

Intelligent Automasjon - Hvor skal vi bedrive verdiskapning i fremtidens digitale prosesslandskap?

Intelligent Automation

1. June 2017

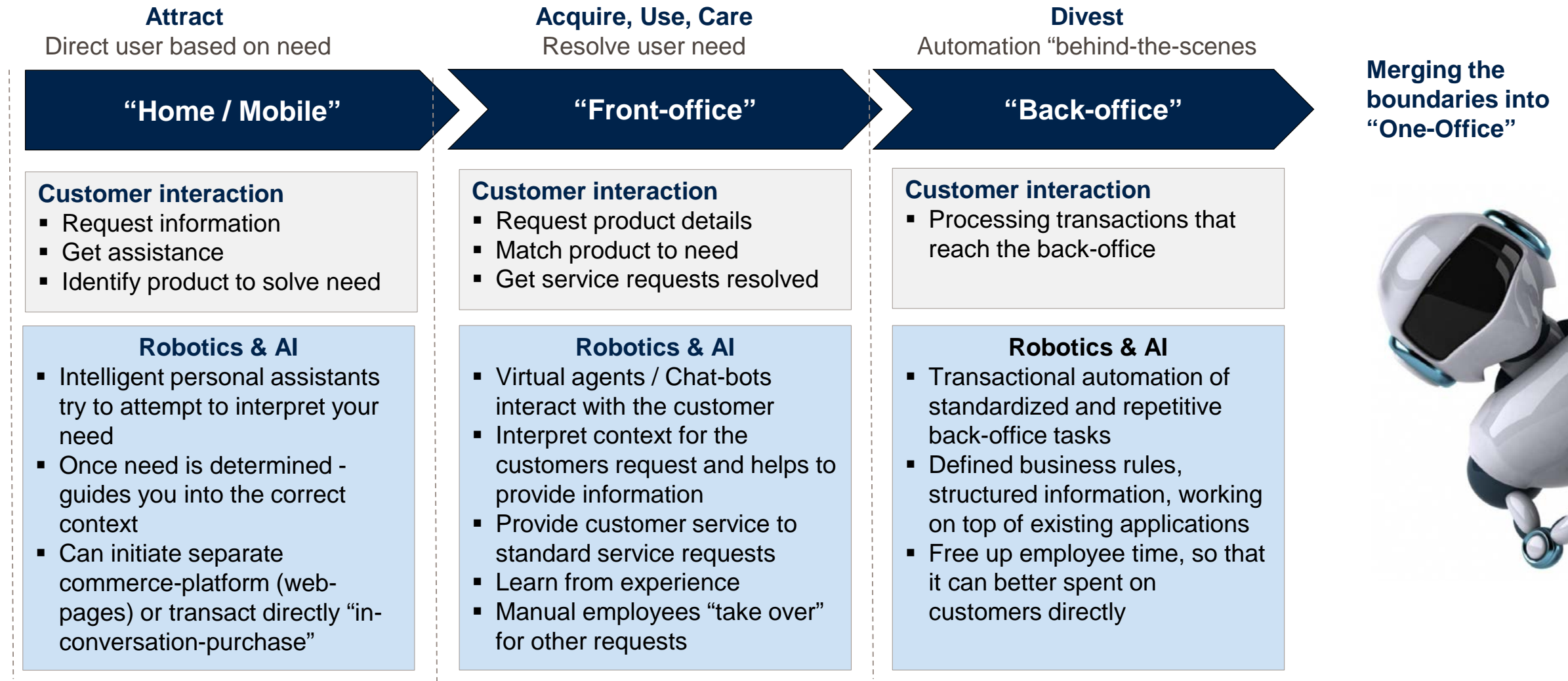
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AUTOMATION DRIVE

Machine Powered, Business Reimagined

Robots can interface with customers in a variety of channels and at different stages of the lifecycle – gradually merging the boundaries into “One-Office”



Automation of processes in the short and long-term must consider the technological capability of Robotics (transactional, analytical, cognitive) as well as the organizational maturity

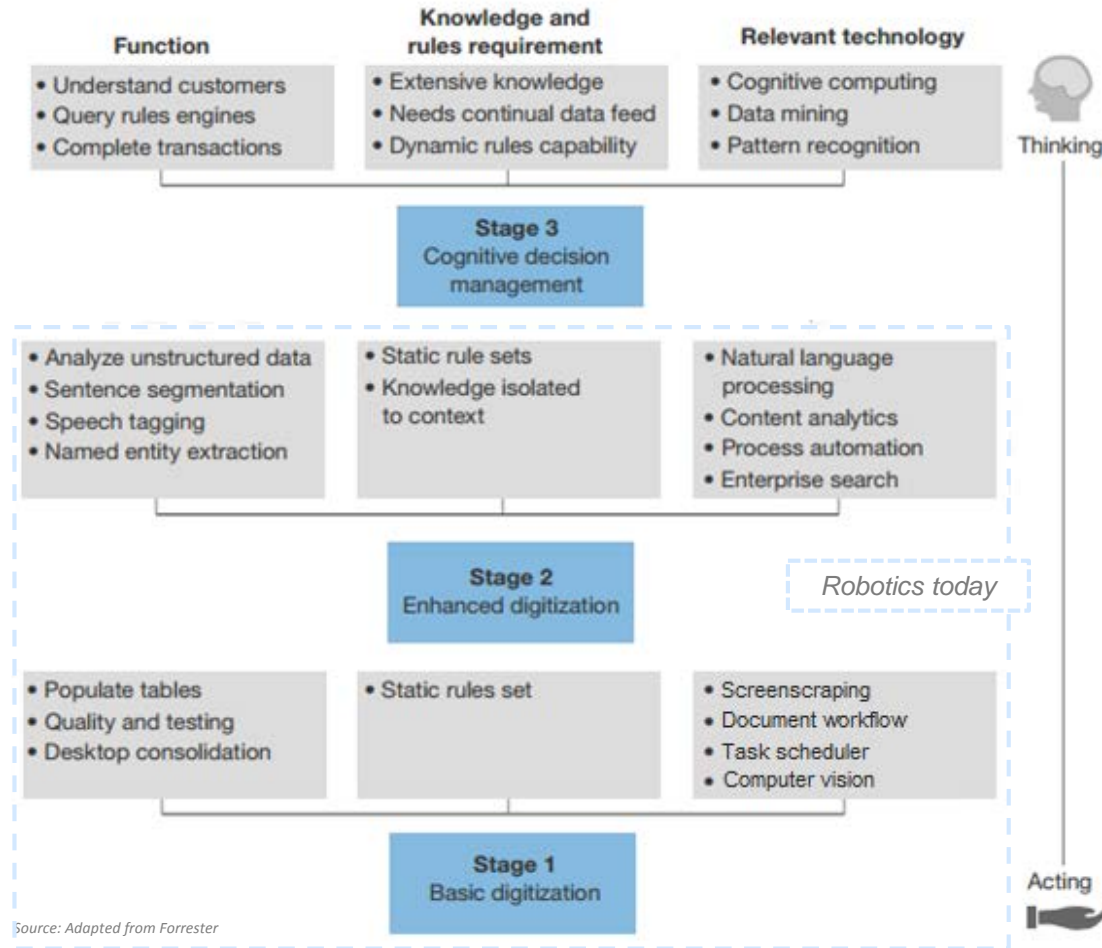
Technology Level

Stage 3: Cognitive
Robotics taps into external knowledge to make decisions

Stage 2: Analytical
Robotics taps into unstructured data with content analytics

Stage 1: Transactional
Robotic process automation (RPA) focuses on digitizing operational processes

Technology Capability

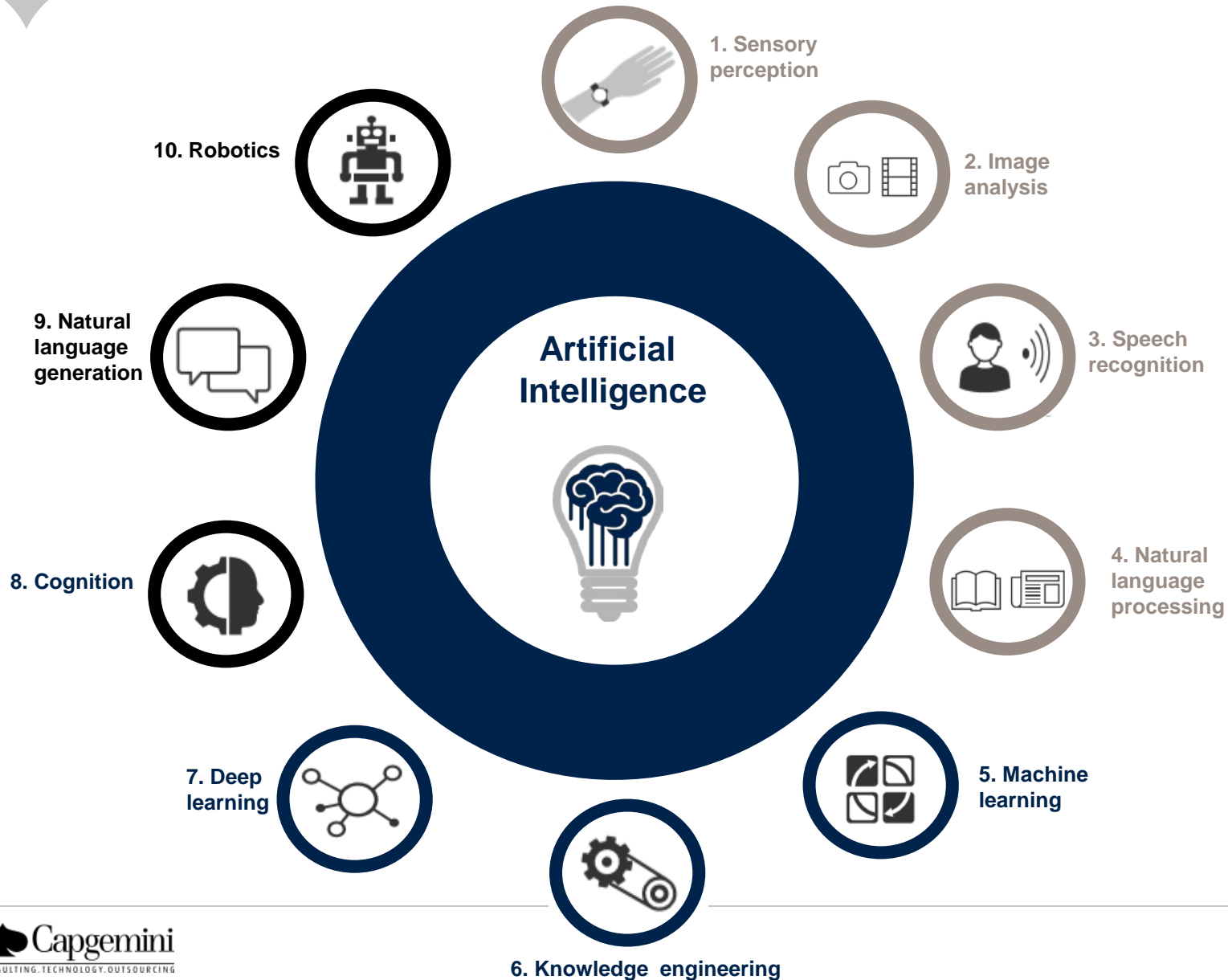


Robotics as drivers of automation



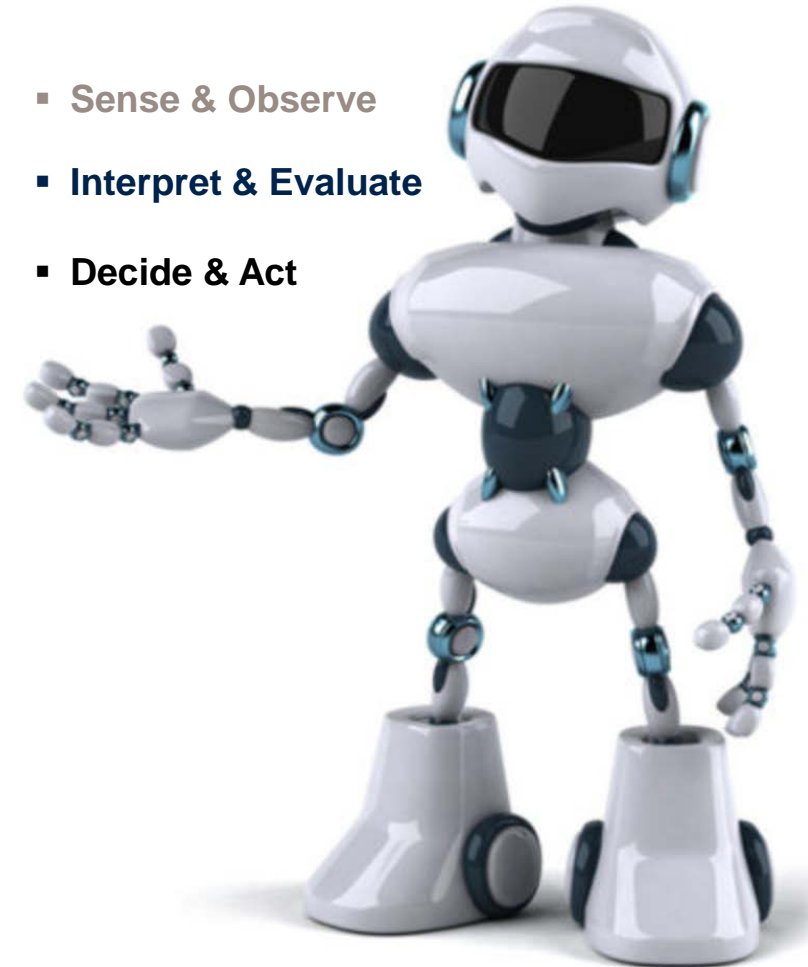
Intelligent Automation uses components from AI to mimic human behaviour to sense, think & act

The different building blocks are at different stages of maturity, and can be applied into business processes at different stages



Extending into Intelligent Automation

- Sense & Observe
- Interpret & Evaluate
- Decide & Act



Source: Forrester

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Pragmatic use cases of Robotics and AI to empower and automate your business processes

You can package selected components of the technology to imitate specific human “abilities”

■ Conversation



3. Speech recognition



4. Natural language processing



7. Natural language generation

■ Sight



9. Image analysis



8. Deep learning

■ Prediction



5. Machine learning



6. Knowledge engineering

■ Discover



4. Natural language processing

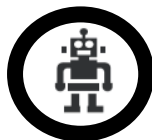


5. Machine learning



6. Knowledge engineering

■ Movement



1. Robotics



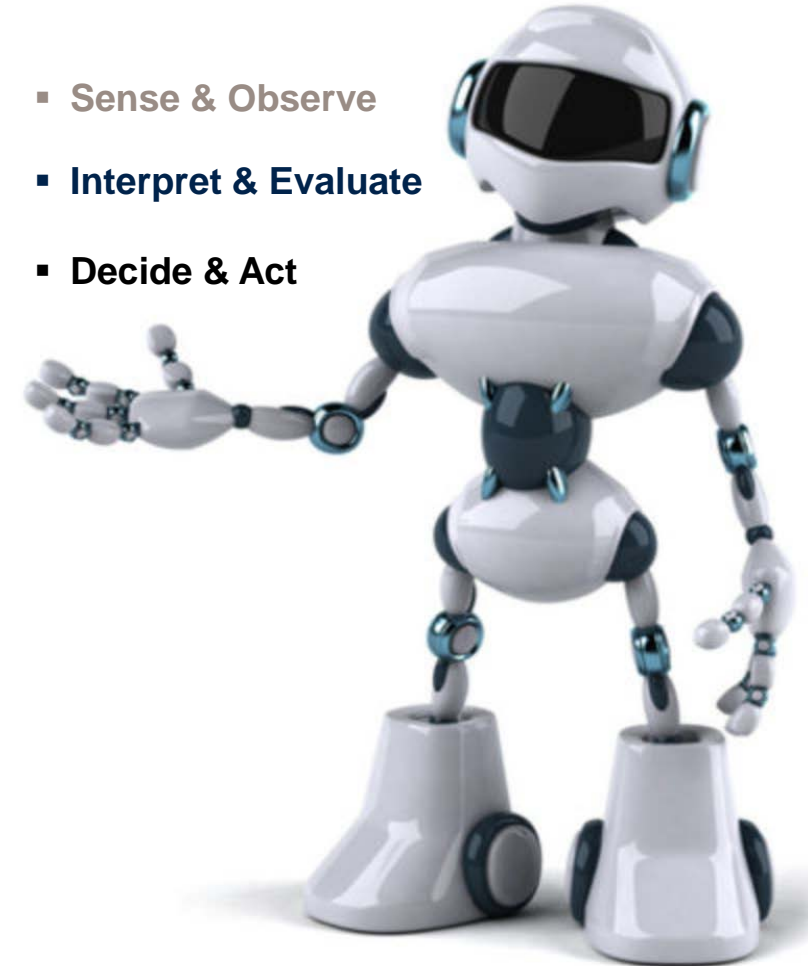
2. Sensory perception



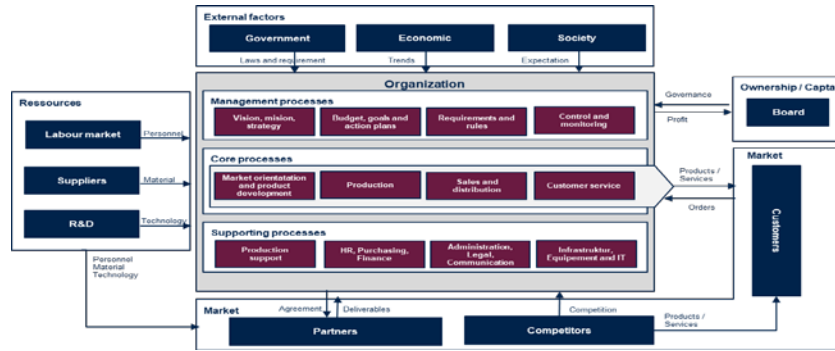
9. Image analysis

Packaging AI components to deliver Intelligent Automation

- Sense & Observe
- Interpret & Evaluate
- Decide & Act



The new process landscape will be more differentiated than ever before – forcing organizations to focus their automation depending on the process category and its impact on value / customer



The process landscape will be affected by Intelligent Automation

The effect will be a further division of what the company needs to focus on and differentiate- versus pure efficiency

Standardization / Efficiency

Non-value added Automated

- Processes are automated and effective Cost is kept low
 - Not seen as particularly value-added / differentiate
 - Over time becomes “Forgotten” processes that just “exist”
 - The new “Digital Workforce BPO”
- ↓
- Maintain standards, efficiency and effectiveness at low cost

Minimize / Transition

Non-Value added / Required Manual

- Cluster of processes with no clear patterns, a lot of variation and of little value of customers
 - Low competency requirements
 - Manual, at lowest possible cost
 - In transition to become automated, with new technology capability
- ↓
- Focus on efficiency and transition to automated category

Intelligence / Transform

Core – Value Added Drives Customer Experience

- Processes that are key to the “value stream experienced” by the customer
 - Fully automated where this provides higher value
 - Cognitive support where humans are value added
- ↓
- Focus on customer experience and differentiation

Key success factors for integrating Robotics & AI into the business

Large amounts of **data and training** is needed to develop the solution

The success of the solutions depends of an institutionalized **Sponsor**

It must be **close to the Business**

Bring **IT onboard** early

Robotics & AI is a **journey**, not a project

Communicate, Communicate, Communicate!

Lead with the **business case**
Start small and expand over time



Questions and more information ?



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