

## **MDEC Launches Complimentary Data, Analytics and Artificial Intelligence Readiness Assessment Tool**

- *The free assessment will enable organisations to understand their data, analytics and AI readiness and gain insights into the common challenges that organisations face*
- *Organisations will receive personalised report which will elevate them to the next level and assist in their journey towards being 4IR-ready*

**CYBERJAYA, 31 MAY 2021:** The Malaysia Digital Economy Corporation (MDEC), Malaysia's lead agency in digital transformation, supported by International Data Corporation (IDC) a global market intelligence firm, today announced the launch of the Data, Analytics and Artificial Intelligence (AI) Readiness Assessment Tool.

The free assessment is available now for business enterprises and organisations seeking help to address organisations' requirement in realising their asset value and pervasively deploy data technology in order to optimise operational, tactical and strategic decisions and overcoming their biggest challenges towards being Industrial Revolution 4.0 (4IR)-ready.

"In order to unlock the full array of benefits of 4IR, organisations need to accelerate the use of data technology. IDC, via their recent Artificial Intelligence (AI) Adoption Survey found that more than 52 percent of Asia Pacific enterprises are still in their early stages of AI adoption. This assessment tool, jointly-developed with IDC, will greatly benefit local businesses in their journey towards being 4IR-ready in line with the goals of the Malaysia Digital Economy Blueprint (MyDIGITAL) in boosting economic competitiveness through digitalisation," said Surina Shukri, CEO of MDEC.

The Data, Analytics and Artificial Intelligence Readiness Assessment Tool is based on IDC's vast experience in research and insights. A framework has been developed to help assess the organisation's data, analytics and AI readiness as well as to identify strengths and areas of improvement to fully maximise the organisation's capabilities. This assessment is targeted for C-suite executives and senior leaders in business, operations and IT across all industries. Ultimately this presents itself as an opportunity for Malaysian enterprises to re-evaluate their digital strategy or risk being left behind against its competitors.

"This readiness assessment will help Malaysian enterprises to evaluate their current position and readiness to be a data driven organisation and embracing 4IR. While there has been an increase in interest around AI and analytics, it's important to assess your point of departure to demonstrate the proof of value technology brings to the organisation's business goals in the future. It was an honour to support MDEC in contributing to the development of this essential tool, and we will continue to work collaboratively with MDEC to drive the digital needle forward," said Sudev Bangah, Managing Director, IDC ASEAN.

The use of data technology will enable organisations to have a good understanding of their data technology adoption maturity and readiness. The assessment aims to provide recommendations as a guide for business enterprises to address their business insufficiencies (and/or identify new business opportunities) with the best match of data technology and professional services provided by MDEC's Data Technology Partners.

The assessment tool has been welcomed and lauded by key industry associations in Malaysia including the National Tech Association of Malaysia (PIKOM), Malaysian Institute of Accountants (MIA), Institute of Corporate Directors Malaysia (ICDM) and Malaysian Alliance of Corporate Directors (MACD). It will enable their members to understand their data-driven maturity and readiness for their respective companies.

The simple and user-friendly assessment can be done at the organisations' convenience (can be saved and be revisited at a later time). In total, there are six dimensions for assessment: Organisation, People, Process, Technology, Data and Use Case. While there are only three compulsory dimensions (Organisation, People and Process Dimensions), completing the remaining dimensions (Technology, Data and Use Case) will help give the organisation an all-rounded, clear understanding of its readiness level. Upon completion of the assessment, a personalised essential report will be generated which summarises the organisation's capabilities on each of the dimensions and reveal how the organisation can bring its data-driven readiness to the next level.

Data, Analytics and Artificial Intelligence Readiness Assessment is a service by MDEC's Data Driven Enterprise Programme which aims to provide a structured and accelerated approach in assisting business enterprises gain value from their digital transformation efforts and quickly shift towards becoming more productive, innovative and resilient. To learn more about the MDEC's Data Driven Enterprise Programme and Data, Analytics and Artificial Intelligence Readiness Assessment Tool and to take part in the assessment, kindly visit: [www.mdec.my/dde](http://www.mdec.my/dde)

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#### **About Malaysia Digital Economy Corporation (MDEC)**

Malaysia Digital Economy Corporation (MDEC) is the agency under the Ministry of Communications and Multimedia Malaysia leading the nation's digital transformation for 25 years. MDEC's agenda is **Malaysia 5.0**, enabling a nation deeply integrated with technology, providing equitable digital opportunities to the people and businesses.

In order to achieve this, we will focus on four key thrust lead DIGITAL thrusts, **New skills, Adoption, Disruptors and Investments**. This forms the basis of our NADI Digital brand campaign, that will drive our core programmes for the rakyat, business and investors. MDEC's aim is for Malaysia to become a globally competitive digital nation, anchored on inclusivity, sustainability and shared prosperity, firmly establishing Malaysia as the Heart of Digital ASEAN.

**#Malaysia5.0 #NadiDigital #SayaDigital #MHODA #MyMDEC**

To find out more about MDEC's Digital Economy initiatives, please visit us at [www.mdec.my](http://www.mdec.my) or follow us on: Facebook: <https://www.facebook.com/MyMDEC/> Twitter: @mymdec

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