Imagine Austin | Customer and Partner showcase -

Transcript:

(00:06) how many people here are at your first Tech Conference so we've got some vets in the room so invariably at a lot of tech conferences that I've been to not anything put on by automation anywhere but the other folks um you would have the senior leadership of these organizations up on stage talking about the amazing Transformations that they drove for their clients and what would typically then happen is my phone would light up and I'd get text messages from a bunch of Partners going dude we built that I'm

(00:37) like I get it and so we all know that automation anywhere makes the best automation software on the planet however our partners and our customers are truly the engine behind driving transformation and customer success and so what I want to do is have a session today called how we built this that really celebrates those successes and gives the people who drove it an opportunity to really talk to you about that so without any further Ado I'm going to call up to the stage cognizant and senkora Marisa David thank you so much ben for having us and

(01:22) Dave thank you so much for joining us today I'm really excited for everyone to hear a little bit about the story you have at senkora and maybe we start there can you share just a little bit around the journey you've been on and some of the outcomes that you've been experiencing yeah definitely so when you first asked me this question was what was the business problem I thought about it it was great use case tons of savings therefore another use case tons of savings took a step back and said what's our actual goal for this

(01:51) and quite frankly automation allowed us to transform our entire thought process so our business problem or quite frankly business opportunity was how do you address the three E's that we call them right so it's the efficiency Effectiveness and experience and I think it's Universal across the board here and with automation it allows us to be flexible and Nimble and how we address it but for the first time we had a tool set that allow us to go into different processes different businesses and look for opportunities so with that we're

(02:25) able to do over 100 automations across 24 different business units process areas and that's actually less than 20 percent of our opportunity already so it was a great opportunity and it changed our mindset before we get a tool they had a definitive us say problem statement now you actually coach a processor and say all right what's your problems and maybe I can help you with it I'd say nine times out of ten we can do something you know I think the one piece that really stood out for me is two things

(02:57) actually two things stand out for me I think the first is how you've gone about your automation program and the second is how you've brought your business partners and Technology teams together could you share a little bit about how you've approached both of those areas yeah definitely so I sit in the business so I sit in finance so that helped right there but secondarily we pull our business analysts from the business so we have former experts leaders in different areas of the business the help kind of identify the

(03:30) solutions identify the opportunities and that creates that bridge and it's been a huge partner in this but we're both kind of doing at the same time we lead from the business the process areas and it helps supports enable it and I think with most things if the business helps lead it that's the Tipping Point that's how you make a difference you can't always be pushing it kind of has a little pull-up on the business as well no I think that's fabulous and I think the other thing is is how you've thought

(04:00) about working with your business partners how you focused on moving them forward while balancing at the same time ensuring that they felt Roi even though you were making sure they were staying abreast of what whatever was next in Industry maybe going to share a little bit about how you've balanced strategy Forward Thinking and also recognizing results that's a good point so obviously we never do something like this that the challenge is if you go into a fair process area you want to maintain that ownership of

(04:31) the process so we're there to help or assistance digital assistance is probably the most common term used out there and that's a key component so we're there to help them but they maintain that ownership of the process and so we keep it along with hey here's opportunities but it's also a joint conversation it's really that true sense of partnership and I think you teed up the next question perfectly can you share a little bit around Partnerships how you've you know how you've worked with

(04:58) automation anywhere in cognizant in general how you're partnering As you move forward I think that you've really had a nice focus on bringing everyone together and maybe you could share a little bit more details around that now it's a great call out so I think over the past two days we've heard everything automation hours looking to do and move the industry forward and that's one reason why we chose them but it's not the reason and same thing with cognizant you look for True Partners someone can actually have the

(05:22) tough conversations with that you're going to have um you feel comfortable being the speed of trust and that is not always the leader in the marketplace sometimes we don't choose the leaders in the marketplace because they don't fit our culture they don't have that Speed Of Trust and you have to trust your partners and that sure is a sense of the form and that's why we chose both automation neighbor and cognizant to help us along the journey and as you're you're starting to really look forward and you're thinking about

(05:50) what's next and of course you know we look at how do we apply generative AI into what we're doing because there's so much excitement with our leadership so much excitement with business partners technologists our families at home even can you talk a little bit of how you're approaching that at senkora definitely and I'm going to say something that we're kind of told not to say I don't know we know a few things we know that gen AI expands beyond the RPI Coe we have our own Coe geared towards gen

(06:21) III and that's great we know that that's your point it's now very topical dinner tables the business now is asking for it and to me that's the key Point once the business is more engaged that becomes I think the inflection point that the business is drawn is forward with it I think this technology gen AI is that it's it's easy to talk about not easy necessary to implement is we're finding out but it's that conversation it's the use cases get everyone talking about it kind of roll in the same direction

(06:54) so we don't know exactly how we're going to end up but we know what direction what we want to do and I'm curious too because I think the way you're driving a culture you're really looking at how is it felt within the organization what do you think the impact is going to be as you continue to drive more automation more technology infusing into the business and now it's only being accelerated with Janae and now part of the conversation what do you think that shift is going to be from a

(07:22) culture standpoint for you I think like we talked before in the back that this is another tool set that if you are an associate a customer it should be agnostic to you it should make everything you do easier that's our goal from a customer experience associate experience um I think Erica black mentioned it I think we all kind of talk about it free into people's time to actually do more things I think we were humans are better at it's the analysis it's a strategy not the document processing that's our hope

(07:53) and that's I think the underlying Vision with everything we're doing that's fantastic and I know you've been on this journey I think five years so you're a veteran you're an expert I bet you've also had just tremendous experience along the way around some of the things that you think went exceedingly well and maybe some things that you would have liked to Pivot on if you had a chance to go back and do it again but we always do those as Lessons Learned of course maybe you could share

(08:18) the one thing that you're focused on continuing to do because it's working really well but also the one thing that you would say hey this was a really good lesson learned that we had I think our biggest thing quite frankly is the business engagement is kind of pulling the experts from the business I have a list of people have identified in the business that once have opportunities to join my team I want to pull them in the more we can kind of merge the two I think the better we are I think that's one one huge thing we've

(08:44) done very well I think some of the challenges quite frankly is kind of maybe a little too structured at times being afraid to fail and I'd rather fail fast and that's a hard thing to kind of get used to people trying to fail but it's the only way you learn forward and I think that's our biggest thing going forward with the Gen III is learn grow fail fast I have to tell you thank you so much and I know you've been on an amazing journey you've seen so much success and really looking forward to continuing to see

(09:15) where you're going to take the team with sincora and all you're yet to accomplish thank you so much and Ben thank you so much for having us today thank you thank you all [Applause] so a couple of really great points there let humans be humans right let us do the things that we're really good at and also fail fast I've always I've always lived by that and I've failed fast a lot of times next up we're going to hear from Sage I.

(09:44) T and oil dry saranjin Kevin you want to come on out thank you Ben good morning everyone good morning uh I know there's a list of questions here but going by our normal nature we want to be agnostic and all of that so we turned it around and done something different okay two words jump out at me as we prepared for this and came up here absorbent and sticky I will ask me what the hell does that mean right so oil dry makes absorbance that prevent slick floors right Kevin correct among many other things but that's how they started off and Sage it

(10:37) thrives and and drives innovation that's what we do together we are absorbing innovation and making it stick yeah Kevin dry has a history of innovation right starting off from the days of taking Fuller's earth figuring that it's better than sawdust in in preventing oil slicks right now you're looking at process Innovation and driving it through apps and Technology uh you started off with automation now what was the driver behind choosing Automation and choosing the set of processes that you did well we start our automation Journey a

(11:24) couple of years ago just by putting process automation on our digital roadmap and that's before we even engage with with sage it that started with a couple of problems and issues that we've had in the business we put it on the roadmap and we didn't even start this project until a year later when we finally got the project funded found a partner and and got the ball rolling there so so we went from having a business problem into an automated solution so it was it was a lever which was identified you just put it on the roadmap and

(12:00) waited for other priorities to get addressed before you took on automation um as an as an initiative right and the other piece of our roadmap is our Erp implementation which we are about five years into our newer Erp implementation and now that's uh that platform is stabilized we're looking to The Next Step which is automating functions within it and outside of that sure that's great and this is just the start of the automation Journey for you right you've selected processes that influence suppliers and employees and drive

(12:35) revenue and compliance right that's right talk to us about what kind of goals were set as you chose these set of processes like I said we're at the beginning of our journey and you know the initial goals were to to get a platform put in put in place get a couple of bots installed um to as a proof of concept to make sure that we can prove that automation uh is a is a winning investment for the organization and when we've proven that and now we're we're looking to expand upon that sure and now that you've gone through

(13:12) your first phase of implementing and experiencing automation did you realize the goals you set for it and what role did Sage play in your your realizing those goals yeah so we went through we the so we only have four Bots not 200 Alexis some of the other folks that I've heard that this uh this uh this weekend here but um we were able to put them in and advertise and really Market uh the project a market that the the output um the first iteration of the Bots were running successfully um but we didn't really have a lot of

(13:52) data to show and to have the dashboard so the second iteration of our Bots was to really have the business facing dashboards to show the output and and the show the the throughput uh so that we can uh showcase instead of saying we're working on it we're working on it it's live it's running but we have actual dashboards and so with that marketing of our project and the project statuses we were now people are are coming to me and adding requests saying I want to bot I want to bot I want a bot so

(14:22) um so that is the value and that was our proof of concept is is already uh making my job a lot harder because we have a lot of backlog that is amazing because as as consultants advisors we typically tell our clients that create those win themes create those winning initiatives which will be and create momentum on their own so you seem to have got that achievement done ah so for some of the processes that we have automated so far can you talk to us about some of the outcomes that oil dry has realized um yeah so we have a bot uh one in AP one

(15:07) in AR uh and two in the master data space um and one of the more impactful ones was on the AR side for deductions um you know all of the Bots are running um you know with 100 data accuracy because they're just uh not a human doing it that there's no human error it's it they are running as we have designed them but the timeliness and The Time Savings we get out of that um that automation specifically is the one as we were sitting really seeing a lot of uh returns so and you mentioned this uh Kevin earlier that one of the biggest things

(15:48) that at least I also have experience in talking with your business leadership is the change in perception about automation now obviously two years ago you and your team had it on the roadmap but there were some doubter Skeptics but seeing the first wave of successes that have been delivered uh now there's a line behind you saying that hey can I have my bot for my process right that's right what do you say that's one of the biggest outcomes of phase one absolutely we were able to uh prove that it's the way forward and

(16:22) we can customize our Erp which you know is pretty common and we do have multiple solutions that are available but we have to figure out which one is the right design for the right uh output and having a solution like automation anywhere that can bounce between multiple systems not just within the Erp um uh is is beneficial to to Really uh um help us out and we have to really look at this backlog to figure out which one is going to be the the first and the most beneficial rather than someone who's complaining the loudest or

(16:57) something like that sure thank you so I know we are embarking on phase two which is another set of processes that have been put in place uh if you were to look out two years three years hence what would you say is is next in in potentially the roadmap for oil dry yeah so I I mentioned our Erp stability and uh we're focusing on new processes within the Erp space but um as you mentioned uh product Innovation uh with our r d lab uh that's a space where we can add uh future automation growth uh Erp r d and then and then in our plants

(17:36) our OT network uh can can greatly um improve with more Automation in that space as well awesome thanks Kevin uh it's always a pleasure together we'll continue absorbing Innovation and making it stick thank you for your partnership thank you Ben thank you guys [Applause] so who else wrote down absorb Innovation and make it stick I've made a huge mental note about that next up we're going to hear from recode and integer Diego thanks for being here no problem it's a pleasure and an honor for me to

(18:15) talk to you about the automation Journey that you are leading at integer um how was the start I mean I know it was not an easy start so how was the start yeah and the first time I got the call from band and Persona hey do you want to talk about the journey that you've been at integer with RPA I was like are you sure because it was a bumpy start it was not all sunshine and rainbows and but that's part of the story right that's part of the journey and everybody might have slightly different Journeys but you

(18:50) might start with Bots that do not work or with in our case that was the case two Bots that we were struggling to get it running and also with business not supporting so before you guys heard about people saying that hey you need the business report that's guaranteed it's a a mindset shift that has to change within the business that RPA is coming to help and that bumpy start with the two Bots that were not really there it evolved into a program in a little bit over two years with 40 plus bots in production so

(19:38) bumpy start not sunshine and rainbows but we're definitely in a better place now hindsight it is not necessarily a bad thing to have those teething problems because you iron all the things in your Armory um so over the last two so from from two bars to 40 plus processes automated and I know you have a um future roadmap ironed out as well what changed how was the how did you Leverage The Learning from your initial two Bots to and what did you bring to bring to bear and what changed the last two years yeah no that's a very

(20:14) important Point what had to change was again the mindset from the business and think about it two years ago there was no Pathfinder guys there was no Coe manager so we had to partner not only with recode but also with automation anywhere I brought them the problem I brought them the problem of there's not much adoption we have that initial excitement from the business but then it slowly Fades away how do we fix this and the way to fix it again mindset shift it's the mindset of people understanding that oh the bot is not putting me out of

(20:55) work it's doing what Erica showed uh today it's putting my time into what truly brings value to the company and not repetitive tasks so that what's changed when when it finally clicked that oh you're not bringing the bot so that I will no longer have my my job I'll actually be able to do what I was hired for that's that's what changed and the other thing obviously sometimes you can say hey we have 10 Bots 20 Bots how many you have in production but if you don't show the ROI it doesn't matter

(21:38) to the CFO it doesn't matter to to the CEO if you can't show the proof is in the pudding and that's what we built there was no again Coe manager we we built an Roi dashboard that helped us attack the backlog of potential automation opportunities so that that was the the key change within the business was changing that mindset great point you you have been an evangelist with an integer taking this automation story across to all the Business Leaders and you spoke about the mindset ship so what kind of A change is this like a

(22:17) like a top-down approach to the change management or the bottom up or the hybrid what do you think was the key thing for the mindset shift to happen I would say it was more of a Bottoms Up it was the business telling hey that Thiago guy he talked about this automation I would like to take a look at that that's what drove the the top of the food chain to look at RPA as a program as oh wait a second there's something here and obviously uh when you show the ROI when you're able to show how much you're actually saving which by

(22:58) the way it's one of the uh biggest rois within the whole I.T program at integer is the RPA program so people want to be involved people want to participate on something that it is working so that that was one of the biggest uh changes percentage what's the north star that you are going after yeah now thinking about the future and I think most of all are here to try to understand how can we Implement gen AI Genai I think it was said a thousand times uh so far and I have a backlog of a very healthy backlog of opportunities

(23:45) to automate and some of them were put on ice because of the fact that we couldn't attack anymore so one thing that I I've learned on on one of the master classes is that problems that before you couldn't solve it take a look at it again now we have gen AI now we have Pathfinder to to show you what needs to be done from a Pathfinder perspective and in jnai as one of the tools to solve those problems that were unsolvable before so that's what's next that's what I I want to take the RPA program to the next

(24:29) level not only more Bots but Bots that are truly making a difference in having an impact thanks thank you so much it has been an incredible journey to be partnering with you and we look forward to taking this along with you across the organization and thanks for sharing your story as well thank you so much absolutely thank you Ben thank you points that were brought up there Pathfinder of course it's great that we saw that leveraged in this in this project but also we've lost the slides but also one of

(25:10) the interesting things that he pulled out was the fact that change management is really critical to the success of these things you can have one of you know working with the best technology have a Flawless implementation and if you don't address change within the organization you're going to run into challenges so next up we're going to hear from AWS in Columbia jagji Dev hi all this is jagjit daliwal I manage the intelligent automation partnership such AWS I actually love this session because we specifically hear the

(25:46) customer real stories all that effort which we are putting together the these are the customers who are bringing the life to it and it helps us to see that how automation anywhere and AWS coming together and helping in a transformation for Enterprise customers so I wanted to share the stage with Dave gulati he's head of automation at Columbia Sportswear he has exciting things to share so Dave welcome and thanks for your time so thank you don't mind uh maybe if you could share your role within the Columbia Sportswear first yeah sure so I

(26:18) I lead uh process Automation and consumer service technology at Columbia Sportswear and whatever we are is thanks to the great team which we have so I don't do anything so they do the most of it great so Dave I know that you are going through the transformation Journey for a while and uh it's specifically focused on the customer experience maybe if we step back can you actually talk through what were the challenges what was that state which actually led to this transformation yeah maybe a couple of years back when

(26:50) we really got into it uh one of one of the biggest challenge we has had was uh uh a disjointed uh experience for work consumers so for example when they when they used to come in our systems for uh for telephony voice or chat there was no connection and at the back end there are multiple systems and none of the systems used to talk to each other and what used to happen is that let's say even when um an agent gets a call they were starting completely cold so no idea about about the consumer they used to check the consumer and then it's all

(27:30) civil chair at the back end dealing with more than 10 different systems trying to figure out what best way to respond to uh to to the consumer so the overall experience of a consumer was not very good um and really I I'll not go to the exact figures but in 2021 we didn't have a very good year during the holidays our wait time was more than 30 minutes for the calls and handling time was very high and consumer experience was not very good and that's what really brought us in that we need automation we

(28:07) need to build better consumer experience yeah now I can actually resonate that I think mihir touched upon this point like on an average like thousand plus applications I can imagine it's never the done straight it's always going to be Legacy plus modern system which we deal with so how did automation anywhere and AWS helped you in this journey so far so how are you using these platforms yes so um we started in in end of 2021 into 2022 and uh our main intention was to bring as much automation as possible at uh at

(28:41) the back end side of it so that's where we started first um and we identified more than I think it was around 96 different consumer Journeys we were focusing on and our intent was how much of that we can automate and take this wheelchair out of it as much as possible uh we did a lot of that and the end result of that was by 2022 our average wait time 12 below one minute from plus 30 minutes so that was the big achievement handling time was uh was much better it we we are already seeing very good metrics on that

(29:17) consumer experience improved but we are still not there there is a lot which can be done this is where we are bringing in service Cloud we are implementing service Cloud now and Our intention is that how can we try to get into a single unified system rather than having those disjointed experiences right so that's where AWS and and Amazon connect for our wise automation Lex for chat Automation and automation anywhere at the back end you know which actually is the hands of it so behave brought this point up very

(29:55) well yesterday he said use AI as a brain so a lot of that AI is facilitated on an AWS ecosystem a lot of those hands are actually automation anyway so that's that's what we are after and hope it hope it goes well yeah no I think it's uh there's no way I understand looks like you are completely abstracting the Technologies all the description disparate systems you have so that the business can focus on a process and they don't need to worry about what's behind the scene and how you're managing that so well said so

(30:27) technology abstraction is one of the key goals for us is that what we are communicating and and engaging with our business partners is that let's let's focus on business functions focus on processes let's talk about that technology is okay we'll handle it and Technology will change you have llms now and uh but the need does not change what are you trying to achieve right those business functions so focus on that let's streamline those and we are doing quite a few uh I'll probably say

(30:59) Innovations on technology like for example we are bringing in automation as a servicener like we have more than 120 plus parts so every bot can now be called as a service that's what we intend to do so those hands actually can you know work quickly and do the function and get back to the application yeah now I love those stats so 120 plus automations and you did touch upon how you reduce the average handling time is there any other outcome which you have achieved or productivity or Revenue growth or any other outcomes you are planning to

(31:34) achieve through right right so our core focus is going to be more around the lifetime value of our customer so what are we what are we really giving to our customer that's very important a revenue attribution will come as a result of it you have a happy customer they like Our Brands they like the experience they have with with Columbia Sportswear chances are they're going to use our jackets right so uh so a lot of that is and it is not I'll probably say that even though they might look like different

(32:06) kpis but they kind of work together they're still very very connected in a way so you can achieve all this you know uh of course by by using the technology abstraction focusing on business functions right and I think you did mention that and I've been told that no discussion is complete if you don't bring Janaya into the conversation now so yeah probably gonna end with what is on the horizon and how you are planning to leverage Amazon generative AI services I think AI is more important in my mind um so we are focusing more on llms and

(32:42) not only for our consumer experience but also for our employee experiences so that will definitely uh be a big part I don't have a perfect answer yet it's the whole thing is forming but we are very clear that we are going to heavily utilize that especially the front end when we are building those experiences while focusing a lot on automation of the back end right so we are going to automate the heck out of it so we are very clear on that but use AI as much as possible and the shapes will be different like we may be

(33:17) discussing a very different concept next three to five years I don't know yet but I can clearly see that llms for now is the way to go perfect at Ben I would like to richly Reserve there for next Imagine I'm sure they're going to be a great reserves he's going to share with us so when uh Dave thanks a lot for your time a lot to learn and continue to get engaged little bit fun fact he is actually my alma mater I just met reconnected with him after so many years so great to chat with you and thanks a lot for sharing

(33:46) your story thanks for having us appreciate it all right [Applause] so fantastic point there towards the end about automation's ability to truly Drive top line revenue growth that was one of the key takeaways and I think it's something that we all need to keep in mind um with that I'd just like to say thank you thank you for being here thanks for attending this session and let's give it up for our All-Star customers and our Platinum sponsors [Applause]

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https://www.youtube.com/watch?v=xfnvX4N3EjI