

Not All Robots are
Created/Designed/Paradgmed
to be Equal!

What is “Robotics Process Automation”?



“Software Robots”

emulate human activity, using existing user interfaces. This “Digital Workforce” is managed by business operations teams, and centrally secured by IT.

Free employees to do higher-value work

People



Relationships, Judgement, Interpretation, Change Management

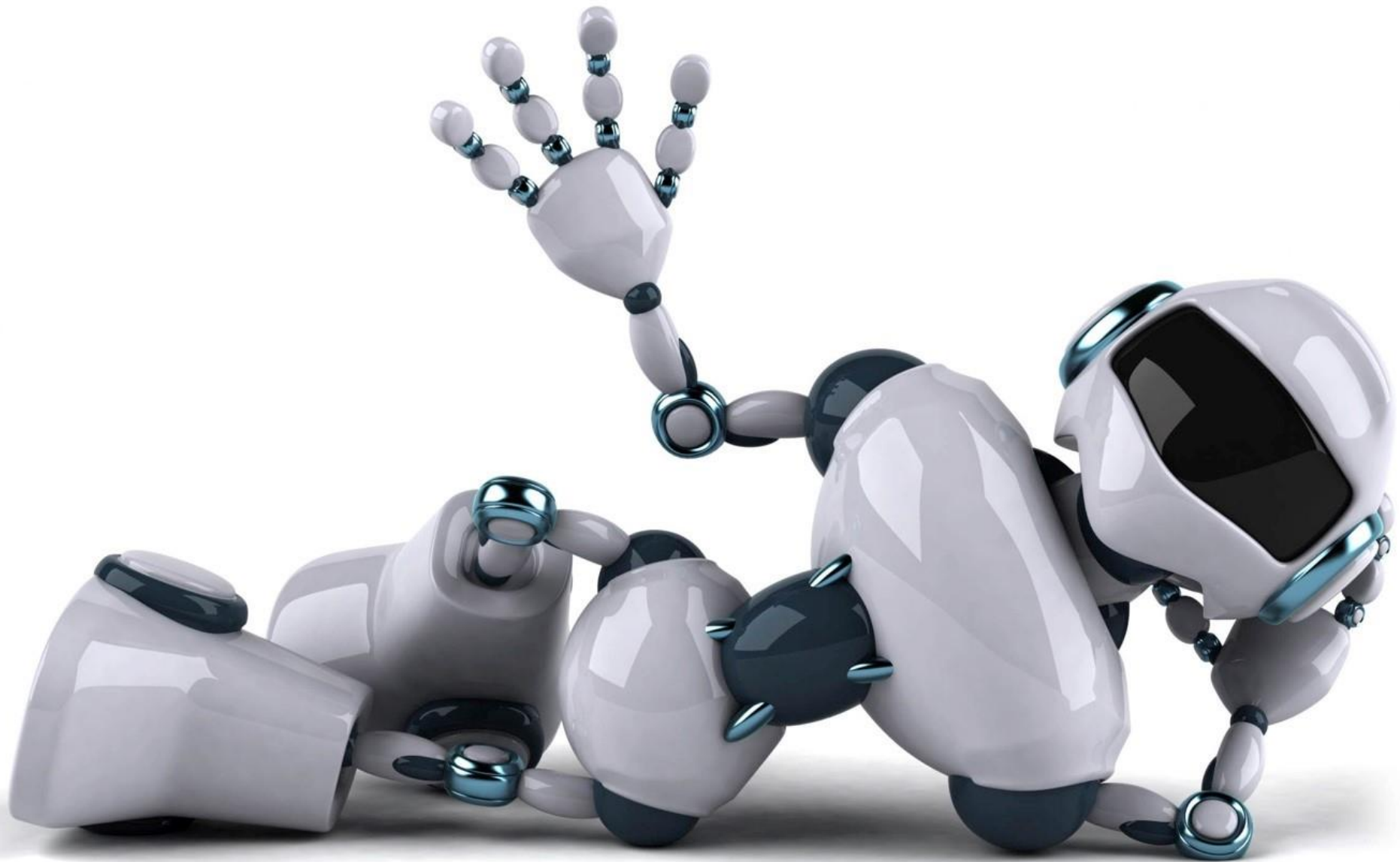
Robots



Procedural Automations & Repeatable Decisions

Business friendly, non-disruptive, code-free

- 24 x 7 productivity
- Faster process speed
- Trained by business users
- 1/3 the cost of an offshore FTE
- Redistributable for short-term tasks
- Reduce data entry errors
- Improved regulatory reporting & compliance
- Centrally governed & secured within existing IT landscape
- Rapid continuous improvement





What Are the Options for RPA?

Shadow IT

Business owned, IT Supported

IT Owned – “How long do I have to wait?”



Desktop Recorded Automation

Multiple, short, record and replay tactical automations aimed at navigating systems on the desktop



Digital Workforce Platform

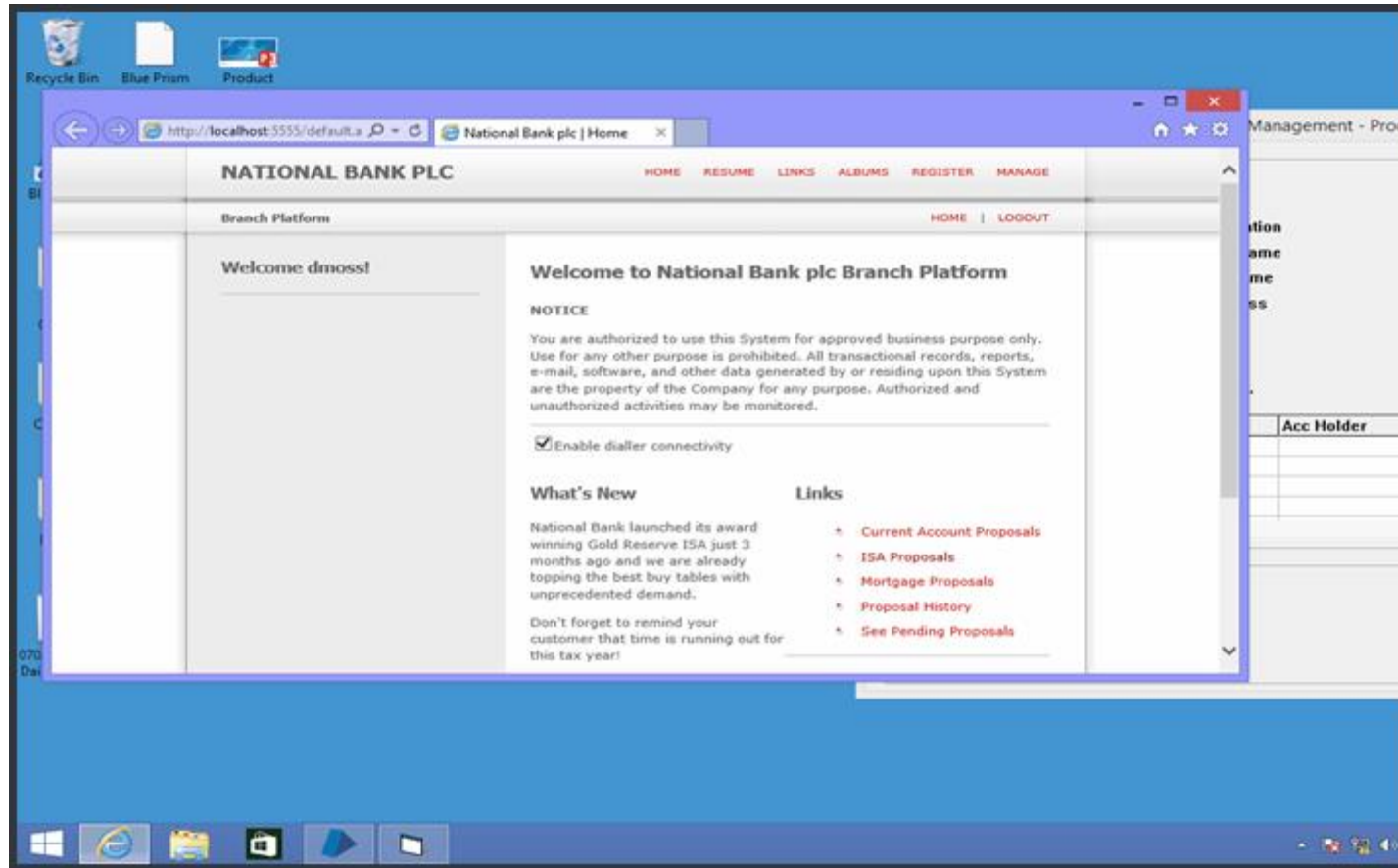
Secure, Enterprise strength, scalable, server-based capabilities that are designed to deliver strategic benefit



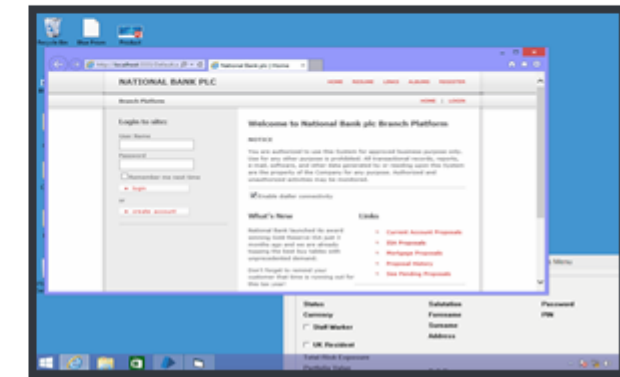
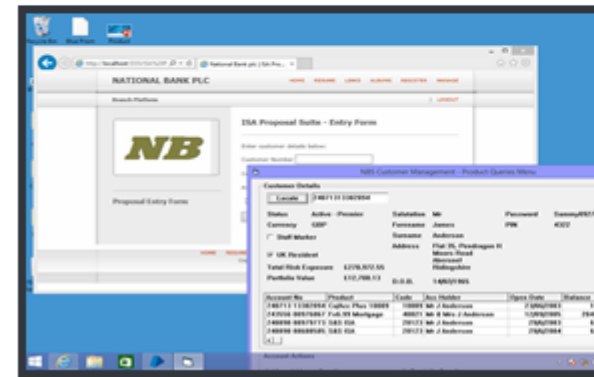
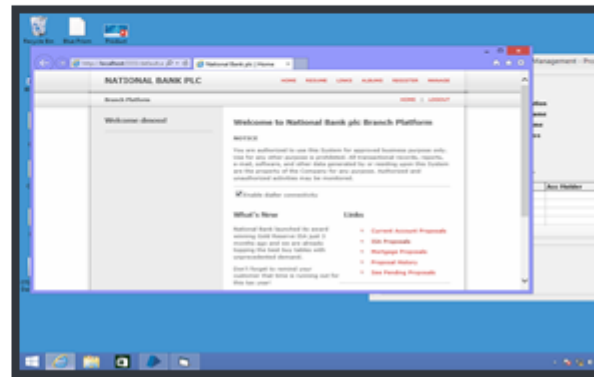
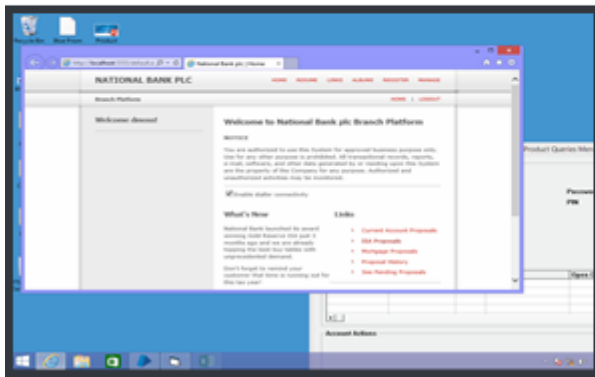
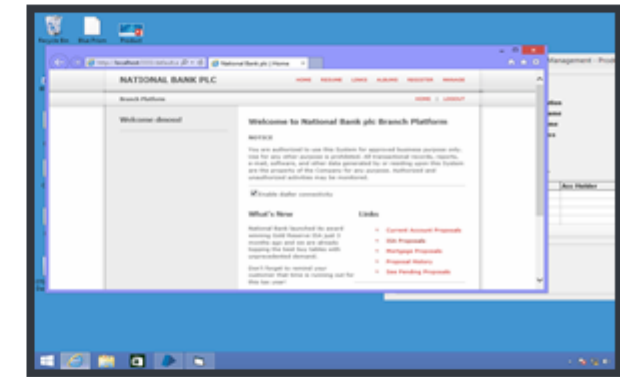
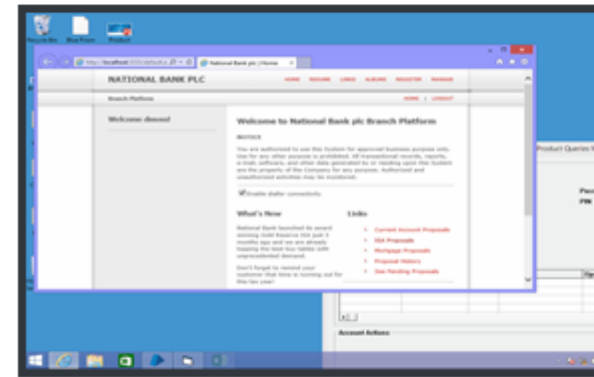
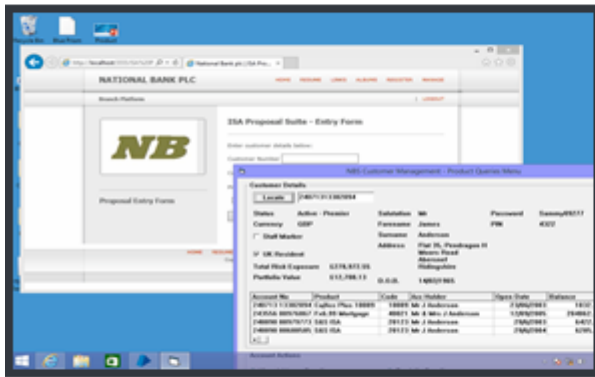
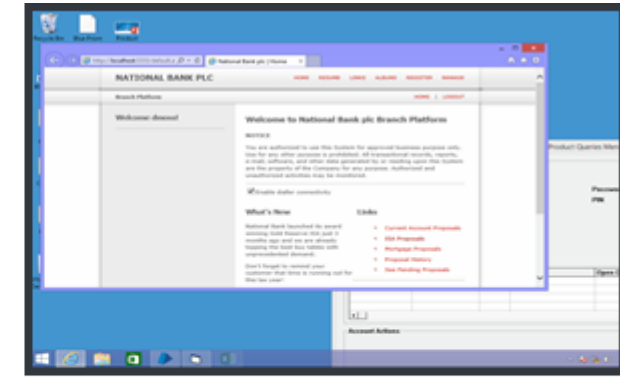
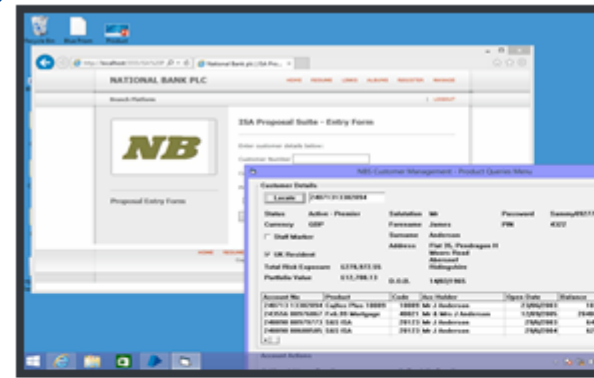
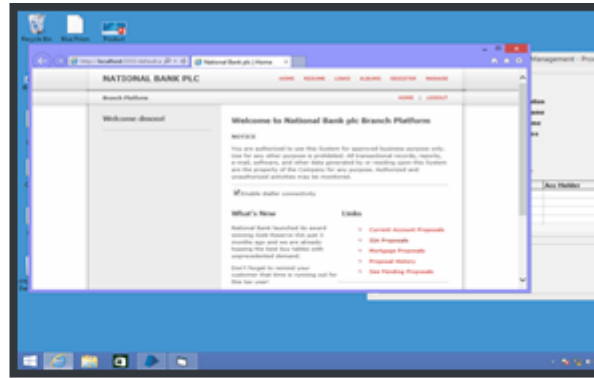
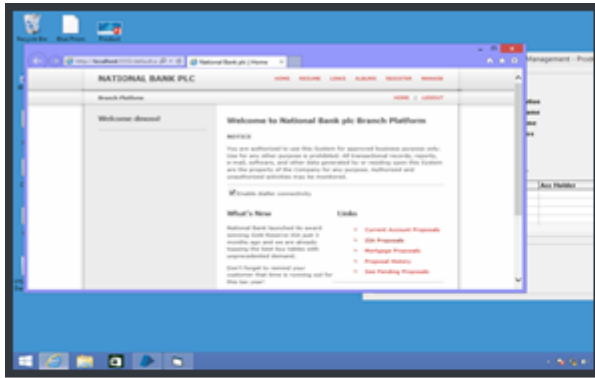
IT Developed

Provides a ‘virtual API’ to assist IT projects where interfaces don’t exist

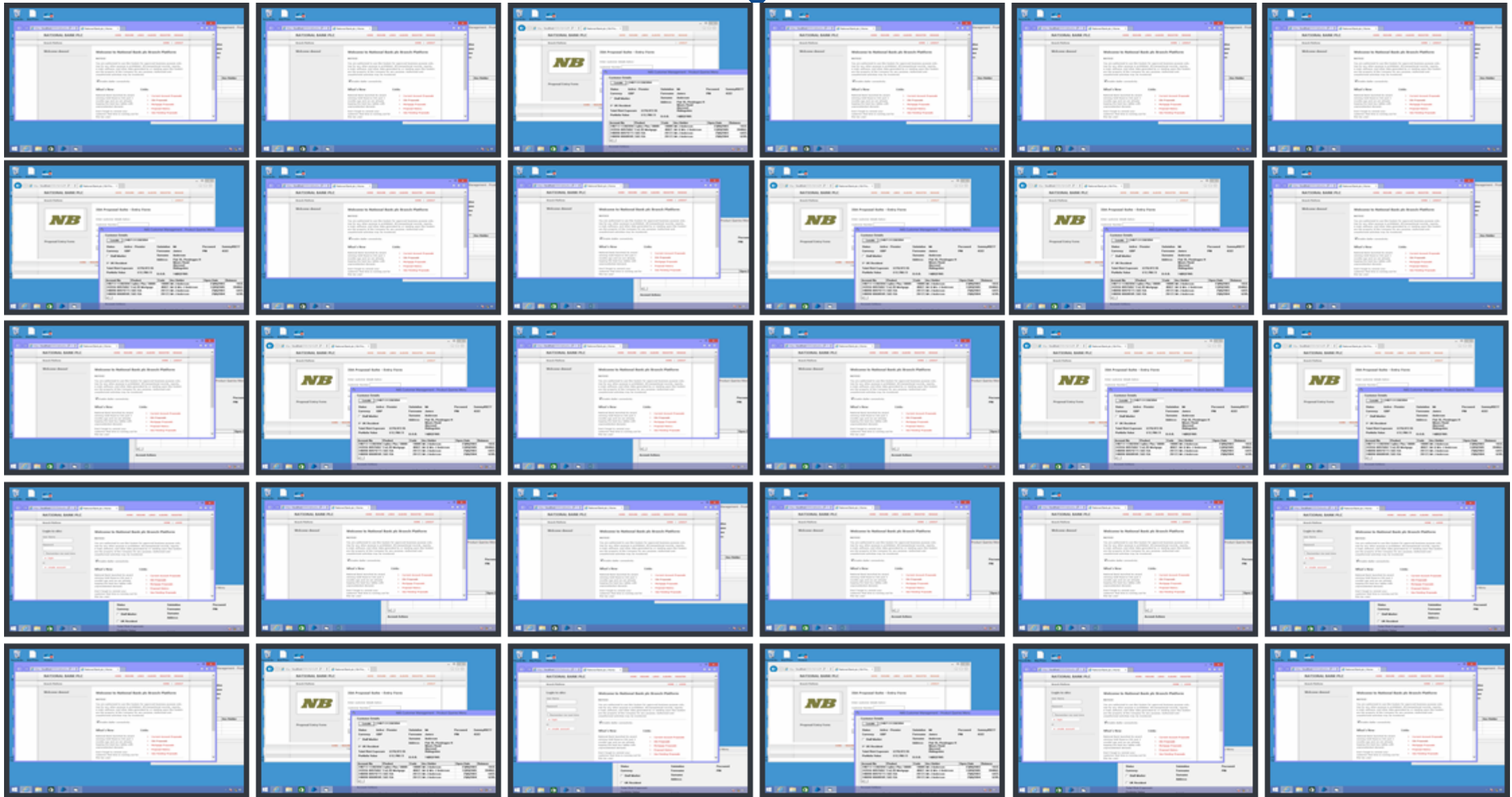
Imagine a software robot...



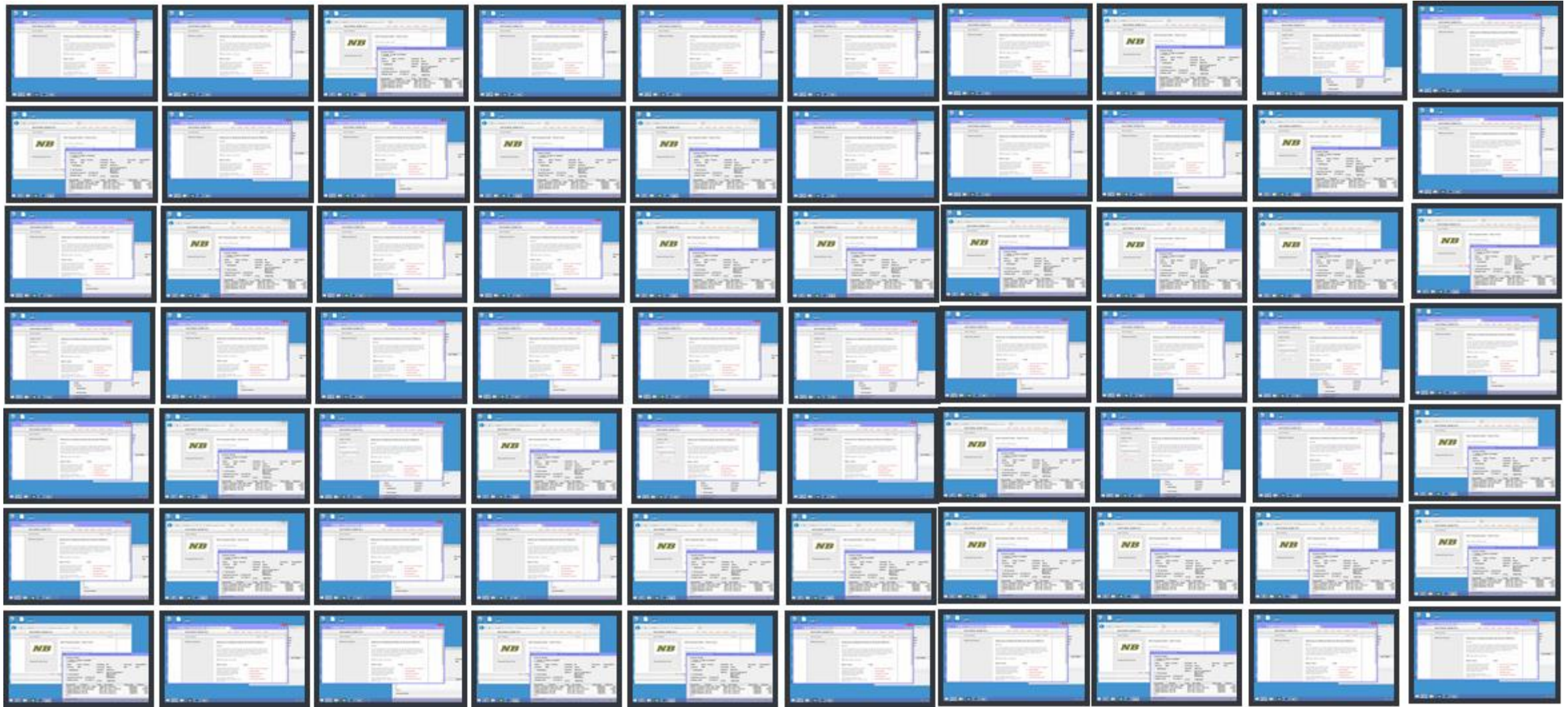
...a Digital Workforce...



...that you could scale on demand..



...to provide a scalable 3rd sourcing option



Transformational RPA – the Digital Workforce

“Reduce operating costs & processing costs while increasing security”

“Deliver value by increasing margins, reducing costs and operating more competitively”

“Provision a compliant, scalable, resilient and flexible digital workforce to the operation”

“Increase productivity / deliver better services faster”

“Prototype, evaluate & deploy emerging technologies & platforms at lower cost”



CXOs: “We Need to...”

Imperatives of a Strategic Digital Workforce

Scalability



Easy to Deploy & Operate

Re-useable process components, visual design, and dynamic scheduling enable a small RPA COE to manage a large amount of work.

Resilience



Intelligent Execution

Bulletproof automations that can run lights-out without human intervention.

Compliance



Centralized Management & Policy

Can you easily pass audits with a solution used by the most secure financial institutions in the world?

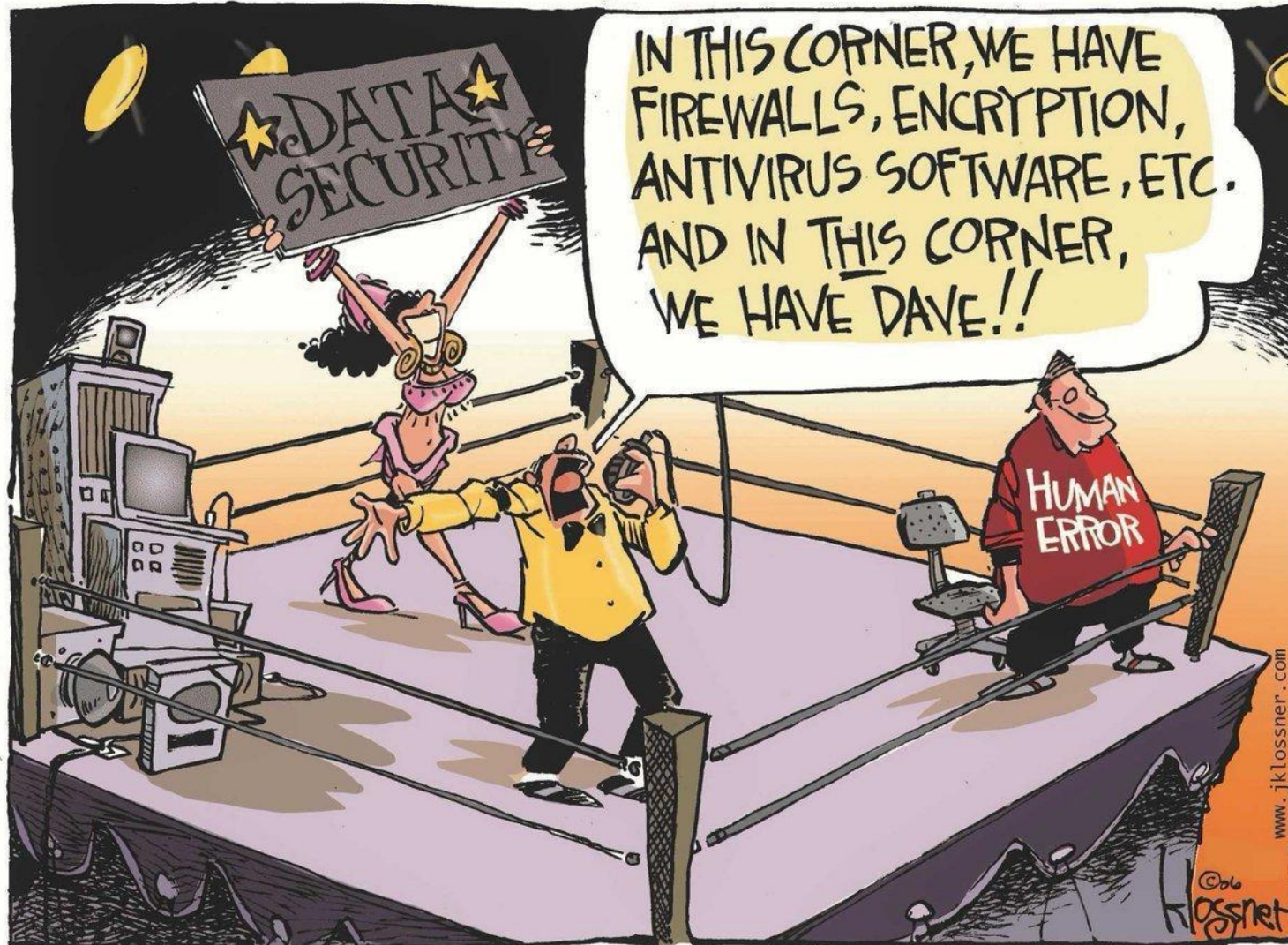
Security



Fraud Proof & Audit Ready

Must adhere to IT policies and architecture while not introducing security risks. Robots should be more secure than human employees.

Something to Consider...



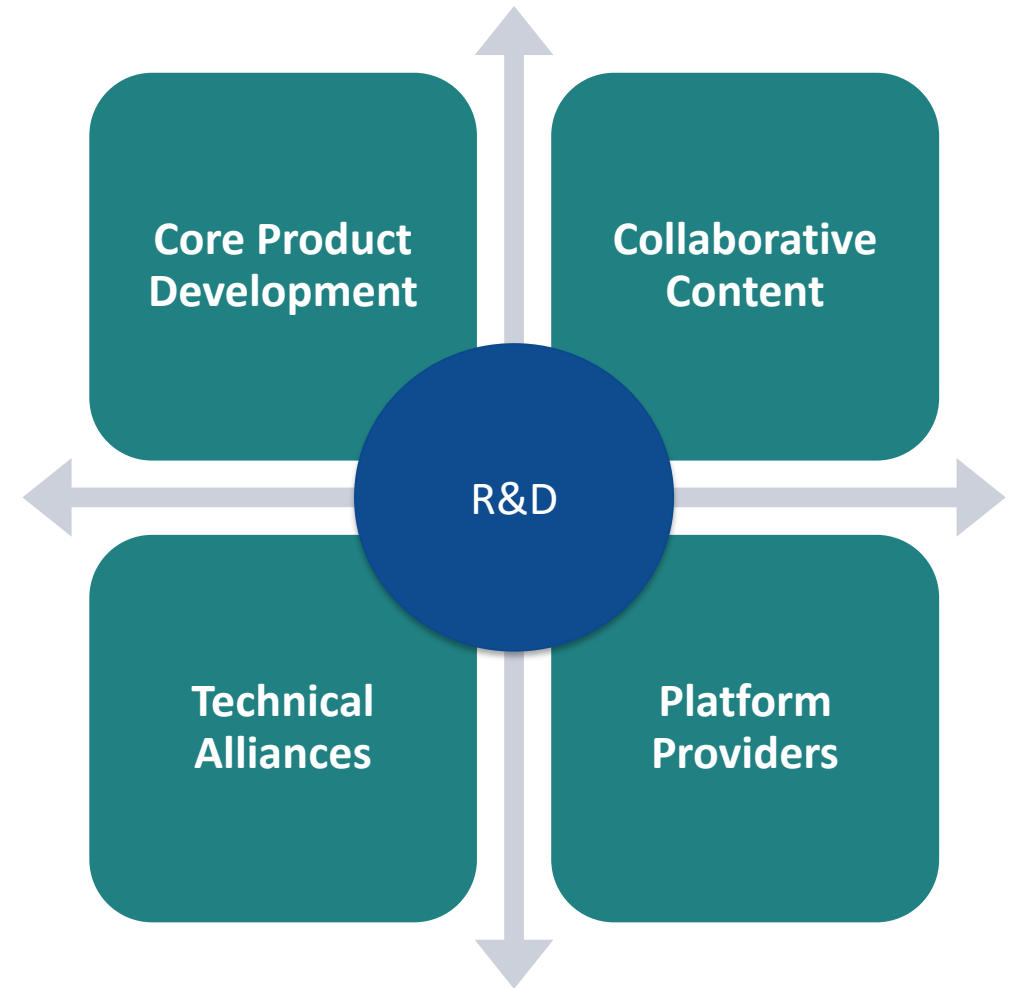
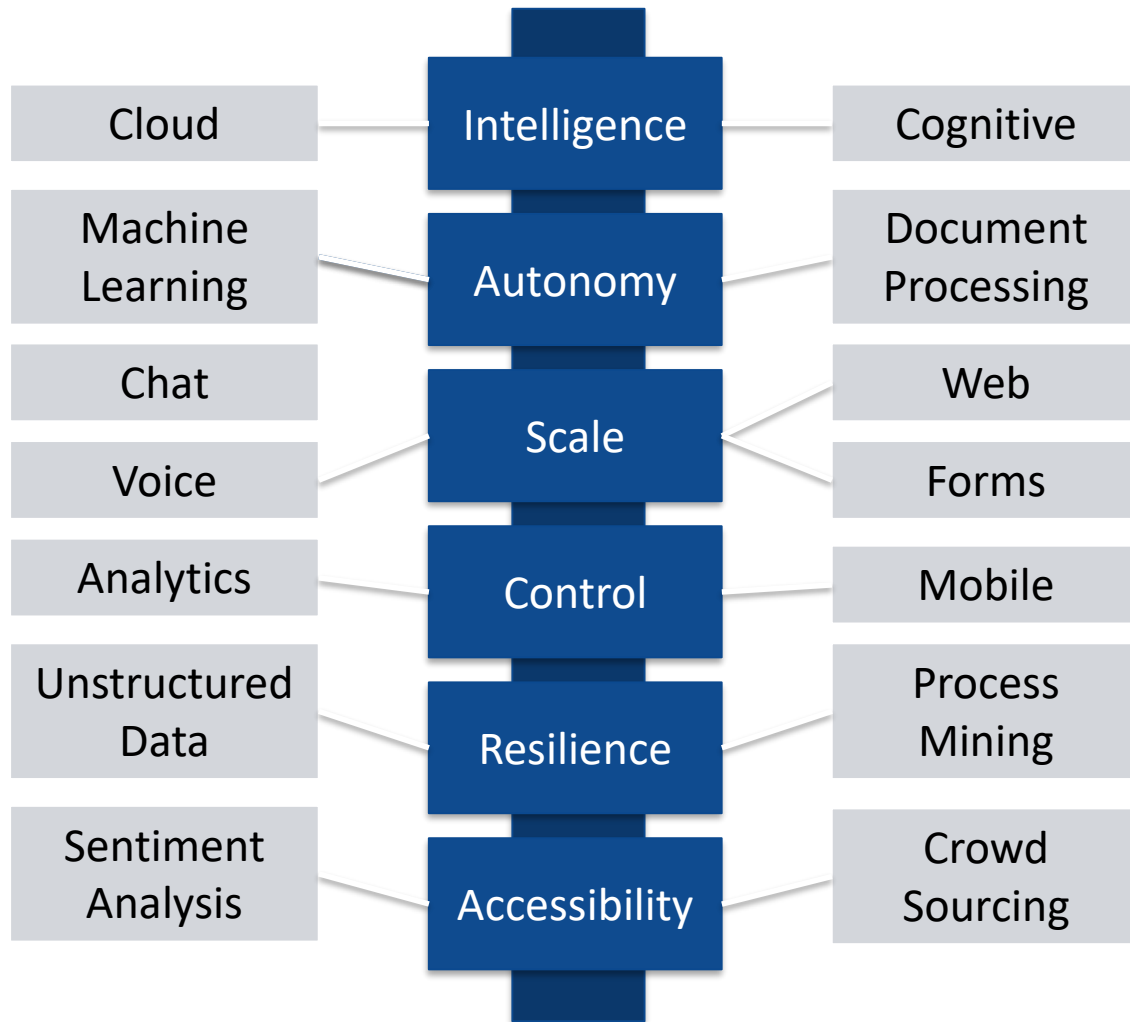
Look Ahead

Avoid common RPA failures by imagining how your client's environment will be managed in 3, 9, 24 months.

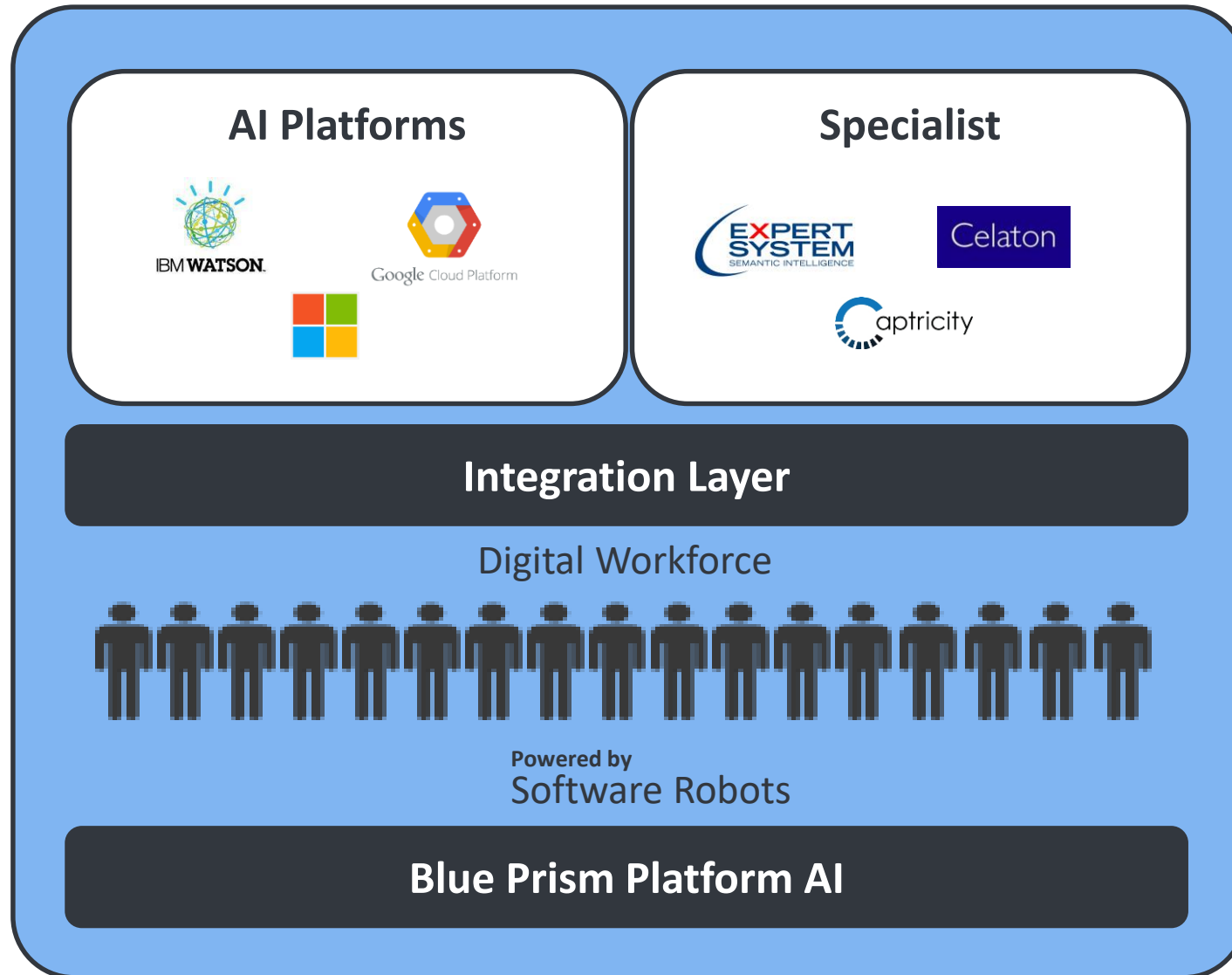
- **How will you re-use components across processes for ease of maintenance and faster builds?**
- **How will you prevent having to record processes over and over again as systems and processes change?**
- **How will the robot respond to screen resolution changes, pop-ups, moved fields, and systems with varying responsiveness?**
- **How will the workload be shared, distributed, and managed to accommodate peaks and troughs in demand?**
- **If a robot fails mid-process, such as in the event of a power failure, how does it know where to resume work?**
- **How will you ensure that a person cannot build and execute a malicious process?**
- **How will you ensure that employees cannot view confidential information accessed by the robot?**
- **How will SOX and audit teams compare work done by humans vs. robots?**
- **How will your robots interact with complimentary AI, OCR, and IVR technologies?**

Delivering an Operating System for the Digital Enterprise

“Digital Process Spine”



Operating System for the Digital Workforce



Media & Entertainment Processes

Media & Entertainment – Big Picture

Organizational Concerns

- Demand for more personalized content across multiple devices
- Rapidly changing consumption patterns & audience fragmentation
- M&A results in many disconnected systems
- Increasing regulatory, tax, & royalty management complexity
- Microtransactions overwhelm traditional IT systems and BPO
- Cyber Threats expand from data loss to brand damage
- Reconciliation of Ad buys and verification of placement

Blue Prism Addressable Challenges

- Siloed applications portfolios
- Operational and regulatory demands move faster than traditional IT
- Increased data creation without the ability to aggregate and execute
- Increased delivery & administrative costs due to diversifying distribution channels
- Overwhelming increases in data to operate increases risk of revenue due to leakage and inaccuracy

Media & Entertainment – Specific Processes

- IoT integration for product, supply chain, customer, and physical location monitoring
- Financial post-production asset allocation – financial depreciation or new production release
- Media Asset Management services - catalog, index, store, manage and distribute rich media assets
- Price optimization for ADs across all channels and formats
- Forecasting of ability to fulfill ADs
- Licensing – usage approval, percent claims, expiry songs
- Participations, residuals, royalty management & licensing
- Asset updates (price, description, etc.) within internal systems and distribution network
- Digital content management and distribution
- Ad sales system management and optimization
- Back-end execution of customer service Chabot interactions

Further Information

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