IS THERE A ROBOT IN YOUR FUTURE?
USING ROBOTICS FOR BUSINESS TRANSFORMATION

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PROFILE - RITA BRUNK

- MBA INTERNATIONAL FINANCE AND BACHELOR OF SCIENCE IN ACCOUNTING
- 30+ YEARS OF FINANCIAL EXPERIENCE (ALL FACETS)
- 15 YEARS OF EXPERIENCE AS A CAPTIVE SHARED SERVICES EXECUTIVE (HR, MARKETING, FINANCE, PAYROLL, LOGISTICS, PURCHASING)
- 4 YEARS OF GATHERING ANALYTICS DATA IN A SHARED SERVICES ENVIRONMENT
- 2 YEARS EXECUTIVE OVERSIGHT OF REGIONAL/GLOBAL R&A INITIATIVES
- 1 ½ YEARS WORKING WITH BUSINESS PROCESS OUTSOURCING BUSINESS UNIT ON EXISTING AS WELL AS POTENTIAL CUSTOMERS
- LEAN SIX SIGMA EXECUTIVE CHAMPION
A robot

Is:

• CAPABLE OF WORKING ANYWHERE
• GOING TO NEED TRAINING ONLY WHEN YOU CHANGE A PROCESS OR A SYSTEM CHANGES
• GOING TO GENERATE ZERO ERRORS
• A "FAR EXCEEDS EXPECTATIONS" PERFORMER

Is not:

• GOING TO ASK QUESTIONS OR MISUNDERSTAND DIRECTION
• GOING HOME AS SOON AS 8 HOURS IS UP OR EVEN TAKE A LUNCH
• GOING ON HOLIDAY OR SICK LEAVE
• GOING TO ASK FOR A RAISE
• GOING TO GIVE YOU NOTICE
**Genfour Services**

Genfour offers full lifecycle support to our clients

<table>
<thead>
<tr>
<th>Evaluate &amp; Mobilize</th>
<th>Implement</th>
<th>Maintain &amp; Operate</th>
<th>Robotics as a Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify and capture potential for automation in client operation(s)</td>
<td>Apply Genfour implementation approach</td>
<td>Account Management</td>
<td>Provision of infrastructure, robot licensing and process maintenance at a predictable and flexible price</td>
</tr>
<tr>
<td>Perform high level process assessment and benefits analysis</td>
<td>Assemble highly collaborative, joint Implementation Team</td>
<td>Monitor and optimize process performance</td>
<td>Fully managed service to enable successful implementation and operation of robots end to end</td>
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<tr>
<td>Assemble a list of candidate processes</td>
<td>Establish Governance board to agree automation priorities and design decisions</td>
<td>Fix on failure</td>
<td>Rapid deployment and scalability</td>
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<tr>
<td>Produce a detailed program plan</td>
<td>Communicate with all stakeholders</td>
<td>Process Maintenance</td>
<td></td>
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<tr>
<td>Build business case</td>
<td>Perform detailed process assessments</td>
<td>Process Enhancements</td>
<td></td>
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<tr>
<td>Validate robotic technologies can access and work with in scope systems</td>
<td>Map and define processes to key stroke level</td>
<td>Process Reporting</td>
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<tr>
<td>Specify and populate joint automation team</td>
<td>Build and test automations</td>
<td>Maintain process library and documentation</td>
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<tr>
<td>Document and communicate detailed approach to deliver automation</td>
<td>Deliver into live production and provide support/enhancements to optimize performance</td>
<td>Access to Genfour knowledge base, support and training</td>
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<tr>
<td>Determine change management plan</td>
<td>Provide training and support e.g. for testers, process analysts etc</td>
<td>Ongoing dialogue to identify and capture automation opportunities</td>
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<tr>
<td>Deliver initial process automation asap</td>
<td></td>
<td>Constant innovation</td>
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**Account Management**
- Monitor and optimize process performance
- Fix on failure
- Process Maintenance
- Process Enhancements
- Process Reporting
- Maintain process library and documentation
- Access to Genfour knowledge base, support and training
- Ongoing dialogue to identify and capture automation opportunities
- Constant innovation

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**Genfour**

Specialist in RPA and AI Delivery
Genfour Automation Spectrum
Allowing you to do things you haven’t even thought of yet

We are at the beginning of the automation journey
• 10-15 years to run
• Opportunity all along the way

It will start with improved productivity, improving what we do today

Increasingly it will be about innovation, applying the insight we get from data to actions delivered through robotics – doing things we haven’t even thought of yet

The journey will demand more from our human capital – higher skilled people and ability to adapt to large scale change
<table>
<thead>
<tr>
<th>Attended Automation (‘AA’)</th>
<th>Robotic Process Automation (‘RPA’) or Unassisted Automation</th>
<th>Artificial Intelligence (‘AI’)/ Self Learning</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Typically used where agents need to interact with processes to handle information from multiple systems, attended automations work by bringing together information in one place in a user friendly easy to understand, highly configurable format.</strong> Examples include:</td>
<td><strong>Automations that replicate what a user normally does</strong>, typically used in back office functions, These processes need an electronic trigger (either the work itself, an email or via a workflow tool). RPA can work across multiple systems and can be complex, but needs to be rules driven. Examples include:**</td>
<td><strong>These tools can be used to provide an enhanced level of automation that currently cannot be achieved through either RPA or attended automations. These tools are able to deal with unstructured inputs, there is a learning curve where manual input is required to ‘teach’ the tools how to recognise the data requirements, this is a similar approach to how you would train a new starter, but once programmed then can work unaided. Examples include:</strong></td>
</tr>
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</table>
| **Contact centers where customer data is held over multiple systems or screens**, AA can be implemented to:  
  - present back relevant data in a user friendly format in real time or  
  - provide a single update of information e.g. address change that can then filter through to multiple systems without the need for repetitive inputs or waiting for slow legacy systems to refresh | **Policy set up / policy change** - Taking specific policy info from an input e.g. electronic application form, applying a set of business rules and entering the data into a business system | **Invoice processing** - the data being received is not consistent however there is a pattern to the information being supplied |
| **Next Best Action**: Offering your customers special deals / up selling based on their buying history / geographical locations / profile etc. AA can push data to agents based on specific criteria | **Performing a prescribed set of actions** to send outputs to a customer e.g. picking up a certain work type from a workflow tool, performing the actions required and creating a letter, email/sms | **3rd party requests** - the forms, e.g. an annuity request, may differ from 3rd party to 3rd party however there will be a pattern to the information being supplied / requested |
| **Where multiple requests for info are made** e.g. full plan details requiring the separate documents to be ordered, e.g. current value / projections / contribution history etc. these can be packaged into a single request type via AA. | **Performing complex calculations** either as part of a process or standalone, either using a prescribed excel document or created within the automation tool itself. | **Claim notifications** - initial notification may be presented in various mediums, however the content of what needs to be captured w be consistent. |
Automation opportunity map

Identifying opportunities

**HR/Payroll**
- Accounting entries
- Tax payments
- Sourcing down-select
- Sales commissions
- Employee servicing

**Marketing**
- Social media collection and reporting
- Special sales campaigns
- Proposals
- Competitive analysis

**Finance**
- Account reconciliations
- Reporting
- A/R, A/P
- Inter-company charges
- Indexing/uploading

**Purchasing/Logistics**
- Freight claims
- Tiered pricing reconciliation
- Competitive bidding
- Vendor pricing analysis

**Sales**
- Deal quoting
- Order processing
- Returns
- Campaigns

**Insurance/Banking**
- Servicing
- Claims
- Competitive analysis
Example Processes

Typical examples of processes that can be automated

- Balance sheet reconciliations
- Aged accounts receivable reporting
- Payroll tax reporting
- Bank reconciliations
- Credit issuance
- Accounting entries
- Intercompany entries
- Fixed asset set-ups
- Vendor set-up and maintenance
- Vendor invoice processing
- Duplicate payments audit
- Treasury reporting (source and use of funds)
- Forecasting
- Collections communications
- Customer invoice creation
- Regulatory reporting
WRITING THE BUSINESS CASE

What will it take to move forward

**Calculation of costs:**
- Up-front development costs range anywhere from $50-90K (US estimates only)
- Ongoing costs are approximately $52K per year for 450 robot hours per month regardless of the number of processes deployed
- Pricing may vary due to other elements of implementation

**Savings offsets:**
- Calculation of excess capacity or headcount reductions
- Elimination of outsourced process cost
- Quantification of intangible benefits such as quality, timeliness, etc.
- Cost avoidance for growth/global leverage

**Outcome:**
- Payback less than 1 year
- In most cases corporate policy allows you to capitalize
- Due to quick payback, robotics and automation should even be pursued when ERP will be replaced within 18 months.
RPA Technology

The Evaluation Criteria

The RPA Technology

Robotics Tools are now capable and mature. The following technology works for **rules based processes** and **structured, electronic input**.

The Providers

- **UiPath**
- **Automation Anywhere**
- **blueprism**

The Evaluation Criteria

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<tr>
<th>Licensing</th>
<th>Speed to Deliver</th>
<th>Scalability</th>
<th>Thick / Thin Client Applications</th>
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<tr>
<td>Built in Components (OCR, PDF, MS Office)</td>
<td>Integration / Extensibility</td>
<td>Future Proofing</td>
<td>Control center / Work Queues / Scheduling</td>
</tr>
<tr>
<td>Reusability</td>
<td>Auditing / Security</td>
<td>Reporting</td>
<td>Development Skillset</td>
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[genfour]

Specialist in RPA and AI Delivery
Genfour Process Automation Cycle

Genfour methodology

**Purpose**
- • Assess process for automation suitability
- • Full detailed understanding of the process
- • Create the blueprint for the process to be built
- • Build the automated process
- • Internal Genfour and client testing
- • Controlled move into live

**Step**
- Process Assessment
- Process Definition
- Solution Design
- Process Build
- Test
- Live Ramp Up

**How**
- • Review the process to understand complexity and build time, including:
  - Inputs
  - Systems
  - Outputs
  - Volumes
  - Unit times
  - Access requirement
  - Variations
  - Exceptions
  - Reporting Build and Test approach
- • View the processes being worked
  - Ask questions to understand variations
  - Agree exception routes
  - Map process in keystroke details
- • Design how the process will be automated
  - Include:
    - Load
    - Work
    - Design
    - MI
    - Exception handling
- • Build automated process
  - Working to Genfour standards
  - Using Genfour Templates & Utilities
  - Modular components
  - Process logic
  - Build exception paths
- • Configuration / unit testing of each element
  - End to end testing of the process
  - User acceptance testing
- • Release to live
  - Walk through a defined number of cases
  - SME sign off of controlled batches

Quality control gateways: Genfour & Client  Client  Genfour
Robot Hours vs fixed capacity
The benefits of flexible licensing

- LOW COST AND FLEXIBLE SOLUTION TO GET STARTED – PAY FOR WHAT YOU USE
- NO WASTED LICENSE INVENTORY
- CAN RAMP UP TO MEET DEMAND
- ABLE TO MOVE TO AN ALTERNATIVE MODEL AFTER 12 MONTHS.

*Note
Normalized capacity is the expected utilizable capacity of fixed, licensed robot. Based on Genfour empirical client data. Each fixed robot will achieve approx. 250 hours production per month.
Why work with Genfour

Genfour credentials

• **Pioneers** - first specialist Consultancy to implement RPA, with a focus to improve automation outcomes across multiple clients and delivering high ROI

• **Effective and efficient** - delivered the most expedient automation programs to date from initial process mapping to live production within a few weeks, encompassed within a defined set of methods and tools to deliver to high standards

• **Outcome Focused** - we are a services company, not a product company. Our approach is to deliver outcomes for our clients through close collaboration, introducing our methods and experience, and the specific skills of Genfour people

• **Experience** - with decades of collective experience in BPO and Automation, we are able to bring additional insight and capability to automation

• **Satisfied clients** - our clients enjoy significant benefits attributed to process automation. This doesn’t come without issues and complications but Genfour has, and will continue to go the extra mile to overcome these and deliver the plan

• **Technology choices** - we work with multiple technologies which means that we are able to assess processes and client objectives and recommend the best software or combinations of software to suit our clients needs.

• **RPA Support** - we have an established support center, whom are SLA focused, providing our customers with monitoring, scheduling, and reporting services to ensure maximum utilization and return on investment.

• **Hosting Options** - we have our own hosting provider(s) with multiple clients already being supported, which means we can assist our clients in getting started quickly

• **Ready to start** - our team is ready to engage, to bring experienced practitioners covering all aspects of an automation program end-to-end
Questions