

AI TRANSFORMATION PARTNER

You've tried AI before. It produced *nothing*.

That's not a failure of AI. It's a failure of partnership. Before you spend another ringgit on tools, spend two weeks finding out exactly where your time and money are leaking — and what it's worth to fix.

OFFER 1 · S1 IN THE WINSYM METHOD

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We start with an audit, not a pitch.

WHY THIS FEELS DIFFERENT THIS TIME

You're not wrong to be skeptical

Somewhere in the last two years, someone in your business bought an AI tool, ran a pilot, or hired a vendor who promised transformation. Then it quietly stopped mattering. You're not alone, and you're not the problem.

THE NUMBER

Research from MIT found that **95% of AI pilots never reach production**. Not because the technology failed — because nobody owned getting it there.

Most AI initiatives don't die from bad models. They die from bad handoffs — a vendor who delivered a demo and moved on, an internal champion with no bandwidth, a tool nobody integrated into how work actually gets done. *That's a partnership problem, not a technology problem.*

Which is exactly why we don't start with a tool, a platform, or a pitch. We start by finding out, in forensic detail, where your business is actually losing time and money — and only then talk about what to build.

Why most AI pilots stall — and how we're built to avoid each one

Every failed pilot we've seen traces back to one of four gaps. We designed the Audit and everything after it to close all four before you spend a ringgit on a Build.

1 No production owner

An innovation team builds the pilot, but nobody in operations owns getting it integrated and live. *We stay accountable through go-live and beyond* — that's what "partner" means to us.

2 Clean demo, dirty reality

Pilots run beautifully on curated sample data. Real operations run on messy, incomplete, inconsistent data. We build on **your production data from day one**, not a showcase dataset.

3 No integration scope

Nobody scoped connecting the new system to your CRM, ERP, or daily workflow, so it sits outside how work actually happens. Integration is **in scope from day one**, not an afterthought.

4 Success defined after the fact

Without agreed metrics upfront, "success" becomes a matter of opinion — and opinions lose budget battles. We **define KPIs before we build anything**, and measure against them afterward.

We don't sell AI tools. We *own the outcome*.

THE LINE THAT GOVERNS EVERYTHING ELSE IN THIS DOCUMENT

What we actually do in two weeks

The AI Opportunity Audit is a forensic look at where time and money leak out of your operation — not a sales call dressed up as a workshop. We spend two weeks inside your business before we recommend anything.

1

We talk to the people doing the work

Not just leadership. The staff who live the workflow every day — where they wait, where they copy-paste, where they call someone because the information isn't where it should be.

2

We watch the work happen

We shadow the actual process, click by click, rather than relying on how it's described in a meeting. Reality and the org chart rarely agree.

3

We check what your data can support

AI is only as good as what feeds it. We test your real systems and real data — not a hypothetical — before recommending anything that depends on them.

4

We calculate what it's costing you

Every manual step gets a number: hours, frequency, labor cost, error cost. We only report what we can defend.

5

We hand you a roadmap and present it live

Not a PDF in your inbox. A room, a conversation, and a recommendation you can act on immediately.

WHAT YOU WALK AWAY WITH

Five deliverables, one clear next step

Everything we produce is built to be understood by the person signing the cheque and used by the person running the business — no jargon, no black boxes.

01

The Value Engine Map

A plain map of how work actually flows through your business — where information moves, where it stalls, and where a person is doing what a system could do.

02

The Leak Ledger

A line-by-line account of where time and money are disappearing, in ringgit per year, sorted by how confident we are in the number.

03

Your WTX Score

A single, defensible score for how ready your business is for AI transformation — see the next page for how it works.

04

The Opportunity Matrix

Every fix we found, plotted by impact against effort, so you can see the quick wins next to the bigger bets at a glance.

05 · THE ROADMAP

A prioritized, sequenced plan — what to fix first, what depends on what, and what it will cost to build. **No menu of options. One recommended path.**

THE INSTRUMENT

A number your board can act on

Most AI readiness talk is vibes. The winsym Transformation Index (WTX) turns it into a single 0–100 score, built from evidence we gather during the Audit — not from asking your team how confident they feel.

We score seven dimensions of your business — from leadership clarity to data quality to how well change actually sticks with your people — and weight them into one number. It's the same instrument every time, so your score means something and can be tracked over time.

BAND	SCORE	WHAT IT MEANS
Exposed	0–40	Real risk if you move fast without fixing foundations first
Ready	41–65	Foundations are workable; targeted fixes unlock value fast
Performing	66–85	AI is already working for you; the opportunity is to compound it
Compounding	86–100	Transformation is embedded and improving on its own

Your WTX score isn't a grade — it's a starting position. It tells you and your board exactly where to focus first, and it gives us a benchmark to prove movement against after the Build.

TWO WEEKS, START TO FINISH

A simple, fast, disruption-free process

You keep running your business. We work around your team's schedule, not the other way around, and we're out of your building in two weeks with a clear answer.

- 1

Kickoff & discovery
We align on scope, get access to what we need, and talk to the leaders who set direction.
- 2

Ground-floor interviews
We talk to the people who do the work every day and shadow the real workflows in action.
- 3

Data & systems check
We test your actual data and tools against what a real solution would need to run on.
- 4

Synthesis & validation
We build the scorecard and roadmap, then pressure-test it with your team before it's final.
- 5

Executive readout
We present your findings live — your situation, your WTX score, your Leak Ledger, your roadmap, and what a Build would cost and return.

2
weeks from kickoff to readout

1
room, one live presentation —
never emailed cold

60
days for your audit fee to credit
toward a Build

THE OFFER

Two ways to start, one guarantee

Choose the scope that matches how much of your business you want examined first. Either way, if you move forward with a Build, the Audit fee comes off the top.

AUDIT LITE

One workflow, deep look

A focused, fast audit on a single high-friction process. Roughly 3-5 days. The right entry point if you already know where it hurts.

AUDIT STANDARD

Two to three workflows, full picture

The complete instrument set across your highest-impact processes. Roughly one to two weeks. The right choice if you want the whole leak picture before you commit.

RISK REVERSAL

100% of your Audit fee credits toward your Build if you proceed within 60 days. You're not paying twice to move forward — you're paying once to know whether moving forward is worth it.

A worked example. An Audit surfaces RM 180,000/year in confidence-weighted leak from manual invoice processing and client onboarding. A Build to fix both pays for itself in under a year, then keeps paying — at a conservative 70% adoption rate in year one, because we'd rather under-promise than send you a projection that doesn't survive contact with reality.

WHO YOU'RE ACTUALLY HIRING

Everyone else delivers outputs. We own the outcome.

You have options. Strategy consultancies will hand you a roadmap and leave. Dev shops will build exactly what you ask for, whether or not it's what you need. Automation agencies will wire up something fast that breaks the first time reality gets messy.

VENDOR TYPE	WHAT THEY DO	WHERE THEY FAIL YOU
Strategy consultancy	Roadmaps, assessments	Doesn't build; you lose momentum and context in the handoff
Dev shop	Code, features, integration	Builds what you asked for, not what you needed
Automation agency	Fast, templated automations	Breaks on your edge cases; sells and disappears
winsym.ai	Diagnosis, build, transfer, optimization — end to end	Requires a deeper engagement — in return, one accountable partner instead of four vendors to coordinate

AI makes your people *more valuable* — not replaceable.

WHAT WE BUILD TOWARD, EVERY TIME

YOUR NEXT STEP

Let's find out what it's costing you.

You don't need to commit to a transformation program to take the first step. You need two weeks, access to the people who do the work, and an honest look at the numbers. That's what the Audit gives you — with your fee credited in full if you go further.

- **Book a discovery call.** 30 minutes, no deck, no obligation — we listen first.
 - **We scope your Audit.** Lite or Standard, based on what you already suspect is broken.
 - **You get your answer in two weeks.** A live readout, a number, and a roadmap you can act on.
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We start with an audit, not a pitch. If there's nothing worth fixing, we'll tell you that too.

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Winning Systems · AI Transformation Partner