

JOURNEY TODAY

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**ESG: LBS - BUILDING A
GREENER FUTURE WITH
DIGITAL TRANSFORMATION**

DIGITALISATION
that matters

3 QUESTIONS
with Mr. Lucas Lim

BAYU
Hills

FROM SCI-FI TO REALITY:
How AI is Revolutionising
the Way We Live





Digitalisation that matters

The pursuit of greatness must begin from within. How does a company move from a typically traditional set-up into the future? The story of LBS (the Group), from its humble beginnings to a respected property developer, an entity that is dedicated to house the nation is an on-going one.

Digitalisation is a word that is thrown around, sometimes to come across as “up-dated” and “on-point” to the masses. However, within the Group, it is digitalisation that truly matters for the business. It is every and all parts of a whole that is engineered and designed to move the Group forward into a sustainable future.

The Group has been and continues to drive digitalisation that encapsulate all the relevant and needful aspects of the business. The digital-first mindset cuts across operations, strategies and is aimed at transforming the very culture of the Group. Digital-first prioritises solutions that increases efficiency and accuracy in decision-making and problem-solving via digital tools and platforms. The benefits can be enjoyed by the staff, stakeholders, partners and customers.

The Utilisation of Building Information Modelling (BIM)

Internally, the adoption of digital approval platforms, implementation of data analytics for informed decision-making, and utilisation of Building Information Modelling (BIM) and Integrated Building Systems (IBS) Precast Concrete for streamlined construction processes.

BIM is a digital process that involves creating and managing comprehensive 3D models of buildings or infrastructure projects. These models contain detailed information about the various components, systems, and materials used in construction, as well as their spatial relationships and functional characteristics. It streamlines collaboration, enhances visualization, reduces errors, and improves efficiency throughout the entire lifecycle of construction projects.

Additionally, all staff have been given new tools in which they are more efficient, working seamlessly across departments through a centralised platform, dashboards and data analytics also enables informed decision-making, resource optimization, and risk mitigation, empowering teams to drive performance improvements. This has greatly reduced the time needed for report preparation as the key data is now easily accessible via the various dashboards.

Of particular benefit to our homeowners is the ability to report defects via defect lodgement app digitally. It streamlines the process of logging and tracking defects, ensuring prompt resolution and customer satisfaction during the key handover process.

Digitalised Site Inspection

Digitalised site inspection has been implemented through the use of digital tools to conduct construction site inspections and document observations, issues, and progress on construction sites. Such a digital platform enables inspectors to capture data, photos, and notes electronically in real-time. The data is stored centrally on servers, making it easily accessible to relevant stakeholders from anywhere, at any time. This enhances transparency and accountability, enabling informed decision-making and tracking of inspection progress.

All these initiatives have yielded tangible results, such as accelerated project timelines, enhanced collaboration, and improved quality control. Dashboards allow the relevant personnel for an up-to-date access to key metrics, data, trends, and performance indicators established internally. This real-time data is key to efficiency, shorter delivery time, trouble-shooting, and a reduction of wastage, thereby increasing the sustainability quotient of the Group.

What's the next step?

The next step for LBS in digitalisation involves further integration of emerging technologies and continuous improvement of existing digital solutions. This includes exploring advancements in artificial intelligence and predictive modelling for better decision-making and operation streamlining.

The quest for greatness is not a destination, but a disciplined but adventurous journey that is aimed at putting smiles on the faces of homeowners, partners, stakeholders and staff. It is a holistic approach to sustainable business through the advancement in technology for the benefit of all humanity.

3 Questions

with Mr. Lucas Lim

What are the 3 main desired outcomes (end goals) for LBS where digitalisation is concerned?



Enhanced Customer Experience

Our primary goal with digitalisation is to elevate the customer experience across all touchpoints. This involves leveraging technology to provide seamless interactions for property buyers, tenants, and other stakeholders.



Operational Efficiency

Digitalisation will continue to streamline internal processes within LBS, optimising project management, resource allocation, and communication channels via the technology tools mentioned throughout this article. This efficiency will enable us to deliver projects more effectively and maintain high standards of quality.



Data-Driven Decision Making

By harnessing data analytics and insights derived from digitalisation, we aim to make informed decisions regarding market trends, customer preferences, and investment opportunities. This data-driven approach will enhance our strategic planning and competitive positioning.

Mr. Lucas Lim,
Deputy Chief Executive Officer of LBS Bina Group Berhad



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Once this is achieved, what advantages do you see LBS having over and above the competition?

Once these outcomes are achieved, we hope to gain several advantages:



Enhanced Customer Satisfaction

Our focus on personalised experiences and efficient processes will set us apart, leading to higher levels of customer satisfaction and loyalty.



Timely Project Delivery

Operational efficiency gained through digitalisation will smoothen our completion of projects, e.g. being on time and within budget.



Data-driven insights

This will empower us to identify market demands and innovate our product offerings, allowing us to stay ahead of the competition and attract potential buyers and investors.

How long will this take and what are the main challenges in achieving this?

For us, digitisation is an ongoing effort, where we will continue to invest in relevant technologies should the circumstance arises. Having said that, we anticipate challenges such as ensuring data privacy and compliance, integrating new technologies seamlessly, developing internal digital capabilities, and fostering market adoption.

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云顶雅苑
BAYUHILLS

@GENTING BY LBS

One of Malaysia's favourite destinations is Genting Highland. Enjoy a scenic drive away from Kuala Lumpur or Petaling Jaya. It provides a much-needed relief from Malaysia's tropical heat and humidity. Now imagine owning a piece of Genting Highland - an alluring thought indeed. Pack light, hit the road, and you'll be enjoying the cool mountain escape and lush greenery.

A Dream Come True

This can easily be a reality with Bayu Hills. As the second LBS development after Midhills, Bayu Hills is enveloped by natural foliage, seamlessly integrated into the breathtaking landscape of Genting Highland. Situated in an already established address that is just next to Gohtong Jaya, the community is established and self-sufficient with everything that you may need, including Burger & Lobster, Five Guys, ZUS Coffee, The Coffee Bean & Tea Leaf and many more. Bayu Hills is located where all the different genres of food is readily available.

Needless to say, the greenery and cool air is the exact thing your body needs to be rejuvenated. It is also just a short drive away to the top where Resorts World Genting is. Therefore, Bayu Hills (aka your second home) is a stone's throw away from Genting Highland Premium Outlets, Gohtong Jaya, and Awana Genting Golf Course and Country Club.

Wind and Breeze

Bayu Hills itself is designed around the concept of “Wind and Breeze” and is built to deliver a zen-feel, uncluttered and harmonious. It offers you a haven where you can reconnect with nature, rejuvenate your spirit, and experience a home that makes every living moment a breeze.

An Ideal Fit for Any Buyer

With a total of 642 units of serviced apartments, prices start from RM501,900. Designed in a variety of layouts to ascertain an ideal fit for any buyer, these include the 2 bedrooms & 1 bathroom configuration (Type A: 500 sq ft); 3 bedrooms & 2 bathrooms (Type B: 780 sq ft, Type B2: 804 sq ft, Type B3: 810 sq ft); 3+1 bedrooms & 2 bathrooms (Type C: 924 sq ft, Type C2: 949 sq ft); 4 bedrooms & 3 bathrooms (Type D: 1026 sq ft, Type D2: 1059 sq ft, Type D3: 1067 sq ft) and finally 3 bedrooms & 1 bathroom (Type E: 645 sq ft). Additionally, Types B2, B3, C2, D2, and D3 come with private gardens, offering a tranquil outdoor space to relax and unwind.

There are ten levels of parking bays, ensuring more than adequate spots for owners and visitors. The 642 units are found on 28 levels while two levels (including the rooftop) are assigned for facilities. Facilities include Entrance Statement, Mystic Playground, Children Outdoor Playground, Instagrammable Area, BBQ Area, Indoor Game Room, Indoor Gym & Yoga, Flamingo Beach Swimming Pool, Wading Pool & Jacuzzi, Amphitheatre, Bond Fire, Seating Area, Nest Canopy, Sunken Pod, Pergolas, High Bar, and Communal Nest.

The Perfect Getaway

Bayu Hills is a low-density development that is ideal for anyone who is looking for the perfect escape. Built on prime location that is an established neighborhood with all the amenities you can ask for, and just a short drive to all your favourite Genting Highland attractions... this is the ideal getaway address for all Malaysians.





LBS - Building a Greener Future with Digital Transformation

Digitalisation is about moving forward, something that no business can ignore. It is the same with LBS (the Group), we have been making tracks on the ground in our pursuit of incorporating digitalisation in our business, because it benefits the company, which ultimately benefits our partners, suppliers and customers. Digitalisation in this industry goes beyond the intangibles that exist on the Ethersphere - it produces very tangible results.

The three key areas that the Group has focused on and achieve a great deal of success are:



Industrialised Building Systems (IBS)



Quality Management/Control

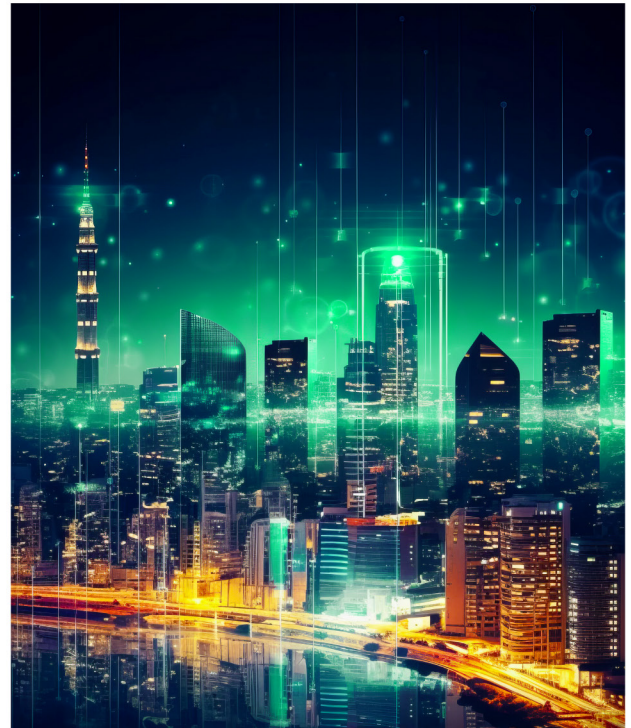


Green Building initiative

IBS

IBS delivers greater efficiency and safety while reducing environmental impact. The advantages of prefabrication and modularity in construction are a reduction in waste and improved efficiency due to our ability to produce parts that are made to order. This reduces time required for on-site construction and increases safety through greater automation.

Digitalisation through IBS has the added benefit of increased potential for recycling, thus allowing us to increase our effort on sustainability. Cost-savings when compared to traditional modes of construction can then be passed on to consumers. With a production capacity of over 6,000 houses annually, this falls neatly in line with the Group's plan to provide affordable housing to the nation. A continuous chain of R&D ensures IBS moves forward with innovation that benefits everyone.



Quality Management/Control

Quality Management/Control enables the Group to monitor real-time data that encourages transparency and hands-on approach to quality management. Some of the advantages are more efficient monitoring, improved product quality while minimising overall defect count. As a daily application, we have cut down paper consumption with the group by as much as 54.2% in 2023, thereby minimising waste. Digitalisation greatly enhances the customer's ability to efficiently lodge a defect within the system, enabling the Group to actively pursue corrective actions.

Green Building initiative

Green Building initiative includes using sustainable materials, being energy efficient and aiming for environmental certification. The greater efficiency of digitalisation allows the Group to source and track suitable materials that is compliant with green building standards. Additionally, optimisation of lighting adds to the reduction in consumption and cost. GreenRE Certification of Bayu Hills and SkyRia is proof that the Group is actively pursuing sustainability and working hand-in-hand with similar eco-conscious clients and investors for the future generations.

“By reducing time wastage, we have streamlined our efforts to focus on what is needed to build a better nation for the people of Malaysia.”

The overall increase in efficiency across the Group has enhanced employee experience and morale. This was achieved with the appropriate tools and regular training for all our staff. More importantly, the digitalisation within the Group has emphasized a data-driven decision making through effective dashboard that has been deployed across various business units. By reducing time wastage, we have streamlined our efforts to focus on what is needed to build a better nation for the people of Malaysia.



From Sci-Fi to Reality:

How AI is Revolutionising the Way We Live

“*Space: 1999*” was a TV series in the 1970s, and as the title suggests, humans would be active space-travellers in 1999. I waited and 1999 has long passed. There are many sci-fi movies and books that talk of the future and what it would be like, but imagination and reality are usually far removed from one another. And then we are suddenly in 2024 and the AI revolution is upon us.

But what is AI?

“*Artificial Intelligence*” is not a new idea and can be traced back to the 1950s. What it is today has been chiefly enabled by vastly superior computing power that analyses large groups of data and is able to make sense of the data to come to certain conclusions. In fact, we are currently using many forms of AI in our daily life.

AI-Powered App

The Waze app can be considered an AI-powered app. It looks at all the roads and is able to come up with a recommended route that is

usually the fastest. We all use it, trusting Waze to minimise our travel time. We take roads we do not usually take and we are often amazed at how accurate and efficient it is. These are two hallmarks of AI, accuracy and efficiency. Waze is also very helpful, especially when it tells you of a police roadblock, speed camera, stalled car or an accident on your route. These are things we never used to have. In the good-old-days, all we had were maps and we had no way of predicting our ETA or what to expect along the way, or even if our normal route was the fastest way there at that given day and time.

AI-Powered Entities

Alexa and Siri are two other AI-powered entities that help us with our daily life and they can be seen as virtual assistants. They help us with almost everything except doing house chores. You can find out anything, access anything and even keep your groceries up to date. They will remind you of important dates and what you have on your daily schedule, etc.

ChatGPT is all the rage now and we are able to do things we never were capable of before. "How to draft a warning letter to an under-performing staff?" "Draft a lawyer's letter to ask tenant for back rent." "Who is at fault in the Middle-East conflict?" "What proof is there dinosaurs existed?" "How to run a successful retail business?" And the list goes on.

Retail businesses and even the social media uses AI to analyse our daily pattern to predict what we like or prefer, so we are fed with more of the same to keep us engaged with Lazada, Shopee, Facebook, Instagram and Tiktok to just mention a few of our daily touchpoints.

On the healthcare aspect, there are already AI-powered entities that can rather accurately (and quickly) give a diagnosis from your symptoms, medical history and familial history. Thereafter, it will be able to prescribe or suggest certain treatment and medicine.



AI could possibly take away our ability to think, process and rationalise. If the trend continues, humans will be influenced (greatly) by AI. Hence those who control AI will be able to greatly influence (or even control) us.

What does the future hold for us with AI? If AI is nurtured and designed with integrity, the future is actually quite bright. We will be able to do many more things with greater efficiency. If it goes bad though... have you seen this movie called "The Terminator"? As for me, I am still waiting to travel to space... wait a minute... "ChatGPT... when can I travel to space like in the Space: 1999 TV series?"



It must be said that AI is able to perform all the above because of the powerful computing that allows it to access vast amount of data, and then making a recommendation that is usually sound.

But there are also concerns. Have you talked about something with someone and the next time you open your phone, you see the advertisement for the very thing you were talking about? The only rational answer is that your phone was listening in on you. The issue of privacy is a big concern.

AI is not really intelligent as it feeds on the data that is available to it, meaning biased or misleading data will result in biased and misleading recommendations. And it has no moral code to speak of.



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empowering individuals
enhancing communities