

INTELLIGENT AUTOMATION- TION FOR THE FUTURE

**AUTOMATE COMPLEX BUSINESS
OPERATIONS—AT SCALE**

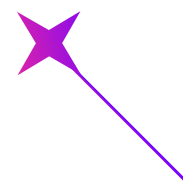
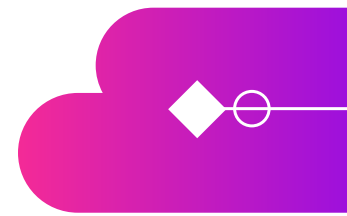
softserve

WHAT IS INTELLIGENT AUTOMATION?

Intelligent automation is a combination of artificial intelligence (AI) and machine learning (ML) technologies which together solve multi-dimensional, complex business problems and accelerate digital transformation through end-to-end process automation.

Bonus fact:
**ARE YOU FAMILIAR WITH
HYPERAUTOMATION?**

Hyperautomation refers to the sophistication of automation and the application of multiple advanced technologies and tools to deliver increased AI-driven decision making.
(Gartner)



THE CURRENT STATE OF INTELLIGENT AUTOMATION



\$214 Billion worldwide will be generated by the automation industry in 2021
(Statista)



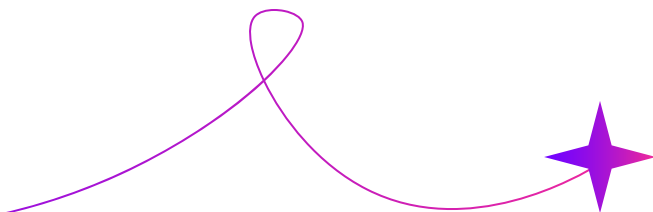
More than **30%** of enterprises currently invest **more than \$50M** in IA technologies
(KPMG)



84% of company representatives believe AI can bring competitive advantages in their industry
(Statista)

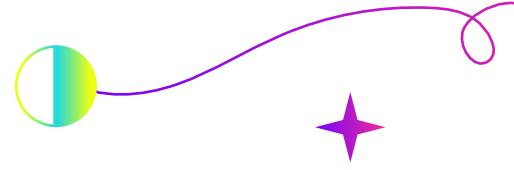


Nearly 133 million new jobs will be created by 2022, replacing over 75 million existing ones
(World Economic Forum)

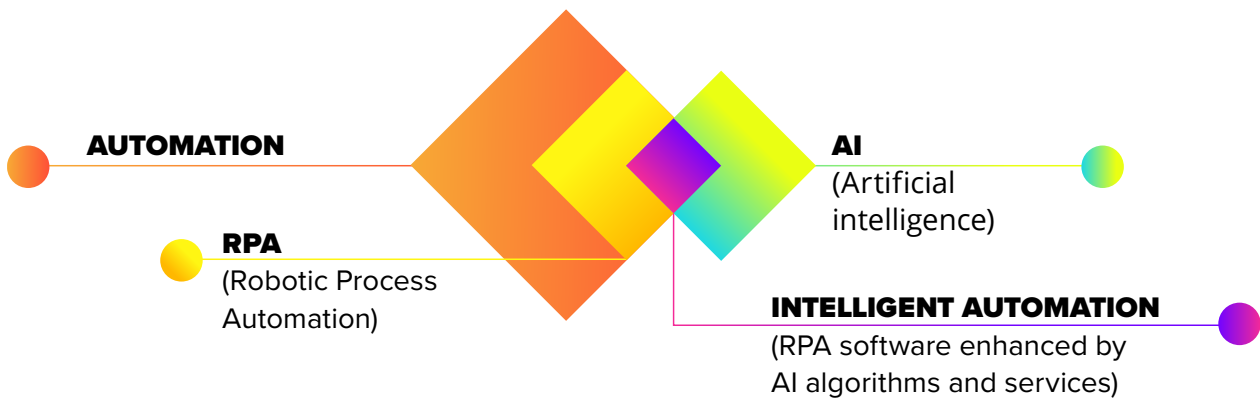


CIOs will **automate 10%** of their IT tasks and look to upskill employees
(Forrester)

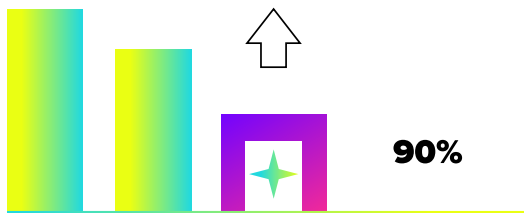
TAKE INFORMATION PROCESSING TO THE NEXT LEVEL



INTELLIGENT AUTOMATION	VS	ROBOTIC PROCESS AUTOMATION
Increases value and opens opportunities for optimal decision-making		Performs simple automation using software bots
Automates dynamic workflows that involve human reasoning		Automates complex routine and repetitive tasks
Comprises RPA, ML with predictive analytics and decision engines, and AI with deductive analytics and natural language processors		Performs routine tasks by following specific set of rules
Is the data-driven approach		Is the process-driven approach
Provides user- and business-centric solution		Provides software- and task-centric solution Provides software- and task-centric solution



HOW BUSINESSES USE INTELLIGENT AUTOMATION



Reduce manual error to improve quality and accuracy

Automating quality testing using machine learning increases defect detection rates up to **90%**.

(Forbes)



Prevent downtime and maintenance

A single hour of downtime can cost manufacturers over **\$100,000**. Predictive maintenance can reduce rework and downtime, potentially saving **up to \$630 billion per year by 2025**.

(McKinsey)



Increase business agility and velocity

Organizations piloting intelligent automation expect an average payback period of **15 months**; those in the scaling phase report an average payback after just nine months.

(Deloitte)

WHY BUSINESSES USE INTELLIGENT AUTOMATION

Automate complex business operations—at scale

OPERATIONAL EFFICIENCY

- Enhance cycle times
- Accelerate time to market

By 2024, organizations will lower operational costs by **30%** by combining hyperautomation technologies with redesigned operational processes ([Gartner](#))

[READ THE CASE STUDY](#)

COST OPTIMIZATION

- Reduction of expenses, manual error, and maintenance costs

24% of businesses will deploy job process automation in order to reduce operating costs ([Willis Tower Watson](#))

[READ THE CASE STUDY](#)

ENHANCED WORKFORCE PRODUCTIVITY

- Improve quality, consistency, and accuracy

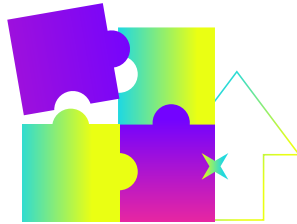
By 2035, AI has the potential to boost labor productivity by **40%** ([Accenture](#))

[READ THE CASE STUDY](#)

THE TOP 3 CHALLENGES FACED WHEN IMPLEMENTING IA



**Business and/
or IT strategy**



**Integration with
existing IT systems**



**Data preparation, inte-
gration and/or cleansing**

SOFTSERVE ADDRESSES CHALLENGES AROUND INTELLIGENT AUTOMATION THROUGH:



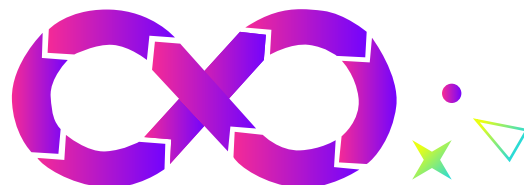
**The ability to identify business opportu-
nities for IA, estimate ROI, and bridge the
gap between business and technology via
an innovative consulting practice**



State-of-the-art AI and ML expertise



**The ability to validate innovative ideas in
predictable and time efficient manner**



**A user-centric approach via design think-
ing methodology**

WHAT DOES THIS MEAN ACROSS INDUSTRIES?

FINTECH

ACHIEVE...	THROUGH...
<p>Boosted security and privacy identify anomalies, suspicious behaviours, and address data asymmetries</p>	<p>Knowledge management mine contact and invoice data, accelerate responses, and identify critical risks</p>
<p>Engaged customers establish an accurate and evolving view of the customer journey</p>	<p>Call center automation reduce workload and telephony overhead, enhance real-time response rates</p>
<p>Reduced risks optimize investments and fees by receiving personalized advice</p>	<p>Robo-advisors receive individual stock price predictions, investment suggestions</p>
<p>Streamlined back-office operations reduce errors, improve turnaround times of routine and manual processes</p>	<p>Risk management monitor data for regulatory compliance and anti-money laundering</p>
	<p>Marketing and differentiation fortify offerings through personalized product recommendations and features</p>

BOTTOM-LINE BENEFIT:

Banks can expect up to **25%** of potential savings across IT operations, including infrastructure, maintenance, and development costs. ([Accenture](#))

RETAIL

ACHIEVE...	THROUGH...
<p>Boosted customer engagement and retention</p> <p>receive AI-driven personalized recommendations</p>	<p>Customer intelligence</p> <p>construct customer 360-degree view to provide personalized recommendations</p>
<p>Optimized inventory and fulfillment</p> <p>identify anomalies, root causes of failures, and reduce inventory management errors</p>	<p>Supply chain management</p> <p>minimize overstocks, increase turnover, and identify new investment capabilities</p>
<p>Increased profitability</p> <p>get a tremendous profit increase</p>	<p>Marketing campaigns and promotions</p> <p>tailor personalized campaigns and promotions and anticipate their performance</p>
<p>Controlled fraud and shrinkage</p> <p>identify fraudulent charges, reduce errors, and improve margins</p>	<p>Demand prediction</p> <p>forecast omnichannel demand on inventory, customer preferences, purchase history</p>
<p>Anticipated customer's next moves</p> <p>predict future buying behaviors, shape demand</p>	<p>Chatbots</p> <p>24/7 support to engage buyers and enhance experiences</p>
	<p>Fraud detection</p> <p>analyze transactions and activities to identify suspicious behaviour and detect fraud</p>

BOTTOM-LINE BENEFIT:

Intelligent automation is revolutionizing demand forecasting, supply chain planning and customer engagements. [\(IBM\)](#)

OIL & GAS, ENERGY

ACHIEVE...	THROUGH...
<p>Streamlined decision making improve decisions across upstream operations, exploration, and production</p>	<p>Anomaly detection identify events, issues, and incidents that do not conform to expected behavior</p>
<p>Reduced scrap and rework identify high-risk assets and recommend actions before failures occur</p>	<p>Predictive maintenance predict the time-to-failure of rotating equipment and reduce unscheduled downtime</p>
<p>Extended asset lifecycle and reduced unscheduled downtime monitor equipment performance and anticipate possible equipment malfunctions</p>	<p>Knowledge management reduce manual work, and streamline seismic and well log data processing, interpretation, and inversion</p>
<p>Increased productivity increase worker's productivity</p>	<p>Autonomous control automate equipment inspection, control, and maintenance procedures</p>



BOTTOM-LINE BENEFIT:

AI could enable a cut in global greenhouse gas emissions of between **1.5% and 4% by 2030**, with its impact greatest in transport (up to **1.7%**) and in energy (up to **2.2%**) ([PWC](#))

The future is bright for enterprises that leverage AI and ML, and other advanced technologies, to reach the pinnacle of intelligent automation. Imagine your organization tackling multi-dimensional problems to operate quickly, efficiently and with higher impact—all at scale.

Still have questions or curious to know more? Contact [SoftServe](#) today.



ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, energy, financial services, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation, from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy-no matter where you are in your journey.

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