

FROST & SULLIVAN  
**BEST PRACTICES**



2026

MALAYSIAN AI-LED  
ENERGY & ASSET  
INTELLIGENCE

**ENABLING TECHNOLOGY  
LEADERSHIP**

COBLER

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**Best Practices Criteria for World-Class Performance**

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Cobler excels in many of the criteria in the AI-led building energy solutions space.

RECOGNITION CRITERIA	
<i>Technology Leverage</i>	<i>Customer Impact</i>
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

**The Transformation of the Building Energy Management Industry**

Malaysia's building sector faces increasing pressure to enhance energy efficiency, reduce costs, and comply with evolving sustainability regulations. The enforcement of the Energy Efficiency and Conservation Act (EECA) 2024 marks a pivotal shift, transforming energy management from a voluntary initiative into a business-critical requirement for many organizations. Yet building owners and industrial operators continue to struggle with fragmented building management systems (BMS), limited visibility into energy consumption, and inadequate control over facility assets. While conventional BMS platforms provide basic monitoring capabilities, many lack the advanced analytics needed to convert data into actionable insights. As regulatory obligations intensify and utility costs continue to rise, organizations increasingly require solutions that help them reduce energy waste, simplify compliance, and gain greater control over building and industrial environments.

Advances in digital technologies are also transforming how organizations manage buildings and facilities. Connected sensors, smart meters, cloud platforms, and artificial intelligence (AI) are generating unprecedented volumes of data while creating new opportunities for automation and insight. Organizations are increasingly adopting these technologies to monitor energy consumption, track asset conditions, automate reporting, and support environmental disclosure requirements. These trends are shifting energy management from a reactive monitoring function toward a proactive, data-driven discipline.

To address these evolving requirements, organizations are seeking enabling technologies that move beyond monitoring to provide predictive insights, automated recommendations, and continuous optimization. Demand is also growing for solutions that automate compliance workflows, streamline reporting, and ease the administrative burden of regulatory compliance. As these requirements continue to evolve, providers that can combine intelligent building management, compliance automation, and sustainability reporting within a unified platform are well positioned to capitalize on expanding market opportunities.

### Delivering Intelligent Building Operations through an AI-Native Platform

Founded in 2020 and headquartered in Malaysia, Cobler provides AI-driven building management solutions that help organizations reduce costs, simplify regulatory compliance, and gain greater control over energy-consuming assets. Its flagship platform, CobiNeural, serves as an AI-native intelligence layer that connects disparate building and industrial systems into a unified operating environment. Unlike conventional energy management systems that focus primarily on dashboards and threshold-based alarms, CobiNeural identifies root causes, recommends corrective actions, and automatically generates compliance evidence. The platform supports buildings and facilities across Malaysia through integrated energy management, compliance automation, and reporting capabilities.

*“Frost & Sullivan recognizes Cobler’s vision of transforming building and industrial management from a reactive discipline into a self-improving built environment. By elevating data-driven decision support from a monitoring tool to a strategic business capability, the company is redefining how organizations manage energy, compliance, and asset-intensive environments.”*

**- Melvin Leong  
Senior Director**

Cobler aims to create continuously learning built environments that adapt to changing operating conditions and energy demands. CobiNeural applies predictive, prescriptive, and conversational AI capabilities across facility and industrial operations to identify inefficiencies, anticipate failures, and recommend corrective actions. The platform continuously converts facility and asset data into insights that support decision-making across facility management, energy management, sustainability, and executive leadership functions.

The platform ingests more than one million data points per minute from building management systems, sub-meters, indoor air quality sensors, chiller plants, air handling units, and industrial equipment across its installed base. By aggregating data from diverse commercial and industrial environments, Cobler has built a growing Malaysia-specific dataset that continuously strengthens model accuracy, enhances predictive capabilities, and creates a significant competitive advantage.

A key differentiator is CobiBot, the platform's built-in AI assistant and the first conversational AI-powered solution in Malaysia's building energy management market. CobiBot brings LLM capabilities to building management, allowing users to interact with asset data through natural language. It provides plain-language explanations, root cause analyses, and recommended actions in real time, eliminating the need for facility teams to navigate multiple dashboards and reports. By translating complex telemetry into plain-language explanations and recommended actions, CobiBot reduces the time required to interpret

and act on data from days to seconds,<sup>1</sup> helping organizations make faster decisions and respond more effectively to emerging issues.

Cobler further differentiates itself by helping organizations address complex regulatory and environmental requirements through built-in compliance automation. The platform embeds EECA 2024 reporting, ISO 50001 measurement and verification workflows, and environmental, social, and governance (ESG) disclosure readiness directly into daily workflows. CobiNeural automatically generates the required compliance documentation and disclosures as part of normal system usage, eliminating the need for separate compliance processes. As a result, organizations can maintain compliance more efficiently while focusing on energy management priorities.

The platform's versatility strengthens Cobler's competitive position by supporting a broad range of building and industrial environments. While many competing solutions focus on specific building categories, CobiNeural has demonstrated successful deployment across commercial office towers, retail and mixed-use developments, logistics facilities, warehouses, and manufacturing environments. This

*“Frost & Sullivan believes Cobler is well-positioned to shape the next-generation of AI-driven building and industrial management. Its proven track record of successful implementations, supported by strong engineering expertise, deep industry knowledge, and customer-centric innovation, provides a strong foundation for sustained growth and continued market leadership.”*

**- Rubini Kamal**  
**Best Practices Research Analyst**

application diversity validates the adaptability of the platform's architecture across multiple energy-intensive settings and expands its addressable market beyond traditional building energy management. Whether monitoring chiller efficiency in a Grade A office tower, managing energy attribution across a retail portfolio, streamlining warehouse activities, or tracking utility performance in a manufacturing facility, the platform consistently drives value through a unified operational architecture. These capabilities extend AI's role across building and industrial management, positioning CobiNeural as a comprehensive platform for both environments.

The company complements its technology leadership with an efficient, scalable deployment model. CobiNeural supports both greenfield and brownfield environments, allowing customers to deploy the platform quickly without replacing existing infrastructure. The platform can operate as a standalone smart operations platform or as an intelligent overlay that sits above existing BMS, supervisory control and data acquisition, programmable logic controller, and metering systems. Its protocol-agnostic architecture integrates seamlessly with existing building and industrial systems, supporting BACnet, Modbus, Open Platform Communications, Message Queuing Telemetry Transport, and proprietary interfaces. This flexibility allows organizations to preserve legacy investments while advancing data-driven facility management and oversight.

The company reports that most retrofit deployments go live within three to six weeks<sup>2</sup>, significantly reducing implementation timelines and accelerating time-to-value compared to traditional building management retrofits, which often require six to twelve months before generating actionable insights. As

<sup>1</sup> Frost & Sullivan Discussion with Cobler (May 2026)

<sup>2</sup> Ibid.

deployments expand across diverse building and industrial environments, Cobler continues to refine its implementation methodologies and best practices, increasing deployment consistency and supporting long-term scalability.

Frost & Sullivan recognizes Cobler's vision of transforming building and industrial management from a reactive discipline into a self-improving built environment. By elevating data-driven decision support from a monitoring tool to a strategic business capability, the company is redefining how organizations manage energy, compliance, and asset-intensive environments.

### Creating Long-Term Customer Value through Customer-Centric Engagement

Cobler anchors its innovation strategy in a customer-driven approach to development. Several key platform capabilities originated from customer-identified challenges. For example, CobiBot emerged in response to facility managers seeking faster access to critical insights, while the platform's ISO 50001 measurement and verification capabilities stemmed from customer demand for automated generation of compliance evidence. These innovations demonstrate Cobler's ability to translate real-world challenges into scalable platform capabilities. Consequently, CobiNeural continues to evolve in response to changing customer requirements and regulatory expectations.

Cobler positions itself as a long-term partner. This philosophy shapes a highly consultative onboarding and deployment approach. Every engagement begins with a complimentary diagnostic assessment of the client's infrastructure, business priorities, and compliance requirements. Dedicated Cobler engineers manage deployments end-to-end, ensuring customers work directly with technical specialists throughout implementation. The engineering team collaborates closely with customers to align platform configurations, workflows, and key success metrics with specific business objectives rather than generic industry templates. This consultative approach helps organizations identify opportunities quickly while minimizing implementation complexity.

Cobler further strengthens the customer experience through a flexible software-as-a-service-per-device pricing model that eliminates substantial upfront capital expenditures and reduces vendor lock-in concerns. This approach lowers adoption barriers, allowing organizations to modernize operations and access advanced AI capabilities without significant infrastructure investments. The company's commitment to customer ownership continues after deployment through ongoing platform development. Cobler releases new capabilities monthly, with existing customers receiving regular updates at no additional cost. This approach has fostered strong customer engagement and long-term platform adoption.

Many customers identify efficiency opportunities within the first month of deployment, with some reporting energy savings of approximately 12%.<sup>3</sup> Cobler reports internally verified reductions in compliance workflow time of up to 90%<sup>4</sup>, highlighting the platform's ability to generate rapid business impact. Several customers have broadened deployments from individual sites to portfolio-wide implementations, reflecting confidence in the platform's ability to generate consistent benefits. Equalbase, for example, expanded from an initial deployment to multiple warehouse facilities, while

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<sup>3</sup> Ibid.

<sup>4</sup> Ibid.

several real estate customers rolled out the platform across additional assets within their portfolios. These repeat deployments reinforce the platform's effectiveness and scalability while strengthening Cobler's position as a trusted long-term partner. Cobler also reports consistently high client satisfaction across its installed base<sup>5</sup>, underscoring strong customer confidence in its technology, service quality, and results achieved across their facilities.

Cobler supports more than 40 buildings and facilities<sup>6</sup> across commercial real estate, manufacturing, logistics, and financial services, including leading organizations such as CapitaLand, Pavilion REIT, YTL Group, Great Eastern Life, Equalbase, Mosca Malaysia, Hap Seng Land, IOI Properties, MRCB, Kah Hwa Industry, and PWO Industries.<sup>7</sup> The company's growing customer base and portfolio expansions reflect strong market acceptance, customer trust, and commercialization momentum.

### Strengthening Market Leadership through Continuous Innovation and Industry Alignment

Cobler's broader market validation is further validated through Malaysia Digital certification and selection as a Top 15 finalist in the 2025 OCBC Emerging Enterprise Sustainability Awards. The company's technical credibility stems from leadership expertise, including Registered Energy Manager credentials and active engagement with industry stakeholders through technical discussions on EECA 2024, AI, and energy-efficient building management. Through these initiatives, Cobler contributes to industry dialogue on digitalization, compliance, and energy-management best practices.

Looking ahead, Cobler plans to expand CobiBot's capabilities, strengthen manufacturing-focused analytics, and advance automated measurement, verification, and ESG reporting. The company is also pursuing regional growth opportunities while increasing its presence across Malaysia. Cobler aligns its growth strategy with Malaysia's broader digitalization and environmental priorities, including EECA 2024, the National Energy Transition Roadmap, MyDIGITAL, and corporate ESG disclosure requirements. As organizations respond to evolving regulatory and business requirements, demand for AI-driven solutions that combine energy efficiency, compliance automation, and ESG reporting will grow, creating opportunities for Cobler to grow its customer base and reinforce its market position. These market dynamics support the company's entry into new markets and industry segments while driving adoption among existing customers.

Frost & Sullivan believes Cobler is well-positioned to shape the next generation of AI-driven building and industrial management. Its proven track record of successful implementations, supported by strong engineering expertise, deep industry knowledge, and customer-centric innovation, provides a solid foundation for sustained growth and continued market leadership.

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<sup>5</sup> <https://cobler.io/>

<sup>6</sup> Ibid.

<sup>7</sup> Frost & Sullivan Discussion with Cobler (May 2026)

## Conclusion

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Technology integration is a critical success factor in the artificial intelligence (AI)-powered building energy solutions industry. As building owners and industrial operators face increasing complexity, environmental pressures, and compliance obligations, AI-driven platforms will play an increasingly important role in supporting energy efficiency, regulatory compliance, and facility visibility. With its CobiNeural platform, Cobler provides predictive insights, automated compliance workflows, and advanced energy management capabilities across diverse commercial and industrial environments.

The company stands out through its commitment to innovation, application diversity, rapid deployment, and a customer-centric development approach. By combining data-driven decision support with built-in Energy Efficiency and Conservation Act 2024, ISO 50001, and environmental, social, and governance reporting functionality, Cobler helps organizations reduce energy waste, improve operational responsiveness, and advance environmental objectives. Combined with its strong customer ownership experience, growing market presence, and increasing commercial traction, the company is well-positioned to drive the next phase of growth in Malaysia's AI-led building energy solutions market.

With its strong overall performance, Cobler earns Frost & Sullivan's 2026 Malaysian AI-led Energy & Asset Intelligence Enabling Technology Leadership Recognition.

## What You Need to Know about the Enabling Technology Leadership Recognition

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Frost & Sullivan's Enabling Technology Leadership Recognition identifies the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

### Best Practices Recognition Analysis

For the Enabling Technology Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### Technology Leverage

**Commitment to Innovation:** Continuous emerging technology adoption and creation enables new product development and enhances product performance

**Commitment to Creativity:** Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

**Stage Gate Efficiency:** Technology adoption enhances the stage gate process for launching new products and solutions

**Commercialization:** Company displays a proven track record of taking new technologies to market with a high success rate

**Application Diversity:** Company develops and/or integrates technology that serves multiple applications and multiple environments

#### Customer Impact

**Price/Performance Value:** Products or services offer the best ROI and superior value compared to similar market offerings

**Customer Purchase Experience:** Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

**Customer Ownership Excellence:** Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

**Customer Service Experience:** Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

## Best Practices Recognition Analytics Methodology

### Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company’s long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

STEP		VALUE IMPACT	
		WHAT	WHY
1	<b>Opportunity Universe</b>	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	<b>Transformational Model</b>	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	<b>Ecosystem</b>	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	<b>Growth Generator</b>	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	<b>Growth Opportunities</b>	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	<b>Frost Radar</b>	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	<b>Best Practices</b>	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	<b>Companies to Action</b>	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

\*Board of Directors, Investors, Customers, Employees, Partners

