

# AI CITIES: DIGITAL AVATAR FOR CITY DATA PLAYBOOK

# INFORMATION & ANALYTICS AT YOUR FINGERTIPS

Whether it be critical information needed during a parliamentary session, a press conference, an interview session or a business meeting, have no fear for A.I.D.A., your faithful pocket-sized AI digital assistant is here!



# MEET A.I.D.A.

Artificial Intelligence Digital Assistant

A.I.D.A. isn't just smart. It's intuitive.  
Built for Mobility.  
Powered by Intelligence.



## MACHINE LEARNING

Learning from Data



## GENERATIVE AI

Creating Content



## NATURAL LANGUAGE PROCESSING

Understanding Speech and Text



# BENEFITS TO THE CITY COUNCIL

## DIRECT BENEFITS OF A.I.D.A.



### **Faster Information Access**

Staff can query the avatar for instant answers (information at fingertips)



### **Knowledge Retention**

Acts as an institutional memory, retrieving policies, past cases and SOPs quickly



### **Decision Support**

Combines real-time data from the data warehouse with contextual search (RAG) to support better policy and operational decisions



### **Training & Onboarding**

New staff can learn processes and systems interactively via the avatar



### **Operational Consistency**

Standardises responses and guidance based on authoritative data sources



# BENEFITS TO THE RAKYAT

## INDIRECT BENEFITS OF A.I.D.A.



### **Faster Service Delivery**

Quicker internal handling of permits, complaints and requests



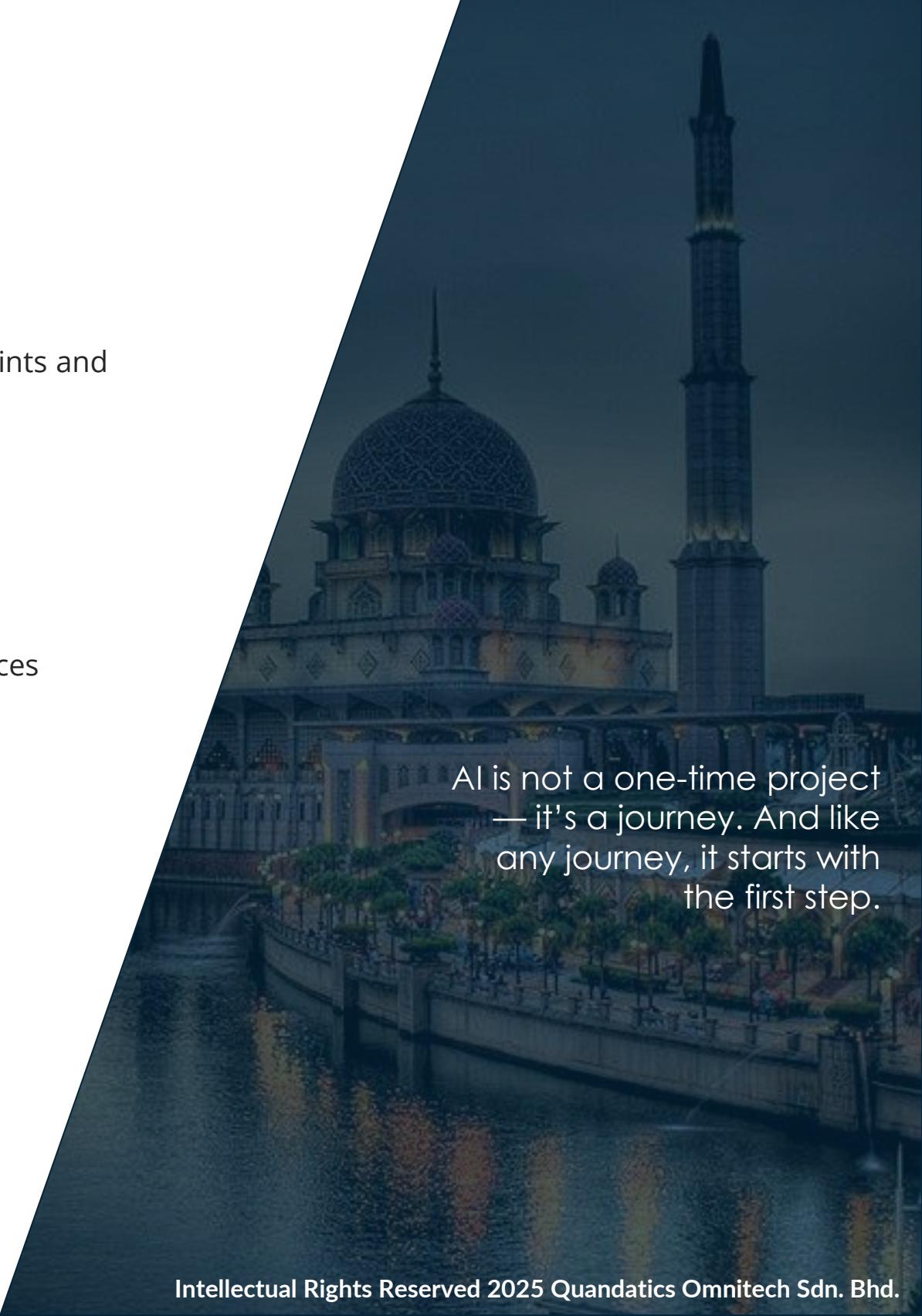
### **More Accurate Responses**

Staff give citizens consistent, data-backed answers



### **Better Policy Outcomes**

Data-driven decisions lead to improved services



AI is not a one-time project — it's a journey. And like any journey, it starts with the first step.

# CITY CHALLENGES & PAIN POINTS

THAT CAN BE ADDRESSED WITH A.I.D.A.



## Information Overload and Fragmentation

Struggle to locate information that are scattered across multiple systems, documents, and departments



## Knowledge Loss & Staff Turnover

Critical know-how leaves when experienced staff retire or resign



## Delayed Decision

Data gathering and verification can delay operational or policy decisions



## Inconsistent Processes and Responses

Staff may give different answers to the same query, leading to public confusion



## Onboarding and Training Gaps

New hires take months to learn systems, policies, and procedures



## Time-Consuming Citizen Case Resolution

Internal staff spend too long verifying details before responding to public requests or complaints.



An AI city is not just connected — it's intelligent, adaptive, and alive with insight

# A.I.D.A.

BUILT FOR MOBILITY. POWERED BY INTELLIGENCE.



## OMNICHANNEL

Mobile app or Web app



## MULTIMODAL

Output :Text, Speech, Graph, Charts, Tables



## HIGH CUSTOMISABILITY

Choose from existing models and voice profiles or create your own



## HIGH PORTABILITY & MOBILITY

Travels with you

Small in Size, Big in Functionality:  
Does not fall sick, does not  
take leave and does not  
apply for overtime



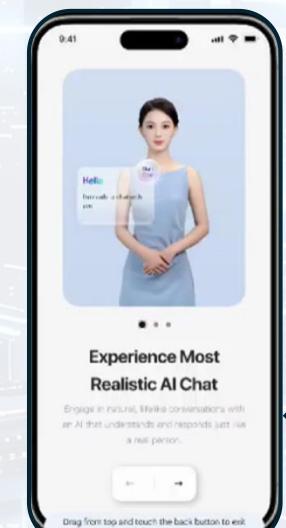
# DIGITAL AVATAR PLATFORM

Create your own video or voice profiles or choose from readily-available options

The image displays the Digital Avatar Platform interface. On the left, a sidebar menu includes 'Business Scenarios' (Home, Video Studio, Interactive Avatars, Role of Avatar, Chat Settings, Model Configuration, Large Model Dialogue, Knowledge Base, Avatars, AI Voice), 'Interactive Avatars' (Trial2, AIDAENG, Wrong), and a 'Create Role' button. The main area features a 3D model of a woman in a blue dress, a mobile phone displaying the AIDA app with a 'Hello' message and a 'Start Chat' button, and a grid of smaller mobile screens showing various digital avatars and their profiles. The top right corner shows a user profile for 'dylan.tan@quandatics.com'.

# A.I.D.A.

How does it work?



A.I.D.A. Mobile App

Text . Speech



Digital Avatar Backend

RAG Retrieval      Vector Database      Local Knowledge      Globalised Knowledge



General Enquiries

1



2

Statistical Enquiries



Tables, Charts, Graphs



Enterprise Systems, Platforms, APIs



# USE CASES FOR CITY

Perbadanan Putrajaya



Decision  
Support

Faster  
Information  
Access

Operational  
Consistency

Knowledge  
Retention

Training &  
Onboarding



"Hello! My name is **Melor** and I am the **Digital Assistant for Putrajaya City**. How may I help you?"

# USE CASES FOR RAKYAT

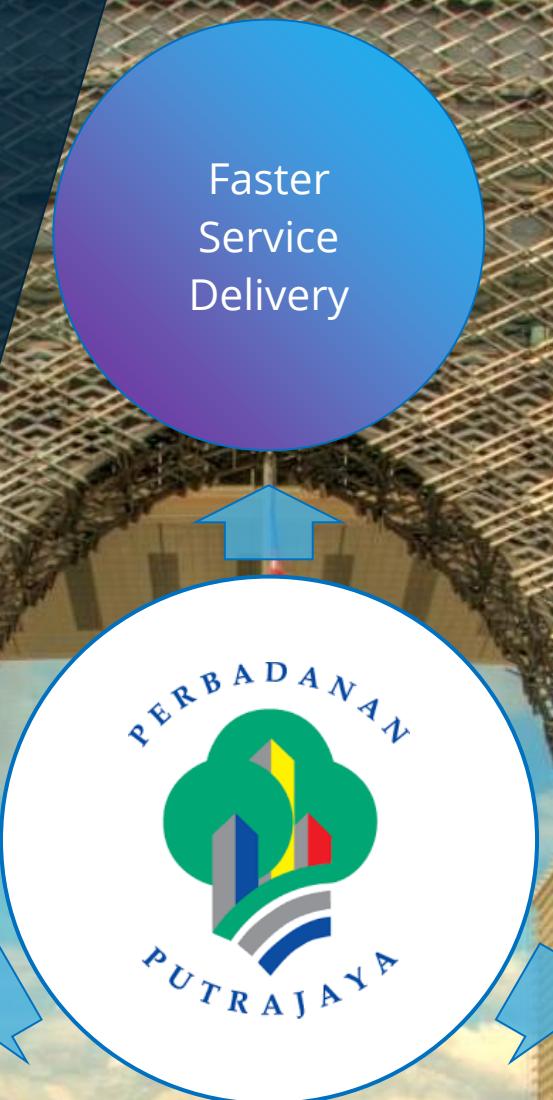
Perbadanan Putrajaya



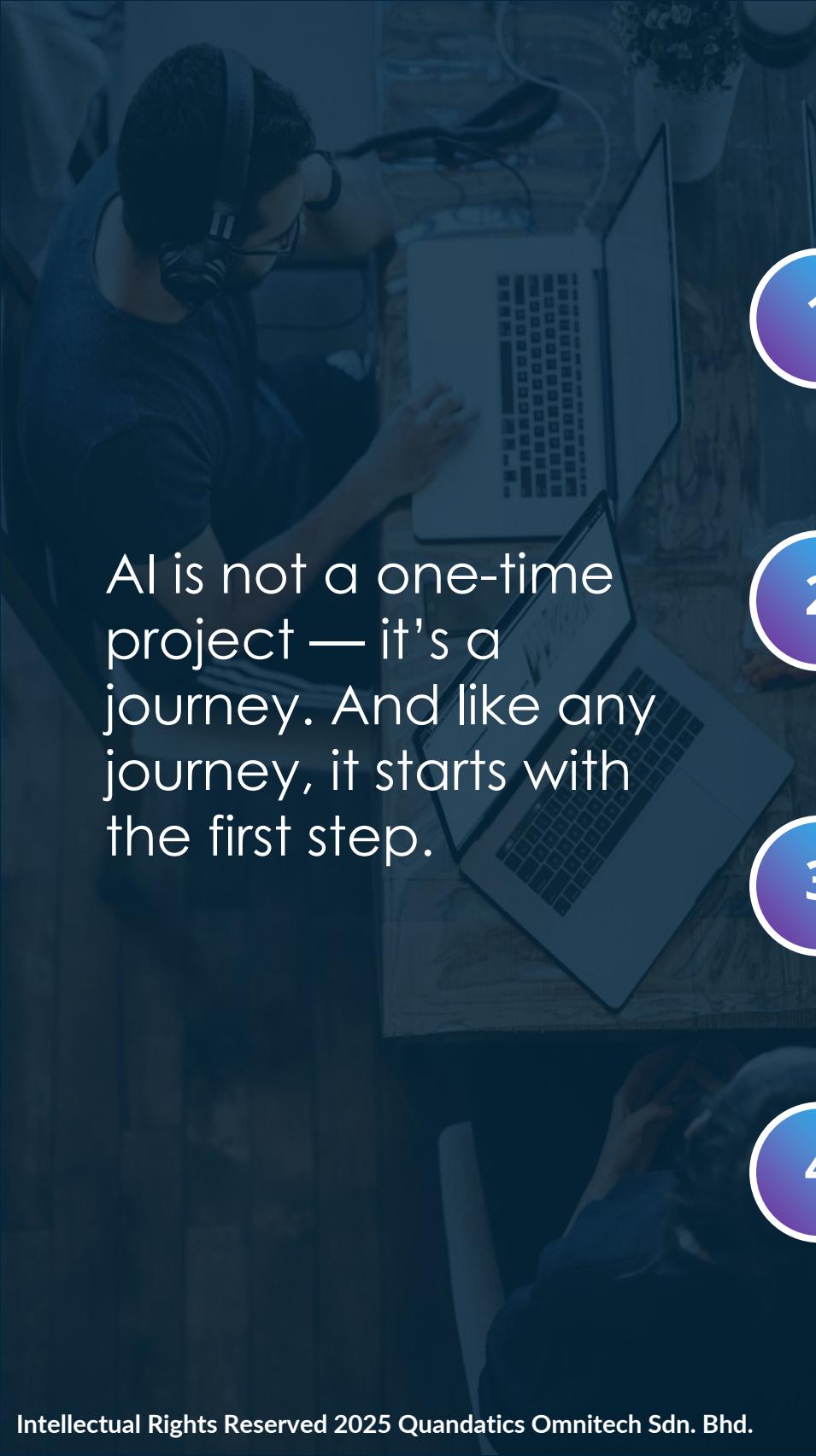
Better Policy  
Outcomes

Faster  
Service  
Delivery

More  
Accurate  
Responses



"Hello! Nama saya **Melor** dan saya ialah **Pembantu Digital** untuk **Perbadanan Putrajaya**. Bagaimanakah saya boleh membantu anda?"



# HOW DO I START?

START SMALL, AIM BIG

AI is not a one-time project — it's a journey. And like any journey, it starts with the first step.

1

2

3

4

## IDENTIFY PAIN POINTS

- Map out key service bottlenecks (e.g., delays in responding to citizen requests, knowledge gaps across departments).
- Focus on repetitive, high-volume tasks where AI can deliver quick wins.

## DEFINE OBJECTIVES

- Set clear goals: faster response times, better staff efficiency, improved decision support.
- Align objectives with city priorities like citizen satisfaction, transparency, and cost efficiency.

## SOLIDIFY FOUNDATION

- Ensure data is clean, structured, and accessible from multiple systems.
- Establish proper data governance to maintain accuracy and trust in AI outputs.

## OBTAIN SUPPORT

- Secure commitment from leadership and department heads early.
- Promote a shared vision to reduce resistance and ensure smooth adoption.



# HOW DO I START?

START SMALL, AIM BIG

5

6

7

8

Start small, aim big –  
but always start with  
the end in mind

## DEVELOP PARTNERSHIPS

- Work with proven AI technology providers and local experts.
- Leverage their experience to accelerate development and avoid pitfalls.

## START SMALL

- Launch a focused pilot (e.g., internal digital assistant for staff queries).
- Measure impact, gather feedback, and refine before wider rollout.

## ENSURE COMPLIANCE

- Embed privacy, data security, and ethical considerations from day one.
- Follow legal frameworks to build public trust.

## SCALE AND INTEGRATE

- Expand pilots into city-wide solutions once value is demonstrated.
- Integrate the AI assistant with other smart city systems for seamless operations.



QUANDATICS (M) SDN BHD

QUANDATICS OMNITECH  
SDN BHD

## ABOUT US

- **14 Companies**
- **7 Countries Covered**
- **270+ Projects Delivered**
- **380+ Unique Clients**
- **100+ Full-Time Employees**
- **50+ Contract Employees**
- **100% Malaysian Company**
- **100% Malaysian Workforce**
- **11 Years in Business**
- **MOF Registered**

### Our Company Services

Core Services  
Other Services

#### 01 Digital Transformation

- Digital Audit & Digital Readiness Assessment
- Gap Analysis
- Digital Roadmap
- Digital Inclusivity
- People |Process | Technology

#### 02 Big Data Analytics

- Data Lake/ Warehouse
- Analytics/ Visualisation
- Data Science
- Data Governance
- Data Quality
- Data Virtualisation

#### 03 Cloud/ Infra

- Alibaba Cloud
- AWS
- Data Migration
- DevOps/ DevSecOps
- CI/CD
- Datacentre

#### 04 Software Development

- Core System Development
- Web Application
- Mobile Application
- SuperApp
- API / Microservices

#### 05 Artificial Intelligence

- Artificial Intelligence
- Machine Learning
- Generative AI
- AI Chatbot
- Robotic Process Automation

#### 06 Cybersecurity

- Security Posture Assessment
- Dark Web Monitoring
- Cybersecurity Scorecard
- Backup & Recovery
- Disaster Recovery and Business Continuity Planning

#### 07 Blockchain & Metaverse

- Blockchain
- Metaverse
- Web3 Development
- Fintech
- Tokenisation

#### 08 Identity & Access Management

- eKYC
- Multi-Factor Authentication
- Zero Trust

#### 09 Training

- Certification
- Talend, Snowflake, Qlik, Tableau, Power BI, UiPath, RapidMiner, Others

# A.I.D.A. - A.I. DIGITAL ASSISTANT

Hyper-Realistic, Smart & Intuitive



# ABOUT AI CITIES INITIATIVE

An acceleration initiative for cities to adopt and harness AI technologies in optimising city efficiency and improve Rakyat's quality of life

Funded by:



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