

# AI PRODUCTIVITY ROADMAP

NAVIGATING PRODUCTIVITY OF THE INDUSTRY  
IN THE DIGITAL AND AI ERA

DIGITAL SOLUTION PROVIDERS



## **AI PRODUCTIVITY ROADMAP : NAVIGATING PRODUCTIVITY OF THE INDUSTRY IN THE DIGITAL AND AI ERA** DIGITAL SOLUTION PROVIDERS

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## OUTLINE

1. Forewords
2. Digitalisation: Industry Snapshot and Key Challenges
3. Accelerating Technology Adoption to Enhance National Competitiveness
4. Accelerating Productivity through Digitalisation via MPC's Digital Platform Network+
5. AI and Digital Adoption in Digital Solution Providers
6. AI-Powered Digital Transformation Journey
7. AI and Digitalisation Use Cases
8. How to Get Started?
9. List of Contributors
10. Activity Highlights

## Forewords



“To boost national productivity, we must harness the power of AI and digital technologies—every sector and every individual has a role to play by equipping themselves with the right knowledge, skills, and competencies to stay ahead.”

**Datuk Zahid Ismail** Director General, Malaysia Productivity Corporation

“We must be bold in learning about new technologies and understanding where the world is heading—because the future belongs to those who are ready for it. Through the Go B.I.G with Digital initiative, we call on leaders to develop a mindset grounded in innovation and to embrace the new, high-quality productive force that will define success in the digital and AI era.”

**Dato' Wei Chuan Beng** Champion, Digital Productivity Nexus



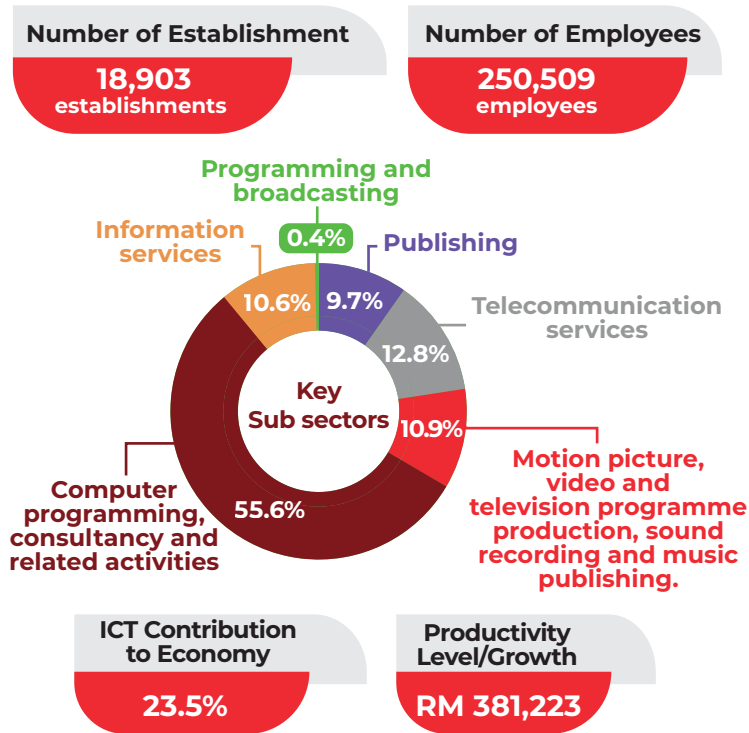
“To stay competitive globally, our supply side must level up digitally, demonstrate innovation, and prove that we are ready. This builds trust with the demand side and strengthens Malaysia's role in the regional ecosystem.”

**Shaifubahrim Saleh** Co-Champion, Digital Productivity Nexus

# Digitalisation: Industry Snapshot and Key Challenges

Digital solution providers are ICT service companies that deliver technology-based solutions such as software, cloud services, automation, and AI tools—to help businesses digitise and improve their operations.

## Industry Overview (ICT Services)



## Challenges in Digitalisation

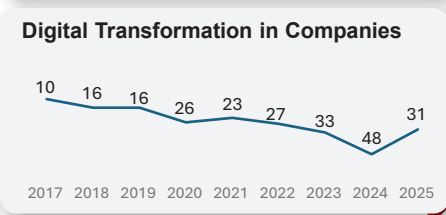
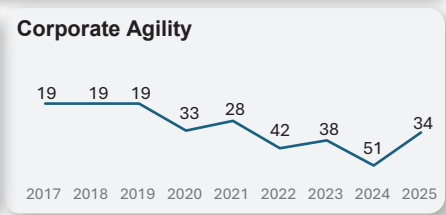
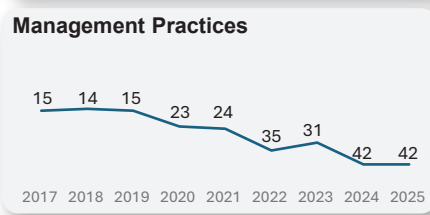
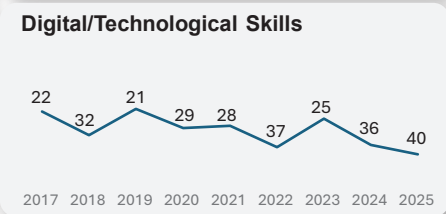
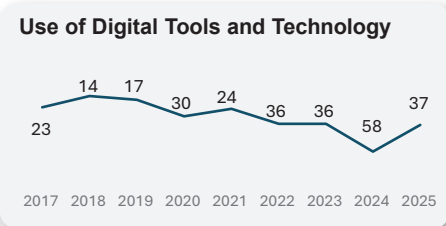
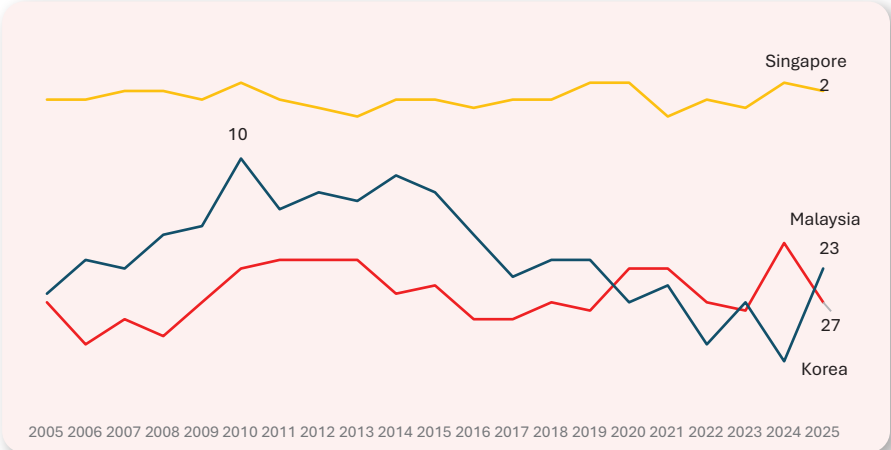
- Limited Resources and Talent**  
Many lack the budget and skilled staff to adopt advanced tools such as AI or cloud systems.
- Client Over Focus**  
Internal upgrades are often sidelined as client projects take priority.
- Rapid Tech Changes**  
Constant tech evolution demands frequent upskilling and system updates, which can strain teams.

Source : Department of Statistics Malaysia

# Accelerating Technology Adoption to Enhance National Competitiveness

Malaysia must urgently accelerate technology adoption to achieve its aspiration of becoming one of the top 12 most competitive nations by 2033.

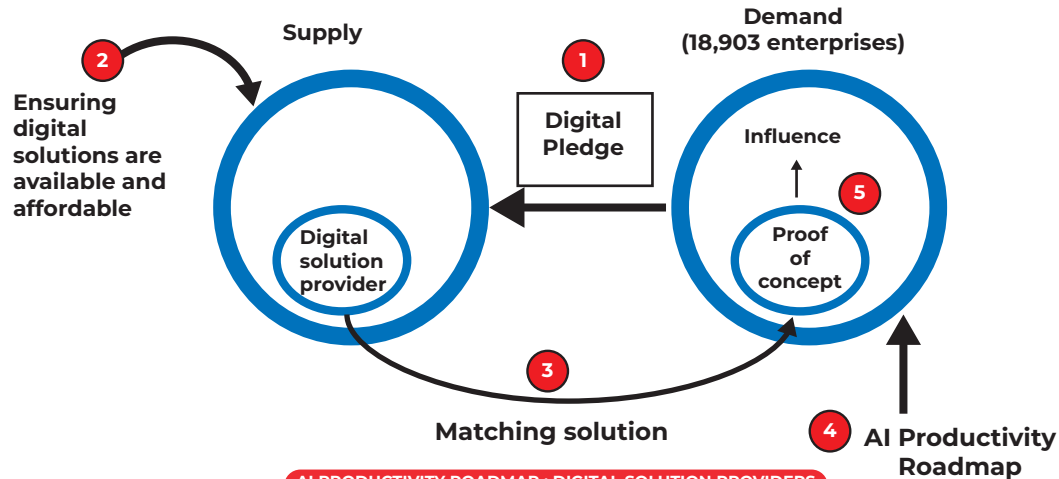
## Overall Competitiveness



Source: World Competitiveness Yearbook

# Accelerating Productivity through Digitalisation via MPC's Digital Platform Network+

Business leaders can enhance productivity and strengthen the ecosystem by leveraging MPC's Digital Platform Network+ (DPN+), which provides access to affordable digital solutions and promotes skills enhancement to drive digital transformation.



AI PRODUCTIVITY ROADMAP : DIGITAL SOLUTION PROVIDERS

## Sectoral Transformation: 14 Industry-Specific Roadmaps

Each roadmap outlines the industry overview, digitalisation challenges, and adoption strategies across basic, intermediate, and advanced levels.

Level	Definition
Basic	Foundational tools to digitalise basic processes like record-keeping and sales
Intermediate	Integration of data-driven tools to optimise operations and improve traceability
Advanced	Automation and predictive systems leveraging A.I, IoT and real-time analytics

It also includes recommended digital tools, real-world use cases, and proof-of-concept (POC) projects implemented by actual companies through Productivity Nexus collaborations.



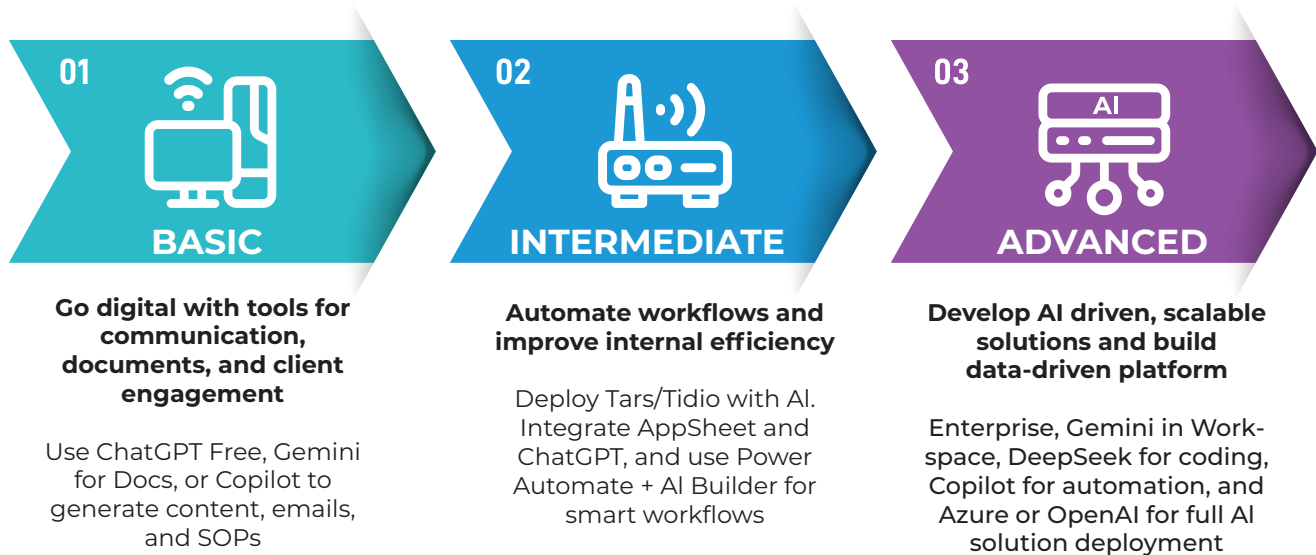
## AI and Digital Adoption in Digital Solution Providers

This table outlines the progressive stages of digital adoption in digital solution providers, categorising them into **Basic, Intermediate, and Advanced** levels to illustrate the industry's transformation journey towards enhanced efficiency, automation, and AI-driven insights.

	Basic	Intermediate	Advanced
<b>Purpose</b>	Enables small digital providers or start-ups to digitalise communication, records, and basic remote operation.	Reduces manual workload, enhances CX, and lays the groundwork for scalable automation and low-code AI adoption.	Transforms companies into AI-first service providers capable of offering intelligent automation and global scalability.
<b>Use Case</b>	<ol style="list-style-type: none"> <li>1. Establishing an online presence</li> <li>2. Managing customer communications</li> <li>3. Basic cloud file storage and productivity</li> <li>4. Simple digital invoicing or CRM</li> </ol>	<ol style="list-style-type: none"> <li>1. Automating workflows, marketing &amp; service</li> <li>2. Team collaboration and task flows</li> <li>3. Internal app development</li> <li>4. Chatbot for basic queries</li> </ol>	<ol style="list-style-type: none"> <li>1. AI-powered consulting, analytics, documentation</li> <li>2. Custom SaaS and GenAI solutions</li> <li>3. Real-time dashboards</li> <li>4. Code, content, and logic generation via AI</li> </ol>
<b>Suggested Tools</b> <i>(The suggestions are indicative and not exhaustive.)</i>	<ol style="list-style-type: none"> <li>1. Google Workspace (Docs, Gmail, Drive)</li> <li>2. Microsoft 365 (Word, Excel, OneDrive)</li> <li>3. WhatsApp Business</li> <li>4. HubSpot CRM (Free)</li> <li>5. Wave Accounting</li> </ol>	<ol style="list-style-type: none"> <li>1. Google AppSheet (No-code apps)</li> <li>2. Microsoft Power Automate</li> <li>3. Trello / Asana</li> <li>4. Tidio / Tars (Chatbots)</li> <li>5. Zoho CRM</li> <li>6. ChatGPT Free for text generation and templates</li> </ol>	<ol style="list-style-type: none"> <li>1. Google Cloud Platform – App hosting, API services, machine learning models</li> <li>2. Microsoft Azure AI – Natural Language Processing, Vision AI, etc.</li> <li>3. Looker Studio – Interactive dashboards for business intelligence</li> <li>4. ChatGPT (via API or manual use) – Customer support, documentation automation</li> <li>5. Google Gemini – AI-powered assistant for ideation, content generation, and code support</li> <li>6. Docker, GitHub Actions, Firebase – For scalable software deployment</li> </ol>

# AI-Powered Digital Transformation Journey

For Digital Solution Providers



**"Digital is no longer enough – AI is the new engine of productivity."**

# AI and Digitalisation Use Cases



AI start-up specialising in Malaysian-focused Large Language Models (LLMs), offering chatbot development, NLP automation, and AI integration services.

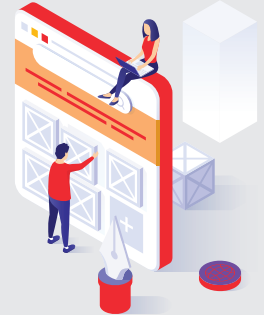


## Problem

Mesolitica had low website traffic and relied on costly Public Relations (PR) services, which limited their brand visibility and public outreach.

## Solution

- Adopted PubliCT.io, an AI-powered media tool, to automatically suggest media outlets and generate press releases.
- Published press releases in-house, eliminating the need for external PR agencies.
- Enhanced media reach and tracking with data-driven visibility reports.



Productivity Metric	Before	After
Average daily website visitors	11	19
Time to generate a press release	4 hours	1 hour

## Outcome

Mesolitica achieved a 72.7% increase in website traffic and a 300% boost in press release productivity by adopting an AI-powered media tool.

## How to Get Started?

Start by scanning the QR code and signing the pledge  
**DIGITAL PLEDGE**

**MPC**  
MALAYSIA PRODUCTIVITY CORPORATION

*Pledge*  
**GO B.I.G WITH DIGITAL**  
*BREAKTHROUGH. INTEGRITY. GOOD*

I commit to Go B.I.G with Digital—to lead with integrity, embrace technology, and boost productivity. Digital is for everyone, and it starts with me.

*Saya komited untuk Go B.I.G with Digital—memimpin dengan integriti, menerima teknologi, dan meningkatkan produktiviti. Digital untuk semua, dan ia bermula dengan saya.*

Go B.I.G with Digital



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**Business Leader**  
(Organisation Leader)

**Dato' Wei Chuan Beng**  
Champion  
Digital Productivity Nexus



For more information:  
<https://www.mpc.gov.my/digitalplatformnetwork>

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Ms. Noor Aqilah Zainal Abiddin, Assistant Manager, Modern Management & Technology



### Digital Productivity Nexus

Dato' Wei Chuang Beng, Champion

Mr. Shaifubahrim Saleh, Co-Champion



# ACTIVITY HIGHLIGHTS



# NOTES



# NOTES



# NOTES



