



STIP

SUNWAY TALENT INTELLIGENCE PLATFORM (STIP)

AI-POWERED STUDENT SUCCESS
ACROSS THE LEARNER JOURNEY



AI-POWERED
INTELLIGENCE



PERSONALISED
GUIDANCE



HUMAN
PARTNERSHIP



CONNECTED
ECOSYSTEM



LIFELONG
IMPACT

One Intelligence Layer.

Every Learner. Every Stage. Every Opportunity.

Transforming data and technology into meaningful guidance
to help every learner discover, grow and succeed.

INTRODUCING STIP

The Intelligence Layer for
Every Learner, Every Stage, Every Opportunity.

STIP (Sunway Talent Intelligence Platform) is Sunway Education Group's AI-powered intelligence platform that unifies data, technology and human expertise to deliver personalised guidance and opportunities throughout the learner journey and beyond.

“

STIP empowers learners to discover their potential, make informed decisions, build future-ready skills and thrive in a rapidly changing world.



STIP AT THE HEART OF THE STUDENT SUCCESS ECOSYSTEM

LEARNERS

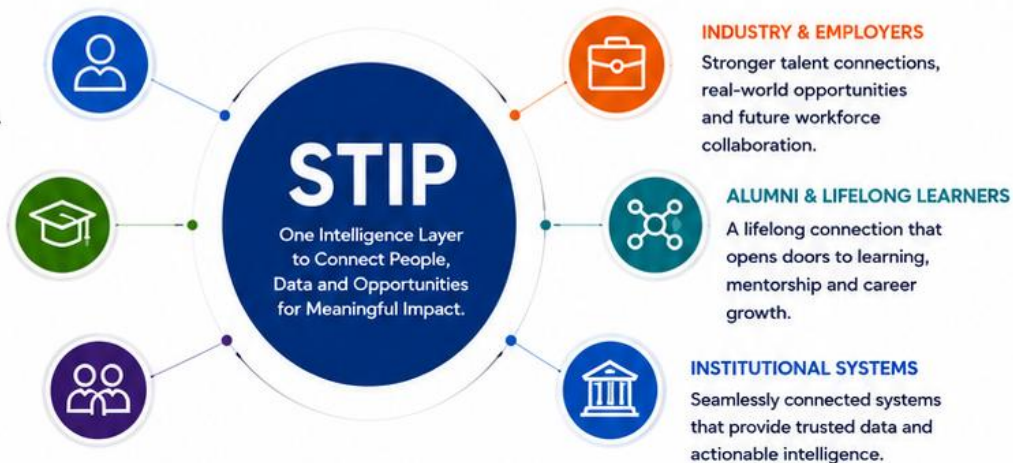
At the centre of everything we do—empowered to discover, grow and succeed.

ACADEMICS

Curriculum, academic advising and learning insights that drive student success.

COACHES & STAFF

Human expertise amplified by AI to provide timely, personalised support.



INDUSTRY & EMPLOYERS

Stronger talent connections, real-world opportunities and future workforce collaboration.

ALUMNI & LIFELONG LEARNERS

A lifelong connection that opens doors to learning, mentorship and career growth.

INSTITUTIONAL SYSTEMS

Seamlessly connected systems that provide trusted data and actionable intelligence.

FIVE DEFINING CHARACTERISTICS OF STIP



AI-POWERED INTELLIGENCE

Harnessing advanced AI, machine learning and predictive analytics to deliver real-time, relevant recommendations.



PERSONALISED GUIDANCE

Every learner receives tailored support based on their profile, goals, behaviour, strengths and aspirations.



HUMAN + AI PARTNERSHIP

AI provides intelligence; human coaches provide empathy, judgement and wisdom. Together, we create impact.



CONNECTED ECOSYSTEM

Unifying academic, career, industry, alumni and lifelong learning systems to create one seamless experience for every learner.



LIFELONG IMPACT

Supporting learners from enrolment to career and lifelong learning—empowering success that lasts.



STIP is more than technology.

It is our commitment to every learner's success—**today, tomorrow and for life.**



WHY STIP?

From Fragmented Experiences to Connected Intelligence.

Today, learners navigate multiple systems and services that are not connected, often reactive and hard to access when they need them most. STIP transforms this experience into one intelligent, proactive and seamless.



“Students deserve the right guidance, at the right time, throughout their entire learning journey.”

THE CURRENT CHALLENGE

Fragmented. Reactive. Disconnected.



SILOED SYSTEMS

Learners use multiple platforms for academics, careers, internships, coaching and learning.



REACTIVE SUPPORT

Students seek help only when issues arise, leading to stress and missed opportunities.



LIMITED INSIGHT

Lack of a unified view of the learner makes it hard to provide personalised guidance.



DISCONNECTED OPPORTUNITIES

Career, internship and learning opportunities are not matched to the learner's unique profile and goals.



MANUAL, TIME-CONSUMING PROCESSES

Coaches and advisors spend significant time on administration instead of high-value support.

VS

THE STIP SOLUTION

Connected. Intelligent. Proactive.



Multiple logins, multiple systems



Help comes too late



Incomplete understanding of the learner



Missed or mismatched opportunities



Low efficiency, less time for meaningful impact

ONE INTELLIGENT PLATFORM

STIP integrates data, services and people into one connected ecosystem.



PROACTIVE GUIDANCE

AI anticipates needs and nudges learners with the right support at the right time.



360° LEARNER INTELLIGENCE

A unified learner profile provides deep insights for truly personalised guidance.



SMART OPPORTUNITY MATCHING

AI matches learners to the right careers, internships, projects, mentors and learning pathways.



AUTOMATED INTELLIGENCE

Automation handles routine tasks, enabling coaches to focus on high-value conversations that change lives.



THE IMPACT OF STIP



EMPOWERED LEARNERS
who take ownership of their growth



BETTER DECISIONS
that lead to stronger academic success



CAREER READINESS
and employability enhanced through real connections



COACHES & ADVISORS
enable more learners with greater impact



A FUTURE-READY ECOSYSTEM
that drives lifelong success



STIP turns fragmented experiences into a seamless, intelligent journey that empowers every learner to **Discover. Grow. Succeed.**



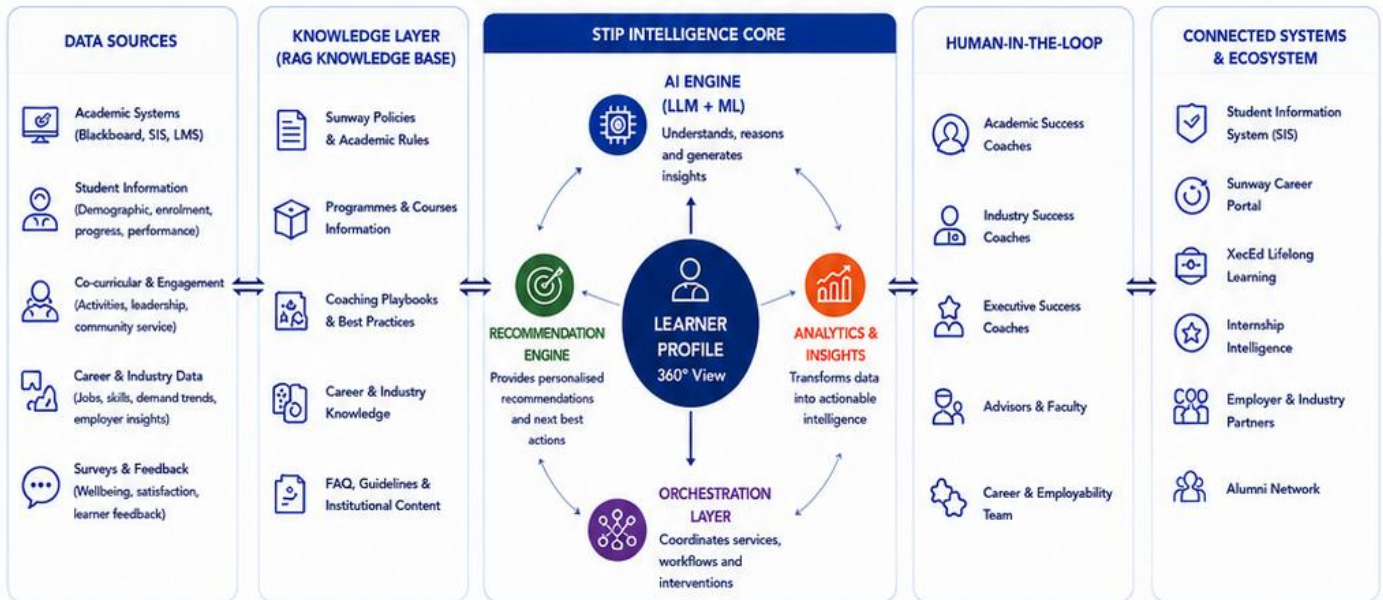
INSIDE STIP

The Intelligence Engine Powering Personalised Student Success

STIP brings together data, institutional knowledge, AI and human expertise in a secure, ethical and integrated architecture to deliver the right guidance, at the right time, to the right learner.



THE STIP ARCHITECTURE



FOUNDATION ENABLERS



HOW STIP WORKS



DESIGNED WITH TRUST AT THE CORE

- Ethical AI principles and human oversight
- Responsible use of data with full privacy protection
- Transparent, fair and unbiased decision support
- Continuous monitoring for quality, safety and compliance



STIP combines the power of AI and the wisdom of human expertise within a secure, connected architecture—built for **learners**, by **Sunway**, for **life**.

EXPERIENCE STIP

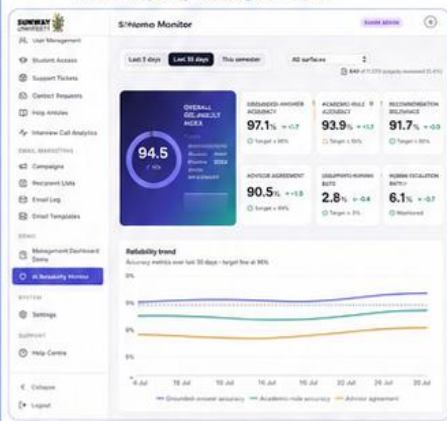
A unified platform. Intelligent guidance.
Personalised for every learner.

STIP brings together AI, data and human expertise to deliver personalised recommendations, real-time support and meaningful opportunities—anytime, anywhere.



1 STIP Home Dashboard

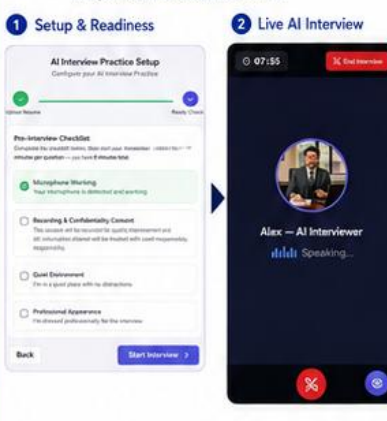
Monitor quality. Strengthen trust.



Track reliability, accuracy and oversight at a glance.

2 AI Interview Session

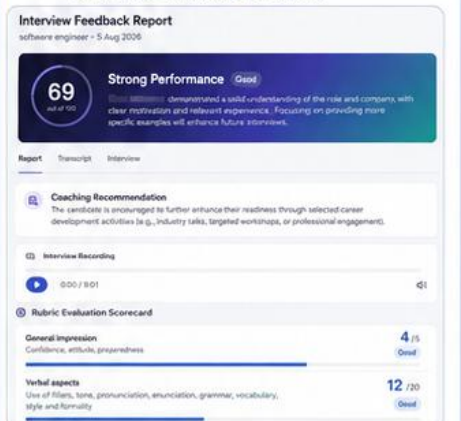
Prepare. Practise. Perform.



From interview setup to a live AI Interview experience.

3 AI Interview Report

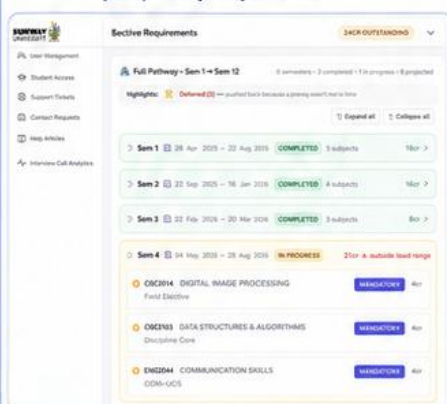
Review feedback. Improve faster.



Receive scorecards, recordings and coaching recommendations.

4 AI Academic Navigator

Plan your pathway. Stay on track.



Visualise your progression, electives and study decisions.

5 AI Career Navigator

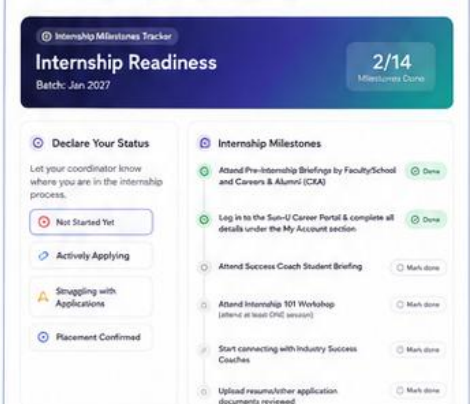
Know yourself. Shape your future.



Explore personality insights and personalised career guidance.

6 Internship Readiness

Track milestones. Move forward.



Stay organised and progress toward internship placement.



24/7
Intelligent
Support



Real-time
Notifications



Secure &
Private



Personalised
Just for You



Data-driven
Insights

ALWAYS WITH YOU, WHEREVER YOU ARE



STIP brings the right guidance, opportunities and support to every learner—at the **right time**, in the **right way**.

STIP IN ACTION

Real Use Cases. Real Impact.

STIP powers personalised experiences across the learner journey—helping students make informed decisions, take the right actions and achieve their full potential.



HOW STIP CREATES VALUE ACROSS THE UNIVERSITY

1



Smart Onboarding & Early Success

AI identifies at-risk students early and recommends timely support to help them transition and thrive.

STIP enables:

- Early risk detection
- Personalised checklists & nudges
- Advisor alerts & intervention



Impact: Higher retention and stronger start-to-semester outcomes.

2



Academic Guidance & Planning

Students get personalised academic roadmaps, course insights and study recommendations.

STIP enables:

- Course & pathway recommendations
- Workload & performance insights
- What-if planning & scenario guidance



Impact: Better academic planning and improved performance.

3



Career Exploration & Readiness

AI matches strengths and interests to careers and opportunities, building future-ready graduates.

STIP enables:

- Career matching & exploration
- Skills gap analysis
- Opportunities & resource recommendations



Impact: Stronger career clarity and improved employability.

4



Coaching & Advisory Excellence

Advisors and coaches are empowered with AI insights to have more impactful conversations.

STIP enables:

- Learner 360° profile & insights
- Conversation guides & prompts
- Action tracking & follow-up



Impact: More meaningful conversations and better student outcomes.

5



Internships & Experiential Learning

Streamlines matching, tracking and support for internships and industry engagements.

STIP enables:

- Opportunity matching & scheduling
- Progress tracking & feedback capture
- Skills validation & reflection



Impact: Higher internship completion and quality experiences.

6



Institutional Decision Intelligence

Real-time dashboards and AI analytics help leaders make data-informed decisions.

STIP enables:

- Cohort analytics & trends
- Predictive insights & alerts
- Outcome measurement & benchmarking



Impact: Data-driven decisions that improve student success.

MEASURING WHAT MATTERS



80–90%

CAREER CLARITY

Students reported clearer career direction and more relevant career insights.

Early Career Profile feedback
(n=227)



92–100%

AI INTERVIEW COACHING

Positive evaluation across ease of use, relevance and personalised feedback.

- 92% easy to use (n=12)
- 100% relevant questions* (n=7)
- 100% easy to understand (n=12)
- 100% identified strengths & areas for improvement (n=12)
- 100% personalised feedback (n=12)



88%

INTERNSHIP CONFIDENCE

Students said internship milestones reduced uncertainty and helped them prepare step-by-step.

7 of 8 respondents



30–40% ↓

ADVISOR HANDLING TIME

Estimated reduction in internship advisor handling time.

~1,200–2,400
advisor hours potentially
released per internship cycle

2,023 students × 15 advisors
baseline 2–3 hours/student

VOICES THAT MATTER



“

“This is a great platform, and I’m excited to see how subject tracking and CGPA data will be integrated into the AI Career Navigation. The website is also very visually appealing, with both the dark and light modes offering a great user experience.”

Grace Mbithe Muema

Year 1 Student, Bachelor of Science (Honours) in Computer Science, Sunway University

WHY STIP WORKS



Integrated Data
360° view of every learner



AI + Human
Intelligence at scale,
guided by experts



Trusted & Secure
Ethical AI with privacy
by design



Personalised
Right support, right
time, every time



Continuous Impact
Insights that drive
better outcomes



STIP turns data into direction—empowering every learner to succeed today and lead tomorrow.
Smarter Guidance. Stronger Outcomes. Brighter Futures.

WHAT MAKES STIP DIFFERENT?

Beyond Generative AI.
Built for Student Success.



Generic AI Assistant

- ⊗ General knowledge only
- ⊗ No understanding of Sunway programmes
- ⊗ Cannot access institutional policies
- ⊗ Does not know student progress
- ⊗ No coaching ecosystem
- ⊗ Generic recommendations
- ⊗ No governance for institutional decisions

VS



STIP

- ✓ Institution-specific intelligence
- ✓ Understands curriculum, programme rules & prerequisites
- ✓ Powered by verified institutional knowledge (RAG)
- ✓ Learner profile & personalised recommendations
- ✓ Integrated Academic, Industry & Executive Success Coaching
- ✓ Connected to Student Information System, Career Portal, Internship, XceEd and Alumni ecosystem
- ✓ Human-in-the-loop with governance, auditability and responsible AI

Why STIP Matters



Personalised Guidance

AI understands each learner's unique profile to deliver relevant, timely and actionable guidance.



Trusted Institutional Knowledge

Built on verified data, policies and academic rules—ensuring accuracy, relevance and compliance.



Human + AI Collaboration

AI for scale and speed, human experts for empathy, judgement and meaningful conversations.



Lifelong Student Success

From enrolment to alumni and beyond—STIP supports learners at every stage of their journey.



The power of STIP is not that it answers questions—it delivers **trusted**, **personalised** guidance throughout the **entire learner journey**.

ONE PLATFORM. MULTIPLE STAKEHOLDERS.

A shared mission: Student Success.

STIP connects everyone in the Sunway ecosystem on one intelligence platform—empowering students, educators, university leaders and industry partners to work together for better outcomes.



The STIP Ecosystem

One intelligence platform. Many stakeholders. A stronger learner journey.



Value for Every Stakeholder



Students

- ✓ Personalised guidance and recommendations
- ✓ Career clarity and future-ready skills
- ✓ End-to-end support throughout their journey



Coaches

- ✓ 360° learner insights in one place
- ✓ Smarter, more targeted interventions
- ✓ More meaningful coaching conversations



Faculty

- ✓ Early visibility of at-risk students
- ✓ Better curriculum and student support
- ✓ Improved teaching outcomes



University Leadership

- ✓ Actionable analytics and trends
- ✓ Stronger employability and reputation
- ✓ Evidence for strategic decision-making



Industry & Employers

- ✓ Access to prepared, job-ready talent
- ✓ Closer collaboration with the university
- ✓ Shared impact on the future workforce



Alumni

- ✓ Lifelong learning and career growth
- ✓ Relevant upskilling and opportunities
- ✓ Continued connection with Sunway



“STIP is a one-stop platform that empowers students' decision-making in unlocking their full potential throughout their education journey from enrolment to graduation and beyond.”

Assoc. Prof. Dr Selina Low Yeh Ching
Deputy Dean (Education) - Faculty of Engineering and Technology, Sunway University



Together, we turn intelligence into opportunity —
for **every learner**, for **the university**, and for **a brighter future**.



PLATFORM ADOPTION & EARLY EVIDENCE

STIP is live and in use. The pilot has shown strong engagement across modules, faculties and stakeholder groups.

PILOT AT A GLANCE



227

Pilot Students

Across 5 faculties



6

Programmes Involved

Undergraduate
& postgraduate



52

AI Interviews Completed

Across all pilot programmes



12

Active Advisors & Coaches

Providing continuous student support



32

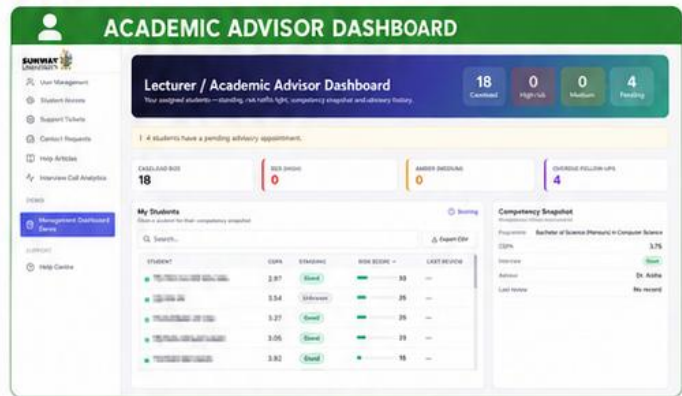
Career Reports Generated

Helping students plan with clarity

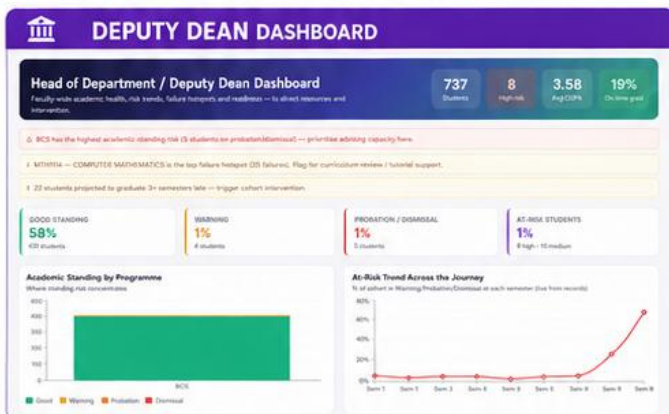
REAL USAGE. REAL DASHBOARDS. Live system screenshots from the pilot.



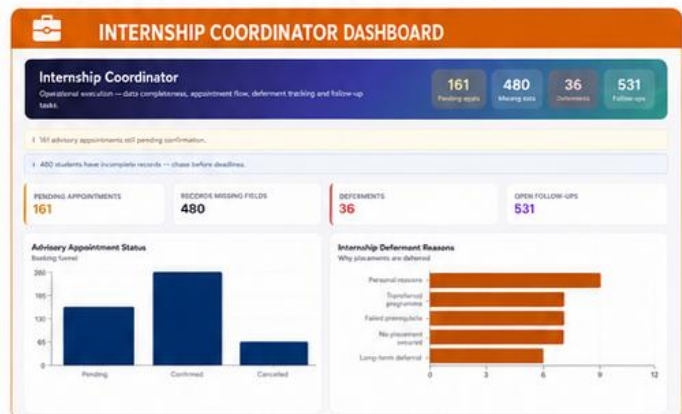
Tracks system reliability and AI performance across key quality metrics.



Advisors get a student-level view of standing, risk and advisory history.



Faculty leaders monitor academic health and intervene where it matters most.



Coordinators track appointment flow, data gaps and follow-up workload.

KEY INDICATORS OF EARLY TRACTION



Feature Adoption

52 out of 100 students used AI Interview, and 38 out of 133 students used AI Academic & Career Profiling.



Daily Unique Users

6-54
daily unique users



Average Session Time

10-20 minutes
average session time



“ These adoption metrics demonstrate **strong early traction** and engagement. We are on track to **scale STIP** across the university in 2027. ”

EARLY SIGNALS OF SUCCESS

Promising early indicators from the STIP pilot show positive trends in learner confidence, career readiness and coaching effectiveness.

These are early signals. We will continue to evaluate and improve as we expand across the university.



1 EARLY LEARNER CONFIDENCE & CLARITY

Early pilot feedback (response numbers vary by item)



80–90%

CAREER CLARITY

Students reported clearer career direction and more relevant insights.

Career Profile feedback
n=227



92–100%

AI INTERVIEW COACHING

Positive evaluation across ease of use, relevance and personalised feedback.

n=7–12 across survey items



88%

INTERNSHIP CONFIDENCE

Students said internship milestones reduced uncertainty and helped them prepare step-by-step.

7 of 8 respondents

AI Interview Coach — Early Evidence

- 92% easy to use (n=12)
- 100% feedback easy to understand (n=12)
- 100% identified strengths & improvement areas (n=12)
- 100% personalised feedback (n=12)
- 100% relevant interview questions (n=7)

* Percentages indicate positive responses and do not represent improvement from baseline.

2 WHAT STUDENTS ARE SAYING

Students most frequently described STIP as helping them:

interview confidence better understestading know what to improve
more aware of skills clearer direction useful feedback
motivating career clearer motivating
right pathway suitable career structured support
relevant recommendation explore more options
personalised advice industry insights industry more options
good guidance

Word cloud generated from open-ended survey responses.

3 COACH & INSTITUTIONAL VALUE

Early feedback from coaches and faculty



Better visibility of learner progress across programmes



Earlier identification of at-risk students



Data-driven insights for targeted interventions



Reduced admin time, more time for coaching



Confidence in AI through reliability monitoring



PROMISING EARLY IMPACT



Higher Engagement
Students are actively using STIP across multiple modules.



Stronger Confidence
Interview confidence improved by 41 percentage points.

4 VOICES FROM THE PILOT



"The Internship milestones help guide me through the internship processes step by step. I'm also excited about upcoming features such as the integration of AI Academic Navigator into personalised internship recommendations that connects my academic journey with relevant work opportunities."

— Lee Yee Kang

Year 3 Student, Bachelor of Science (Honours) in Computer Science, Sunway University



"STIP brings together previously scattered academic and career tools into one streamlined platform. From an internship perspective, the integrated tracking and clear milestones ensure students stay on target for their placements while allowing us to monitor and support their progress every step of the way."

— Dr Melody Tan

Internship Coordinator – Faculty of Engineering & Technology, Sunway University



"I like how the platform provides me with useful information and helps me discover opportunities that I might have otherwise missed. It has made it easier for me to explore what's available beyond the classroom. I look forward to seeing events, clubs and societies, and success coaching included in the near future."

— Amirah Ahmad Shahari

Year 3 Student, Bachelor of Science (Honours) in Computer Science, Sunway University



Clearer Direction
Students report clearer career direction and better understanding.



More Effective Coaching
Coaches have better insights to intervene early and support learner success.

“These early signals demonstrate that STIP is helping learners make better decisions, build confidence and move forward—one step at a time.”

MEASURING WHAT MATTERS

Evaluating Success Across the Student Success Journey

STIP is evaluated across every stage of the Sunway Student Success Journey—from helping learners discover who they are, to supporting lifelong growth beyond graduation.

Rather than measuring technology alone, we evaluate how STIP contributes to meaningful educational, employability and lifelong learning outcomes.



OUR EVALUATION FRAMEWORK: THE SUNWAY STUDENT SUCCESS JOURNEY



WHAT WE MEASURE AT EACH STAGE

STAGE	WHAT STIP MEASURES	EXAMPLE INDICATORS	DATA SOURCES
DISCOVER	Self-awareness and strengths	- Interests & strengths assessment completion - Confidence in understanding self - Personal profile completion rate	Navigator data Assessments Surveys
EXPLORE	Career exploration and awareness	- Career pathways explored - Content and resources accessed - Confidence in career direction	Navigator data Surveys AI feedback
DESIGN	Planning and preparation	- Learning plan created - Microcredentials selected - Coach engagement frequency	STIP learning records LMS data Coach notes
DEVELOP	Skills development and experience	- Skills gap identification - Interview practice completed - Microlearning completion	STIP platform AI Interviewer Microlearning data
ACHIEVE	Career readiness and transition	- Resume quality score - Interview performance score - Internship readiness score	AI Interviewer Coach assessments Surveys
LEAD	Leadership capability and impact	- Leadership activities undertaken - Team project roles - Leadership self-assessment	Activity logs Peer feedback Surveys
GROW	Lifelong learning and success	- Employment rate - Continued learning uptake (XceEd) - Participation in upskilling & reskilling	Graduate surveys Alumni platform XceEd analytics External benchmarks

HOW STIP DRIVES CONTINUOUS IMPROVEMENT

- FOR STUDENTS**
Personalised guidance, timely interventions and better opportunities.
- FOR COACHES**
Better visibility of learner progress and more effective coaching conversations.
- FOR FACULTIES**
Insights to enhance curriculum, learning experiences and employability outcomes.
- FOR UNIVERSITY LEADERS**
Strategic insights for planning, resource allocation and impact measurement.
- FOR INDUSTRY PARTNERS**
Better-prepared graduates and stronger talent partnerships.

- Career X Alumni Network
- XceEd Lifelong Learning
- AI Upskilling Recommendations
- AI Reskilling Recommendations
- Career Progress Tracking

CONTINUOUS IMPROVEMENT

OUR COMMITMENT

We will continue to strengthen our evaluation, refine our indicators, share outcomes transparently and use insights to uplift the student experience—so every learner can thrive today and in the future.

Baseline Established
Pilot data collected
Apr–May 2026

Evaluating Continuously
Real-time dashboards
& monthly reviews

Scaling Intentionally
More facilities, more
learners in 2026

Reporting Impact
Annual impact report
from 2027 onwards

“At Sunway University, success is measured not by platform usage alone, but by how learners grow, succeed, and continue to thrive beyond graduation.”

THE ROAD AHEAD

Building the Future Talent Intelligence Ecosystem

STIP is evolving beyond an AI platform for students. It is becoming the intelligence layer that supports talent discovery, development, employability and lifelong growth—from enrolment through alumni and beyond.



FUTURE STIP CAPABILITIES



TALENT INTELLIGENCE

AI-powered understanding of each individual's strengths, aspirations and potential.



PERSONALISED GROWTH

Adaptive recommendations for learning, careers and coaching tailored to each talent.



CONNECTED ECOSYSTEM

Seamless integration across academic, employability and lifelong learning services.



PREDICTIVE INSIGHTS

Early identification of opportunities and risks to support timely interventions and better outcomes.



LIFELONG SUCCESS

Continuous guidance through graduation, employment, upskilling and career progression.

OUR PRIORITY ROADMAP



ONE CONNECTED TALENT ECOSYSTEM



ONE JOURNEY. ENDLESS POSSIBILITIES.



OUR COMMITMENT

We will continue to listen, learn and co-create with our students, coaches, faculties, alumni and industry partners. Together, we will ensure STIP evolves to meet the needs of today and the opportunities of tomorrow.

Data-Informed Decisions
Using evidence to guide choices that matter.

Stakeholder Partnerships
Working together for shared success.

Iterate & Improve
Continuously refine, test and enhance.

Deliver Lasting Impact
Creating value that endures across lives.

“ STIP is more than an AI platform—it is Sunway University's Talent Intelligence Ecosystem, empowering every individual to **discover** potential, **build** capability, **achieve** meaningful careers, and continue **growing** throughout life. **”**

BORN AT SUNWAY. DESIGNED FOR TALENT. READY FOR THE WORLD.

STIP began as Sunway University's vision to transform student success.

It is evolving into a **Talent Intelligence Platform Architecture** that can empower institutions worldwide to personalise learning, strengthen employability and support lifelong talent development through responsible AI.



FUTURE STIP CAPABILITIES



TALENT INTELLIGENCE

AI-powered understanding of each individual's strengths, aspirations and potential.



PERSONALISED GROWTH

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PREDICTIVE INSIGHTS

Early identification of opportunities and risks to support timely interventions and better outcomes.



LIFELONG SUCCESS

Continuous guidance through graduation, employment, upskilling and career progression.

OUR PRIORITY ROADMAP



BUILT WITHIN SUNWAY ECOSYSTEM



SUNWAY
EDUCATION

SUNWAY
DIGITAL

SUNWAY
INTGEN



One ecosystem. One vision. One commitment to empower talent.
STIP is owned, governed and continually evolved by Sunway.

WHY STIP IS DIFFERENT

- ✓ Purpose-built Talent Intelligence Platform Architecture
- ✓ Designed around the Sunway Student Success Architecture
- ✓ Aligned with Sunway academic policies and governance
- ✓ Co-developed within the Sunway ecosystem
- ✓ Not an off-the-shelf AI solution
- ✓ Continuously evolved through feedback from students, academics, coaches and industry

OUR GLOBAL VISION



From Malaysia to the world—empowering institutions, colleges and education providers to unlock human potential and shape a better future for all.

LOCAL ORIGIN. GLOBAL IMPACT.

OUR GUIDING PRINCIPLES



STUDENT-CENTRED
Every decision starts with what is best for talent.



RESPONSIBLE AI
We design and use AI ethically, with transparency and fairness.



PRIVACY & SECURITY
We protect data, ensure privacy and build trust in every interaction.



EVIDENCE-INFORMED
We act on data and evidence to drive better outcomes.



HUMAN + AI PARTNERSHIP
We combine the power of AI with human insight, empathy and coaching.

“

STIP is more than an AI platform—it is Sunway University's Talent Intelligence Ecosystem, empowering every individual to **discover** potential, **build** capability, **achieve** meaningful careers, and continue **growing** throughout life.



BORN AT
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DESIGNED FOR
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EDUCATION



EMPLOYABILITY



COACHING



LIFELONG LEARNING



ALUMNI



IMPACT

