#10 Malaysia Edition

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Twimbit AI Radar (APAC)

Roundup of innovative enterprise deployments and announcements in AI

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Twimbit is a research and advisory firm driven by a singular mission: to empower businesses that are making a difference. We specialise in providing invaluable industry intelligence to executives and teams, acting as a catalyst for innovation and growth.

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Summary

Twimbit AI Radar APAC is a monthly series highlighting innovative AI deployments and announcements across various industries in the APAC region. This Malaysia edition focuses on exploring use cases specific to Malaysia , spanning industries such as financial services, retail, and even hospitality.

Company(s)	Deployment/Initiative
POS MALAYSIA	Pos Malaysia launched the AskPos chatbot and predictive analytics tools to enhance customer service and optimize logistics operations. The AI solutions automate parcel tracking, service requests, and delivery forecasting across multiple digital platforms.
qmed.asia	Qmed Asia launched Qmed Copilot, an AI-powered clinical assistant integrated with EMR systems to support healthcare providers in Malaysia. The platform offers differential diagnosis, automated documentation, and care plan generation to enhance clinical accuracy and efficiency.
AirAsia	AirAsia introduced Ask Bo, an AI-powered multilingual chatbot to improve customer service across its platforms and businesses. Ask Bo offers real-time flight updates, baggage tracking, and human agent support to resolve 95% of guest queries efficiently
AIREI Artificial Intelligence Robotics Engineering Industries	AIREI Sdn Bhd introduced an AI-driven Smart Palm Oil Mill to automate palm oil extraction and predictive maintenance. The system uses real-time sensors, computer vision, and machine-learning models to optimize yield and reduce manual labor at Minsawi Industries' facility.
BANK NEGARA MALAYSIA CENTRAL BANK OF MALAYSIA	Bank Negara Malaysia introduced the National Fraud Portal (NFP), an AI-powered fraud detection system that analyzes multi-institution transaction data in real time to flag suspicious activity and enable coordinated responses.

From Mills to Messages: Inside Malaysia's AI Reality

Malaysia has moved beyond pilot projects to deploy AI-driven systems in everyday operations. In agriculture, the AIREI Smart Palm Oil Mill in Perak uses machine learning to optimize production parameters and improve yields. Urban logistics benefit from AskPos, which provides real-time parcel tracking and delivery forecasting. Healthcare professionals access the latest treatment protocols via AI assistants, reducing reliance on paper manuals. Pos Malaysia's ChatGPT-powered helpdesk efficiently handles large volumes of customer inquiries, while AirAsia's Ask Bo chatbot offers multilingual travel support. In finance, Bank Negara Malaysia's National Fraud Portal continuously analyzes transaction data to detect and flag suspicious activity.

Sovereign LLMs and National AI Infrastructure

To bolster its sovereign AI capabilities, Malaysia has introduced homegrown large language models and supporting infrastructure. YTL AI Labs released **Ilmu 0.1**, a Bahasa Melayu-focused LLM that outperforms global counterparts on the Malay MMLU benchmark and has passed national examinations at the A grade level. Concurrently, the government deployed the open-source **DeepSeek** LLM within its Strategic AI Infrastructure initiative—marking the first national-scale rollout of DeepSeek outside China—with 20% higher performance and 30% energy savings over industry peers. These developments underscore Malaysia's commitment to building local AI expertise and infrastructure that drive practical, scalable solutions.

Pos Malaysia: Delivering Smarter Logistics with AI Chatbots

Pos Malaysia has integrated artificial intelligence across its operations to streamline logistics, improve customer service, and optimize resource allocation. Key AI initiatives include the deployment of the AskPos chatbot and the utilization of predictive analytics for operational efficiency.

AskPos Chatbot: From FAQ Bot to Conversational AI for Logistics

- Natural Language Understanding (NLU): AskPos is powered by ChatGPT's API, enabling it to understand open-ended, conversational questions such as

"Where's my parcel stuck?" or "How much customs fee do I need to pay?"—far beyond scripted responses.

- Intent Recognition & Learning: The chatbot identifies user intent (e.g., billing vs. tracking), dynamically adapts the flow, and improves accuracy over time based on failed queries and high-traffic interaction patterns.
- Integrated Intelligence: AskPos connects to backend systems for real-time shipment status, billing estimates, and customs queries, allowing it to respond with contextual precision—not just generic links.

Predictive Analytics: AI-Driven Delivery Optimization

- Demand Forecasting with ML: Pos Malaysia uses AI models trained on historical shipping trends, seasonal volumes, and regional data to predict parcel surges and automate logistics planning.
- Fleet Resource Optimization: AI tools recommend vehicle deployment and routing—especially for electric fleets—ensuring efficient coverage and real-time rerouting during high-traffic or peak periods.
- Delivery Time Estimation Models: AI calculates dynamic ETAs based on weather, delivery load, and distance to improve reliability and reduce customer service inquiries.

⚙️ Operational Transformation ●●●○○

Commentary: Pos Malaysia exemplifies Level 3: Operational Transformation by integrating AI technologies to enhance customer service and operational efficiency.

- **Customer Accessibility**: The deployment of AskPos across multiple platforms ensures that customers have 24/7 access to essential services, improving engagement and satisfaction.
- **Operational Efficiency**: The use of predictive analytics allows for better resource management, reducing delivery times and operational costs.
- **Scalability**: AI solutions like AskPos and predictive analytics are scalable, enabling Pos Malaysia to adapt to increasing demand and expand services as needed.

While these AI initiatives have significantly improved internal processes and customer interactions, they primarily focus on optimizing existing operations rather

than introducing disruptive innovations, positioning Pos Malaysia at Level 3: Operational Transformation.

Qmed Copilot: AI-Powered Clinical Assistant for Malaysian Healthcare Providers

Qmed Asia has developed Qmed Copilot, an AI-powered clinical assistant designed to enhance the efficiency and accuracy of healthcare providers in Malaysia. Integrated seamlessly with existing Electronic Medical Record (EMR) systems, Qmed Copilot offers a suite of AI tools to support clinicians in their daily practice.

Qmed Copilot: Revolutionizing Healthcare Operations

Differential Diagnosis (DDx) Assistance:
AI-driven suggestions help clinicians consider a broad range of potential diagnoses, enhancing diagnostic accuracy.

Care Plan Generation:
Assists clinicians in formulating personalized treatment plans, ensuring patient-specific care strategies.

Automated Medical Documentation:
Reduces administrative burden by automating the creation of medical summaries, referral letters, and consultation notes.

Multilingual Support:
Offers support in **English**, **Bahasa Malaysia**, and **Mandarin**, facilitating communication in Malaysia's diverse linguistic landscape.

Clinical Decision Support:
Integrates evidence-based guidelines and clinical protocols for real-time decision-making assistance.

⚙️ How is it ranked?

Operational Transformation ●●●○○

Commentary:
Qmed Copilot exemplifies **Level 3: Operational Transformation** by integrating AI technologies that significantly improve clinical workflows, decision-making, and administrative efficiency.

Accessibility:
Provides clinicians with 24/7 access to AI-driven decision support tools and patient data, improving the speed and accuracy of clinical decisions.

Operational Efficiency:
Reduces the time clinicians spend on administrative tasks, allowing more focus on patient care.

Scalability:
Designed to scale across various healthcare settings, from small clinics to large hospitals, ensuring broad applicability.

While **Qmed Copilot** enhances operational efficiency, its impact is focused on improving existing workflows rather than introducing disruptive innovations, positioning it at **Level 3: Operational Transformation**

AirAsia: Redefining Travel Support with Ask Bo, the AI Concierge

AirAsia has launched **Ask Bo**, an AI-powered chatbot designed to enhance customer interactions across its platforms. Replacing the previous chatbot, AVA, Ask Bo offers a more proactive, attentive, and hassle-free experience for guests across Capital A's businesses.

Ask Bo: Beyond Basic Chat — A Smarter, Context-Aware Travel Companion

- **Conversational AI with Context Awareness**: Ask Bo identifies user intent and dynamically adapts its dialogue flow — whether the query is about rescheduling, refund status, or mishandled baggage — without relying on rigid pre-coded responses.
- **Multilingual Natural Language Understanding (NLU)**: Processes natural inputs in 8+ languages (English, Chinese, Bahasa Malaysia, Bahasa Indonesia, Thai, Japanese, Korean, and Vietnamese), offering more fluent and culturally attuned support.
- **Behavior-Based Personalization**: Leverages booking history and loyalty status to tailor answers. For example, it proactively suggests recovery options or baggage claims based on past issues logged with the same passenger ID.

- **Real-Time Flight Intelligence Integration**: Pulls live data on delays, gate changes, and departure windows to contextualize travel queries—allowing customers to receive situationally relevant responses in seconds.
- **Self-Learning Engine**: Continuously improves through feedback loops and query analysis, retraining itself on high-volume or escalated interactions to enhance accuracy and reduce handovers to human agents.

Performance & Adoption

- **User Engagement**: Since its launch, Ask Bo has handled a significant volume of customer interactions, with 95% of customer queries being processed through the chatbot.
- **Resolution Rate**: Approximately 73% of these queries were resolved without the need for follow-up, indicating high efficiency and user satisfaction.

How is it ranked?

⚙️ Operational Transformation ●●●○○

Commentary: AirAsia's deployment of Ask Bo exemplifies Level 3: Operational Transformation by integrating AI technologies to enhance customer service and operational efficiency.

- **Customer Accessibility**: The chatbot provides 24/7 assistance across multiple platforms, improving customer engagement and satisfaction.
- **Operational Efficiency**: Automating routine inquiries reduces the burden on customer service staff, allowing them to focus on more complex issues.
- **Scalability**: The AI solution is scalable across various services and regions, catering to a diverse customer base.

While Ask Bo significantly improves internal processes and customer interactions, its impact is primarily centered on optimizing existing workflows rather than introducing disruptive innovations, positioning AirAsia at Level 3: Operational Transformation.

AIREI Smart Palm Oil Mill: Transforming Palm Oil Production

AIREI Sdn Bhd has developed an AI-powered smart palm oil mill in Kuala Kangsar, Perak. Integrated seamlessly into existing milling workflows, this solution uses advanced sensors, AI cameras, and predictive analytics to optimize every stage of palm oil processing—enhancing operational efficiency, reducing reliance on manual labor, and ensuring consistent product quality.

Advanced Sensors: Installed throughout the mill to capture real-time data on temperature, pressure, and equipment performance—enabling continuous monitoring and automatic adjustment of process parameters.

AI-Powered CCTV Cameras: Deployed at key junctures (e.g., Fresh Fruit Bunch ramps) to track FFB volumes, detect anomalies, and feed data into control algorithms for precise process management.

AI-Driven Control Systems: Automates regulation of sterilizers, digesters, and presses based on live analytics—maximizing extraction yields while minimizing waste and energy consumption.

Predictive Maintenance: Machine-learning models ingest historical and live sensor data to forecast equipment wear or failure—reducing unplanned downtime and maintenance costs.

⚙️ **How is it ranked?**

Level 4: Strategic Innovation ●●●●○

Commentary:
By reengineering the entire production workflow through real-time analytics and automated controls, the AIREI Smart Mill delivers major efficiency gains—drastically reducing labor needs and maintenance downtime while boosting extraction yields—positioning it firmly as a strategic innovation in palm oil processing.

National Fraud Portal (NFP): Revolutionizing Fraud Detection for Malaysia's Financial Sector

Bank Negara Malaysia has launched the National Fraud Portal (NFP), an AI-driven fraud-detection system. Built on a modular, scalable architecture, the NFP integrates with multiple banks and e-wallet providers to perform predictive analytics on transaction data—enabling proactive, near-real-time identification of suspicious activities and coordinated responses across the financial ecosystem.

Predictive Analytics Engine: Leverages machine-learning models trained on historical fraud patterns (e.g., transaction velocity, geolocation anomalies, atypical fund flows) to assign risk scores to live transactions—quarantining high-risk transactions for manual review.

Modular & Scalable Architecture: Designed to ingest new data sources and retrain AI models as fraud tactics evolve—maintaining adaptive threat detection without overhauling the entire system.

Continuous Learning: Regularly incorporates new scam signatures and mule-account behaviors into its training pipeline—ensuring AI models stay current with emerging threats.

Consumer Reporting Integration: Allows end-users to flag suspicious transactions via their banking or mobile-app interfaces, feeding grassroots data back into AI models to close detection gaps.

⚙️ How is it ranked?

Level 4: Strategic Innovation ●●●●○

Commentary:
By centralizing multi-institution transaction data and applying AI-powered analytics in real time, the NFP transforms fraud detection from isolated bank-level monitoring to an integrated, proactive system—significantly enhancing the sector's ability to prevent and respond to financial crime.

Scaling Smart: Malaysia's Next Leap in AI Readiness

Malaysia's AI journey can no longer be measured by adoption alone. What matters now is distinctiveness—how the nation turns everyday deployments into competitive advantage, and experimentation into economic engines.

The next chapter demands more than infrastructure—it calls for an **AI identity** that's both locally relevant and globally admired. Whether it's autonomous kiosks in retail, national-scale medical AI copilots, or multilingual aviation chatbots, the seeds of this identity are already sprouting. But scale must meet sophistication.

To accelerate, Malaysia must double down on:

- **AI productization**: Turning pilots into platforms, tools into ecosystems.
- **Next-gen talent**: Not just AI engineers, but AI-literate product managers, ethicists, and domain experts.
- **Bold regulatory innovation**: Sandboxes that enable responsible risk-taking and fast-track deployment across industries.

AI isn't just the engine of future growth—it's a test of Malaysia's agility and ambition. The groundwork is in place. What comes next could position Malaysia not just as a regional fast follower, but as a net exporter of AI excellence.

AI Maturity Framework Introduction

The AI maturity framework used in this report offers a structured approach to evaluating the impact of artificial intelligence across industries in Indonesia. It categorizes the deployment of AI solutions based on their transformative potential, ranging from basic automation to industry-wide disruption.

Level	Description	Impact
Level 1: Basic Automation	Minimal impact; routine automation of repetitive tasks.	Streamlined operations with low disruption.
Level 2: Incremental Improvements	Modest impact with improvements in isolated areas.	Small gains in efficiency and performance.
Level 3: Operational Transformation	Significant improvements in workflows or resource management.	Noticeable impact on daily operations.

Level	Description	Impact
Level 4: Strategic Innovation	AI transforms core processes, delivering major efficiency gains.	High-level impact on core business functions.
Level 5: Industry-Wide Disruption	Disruption of industries or creation of new business models.	Major market changes, reshaping entire sectors.

This framework helps understand how AI deployments are evolving, enabling companies to assess their readiness for digital transformation and the scale of change they can expect from AI adoption.