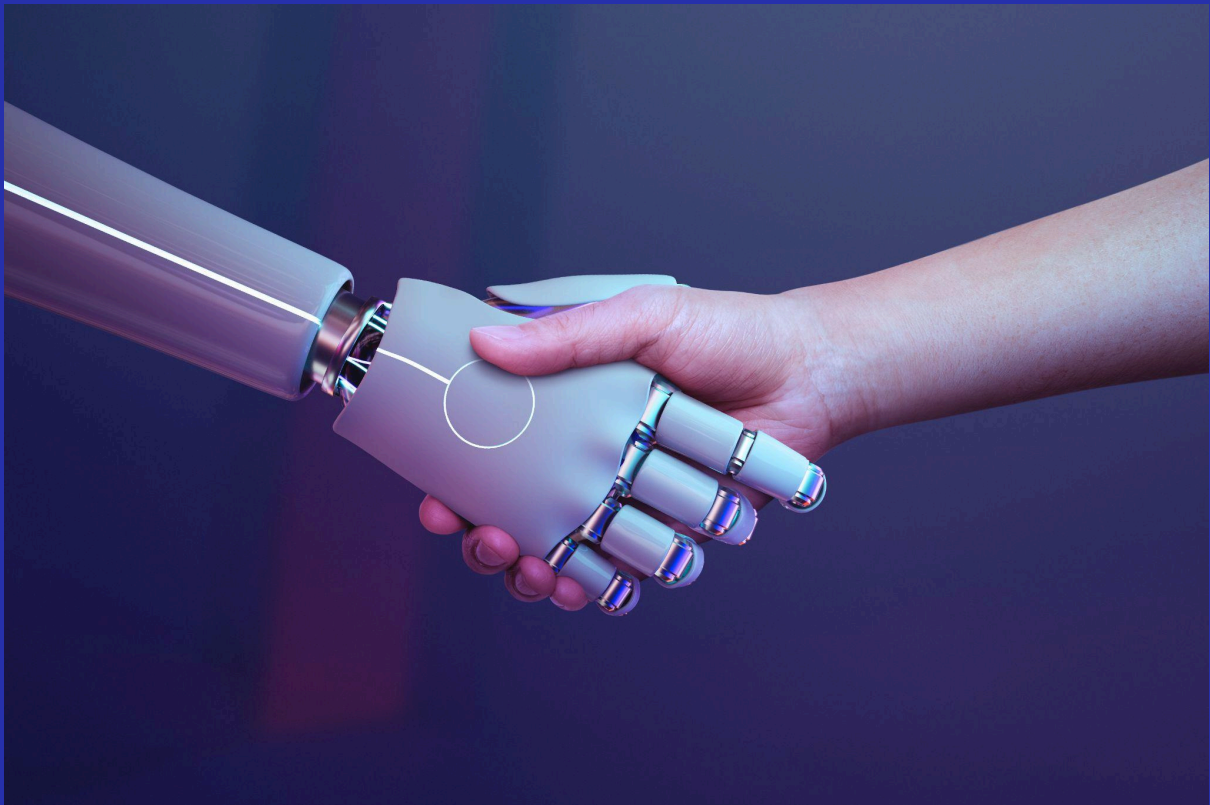


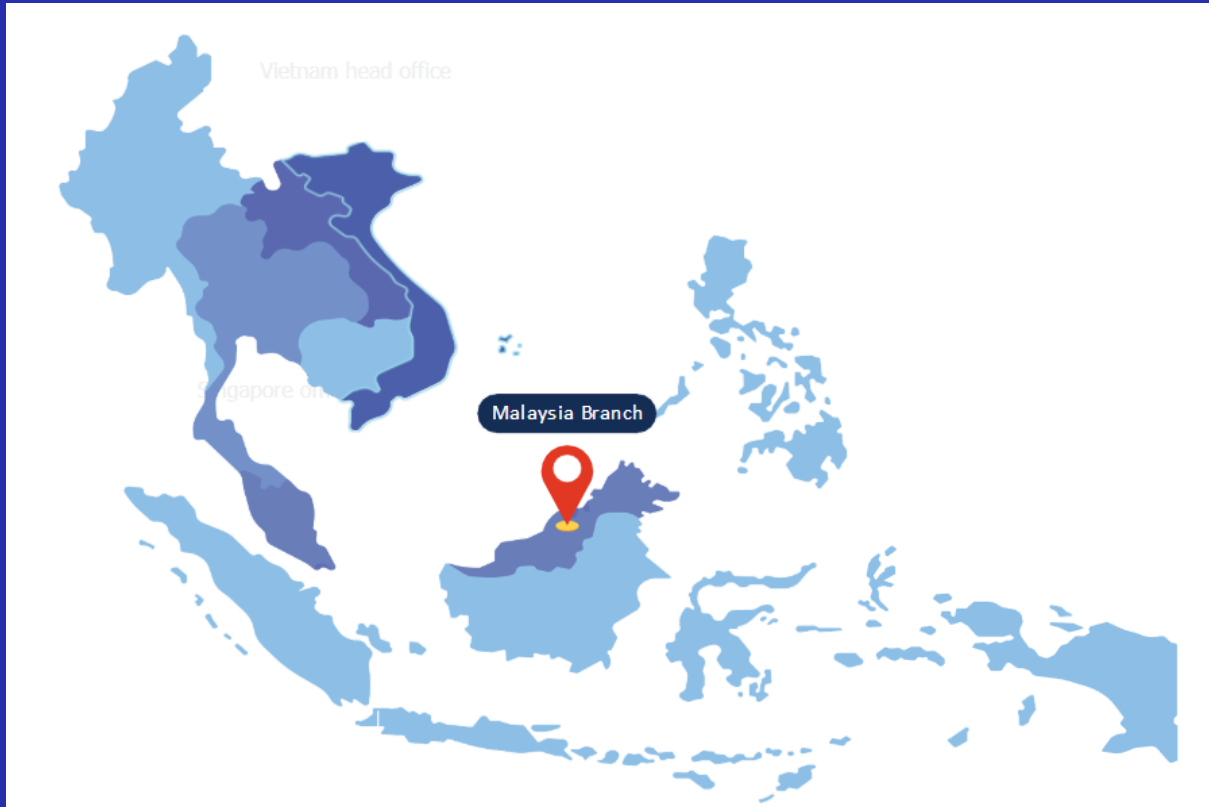
New Digital

New Digital AI Profile



**TRANSFORM YOUR
COMPANY TRULY
CONVERSATION**

ABOUT US



Welcome to our Digital Tech Agency, your trusted AI tech and digital partner for accessing and thriving in emerging markets like Vietnam, Singapore, Malaysia, and other countries. Our tech agency specialises in digital solutions such as Smart Ticketing Solutions, Conversational AI, AI Chatbot, AI Customer Support, and Omni-Channel Call Center Solutions to help grow your sales and seize new opportunities. We have consultants to advise your companies in term of website, cloud and digital infrastructure development.



+8 Years



3 Offices



100+
Customers



200+
Customers

New Digital

Our Vision

To become the leading provider of Conversational AI applications in the APAC region, to deliver exceptional Customer Employee Experience.



Our Mission

Empower organizations with AI and automation to deliver world - class customer experience.

Sustainable Development Focus

New Digital is convinced that the success of a business lies in the values it creates for the environment, people, and the overall well-being of society. At Lifesup, we are always committed to the community's well-being through developing inclusive social activities and long-term community projects.



The Environment

Minimizing carbon footprint, renewing/recycling computing equipment.



The Community

Improving livelihoods and quality of life for the community, especially children.



The Society

Complying with the law, helping businesses grow, promoting development.

New Digital

Trusted By



MD Status Awarded by MDEC

The Malaysian Government, through MDEC, will award Malaysia Digital Status to eligible companies to participate and undertake any of Malaysia Digital's activities.



OUR CERTIFICATES



New Digital

New Digital

(DxSuite)

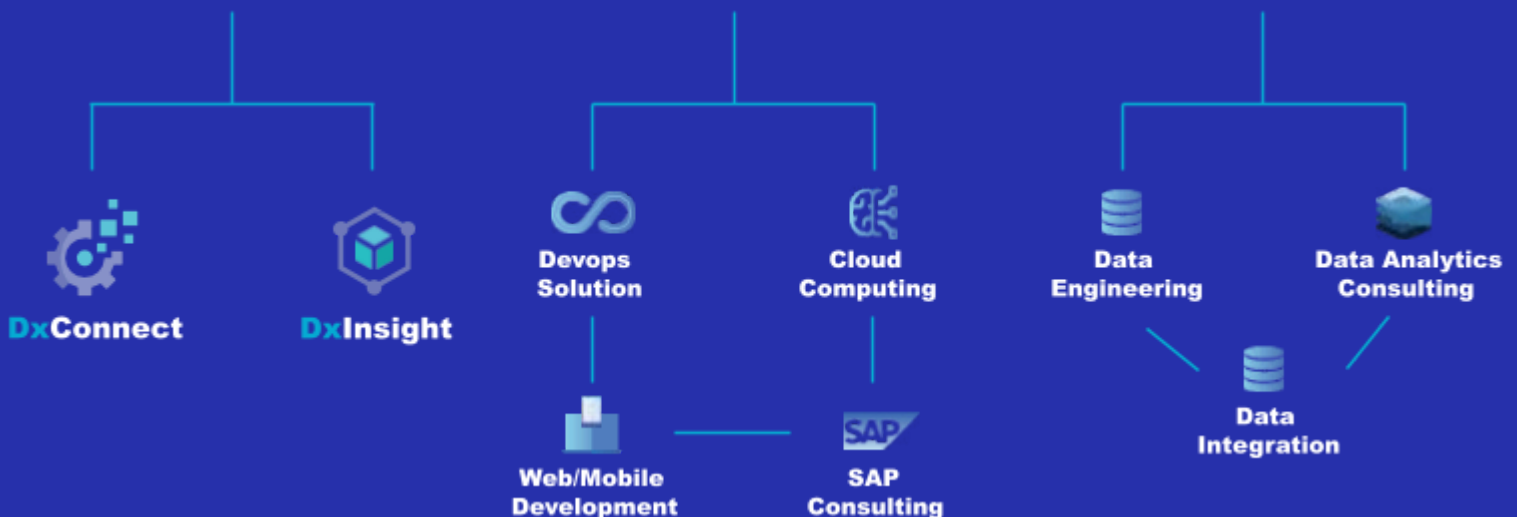
As a member of the New Digital family, AI.NewDigital is developed with a core focus on technology and artificial intelligence. Our goal is to transform the business landscape and enhance the competitive advantage of enterprises.

Software

New Digital is proud to deliver a wide range of world-class IT solutions such as software development, Cloud mitigation, IT consulting, and Devops solutions.

Big Data

New Digital Big Data is a scalable analytics solution that helps organizations process and analyze large data sets in real-time to uncover insights and drive data-driven decision-making.



Industries



Robotics



Health care



Automobile



Telecom



Retail



Agriculture



Security



Banking Finance



Education

DXSUITE SOLUTION

We started from business challenges

To become the leading provider of Conversational AI applications in the APAC region, to deliver exceptional Customer Employee Experience.

High development maintenance costs

Managing multiple systems requires substantial expenses, including initial investment and ongoing maintenance costs.

Hard to find Correct Information Quickly

With data scattered across various systems, finding accurate information promptly can be a significant challenge. Data inconsistencies and a lack of integration further complicate this process.

User Experience

Too many different platforms and systems can confuse users, directly impacting productivity and user experience.

High Effort Manual Resolution

Many tasks still rely on manual processes, which are time-consuming, error-prone, and require significant human intervention. Automation can help streamline these processes.

The transformative approach of DxSuite



High development
maintenance costs



Hard to find
Correct
Information
Quickly

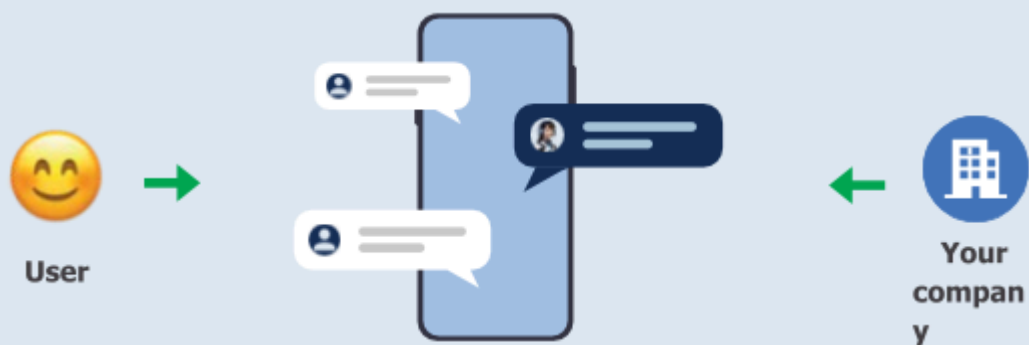


User
Experience



High Effort
Manual
Resolution

Conversational AI: a new approach that capitalizes on GenAI



Exceptional
experience



Boost
productivity



Boost sales



Reduce cost

New Digital

DxSuite: A comprehensive suite of Gen AI

Customer Experience (DxConnect)

DxConnect is an advanced AI assistant that automates your business's customer interaction activities. DxConnect is dramatically transforming many sectors with its intelligent response capabilities and natural, human-like conversation.



BankAssist



RetailAssist



TelecomAssist



E-commerceAssist



HealthAssist

Employee Experience (DxConnect)

EX is a personal AI assistant for every employee, connected to all your business systems and fine-tuned to the corresponding business data. With EX, your employees' experience is elevated to a new level.



HRAssist



FinanceAssist



ITAssist

Business Reporting (DxInsight)

DxInsight is an AI assistant that transforms the way you approach your business data. DxInsight helps you overcome information access barriers that slow down business operations, while also creating a competitive edge by quickly enabling business decision-making.

SQL

Text to SQL



Auto visualization

Powered
by:

 OpenAI

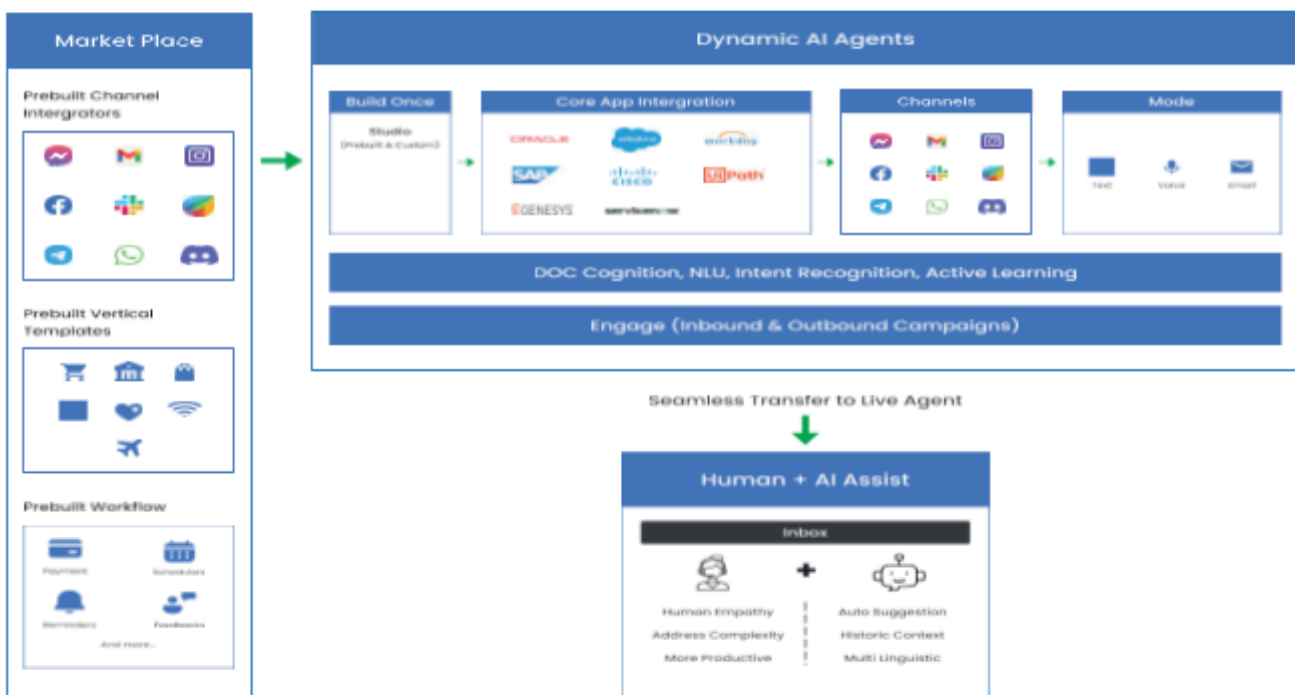
 Gemini

 LLAMA 2

 AI

 MISTRAL AI 8X7

DxSuite View



DxInsight

Empower you to unleash the potential of your data

What is DxInsight?

DxInsight enables your business users to “chat” with your databases. We offer a comprehensive platform that helps businesses to deploy real-time and accurate data analytics through AI-generated technology.

Best-in-class LLM

DxInsight provides answers in local language with higher accuracy than any open-source or proprietary models currently available in the market, addressing every industry and business challenge

Outstanding accuracy

As the most accurate AI tool, DxInsight delivers answers with a minimum accuracy of 99%

Speed

Provide answers with insights and data analytics in an intuitive and visualized way, all within 20 seconds

Superiority

Compared to other alternatives, DxInsight stands out with a superiority in security and customization capabilities

Feature	Use a Proprietary LLM via an API (e.g., OpenAI)	Build in-house with generic open-source models and libraries (Llama + Langchain)	Deploy an end-to-end platform built on open-source (e.g., DxInsight)
Quick deployment and scale-up	✓	✗	✓
Best-in-class LLM in local languages	✗	✗	✓
Full control	✗	✓	✓
Security-centric	✗	✓	✓
Infinitely customizable	✗	✓	✓

Features

AI for the Enterprise

Enterprises waste hundreds of man-hours every week in the back and forth between data teams and business users

Contextual chat

Give the right kinds of answers to the right level of user personas.

Autovisualizations

Automatically visualize tables as charts and graphs to help users understand data better.

Fine-tuned to your business

DxInsight is customized to understand and answer questions specific to your domain.

Data analytics reports

Get an AI data analyst on command, with expertise about your business.

Easy integrations

DxInsight integrates with your current data systems without requiring data relocation or policy changes.

Feedback alignment

We fine-tune the model based on user feedback to guarantee 98+% accuracy.

Self-debugging

DxInsight corrects runtime errors on its own, so you always get valid SQL.

No Privacy Compromises

DxInsight answers questions without ever accessing your data. It takes your database metadata as input

Privacy-first architecture

DxInsight is architected to ensure we never access your database or move your data.

Access control

Refine and restrict the kinds of data that employees have access to.

API deployment

Deploy DxInsight as an API on-prem, with your own security and privacy safeguards, or in the cloud – with DxInsight authentication built in.

DxConnect

A dedicated personal assistant for your customers & employees

Enterprise AI Search

AI Search revolutionizes workplace information retrieval with relevance ranking and query understanding in natural language. It creates a knowledge graph – understanding people, content, and interactions.

Personalized Enterprise Search

Personalize your search results with an up-to-date knowledge graph, presenting highly relevant information based on context, individual interactions, location, profile, known preferences, behavior and search history.



Provide Trusted Permission Aware Results

Generate search results based on users' ACL (Access Control List) access to restrict unauthorized users from accessing business-sensitive information – results are secure, private, and permissions-aware.

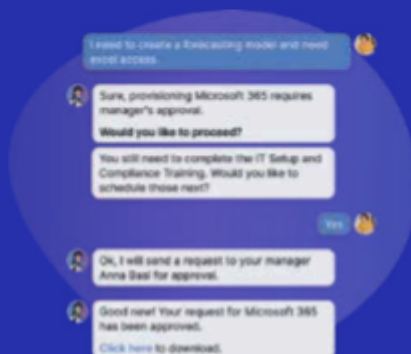
AI Agents

Create agents within minutes and scale your workforce

Automating routine tasks, allowing employees to focus on creative, complex, and innovative work. These AI agents can be triggered via user requests or automatically triggered based on specific events, ensuring seamless, efficient operations across the organization.

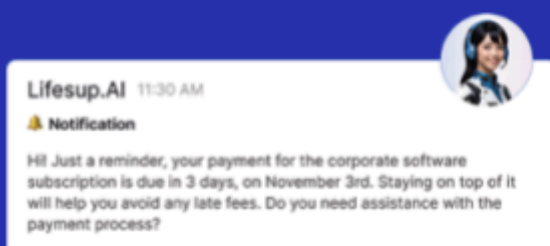
Dynamic Action Agents

Create conversational automation that completes complex tasks by dynamically identifying and orchestrating API calls. This reduces development time, fills workflow gaps, and boosts self-service capabilities.



User Assistant Agents

Automate intricate tasks across various applications with User Assistant Agents. They are designed to assist individual users directly with their day-to-day activities, making their work more efficient and productive.



Process Flow Agents

Process Flow Agents automate and optimize workflows, streamlining task management and orchestrating cross-functional processes. They improve collaboration, remove bottlenecks, and boost efficiency, especially in support environments.



Proactive Agents

Proactive Agent enables early detection of issues and incident prediction, minimizing downtime, reducing impact, and enhancing system reliability for better customer satisfaction.

New Digital

Integration

Plug workflow automation into your enterprise tech stack in minutes, not months.

Dynamic Action Agents



Ticketing System



HR System



Collaboration



Knowledge Management



CASE STUDIES

The ticket booking with New Digital AI

The ticket booking service company faces frequent customer service overloads, causing delays despite significant resource investments. Resolving this issue is crucial for sustaining growth.



Solution

Smart search s comparison

Customers can quickly and accurately search for trips by criteria like departure, destination, time, price, and vehicle type, with the system automatically providing the best options.

Book and cancel tickets online

Empower customers to book, cancel, or modify reservations directly through intuitive chat interactions, saving time and effort.

24/7 customer support

The chatbot answers FAQs, assists with bookings and cancellations, provides schedule and route info, and transfers to customer service if further help is needed.

Personalized experience

The system remembers each customer's preferences and behaviors to make appropriate suggestions, creating a sense of familiarity.

Impact

60%

Optimize operational costs across all markets

51%

Reduce average handling time (AHT)

30%

Improve customer satisfaction

New Digital



Electronics company empowers employees with a Gen AI chatbot.

The Electronics company, a leader in consumer electronics, invested in generative AI to enhance internal knowledge management, streamline workflows, and boost efficiency. This AI-powered system provides quick access to information, reduces errors, and improves customer satisfaction.

Solution

Innovative approach

The use of generative AI to create a personalized shopping experience was a pioneering move for The Electronics company.

Enhanced customer engagement

Chatbot conversational abilities and ability to provide personalized recommendations fostered deeper connections with customers.

Improved efficiency

By automating certain tasks, such as providing product recommendations, Chatbot helped to streamline the shopping process.

Data-driven insights

The platform's ability to collect and analyze customer data provided valuable insights for future marketing efforts.

Impact

80%

High operational efficiency

45%

High volumes handled

60%

Increase in customer satisfaction

Viettel Success Story

Viettel is one of growth from a small, state-owned company to Vietnam's top telecommunications and technology leader with a global presence. Through innovation and expansion, it now supports Vietnam's digital economy and operates across multiple continents, embodying adaptability and vision in tech.

A business case



Data Access Delays

Customer Success and management queries take up to a week due to manual SQL.



Onboarding

Time New data engineers need weeks of hands-on training.



Data Privacy

Risks Ongoing challenges with maintaining data privacy

Solution



Researching Customer Database Architecture

Analyzing the customer's database structure to ensure compatibility and efficiency.



Refining Customer Metadata Models

Customizing metadata models to align with customer use cases and priorities.



Integrating DxInsight

Embedding DxInsight into the customer's system for seamless operation.

Impact

Max 20S

Revenue

200M+

Subscribers

50K+


Employees

New Digital

CONTACT US

NEW DIGITAL SDN BHD

 First Floor, 10, Jalan Kek Chuan,
10400 George Town, Pulau Pinang.

 (+6012) 834 4088

 enquiry@newdigital.my

