



Explaining AI for Business and Accounting Transformation

An Executive Business Strategy Guide to Financial Modernisation, Risk Management, Capital Efficiency, and Strategic Decision-Making

Suhizaz Sudin
Senior Lecturer
Faculty of Intelligent Computing
Universiti Malaysia Perlis

SUHIZAZ SUDIN

Senior Lecturer | Researcher | Technology Leader

Faculty of Intelligent Computing

Sports Engineering Research Centre (SERC)

Centre of Excellence for Advanced Computing (AdvComp)

UNIVERSITI MALAYSIA PERLIS (UniMAP)



+6016-4482556



suhizaz@unimap.edu.my



Scopus Author ID:
26422542800



ORCID ID:
0000-0001-6025-1424



ResearchGate:
Suhizaz-Sudin-2



AT A GLANCE



25+ Years of Experience



RM170K+
Research Grants



179+
Academic Citations



5+
International
Gold & Silver Medals



20+
Years in University
Teaching

RESEARCH & ACHIEVEMENTS



Principal Investigator (FRGS)
Research Grants > RM170,000



Textbook Author
(Artificial Intelligence)



ICITS Proceedings Editor
(Springer / Scopus Indexed)



International Innovation
Award Winner



179+ Research Citations
(Scopus Indexed)



EXECUTIVE PROFILE

Suhizaz Sudin is a seasoned academic and technology leader with over 25 years of experience in computing, cybersecurity, and applied research. His expertise spans national cybersecurity policy, ICT strategy alignment, artificial intelligence, big data analytics, and knowledge management systems, complemented by extensive teaching in programming, networks, databases, and software engineering. He has held key leadership roles including Deputy Dean of Student Affairs, Director of Sports and Recreation Centre, and Deputy Director of Industrial Collaboration, while also contributing nationally as a member of the Academy of Sciences Malaysia Cybersecurity Task Force and Vice President of the Malaysia Sports Technology Association. Recognized for bridging academic excellence, technological innovation, and national policy development.



CAREER HIGHLIGHTS & NATIONAL LEADERSHIP

- ✓ **National Cybersecurity Policy:** Appointed to the Academy of Sciences Malaysia Task Force on Cyber Security to develop national cyber security policy and promote public awareness.
- ✓ **Institutional IT Strategy:** Key member of the University ICT Driving Committee for strategic alignment of services and budget optimization & Big Data Analytics Task Force.
- ✓ **Regulatory IT Audits:** Successfully uplifted trading restrictions at Alor Setar Securities by reorganizing IT security standards and passing a critical KLSE IT Audit.
- ✓ **Professional Memberships:** Vice President, Malaysia Sports Technology Association (National, 2024–2027) & Perlis Muay Thai Association (State, 2026).



PROFESSIONAL EXPERIENCE

UNIVERSITI MALAYSIA PERLIS (UniMAP)

2003/2004 – Present

Malaysia Computing Group Lead (SERC) (2019 – Present) | Senior Lecturer (2010 – Present) | Lecturer (2003/2004 – 2010)

- Leads the Computing Group at SERC, driving technical innovation and applied research.
- Teaches core computing subjects and supervises postgraduates & Final Year Projects.
- Director of Sports & Recreation Centre (Nov 2014 – Aug 2022): Led university to achieve 11 consecutive SUKUM championships & established income-generating sports events.
- Deputy Dean of Student Affairs & Alumni (May 2012 – Oct 2014): Managed student welfare, financial aid, discipline, soft skills & alumni administration.
- Deputy Director, Centre for Industrial Collaboration (2005 – 2007 / 2025 – 2027): Managed university-industry linkages, MOUs, internships & research collaborations.

MEDIASCULPT LTD | New Zealand

2009 – 2012

System Administrator / IT Lead

- Managed and deployed onsite, offsite, and cloud Linux server environments.



PROFESSIONAL EXPERIENCE

UNIVERSITI MALAYSIA PERLIS (UniMAP)

Malaysia Computing Group Lead (SERC) (2010 – Present) | Lecturer (2003/2004 – 2010)

Institutional IT Strategy: ICT Driving Committee

Teaches core computing subjects and supervises postgraduates.

Director of Sports & Recreation Centre (Nov 2014 – Aug 2022): Led university to achieve 11 consecutive SUKUM championships & established income-generating sports events.

Deputy Dean of Student Affairs & Alumni (May 2012 – Oct 2014): Managed student welfare, financial aid, discipline, soft skills & alumni administration.

Deputy Director, Centre for Industrial Collaboration (2005 – 2007 / 2025 – 2027): Managed university-industry linkages, MOUs, internships & research collaborations.

NATIONAL & PROFESSIONAL ROLES



Academy of Sciences Malaysia
Cyber Security Task Force Member



University ICT Driving Committee Member



Big Data Analytics Task Force Member



Vice President
Malaysia Sports Technology Association
(National, 2024–2027)



Vice President
Perlis Muay Thai Association (State, 2026)

CORE COMPETENCIES



Information Security & Governance



System & Infrastructure Management



Database Management & Migration



System Development & Project
Management



Strategic IT & Applied Computing
(KMS, Chatbots, NLP, DSS, Big Data)



Networks, Firewall & VPN



Languages & Technologies
Python | PHP | Java | C/C++
Django | Linux | SQL

RESEARCH INTERESTS



Artificial
Intelligence



Cybersecurity



NLP &
Chatbots



Big Data
Analytics



Sports
Engineering



Machine
Learning



Biometrics



EEG &
Biomechanics



Agricultural
Analytics



Databases

EDUCATION



MSc (Hons) Computer Science

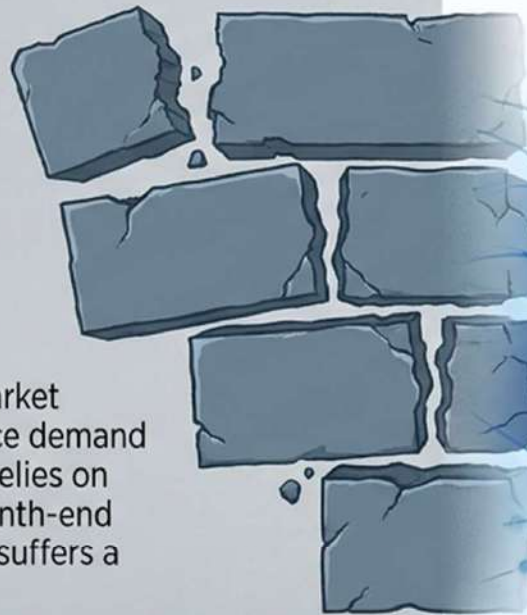
CONNECT WITH ME



TRANSITIONING FROM RETROSPECTIVE RECORD-KEEPING

The Legacy Limits: RETROSPECTIVE RECORD-KEEPING

The Legacy Limits: Continuous market volatility and expanding compliance demand speed, but traditional accounting relies on lagging financial statements, a month-end ledger reconciliation process, and suffers a **1% to 3%** manual error rate.



...TO PROACTIVE STRATEGY

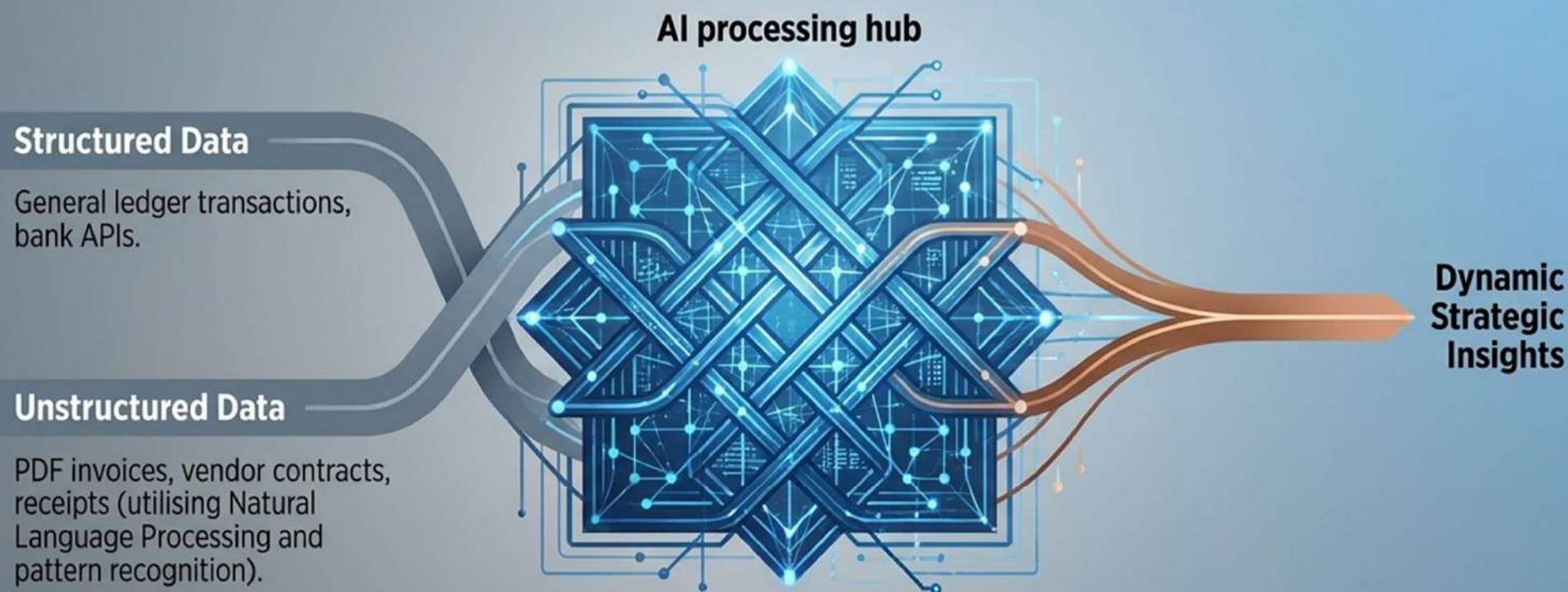
The Executive Mindset:

AI adoption is not merely an IT upgrade; it is a core business strategy. It transforms financial management from a retrospective recording unit into a proactive engine for capital efficiency.



Moving beyond fixed software rules to dynamic enterprise analysis

Unlike legacy software relying on fixed spreadsheet macros, business AI dynamically analyses massive volumes of data and improves continuously over time.



The Three Foundational Value Drivers of AI Adoption



Operational Efficiency

Automates repetitive administrative duties, allowing businesses to scale transaction volume without a linear increase in administrative overhead.



Enhanced Precision & Near-Zero Errors

Eliminates the typical 1% to 3% manual data entry error rate.

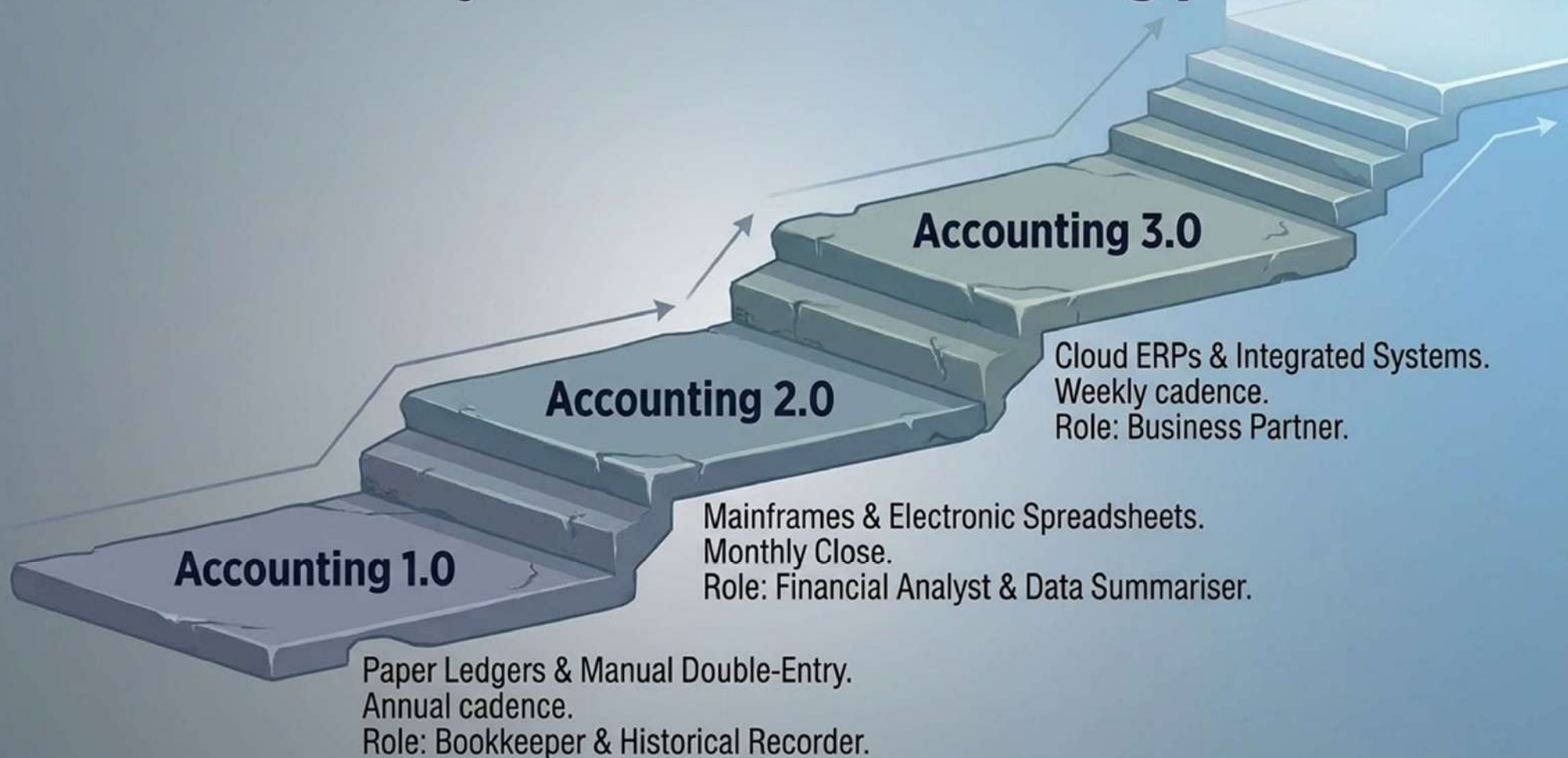
Continuous transaction matching drastically reduces costly manual rework.



Forward-Looking Strategic Insights

Replaces backward-looking monthly reports with real-time predictive modelling, proactive cash flow projections, and dynamic scenario planning.

The evolutionary ascent of the accounting profession



Accounting 4.0: The AI Era



Core Technology: Predictive Machine Learning
& Autonomous Models



Reporting Cadence: Continuous / Real-Time



Primary Role: Strategic Business Advisor & Risk Architect



Strategic Business Value: Proactive Capital Agility & Real-Time Insights

The fundamental shift to a continuous, proactive ledger

The Legacy Manual Paradigm



Focus

Month-End Close



Processing

Manual Categorisation



Error
Management

Reactive Reconciliation



Strategy

Backward-Looking
Reporting

The Continuous AI Paradigm



Focus

Continuous Real-Time Ledger



Processing

Intelligent Extraction



Error
Management

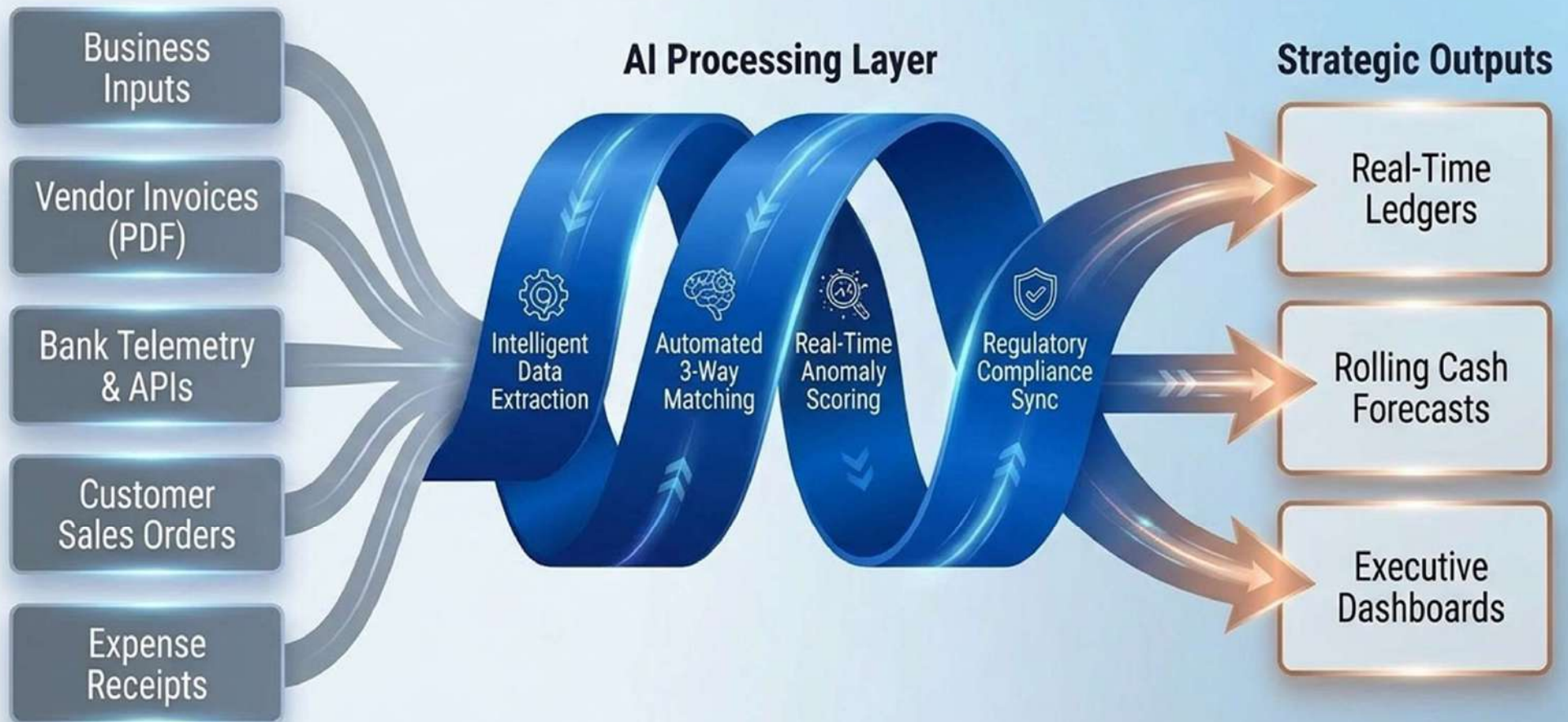
Proactive Exception Flagging



Strategy

Forward-Looking Projections

The real-time financial and business data pipeline



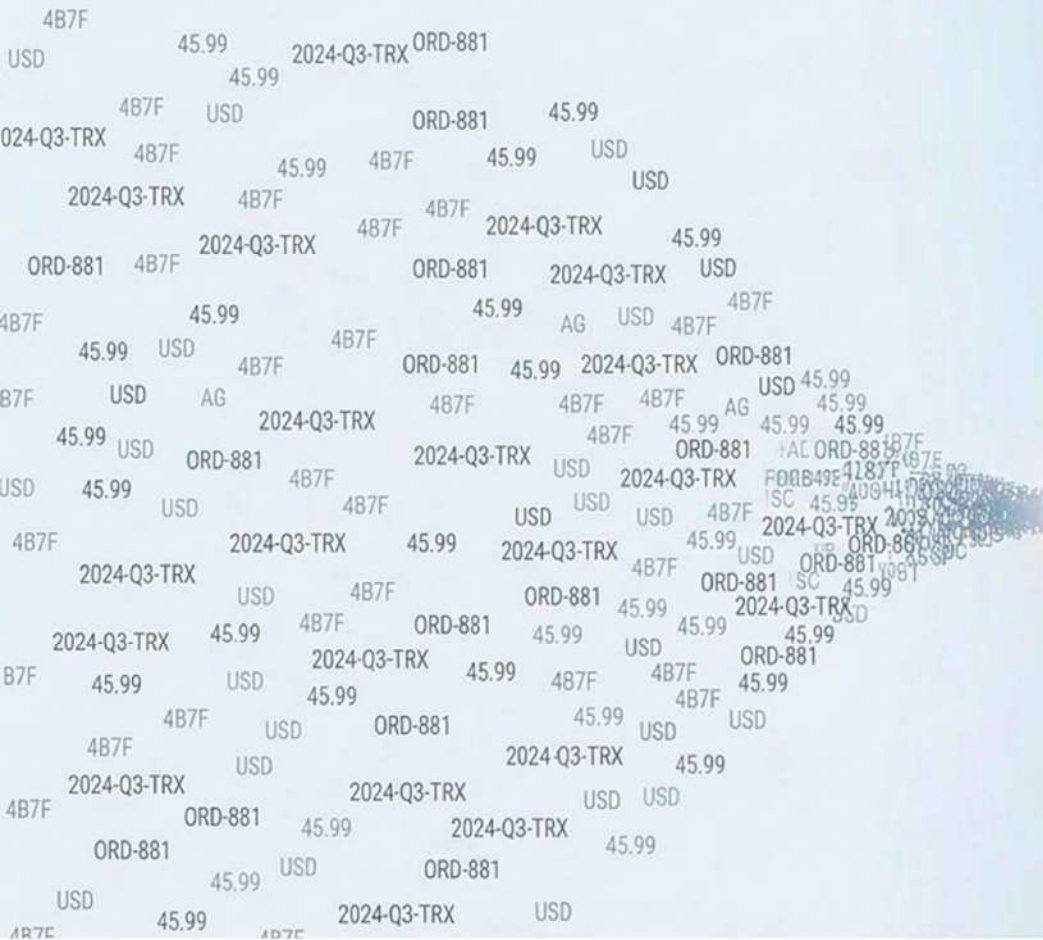
Eliminating corporate silos through enterprise-wide workflow optimisation

Intelligent Robotic Process Automation seamlessly connects cross-departmental operations, automatically updating general ledger records without human intervention when orders are fulfilled.



AI monitors operational queues in real time, identifying delays and autonomously re-routing task approvals.

Converting raw operational logs into strategic market clarity



Market & Demand Forecasting

Synthesising internal sales trends with external economic indicators and inflation metrics to accurately predict product demand.

Customer Profitability

Evaluating purchasing behaviours and service costs to optimise product margins and reduce churn.

Enhancing the customer and stakeholder experience



24/7 AI-Powered Support

Conversational AI agents resolve client billing questions, order statuses, and account inquiries instantly, reducing support costs while maintaining high customer satisfaction.



Proactive Service Alerts

Monitors service usage patterns, flagging potential operational bottlenecks or customer payment delays before they impact business relationships.

Quantifying AI impact across the entire enterprise value chain

Operations & Logistics

**60% to
85%**

Reduction in lead
time via intelligent
order processing.

Sales & Marketing

**18% to
28%**

Revenue conversion
increase via
predictive demand
forecasting.

Customer Management

45%

Lower customer
service overhead via
Natural Language
Processing.

Finance & Risk

**Up to
92%**

Fraud interception
rate via neural
anomaly detection.

Mitigating external volatility and supply chain risk



Supply Chain Risk Mitigation

Tracking global shipping logistics, monitoring supplier financial stability, and proactively selecting alternative vendors in response to market disruptions.



Active Threat Interception

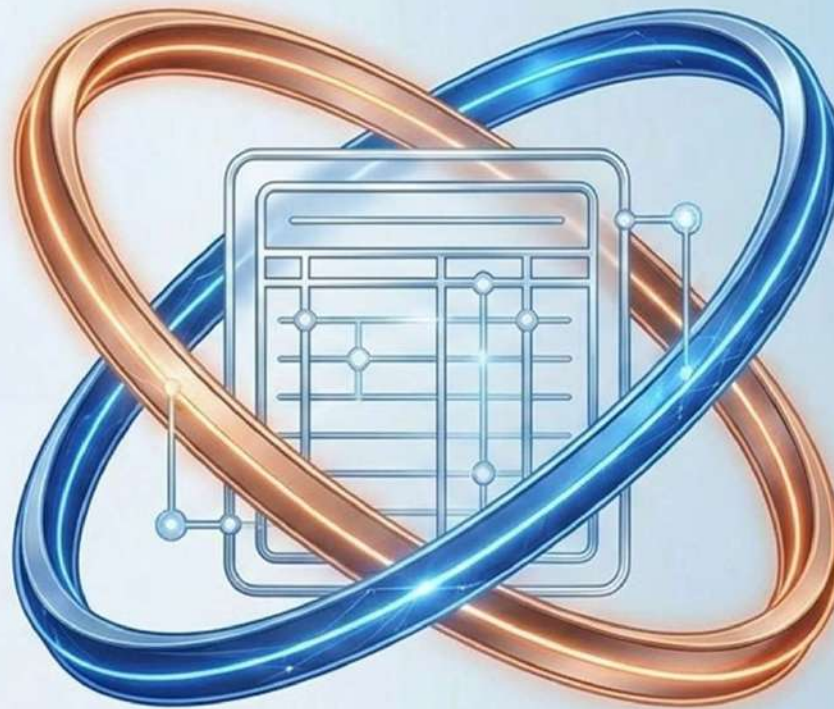
AI acts as a dynamic shield, evaluating global datasets to preemptively route operations away from external economic or logistical shocks before they hit the ledger.

Real-time fraud prevention and anomaly scoring

Neural anomaly detection monitors company transactions as they occur—not post-mortem.



- Flags suspicious vendor invoices.
- Identifies unauthorised expense submissions.
- Intercepts double-payment attempts prior to disbursement.



Transforming core accounting through the modernised continuous ledger

Core accounting transforms from a periodic, manual chore into a continuous strategic asset.

Because AI automates categorisation and syncs data instantly, the books are always open, always updated, and always balanced. This eliminates the chaos of the traditional month-end close.

The end of manual data entry and reactive reconciliation



Intelligent Document Processing (IDP)

Extracts text and line-item details directly from paper receipts and complex PDF invoices.

Automated Categorisation

Machine learning maps these extracted transactions directly to the correct Chart of Accounts codes.

Continuous Bank & Ledger Synchronisation



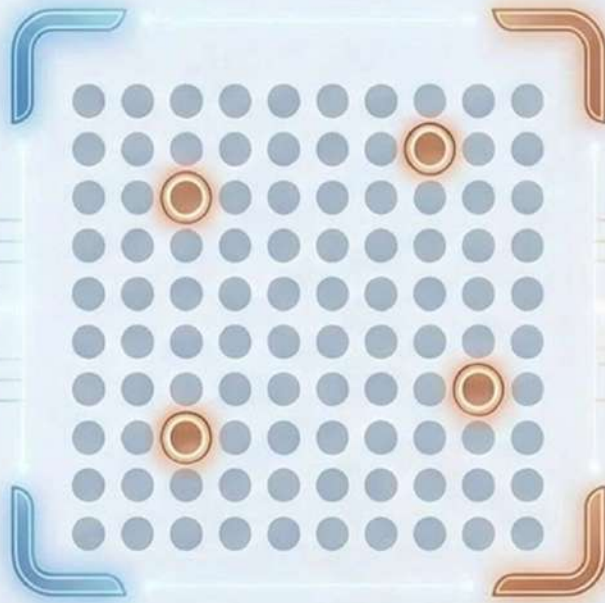
Real-Time Sync

Continuous API connections with corporate banks and payment processors reconcile standard entries daily, completely bypassing manual entry.

Human-in-the-Loop Exceptions

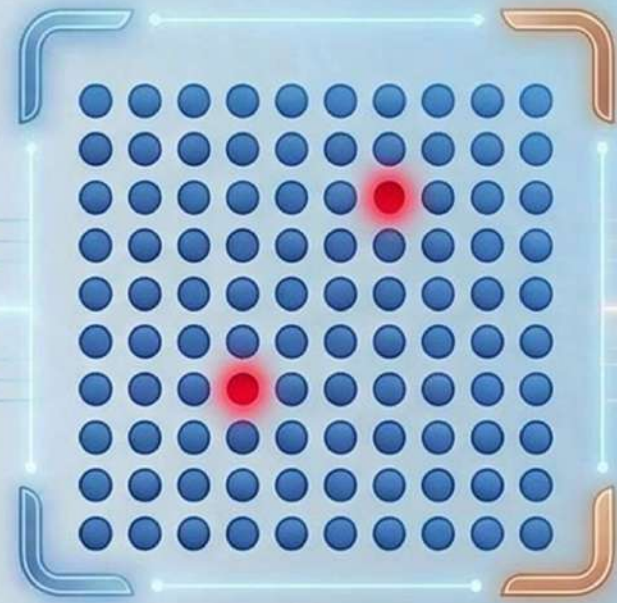
The system effortlessly handles standard matches while isolating complex exceptions specifically for expert accountant review.

Replacing statistical sampling with total population coverage



Traditional Audit

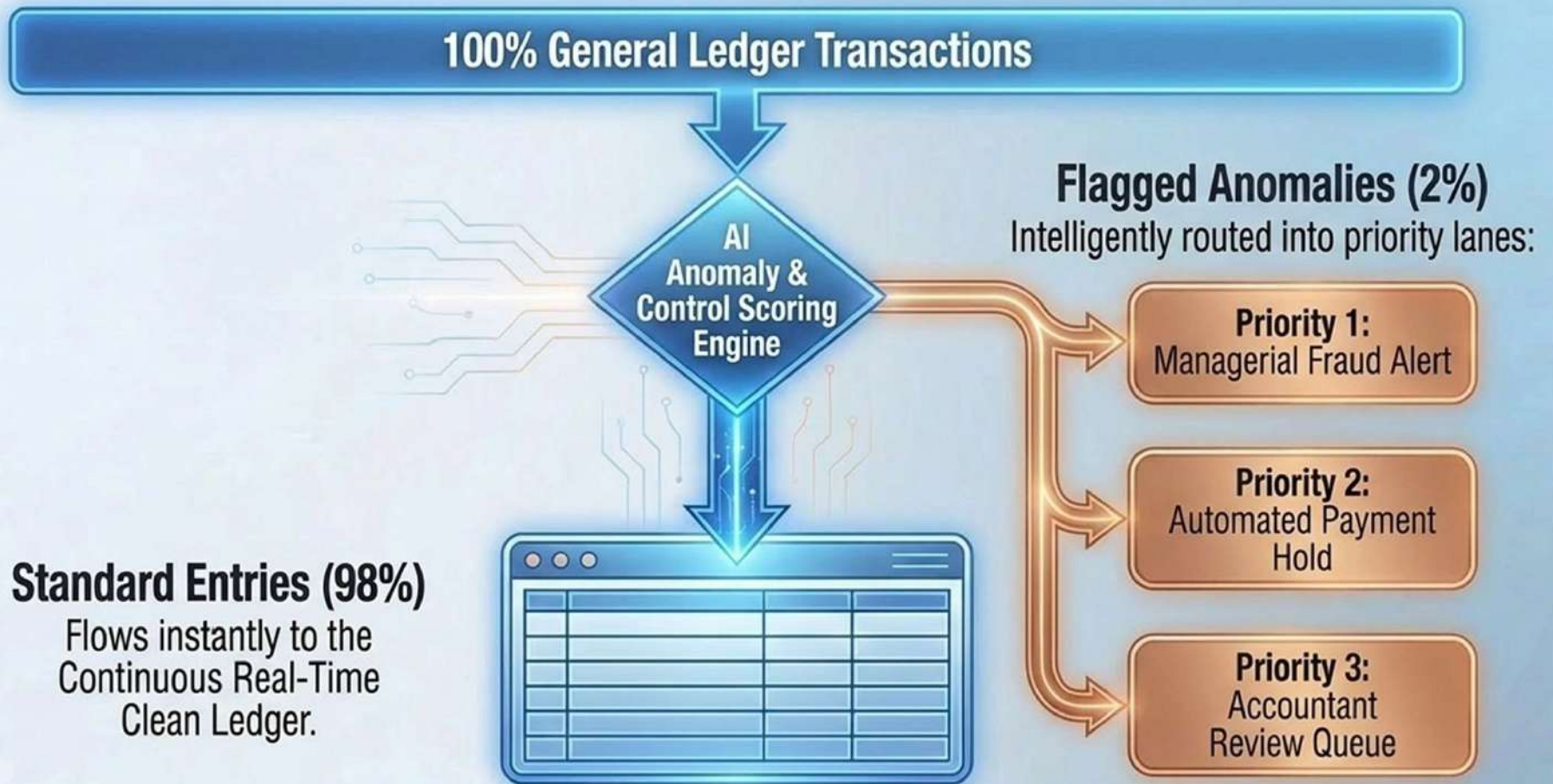
Relies on a 3% to 5% sample size, leaving massive blind spots and a high risk of missing sophisticated anomalies.



AI Audit Coverage

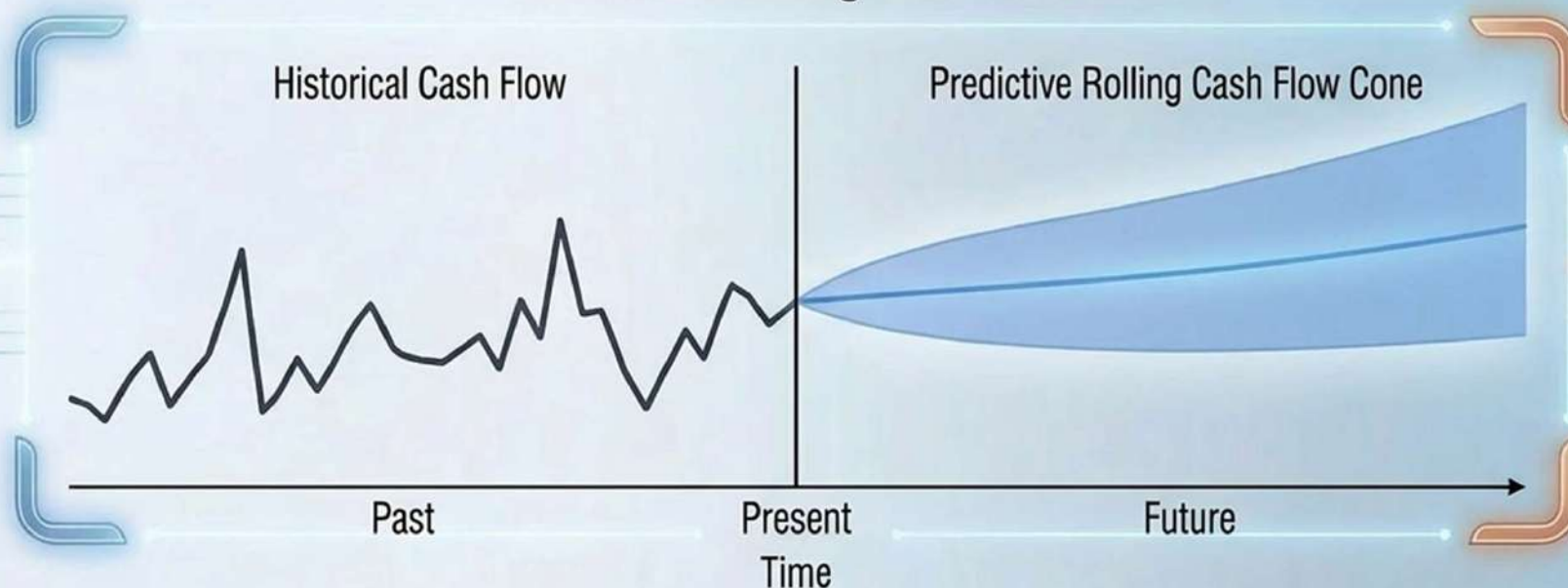
Evaluates 100% of the transaction volume posted to the general ledger. Every single transaction is continuously checked against internal authorisation policies, spending limits, and behavioural fraud patterns.

The automated anomaly routing and control scoring engine



Building proactive financial resilience through predictive modelling

Predictive Rolling Cash Flow



AI models analyse accounts receivable payment cadences, accounts payable obligations, and historical seasonality to generate highly accurate, daily rolling cash forecasts.

“Moving from historical reporting to peering around the corner.”

Automated Scenario Stress Testing

Finance leaders run instant AI simulations to stress-test enterprise health.

