

Axiata.AI

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Axiata.AI

Transforming Potential of AI into Value



Our Vision on AI

Transform to an AI
powered TelcoTechco to
deliver sustainable returns



axiata

Axiata.AI driving AI Transformation across all Opcos

Triple Core



Transformation powered by

Axiata.AI – Organization wide AI transformation program

Transformation Outcome

AI Powered TelcoTechco

From Digital Telco → AI-powered TelcoTechco

Intelligent Digital Assets

From Infrastructure Business → Intelligent Digital Assets

AI products and Services

From Digital Business → AI Business

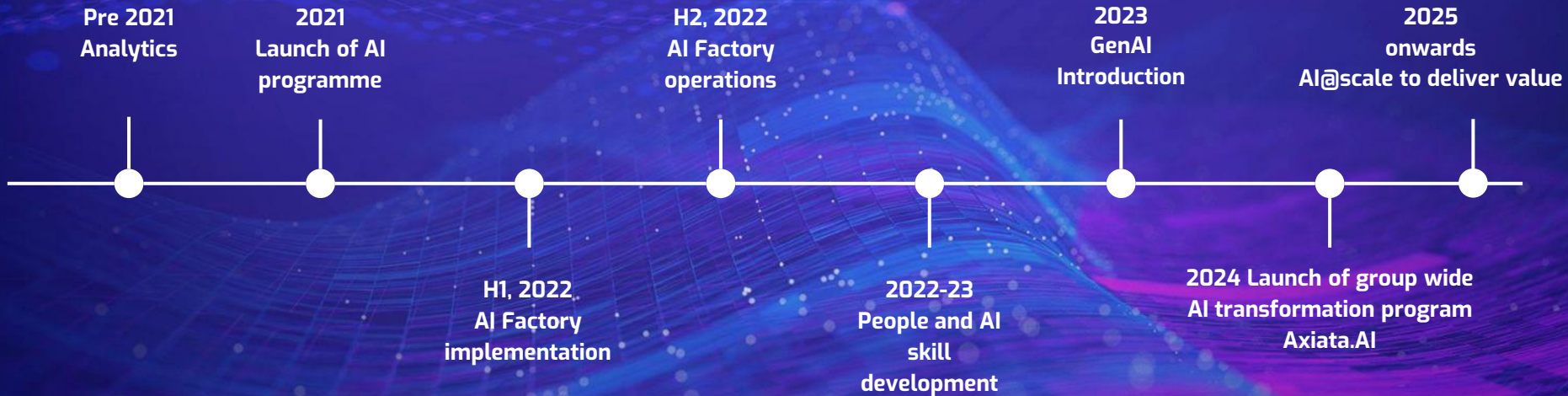
Key Features

- Network Intelligence
- Customer Intelligence
- Service Intelligence

- Energy Intelligence
- Tower Intelligence
- Digital Asset Intelligence

- AI powered Financial Services
- Intelligent Mar-Tech Solutions
- AI and API Products/Solutions

Our Journey from Analytics to Classical AI and GenAI



Axiata.AI launched in 2024 – Establishing Capabilities for AI execution

Data and Architecture

Standard Data and AI Architecture Blueprint completed.

Implementation of standard architecture in progress.

People

Basic AI training for all employees.

Customized AI training for all senior leaders.

Hands on gamified AI program for employees.

Governance and Risk

Axiata Data/AI Governance Policy formalization.

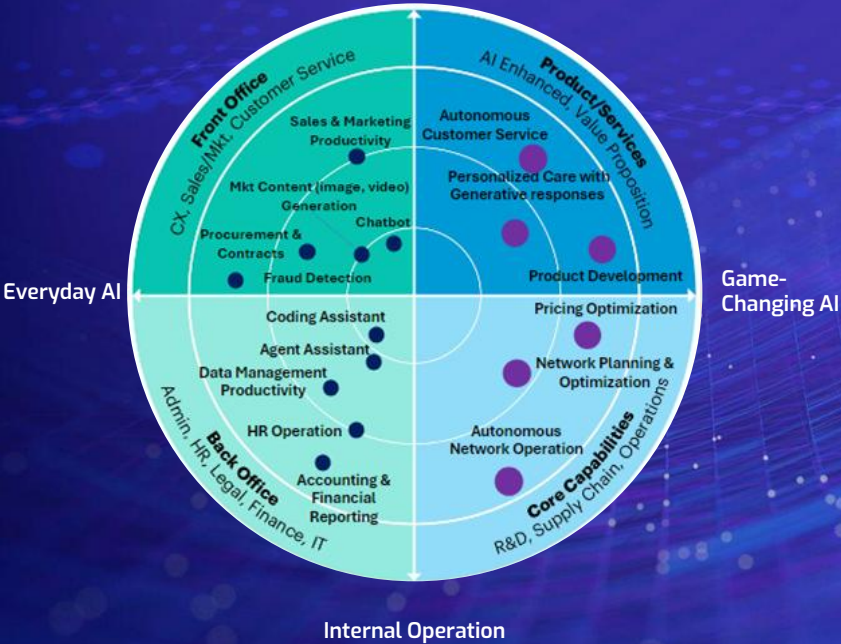
Minimum base guideline to be ensured by all Opcos.

Board approved execution plan and monitoring.

Establish a culture that has the courage to change and a mindset of experimentation.

In 2024, we have scaled up Classical AI and implemented GenAI use cases

AI Opportunity Radar – Use Case Lens



High Impact Use Cases

Classical AI

Value Based Planning
Next Best Offer
Churn Management
Upsell/Cross-Sell,
Site monetization

GenAI

Marketing Image Gen.
Customer Service
Front Office Functions
Back Office Operations

Progress in 2024

Scale up AI Factory for classical AI use cases – **50%** increase of use cases in production in 2024.

More than **35** instances of GenAI use cases across group with focus on productivity and operational excellence.

...While we are continuing to scale up Classical AI use cases...

Digital Telcos

XL axiata Powered by AI Factory

- Enhance Sales Team by increasing AVA
- Smart Marketing Decisions
- Enhance Home Productivity
- Enhance Enterprise Productivity
- IT Operations Improvements
- AI Fraud Based Detections
- AI Led Network Decisions

Smart

- Churn Prediction
- NBO
- Change Detection by Anodot

robi Powered by AI Factory

- Stock Recommendations
- Churn Prediction
- GA Optimization
- Offer Recommendation Engine

Dialog Powered by AI Factory

- Dynamic Pricing
- NBO
- Mobile Prepaid Churn
- Dynamic Discounts for Network
- Retailer Stock prediction
- Home Detection

Infrastructure

EDOTCO

- Dynamic Power management
- Improve Battery management
- Integration of renewable energy
- Real time monitoring system

linknet

- Churn Propensity

Digital Businesses

AXIATA DIGITAL LABS (Ready Products)

- Churn Prediction
- Fraud Detection
- Household Identification
- Traffic Forecast
- NBO Recommendation

ada (Clientworks)

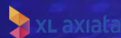
- Precise Customer Targeting
- Quality control in manufacturing
- Customer retentions

Boost Be Unstoppable

- Automation of customer collection using AI
- Customer acquisition and activations

...We have started implementing GenAI use cases across all Opcos

Digital Telcos



Infrastructure



Digital Businesses



Front Office

<ul style="list-style-type: none"> • Gen-AI based virtual bot at Call Centre • Sales GPT to enhance Advocacy Index 	<ul style="list-style-type: none"> ▪ DialogGPT ▪ ASIMOV – Technical Assistant 	<ul style="list-style-type: none"> ▪ Intelligent virtual assistant for customer & agents 	<ul style="list-style-type: none"> ▪ Smart Customer Facing Chatbot 	<ul style="list-style-type: none"> ▪ Conversational GPT (GRC) 	<ul style="list-style-type: none"> ▪ HR EduBeyond ▪ IT Codeium 	<ul style="list-style-type: none"> ▪ AI Agent for FAQs 	<ul style="list-style-type: none"> ▪ Boost Customer Service Chatbot ▪ HR Chatbot
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Back Office

<ul style="list-style-type: none"> ▪ Sales Efficiency Optimizations ▪ HR Productivity ▪ IT Troubleshooting Efficiency 	<ul style="list-style-type: none"> ▪ Marketing & Sales Content Generation ▪ TFT magazine ▪ Dialog Greeting Cards 	<ul style="list-style-type: none"> ▪ Q&A on Internal knowledges ▪ Identify changes in different version the documents ▪ Perform tasks on callback functions 	<ul style="list-style-type: none"> ▪ NaPA GPT ▪ Energy Billing Text Extraction 	<ul style="list-style-type: none"> ▪ Chatbot using Open Source LLMs 	<ul style="list-style-type: none"> ▪ Axonect Chatbot ▪ Axonect Wisdom 	<ul style="list-style-type: none"> ▪ Boost Bank Customer Service Chatbot
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Use Case Demo – GenAI based Marketing Image Generation



Use Case Demo – GenAI based Marketing Video Generation



Use Case Demo – Customer Problem Resolution using GenAI



Leveraging on our API journey to maximize impact of AI

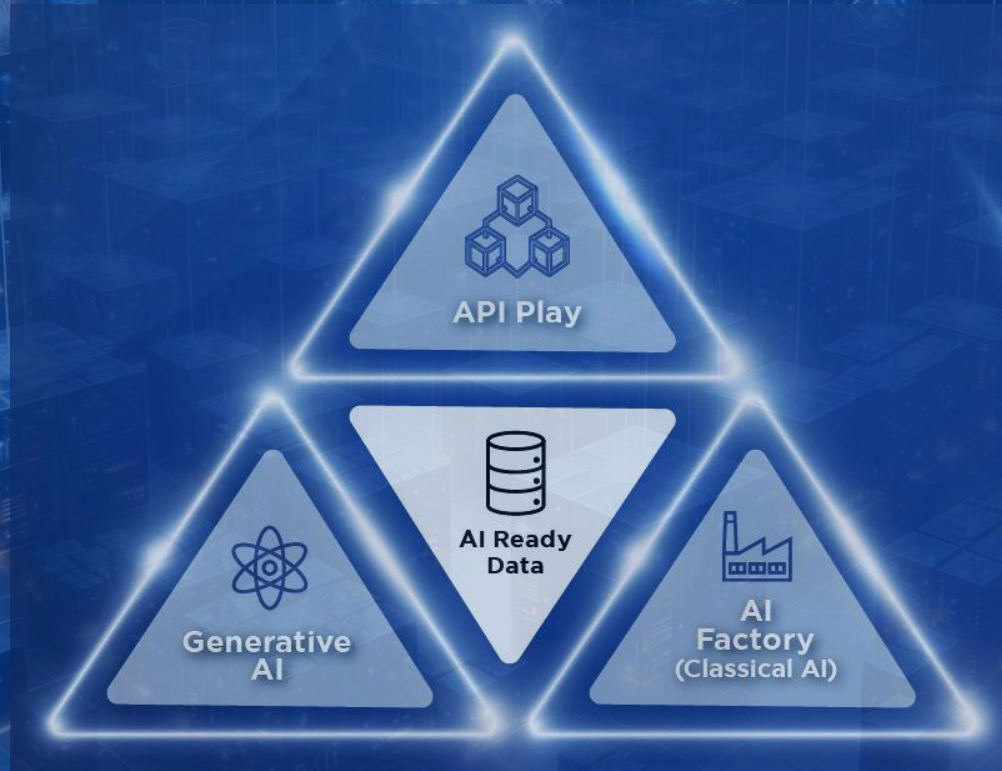
External API Play
70,000+
Developers

Internal API Play
6000+ APIs

Among top 3
Telcos to run
TM Forum
**Open Digital
Architecture**

TMF **Diamond**
Certification for
APIs @ scale

Consistency and clarity in approach with agility as key



Thank You

