

# AI PRODUCTIVITY ROADMAP

**NAVIGATING PRODUCTIVITY OF THE INDUSTRY  
IN THE DIGITAL AND AI ERA**

**MACHINERY AND EQUIPMENT ENTERPRISES**



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IN THE DIGITAL AND AI ERA

MACHINERY AND EQUIPMENT ENTERPRISES

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## FOREWORDS

“Digitalisation is no longer an option but a necessity for sustainable productivity. This roadmap reflects our commitment to empowering the Machinery & Equipment industry to transform, compete, and lead in a rapidly evolving digital economy.”

**Datuk Zahid Ismail** • Director General, Malaysia Productivity Corporation (MPC)

## FOREWORDS

“The journey to digital productivity begins with a clear vision and the courage to act. This roadmap offers M&E companies a practical path forward to embrace change and unlock their full potential.”

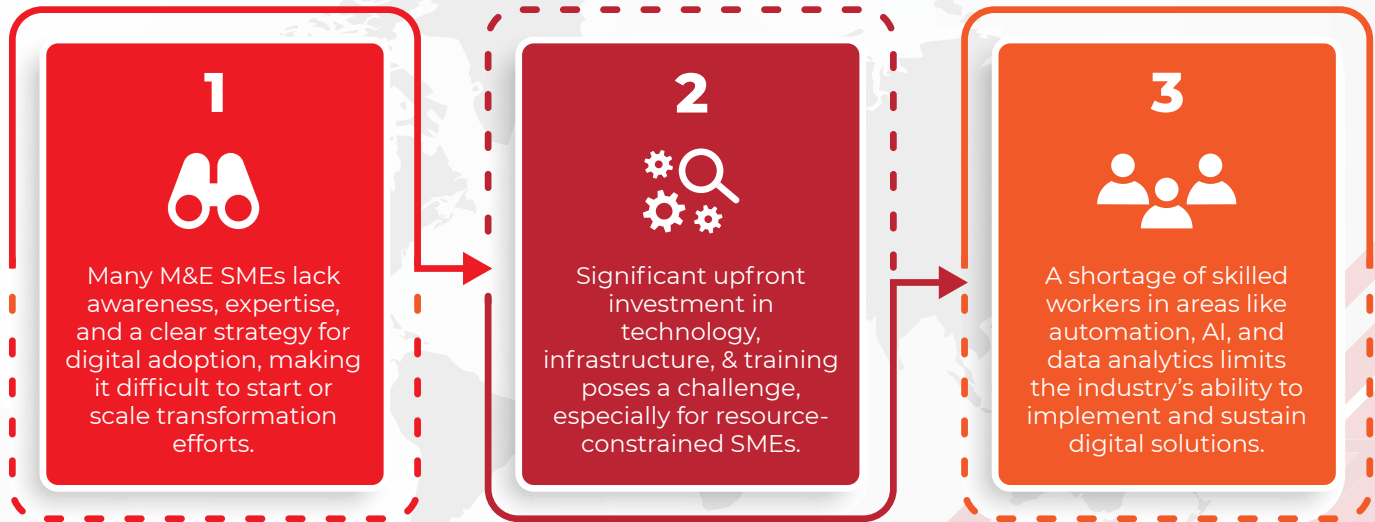
Champion, Machinery & Equipment Productivity Nexus • **Tiong Khe Hock**



## INDUSTRY OVERVIEW AND DIGITALISATION CHALLENGES

The Machinery & Equipment (M&E) industry in Malaysia plays a crucial role in supporting the nation's manufacturing and industrial growth, with capabilities spanning specialized machinery, automation, and precision engineering. However, the industry faces significant challenges in embracing digitalisation. Many companies, particularly SMEs, struggle with low digital readiness, lacking the strategic direction and expertise to adopt new technologies.

### CHALLENGES IN DIGITALISATION



## INDUSTRY OVERVIEW

### NUMBER OF ESTABLISHMENT



over 2,500 active companies  
(NIMP 2030)

### GDP CONTRIBUTION



7%

### NUMBER OF EMPLOYEES



Estimated 100,000 person

### VALUE CHAIN / SUPPLY CHAIN



Design & Engineering, Component Manufacturing, Assembly and Integration, Testing and Quality Assurance and After-Sales Service and Maintenance. The sector provides tailored products, end-to-end manufacturing, and comprehensive solutions to both domestic and international manufacturers.

### KEY SUB SECTORS



Specialized process machinery or equipment for specific industries, Metal working machinery, Power generating machinery and equipment, General industrial machinery and equipment, components, and parts

### PRODUCTIVITY LEVEL / GROWTH

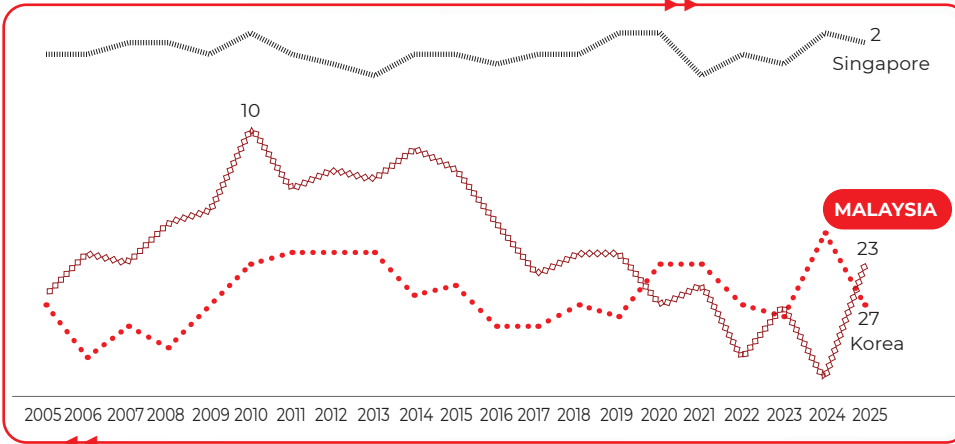


Labor productivity growing from RM84,547 in 2017 to RM101,288 in 2023. Notably, the subsector's productivity growth peaked at 9.7% in 2021, outperforming the national growth rate, and stood at 2.2% in 2023 compared to the national rate of 0.9%.

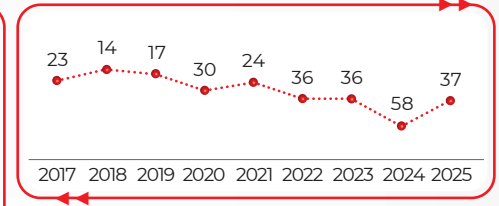
# ACCELERATING TECHNOLOGY ADOPTION TO ENHANCE NATIONAL COMPETITIVENESS

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

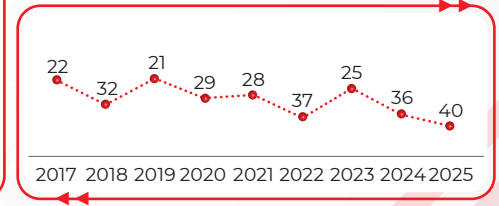
Overall Competitiveness



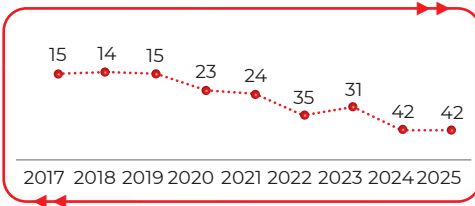
Use Of Digital Tools And Technology



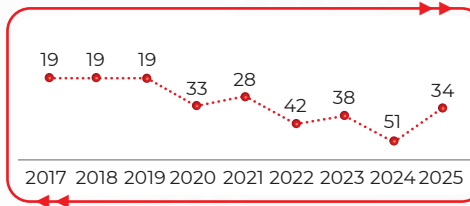
Digital/Technological Skills



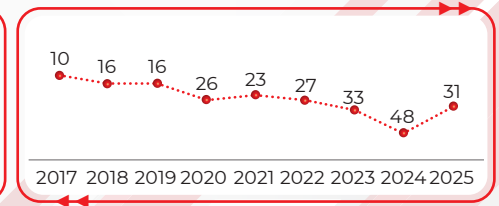
Management Practices



Corporate Agility



Digital Transformation In Companies



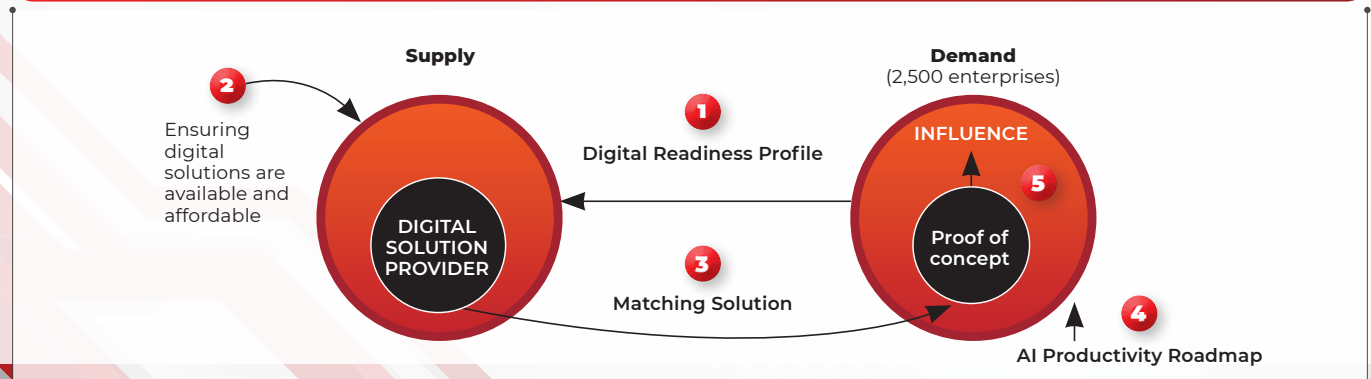
Source : World Competitiveness Yearbook

## 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.



**Action : Improving the ecosystem to encourage adoption, transformation, and skill enhancement for technology utilization**



## SECTORAL TRANSFORMATION : 14 INDUSTRY-SPECIFIC ROADMAPS

Each roadmap outlines the industry overview, digitalisation challenges, and adoption strategies across basic, intermediate, and advanced levels. It also includes recommended digital tools, real-world use cases, and proof-of-concept (POC) projects implemented by actual companies through Nexus collaborations.



### BASIC

Foundational tools to digitalize basic processes like record keeping and sales.



### INTERMEDIATE

Integration of data-driven tools to optimize operations and improve traceability



### ADVANCED

Automation and predictive systems leveraging A.I, IoT and real-time analytics

## AI AND DIGITAL ADOPTION IN THE MACHINERY & EQUIPMENT (M&E) INDUSTRY

This practical guide outlines the progressive stages of AI and digital adoption tailored for the Machinery & Equipment (M&E) sector. Key business functions are categorised into foundational, advanced, and transformative levels, supporting a structured pathway towards increased productivity, predictive automation, and intelligent data-driven decision-making-all customised for the needs of the M&E industry.


Ready to explore how AI and digital tools can accelerate your operations? Use the Quick Finder below to jump directly to the most relevant areas for your business and embark on your transformation journey.

FOCUS AREA	PAGE
Operations & Production Optimisation	11
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Research & Innovation to New Frontiers (R&D)	14
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## AI AND DIGITAL ADOPTION IN THE MACHINERY & EQUIPMENT (M&E) INDUSTRY

This table outlines the progressive stages of digital adoption across various functions in private healthcare services, categorizing them into **Basic, Intermediate, and Advanced** levels to illustrate the industry's transformation journey toward enhanced efficiency, automation, and AI-driven insights.

### OPERATIONS & PRODUCTION

Functions in Services	Basic	Intermediate	Advanced
<ul style="list-style-type: none"> <li>Machine Monitoring &amp; Maintenance</li> <li>Production Planning &amp; Scheduling</li> <li>Quality Control &amp; Assurance</li> </ul> 	<ul style="list-style-type: none"> <li>Manual processes for production planning, scheduling, and maintenance</li> <li>Reactive maintenance - machines are repaired only after breakdowns</li> </ul>	<ul style="list-style-type: none"> <li>MES/ERP system integration for automated production planning and scheduling</li> <li>IoT-enabled machine monitoring for real-time tracking and predictive insights</li> </ul>	<ul style="list-style-type: none"> <li>Digital twin technology for real-time simulation and efficiency optimization</li> <li>AI-driven predictive maintenance to prevent failures and optimize uptime</li> </ul>
	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>Manual logs</li> <li>Basic Sensors</li> <li>Barcode scanners</li> <li>Manual Scheduling (Excel, Whiteboards)</li> <li>Manual QC Checklists</li> <li>Basic Inspection Tools</li> </ul>	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>MES/ERP Systems (e.g. Epicor, Sage, Odoo etc.)</li> <li>IoT-enabled Condition Monitoring</li> <li>Computerized Maintenance Management System</li> <li>Automated Vision Inspection for QC</li> <li>Statistical Process Control</li> </ul>	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>Digital Twin Technology</li> <li>AI-driven Smart Scheduling, Digital Twin for Real-time Simulation</li> <li>AI-driven Predictive Maintenance</li> <li>AI-powered Vision Inspection</li> <li>Real-time Quality Analytics</li> </ul>


For more info on the digitalisation tools, go here : <https://www.mpc.gov.my/digitalplatformnetwork>. Or scan the QR code



# AI AND DIGITAL ADOPTION IN THE MACHINERY & EQUIPMENT (M&E) INDUSTRY

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## SUPPLY CHAIN & INVENTORY

Functions in Services	Basic	Intermediate	Advanced
<ul style="list-style-type: none"> <li>Inventory Management</li> <li>Procurement &amp; Supplier Management</li> </ul> 	<ul style="list-style-type: none"> <li>Manual stock tracking using spreadsheets and paper-based records</li> <li>Traditional procurement through phone calls and emails</li> </ul>	<ul style="list-style-type: none"> <li>RFID/barcode tracking for real-time inventory visibility</li> <li>Supplier management platforms for digital procurement and automated workflows</li> </ul>	<ul style="list-style-type: none"> <li>RFID/barcode tracking for real-time inventory visibility</li> <li>Supplier management platforms for digital procurement and automated workflows</li> </ul>
	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>Manual Stock Tracking (Excel, Paper-based)</li> <li>Email &amp; Phone-based Procurement</li> <li>Basic Supplier Information</li> </ul>	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>Barcode/RFID-based Tracking</li> <li>Inventory Management Software (e.g. Zoho, EMERGE App, SAP B1 etc.)</li> <li>Supplier Management Platform (Zoho, EMERGE App, Odoo etc.)</li> </ul>	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>Barcode/RFID-based Tracking</li> <li>Inventory Management Software (e.g. Zoho, EMERGE App, SAP B1 etc.)</li> <li>Supplier Management Platform (Zoho, EMERGE App, Odoo etc.)</li> </ul>


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## DESIGN & DEVELOPMENT (D&D)

Functions in Services	Basic	Intermediate	Advanced
<ul style="list-style-type: none"> <li>Customer Requirement Study</li> <li>Product Conceptualisation</li> <li>Digital Styling</li> <li>Process Optimisation/Improvement</li> <li>Knowledge Transfer Management</li> <li>Standards Management</li> <li>Partner Management</li> <li>Talent Management</li> </ul> 	<p><b>Digital systems to support:</b></p> <ul style="list-style-type: none"> <li>Build to Print</li> <li>Market research to identify customer needs</li> <li>Scheduling</li> <li>CAD/CAE/CAM</li> <li>Prototyping</li> <li>Shopfloor Layout</li> </ul>	<p><b>Integrated systems that support:</b></p> <ul style="list-style-type: none"> <li>CAD/CAM/CAE/ Simulation Processes</li> <li>Tooling/Mold/Die Design</li> <li>Mechatronics Concept Design</li> <li>Testing and Validation</li> <li>Manufacturing Feasibility Analysis (DFM/DFA)</li> <li>Prototype Development and Testing</li> <li>Supply Chain &amp; Cost Analysis</li> <li>Product LifeCycle Management (PLM)</li> </ul>	<p><b>Optimisation / Intervention / Predictive enabler for:</b></p> <ul style="list-style-type: none"> <li>Alternative Energy Solutions</li> <li>Lightweight Material Inclusion</li> <li>AI/Automation System Development</li> <li>Sustainable and Eco-Friendly</li> <li>Customisation</li> </ul>
	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>Basic CAD systems</li> <li>Computer-based Production planning</li> <li>Digitised Manual</li> <li>Production Logs</li> <li>Prototype Manufacturing Capabilities</li> </ul>	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>3D modelling, simulation</li> <li>Mechatronics System Simulation</li> <li>Real/virtual testing</li> <li>Mold/Die simulation</li> <li>Mass-production Validation</li> <li>Improve Product Performance</li> <li>Material and Components Sourcing</li> <li>Matching Pricing</li> <li>IoT Integration, and Embedded Systems Platforms</li> <li>IoT-enabled Sensors and Devices for Real-time Production Monitoring</li> </ul>	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>Assembly &amp; Robotic Simulation</li> <li>Digital Twins for Production Simulation</li> <li>EV &amp; Battery Optimisation</li> <li>Composite Material Simulation Software</li> <li>Human-machine Interface (HMI) Design Software</li> <li>Real-time Predictive Scheduling</li> </ul>


For more info on the digitalisation tools, go here : <https://www.mpc.gov.my/digitalplatformnetwork>. Or scan the QR code



## AI AND DIGITAL ADOPTION IN THE MACHINERY & EQUIPMENT (M&E) INDUSTRY

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### R&D INTO NEW FRONTIERS (NEW EMERGING TECHNOLOGIES)

Functions in Services	Basic	Intermediate	Advanced
<ul style="list-style-type: none"> <li>• Predictive capability into Technology Trends</li> <li>• Firm Absorptive and Explorative Capability</li> <li>• Focus on Customer and Trends</li> <li>• IP Generation</li> <li>• Knowledge Management</li> <li>• Talent Management</li> </ul> 	<p><b>Digital systems to support:</b></p> <ul style="list-style-type: none"> <li>• Trend Analysis</li> <li>• Data collection &amp; Market intelligence</li> <li>• Ideation and Concept Development</li> <li>• Basic Prototyping and Experimentation</li> </ul>	<p><b>Integrated systems that support:</b></p> <ul style="list-style-type: none"> <li>• Technology Scanning and Horizon Scanning</li> <li>• Scenario Planning &amp; Road Mapping</li> <li>• Simulation and Feasibility Studies</li> <li>• Industry Collaboration and Open Innovation Management</li> <li>• IP Management and Patent Analytics</li> </ul>	<p><b>Optimisation / Intervention / Predictive enabler for:</b></p> <ul style="list-style-type: none"> <li>• Computational Modelling and AI Integration</li> <li>• App enable smart products</li> <li>• Technology Valuation and Business Strategy Development</li> <li>• Experimental Design</li> <li>• Advanced Prototyping</li> <li>• Strategic Investment &amp; Venture Creation</li> </ul>
	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>• Spreadsheet-based tracking</li> <li>• Publication Semantic Analytics</li> <li>• Emerging Tech and Competitor Analytics</li> </ul>	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>• Systematic Analytical Tools for Identifying and Assessing</li> <li>• Upcoming Tech Advancements</li> <li>• Predictive Modelling Capability</li> <li>• Future-oriented Models</li> <li>• Partnership Management Systems</li> </ul>	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>• AI-tools for Predictive Analytics and Relevant Automation</li> <li>• No-code / Low-code development platform</li> <li>• Commercial Viability Analytics</li> <li>• Scale Up and Refinement Tools for Prototypes</li> <li>• Investment Frameworks for Disruptive Technologies</li> <li>• Large-scale Policies Analytics and Conversion to Firm-level Strategy</li> </ul>

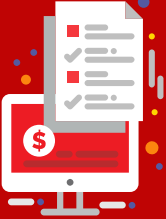
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## FINANCE & COMPLIANCE

Functions in Services	Basic	Intermediate	Advanced
<ul style="list-style-type: none"> <li>Accounting &amp; Financial Management</li> <li>Compliance &amp; Reporting</li> </ul> 	<ul style="list-style-type: none"> <li>Manual bookkeeping and financial reporting using spreadsheets</li> <li>Compliance tracking via physical records and manual filing</li> </ul>	<ul style="list-style-type: none"> <li>Cloud accounting software for automated financial management</li> <li>Digital compliance management tools to streamline regulatory reporting</li> </ul>	<ul style="list-style-type: none"> <li>AI-driven financial forecasting and fraud detection for better decision-making</li> <li>Blockchain for secure transactions and automated compliance monitoring</li> </ul>
	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>Manual Bookkeeping (Excel, Paper-based)</li> <li>Manual Report Filing (Excel, Paper-based)</li> </ul>	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>Cloud Accounting Software (e.g. Xero, QuickBooks, Odoo)</li> <li>Digital Compliance Management (e.g. Qalsys, Proteus, SJAI etc.)</li> </ul>	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>AI-driven Financial Forecasting, Blockchain for Secure Transactions</li> <li>AI-driven Compliance Monitoring, Blockchain-based Audit Trails</li> </ul>


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## HUMAN RESOURCE & TRAINING

Functions in Services	Basic	Intermediate	Advanced
<ul style="list-style-type: none"> <li>Workforce Management</li> <li>Skills Development &amp; Training</li> </ul> 	<ul style="list-style-type: none"> <li>Manual attendance tracking and payroll processing with paper-based records</li> <li>Employee training through printed manuals and in-person sessions</li> </ul>	<ul style="list-style-type: none"> <li>HRMS (Human Resource Management Systems) for digital record-keeping and payroll automation</li> <li>E-learning platforms for online training and skill development</li> </ul>	<ul style="list-style-type: none"> <li>AI-driven workforce optimization for productivity tracking and automated scheduling</li> <li>AR/VR-based training simulations for immersive and hands-on learning</li> </ul>
	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>Manual Attendance Tracking, Paper-based Records</li> <li>Manual Training Materials (PDFs, Printed Manuals)</li> </ul>	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>HRMS (Human Resource Management System) (e.g. QuickHR, Talenox, Odoo HR etc.)</li> <li>E-learning Platforms (e.g. Moodle, TalentLMS, Coursera for Business etc.)</li> </ul>	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>AI-driven Workforce Optimization, AR/VR Training Solutions</li> <li>AI-powered Adaptive Learning, VR-based Training Simulation</li> </ul>


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### CUSTOMER & SALES MANAGEMENT

Functions in Services	Basic	Intermediate	Advanced
<ul style="list-style-type: none"> <li>Customer Relationship Management (CRM)</li> <li>Digital Marketing &amp; Sales</li> </ul> 	<ul style="list-style-type: none"> <li>Customer data stored manually in spreadsheets or paper records</li> <li>Sales and marketing rely on cold calls, emails, and basic social media presence.</li> </ul>	<ul style="list-style-type: none"> <li>CRM systems for automated customer tracking and engagement</li> <li>E-commerce platforms and digital advertising to expand sales channels</li> </ul>	<ul style="list-style-type: none"> <li>AI-powered CRM with chatbots for automated customer interactions</li> <li>Predictive analytics for sales forecasting and personalized marketing</li> </ul>
	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>Spreadsheets, Email-based Tracking</li> <li>Basic Website, Social Media Presence</li> </ul>	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>CRM Software (e.g. Zoho, HubSpot, Odoo etc.)</li> <li>E-commerce Platform (e.g. Shopify, WooCommerce, Odoo), Digital Advertising (Google Ads)</li> </ul>	<p><b>Suggested Tools</b></p> <ul style="list-style-type: none"> <li>AI-powered CRM, Chatbots for Customer Support</li> <li>AI-driven Personalization, Marketing Automation, Predictive Analytics</li> </ul>

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# AI-POWERED DIGITAL TRANSFORMATION JOURNEY

## PRODUCTION OPERATIONS AND MAINTENANCE



### BASIC

Paper-based forms, manual data entry and isolated spreadsheet



### INTERMEDIATE

Implementing automated production planning and scheduling (MES/ERP), predictive maintenance with Computerized Maintenance Management Systems (CMMS)



### ADVANCED

AI-powered chatbot preventive maintenance, Digital twins, Industrial IoT (IIoT) platforms

## AI AND DIGITALISATION USE CASES : ENHANCING OPERATIONAL EFFICIENCY

This page highlights real-world examples of **successful digital adoption** across industries, showcasing how automation and technology integration drive **operational improvements, cost savings, and enhanced customer satisfaction.**



A leading manufacturer and assembler of plastic parts and components for the automotive, electrical, electronics, medical, packaging and other industries

### PROBLEM

Challenges in Quality Control (QC) management include difficulty in identifying real-time product data, data inconsistencies, and delays in addressing production issues.

### SOLUTION

- Digital Upgrade by adopting Google Workspace for automated QC and production management.
- Real-time tracking, data visualization, & centralized storage will enhance accuracy and collaboration.
- Smart Manufacturing implementation which a PoC will validate the solution's impact on efficiency and productivity

Category	Improvement Level	Impact Description	Estimated Improvement (%)
Manpower	High	Time saved from digital quality records & checks	70%
Material	Low	Reduced use of paper and printing supplies	5%
Machines	Low	Reduced printer and office machine usage	10%
Method	Moderate	Reduction in errors & rework, improved process changes	15%

### VALUE CREATION

Reducing workload and saving time, minimizing paper and printing costs, improving defect identification with fewer errors and rework, leading to increased operational efficiency and productivity.

## HOW TO GET STARTED?

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



The image shows a digital pledge card and a QR code. The card is white with a red border and contains the MPC logo, the title 'Pledge GO B.I.G WITH DIGITAL', the tagline 'BREAKTHROUGH. INTEGRITY. GOOD', a commitment statement in English and Indonesian, a signature, and the name 'Dato' Wei Chuan Beng' with his title 'Business Leader (Organisation Leader) Champion Digital Productivity Nexus'. A QR code is located at the bottom left of the card. To the right of the card is a large QR code for scanning.

**MPC**  
MULTI-PARTY COOPERATION

*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**





**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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**Mustaza Mukhtar Che Razali**  
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Champion

**Mr. Ricky Soo**  
NGC Member

**Mr. Chow Wing Kah**  
NGC Member

**Mr. Chan Wei Eik**  
MEPN Member

### INDUSTRY PARTNERS

Machinery and Engineering Industries Federation (MEIF)

Malaysian Special Tooling and Machining  
Association (MSTMA)

Small and Medium Enterprises Association (SAMENTA)

Malaysia Automation Technology Association (MATA)

Malaysia Association of Sustainable Supply Chain  
& Innovation (MASSCI)

## GALLERY



## GALLERY



## NOTES





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