

FUELING CORPORATE "INTELLIGENT AUTOMATION" WITH DATA

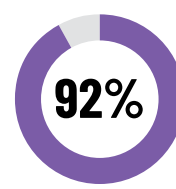
The pressure is on to become an intelligent enterprise – but intelligence requires data. So how to overcome this stumbling block?

DIGITAL TRANSFORMATION IS THE #1 PRIORITY FOR MOST BOARDS

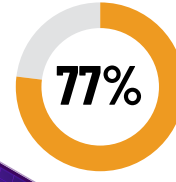
- >> The C-Suite demands a data strategy to drive this forward
- >> GBS leaders are feeling the pressure to transform business operations through intelligent automation

Their 3-pronged approach includes:

- Business Process Management
- Robotic Process Automation
- Artificial Intelligence



Indeed: 92% of executives are increasing investments in big data and AI



But: 77% Confirm business adoption of big data and AI is a challenge

Source: New Vantage Partners survey of corporate executives



The key to succeeding: data!

>> Digitized, structured data feeds all downstream activities



BUT: INITIATIVES ARE RUNNING UP AGAINST A BRICK WALL: DATA AVAILABILITY.

Leading to:

- up to **50%** of RPA projects failing¹
- **70%** of complex transformations² not reaching their goals

1. Source EY: https://www.ey.com/Publication/vwLUAssets/Get_ready_for_robots/%24FILE/ey-get-ready-for-robots.pdf

2. Source McKinsey: <https://www.mckinsey.com/industries/retail/our-insights/the-how-of-transformation#>

Data used to be an exhaust of business operations. Today, it's the fuel for successful operational models.

A robust data strategy requires:

- Digitized & structured data at point of ingestion
- Link to business context and strategy
- Guidelines on data collection and management

Don't just link data to business strategy – make it the business strategy by linking

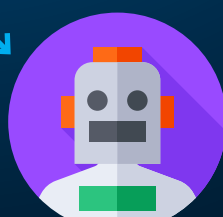
ownership of business outcome

ownership of business data

RELIABLE DATA LEADS TO >> DYNAMIC WORK ALLOCATION BETWEEN



HUMANS



DIGITAL WORKERS

THROUGH AUTOMATION ALGORITHMS THAT ALLOCATE WORK

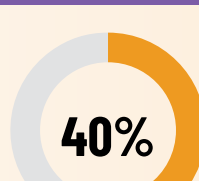
Result: >> tip over the performance scale through IA-driven hyperautomation

BUT: ARE WE READY?

- Lack of transparency over points in the process
- Don't understand human interactions with systems

WHERE IS THIS INFORMATION?

- >> doesn't exist
- >> spread across systems and logs
- >> unstructured process knowledge
- >> activities take place outside enterprise systems
- >> hidden in unstructured formats

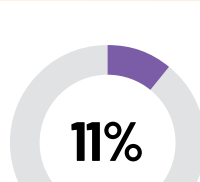


40% of global SSO leaders say enterprise silos are hindering IA success



FIX IT:

- Build a data framework and architecture
- Develop process knowledge for every stage of the process
- Determine human system interaction data via **process discovery**



Only **11%** of SSOs are currently using process discovery to understand user actions



RESULT: OVERCOME THE LIMITATIONS OF TRADITIONAL RPA AND DRIVE IA-LED DIGITAL TRANSFORMATION

- Keep IT consistently involved and drive standardization of tools
- Leverage structured digitized data to automate downstream processes
- Leverage structured digitized data to guide decisions through machine learning

Digital Transformation = Process knowledge + Intelligent Automation + Data

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