

Consulting & Forward-Deployed *Engineering for SEA Applied AI*

SG Systems delivers compliant, locally-tuned applied AI to Southeast Asian enterprises and the Systems Integrators that serve them. We embed a senior engineer alongside your team for a defined outcome, deliver on a reusable engine built specifically for SEA constraints — PDPA-compliant, locally-tuned, channel-native — and ship in weeks rather than quarters.

We exist because the demand for applied AI in Southeast Asia outruns the available engineering talent. We are not a consultancy. We do not write strategy decks. We embed, build, and deliver.

Built for Southeast Asia

Engineered for SEA's regulatory diversity (PDPA across markets) and language diversity (Thai, Tenglish, Bahasa, Malay, Vietnamese, Tagalog) from the start. Regional payment rails, regional messaging channels, regional compliance — built in, not bolted on.

Who this is for

- Systems Integrators reselling applied-AI capacity to bank, retail, insurance, and government clients — capacity they cannot staff fast enough internally.
- Regulated enterprises — banking, insurance, fintech, healthcare, retail — needing AI applied to a specific operational workflow, with PDPA-grade audit and compliance from day one.
- Mid-market commerce companies launching AI-driven products that require SEA-localized handling — local language, local channels, local payment rails.

What we deliver — the engine

Every engagement is delivered on a shared three-layer engine. The engine is the asset that lets us price each engagement as a defined outcome rather than a bespoke build from scratch — and the part that compounds across clients into a regional platform.

Orchestration · the control surface

Case state machines, human-in-the-loop approval gates, and immutable audit trails that satisfy PDPA processor obligations. The compliance backbone your risk and procurement teams will ask about.

Localized Ingestion · the senses

Thai, Tenglish, Bahasa, Malay, Vietnamese — text plus voice notes (ASR) plus slip / document / image OCR — turned into clean structured data. Locally-tuned models, optimized token economics, and accuracy where global tools fail on regional inputs.

Action Connectors · the hands

A uniform connector layer for regional rails: payment-slip verification (SlipOK / EasySlip / RDCW), messaging (LINE Official Account, WhatsApp Business), fulfillment (Flash Express, J&T, Lalamove), and secure adapters into legacy enterprise systems. New connectors plug in without touching the core.

How we engage

Forward-deployed, not consulted

A senior engineer embedded with your team for the engagement. We work alongside your developers, your domain experts, your security team. We don't drop a deck and disappear; we ship into your environment, on your timelines, with your stack.

Fixed scope, fixed price

We agree the outcome, the timeline, and the price up front. No hourly billing. No scope drift. If the work genuinely expands, that's a new engagement with a new scope, not a budget conversation.

IP terms

You own the client deliverable end-to-end. SG Systems retains the underlying platform IP — the reusable engine, libraries, and patterns. This boundary is what lets the work be priced as an engagement rather than a from-scratch build, and it scales the value we offer each new client.

SI partnership variant

For Systems Integrator partners, we operate as a delivery-capacity extension under your brand. You manage the client relationship and contracting; we deliver alongside or behind your team. Co-branding available on request.

Engagement types & indicative pricing

TYPE	DURATION	FEE	USE WHEN
Discovery	2-3 weeks	~\$10-15k	Recommended before any Implementation — produces a written specification, architecture, and a calibrated price for the build that follows. Stands alone if you only need the scope work.
Implementation	8-12 weeks	\$30-80k	One specific operational outcome delivered end-to-end on the engine, with pilot deployment and handover.
Embedded retainer	Quarter+	\$20-30k / month	For SI partners or enterprises with steady applied-AI deal flow needing dedicated capacity.

All fees in USD; ranges are indicative anchors, not fixed bids. Implementation pricing is calibrated from Discovery output — exact scope, timeline, and fee are agreed at the end of Discovery, before the build starts. Singapore-invoiced via SG SYSTEMS PTE. LTD., with cross-border withholding handled via applicable double-tax agreements. Payment terms net 30; 30% on engagement start, balance on milestone completion.

Sample engagement · 12-week Implementation

PHASE	OUTCOME
Weeks 1-2 Discovery & Design	Workflow shadowing, architecture decisions, scope finalized. PDPA assessment for the specific data flows. Sign-off on the build.
Weeks 3-7 Build	Core implementation on the engine. Daily integration with your team. Weekly demos. Iterative refinement of AI extraction quality on your real data.
Weeks 8-9 Hardening	Security review, audit-log validation, edge-case handling, load testing under realistic conditions, PDPA documentation finalised.
Weeks 10-11 Pilot	Production deployment to a controlled slice. Human-in-the-loop on by default. Live monitoring. Daily standups with your team.
Week 12 Handover	Knowledge transfer, runbook, on-call handoff. SG Systems remains available for hardening calls for 30 days post-handover at no additional fee.

What we ask of you

- One named decision-maker for the engagement, with authority to unblock.
- Access to relevant systems, or representative sandbox / test environments.
- A domain expert or two for AI-tuning input where local nuance matters.
- Legal and compliance approvals confirmed upfront — engagements don't start without these.

What we don't do

- Strategy decks. We don't write PowerPoints; we ship working systems.
- Hourly billing. Outcome-priced or not at all.
- Generic enterprise integrations unrelated to applied AI.
- Frontier model research. We use locally-tuned, proven models in production; we don't train foundation models from scratch.

About SG Systems

SG SYSTEMS PTE. LTD. — Singapore-incorporated, founded and operated by Sebastian Grebe, a senior engineer with 10+ years shipping production systems across payments, marketplaces, and consumer platforms. Author of two editions of Full-Stack Web Development with GraphQL and React (Packt Publishing).

Multiple AI products shipped under the same hand: Tandemu (AI teammate for development teams), AnswerRank (answer-engine optimisation for indie founders and agencies), and Substaff (autonomous AI agents that plan, execute, and deliver on a goal and budget). More at sebastian-grebe.com.

SG Systems operates as a small, deliberately-scoped delivery practice. Engagements are led by the founding engineer; contract delivery support is added on partner basis as engagements demand. We do not scale by hiring ahead of demand.

Next steps

If you have an applied-AI engagement in mind — yours or one a client of yours needs delivered — the right first step is a 30-minute call. We come prepared with relevant technical questions; you tell us the shape of the problem. From there we either propose a Discovery engagement or scope directly into Implementation, depending on what's clear.

Contact

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