investor communications in BigQuery. This makes it easier for Finnomena to conduct compliance monitoring and evaluate the solution's output accuracy over time. The archive is also being used to train the AI solution to further enhance its accuracy, and it can be analyzed along with other datasets for deeper insights into areas like fund performance, market volatility, and investment themes to inform product and content development.

Annop Siritikul, Country Director, Thailand, Google Cloud, said: “As we're seeing with Finnomena, enterprise AI agents are not just drivers of new efficiencies, but also they are force multipliers and growth enablers. Finnomena is serving as a prime example of how organizations in regulated industries can already take advantage of [enterprise-grade](#) data analytics and AI

development platforms to build and deploy reliable real-world solutions that deliver tangible business value. We look forward to supporting Finnomena as it continues to innovate with our [industry-leading](#) capabilities and advance its goal of democratizing access to financial information and investment opportunities across Thailand.”

About Finnomena

Finnomena, a Thai fintech founded in 2016, combines AI with human expertise to provide wealth management at scale with US\$1 billion in assets under advisory and more than 700,000 users. Backed by leading institutions including Openspace Ventures, Krungsri Finnovate, Government Savings Bank, etc., the company democratizes investment access with unbiased recommendations across multiple asset classes. Finnomena aims to lead one million Thais to financial success through innovative tools and strategic partnerships, with more information available at www.finnomena.com.

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

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