

Automation's one-two punch.

 **WorkFusion**

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IRPA London

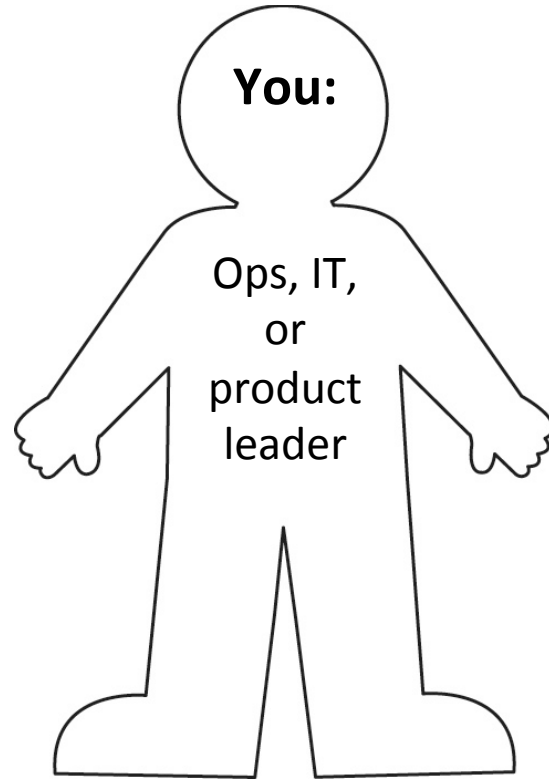
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Let's talk about you for a minute.

Your business:

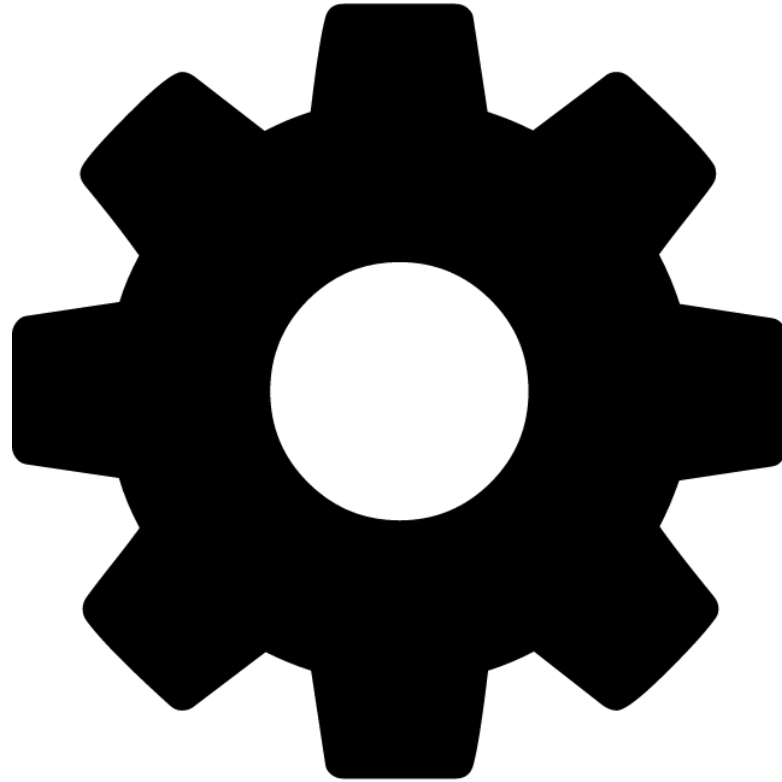
- Fin, insurance, health
- 1,000+ people
- Lots of manual work



Your problems:

- Data quality / consistency
- Costs
- Innovation

You've come here for automation salvation.



Automation's one-two punch:

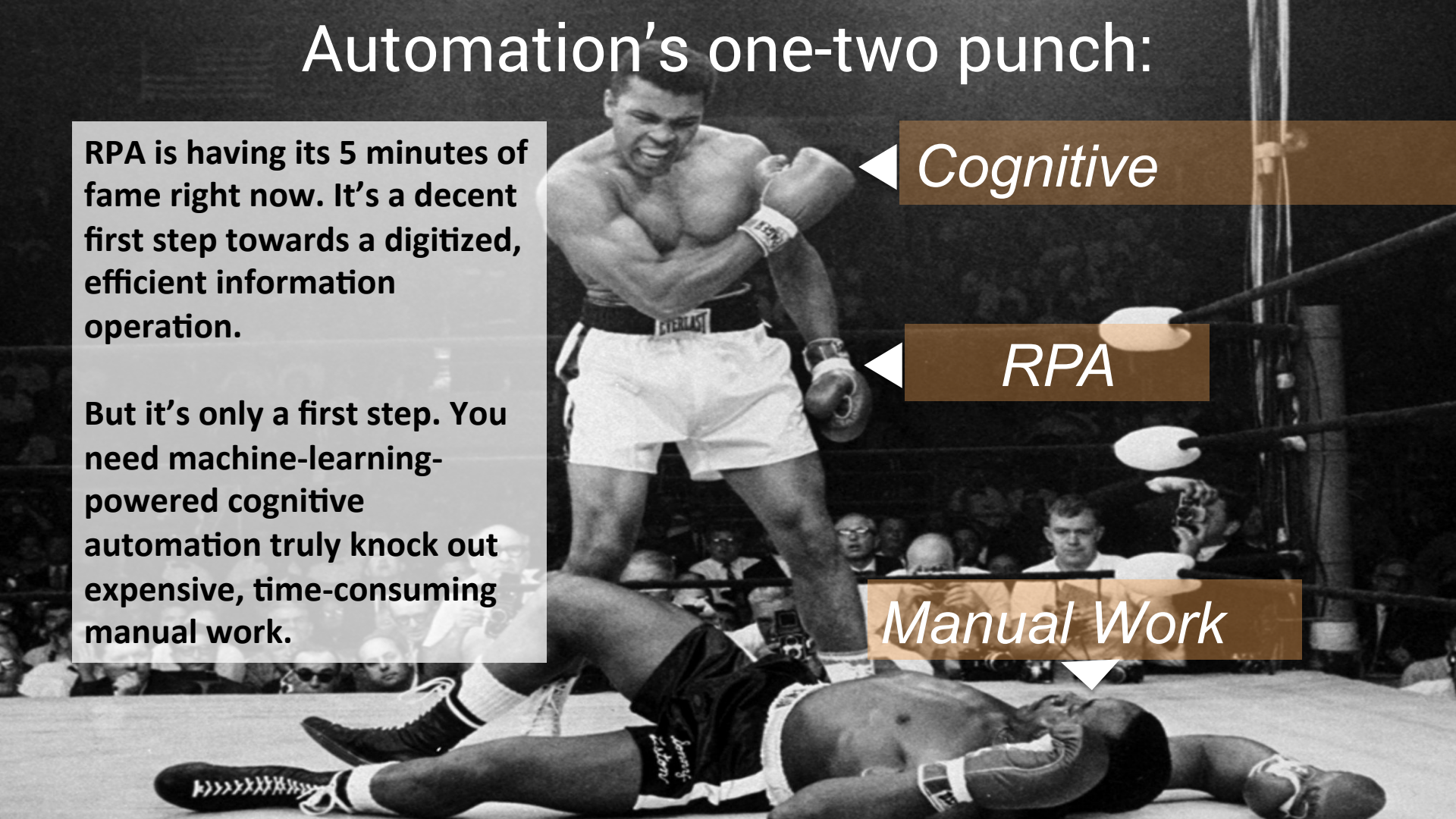
RPA is having its 5 minutes of fame right now. It's a decent first step towards a digitized, efficient information operation.

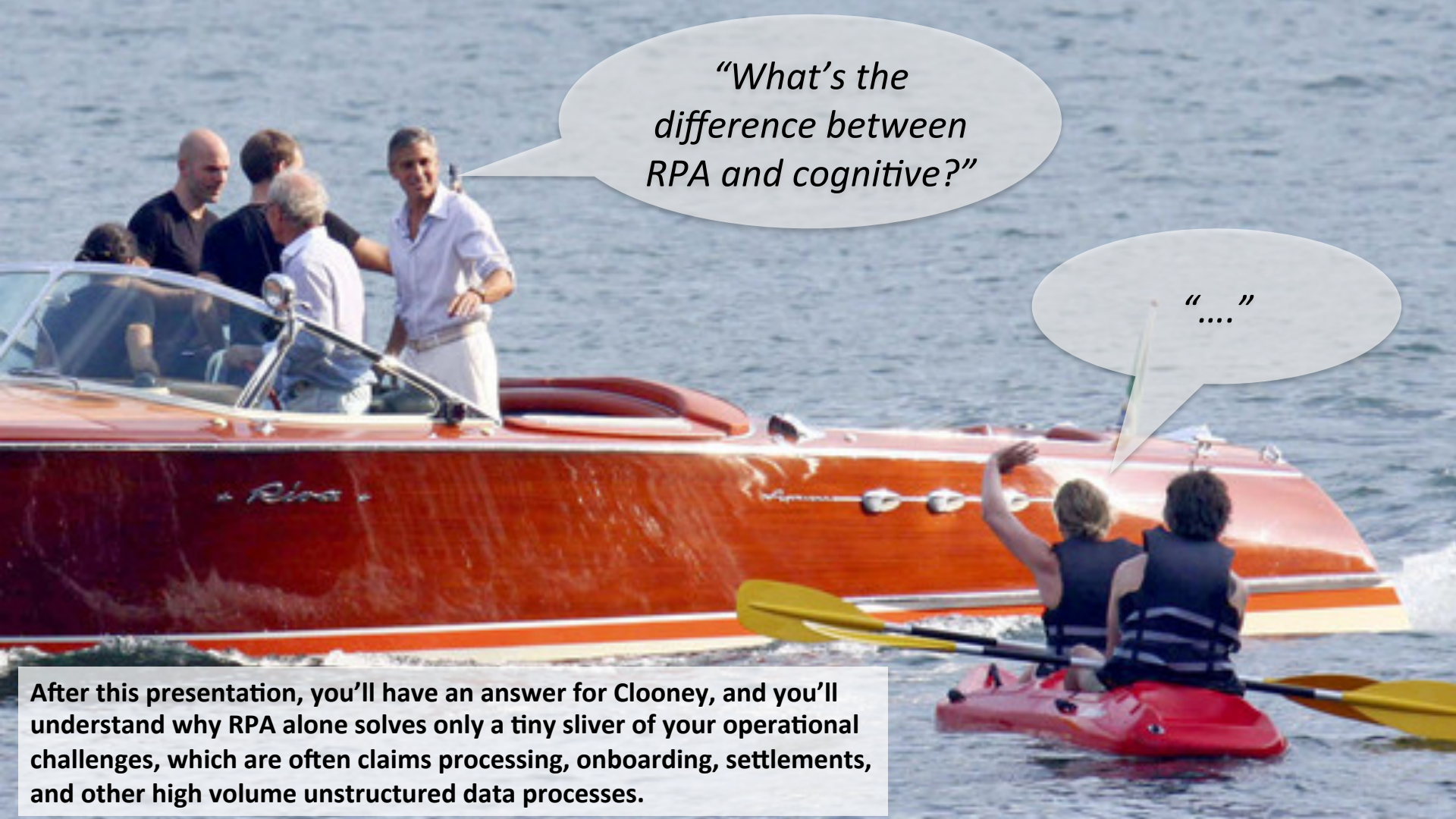
But it's only a first step. You need machine-learning-powered cognitive automation truly knock out expensive, time-consuming manual work.

Cognitive

RPA

Manual Work



A group of four men are on a red speedboat, looking towards two people in a red kayak. One man in a white shirt is gesturing towards the kayak. The kayak is on the water, and the speedboat is moving towards it. A speech bubble is positioned above the speedboat, and another is above the kayak.

*“What’s the
difference between
RPA and cognitive?”*

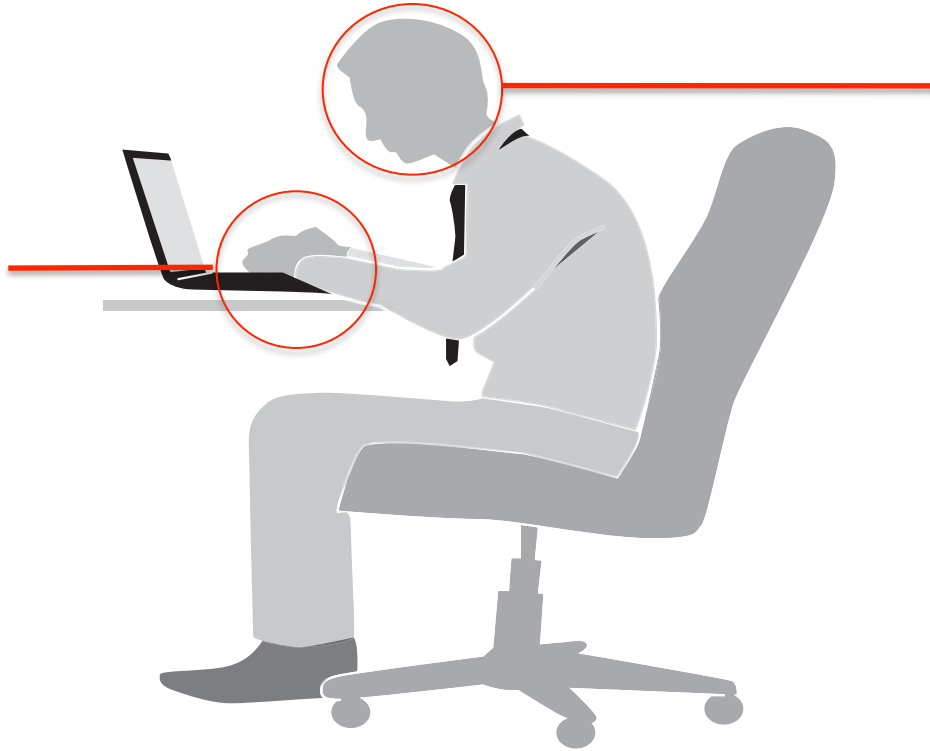
“ ... ”

After this presentation, you’ll have an answer for Clooney, and you’ll understand why RPA alone solves only a tiny sliver of your operational challenges, which are often claims processing, onboarding, settlements, and other high volume unstructured data processes.

RPA vs Cognitive:

Hand work.
RPA

*Example:
operating the
user interface
of desktop
applications*



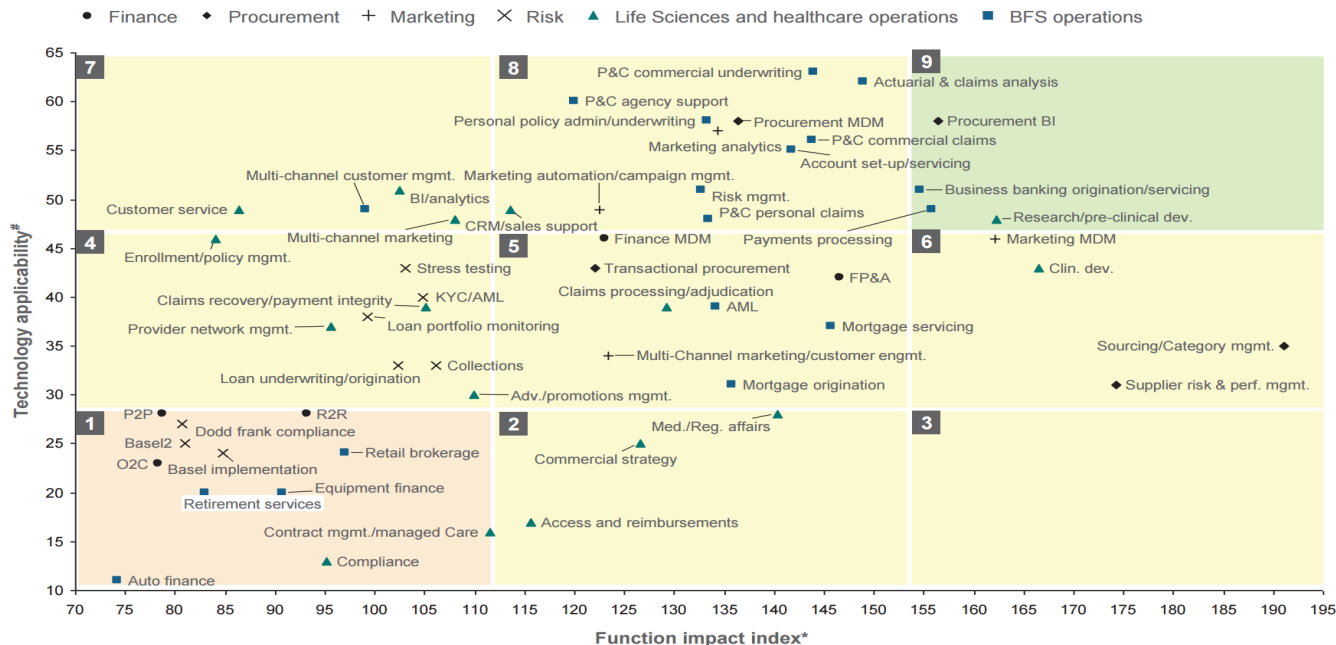
Head work.
**Cognitive
Automation**

*Example:
categorizing and
extracting
unstructured data
from websites,
documents, news
feeds, etc.*

What problem are we
talking about?

There's a lot of room for automation in your operation.

Figure 3: Technology applicability correlates with functions' impact



Source:

Genpact's LinkedIn survey of customers about the applicability and impact of automation in their data operation.

[1] Calculated as "impact index" that weighed the impact of each function according to the importance of the business challenges the function addresses

*Function impact index: Higher index values mean that the function impacts many of the enterprise's most important challenges.

#Technology applicability: Percentage of the function's executives who stated that radically improved use of technology could have an impact on the function
n = 912 executives from a survey conducted by LinkedIn, commissioned by Genpact

“85% of a typical firm’s 900+ processes can be automated.”

McKinsey&Company

Compliance & Risk

AIFMD
AML | KYC
Basel III
BCBS 239
EMIR
FATCA Bios
FATCA People Authority
KYC Remediation / Sanction List
LEI Mapping
MIFID

Corporate Actions

Actions Change Detection
Bond Announcements
Deep Links Announcement Extraction
M&A Transaction Status
M&A Transactions Announcements
News Extraction
Realtime Dividend Announcements

Client Driven Events

Client Onboarding
Standard Settlement Instructions (SSI)
P2P

Entities & Instruments

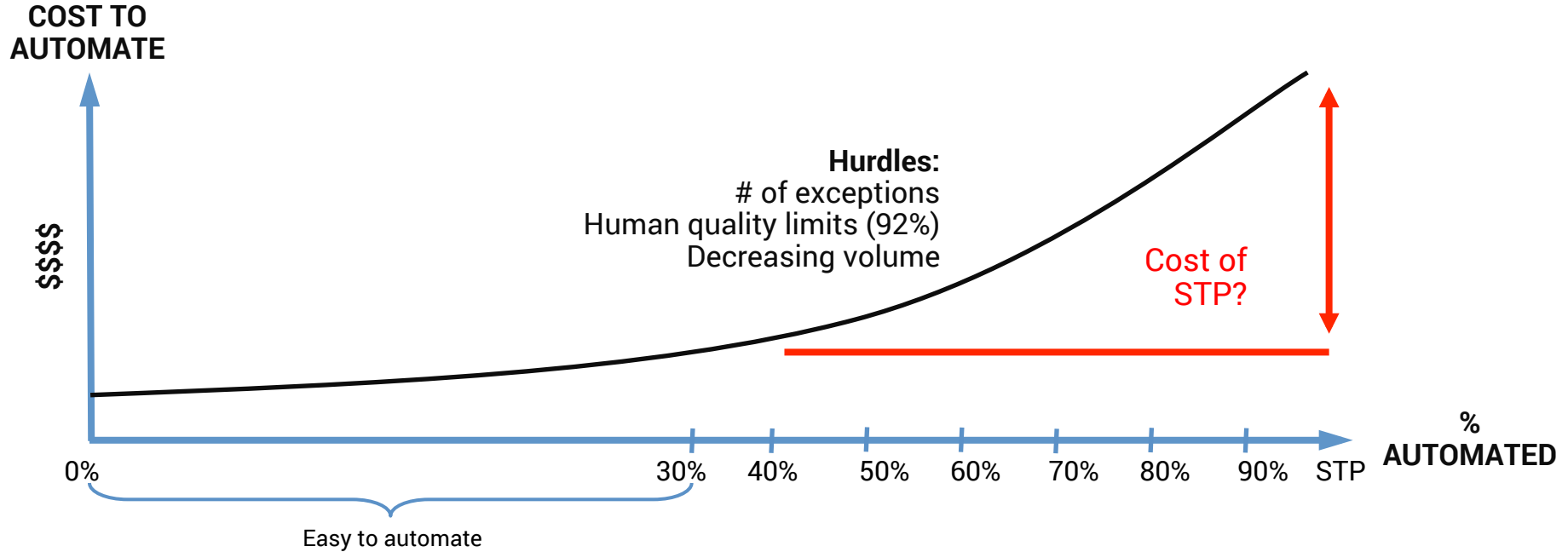
Verify Company Locations
Bank Qualified Bonds
Business Classification
ETF Attributes
Filings Extraction
GIINS Filings
Filings Extraction
Hierarchies / Taxonomies
Legal Entity Monitoring
Loan Data Extraction
Products and Services
Shares Outstanding Monitoring
Web Activity

***Note: These are only
a few common
examples within
banking – biggest
problem in insurance
is claims processing.***

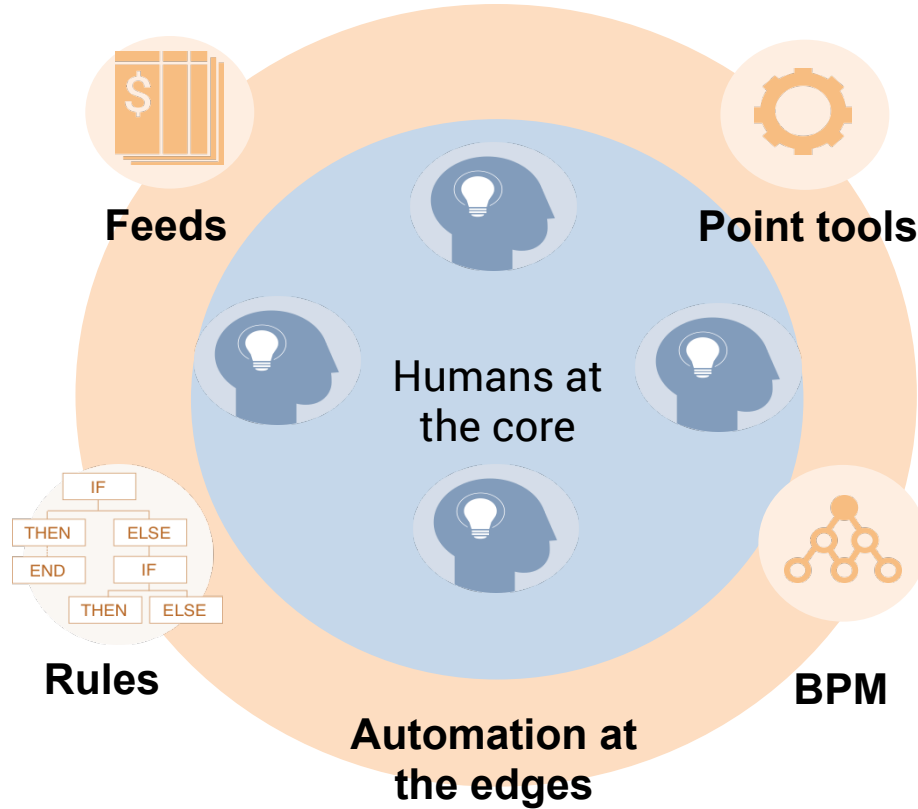
Why can't RPA alone save us?



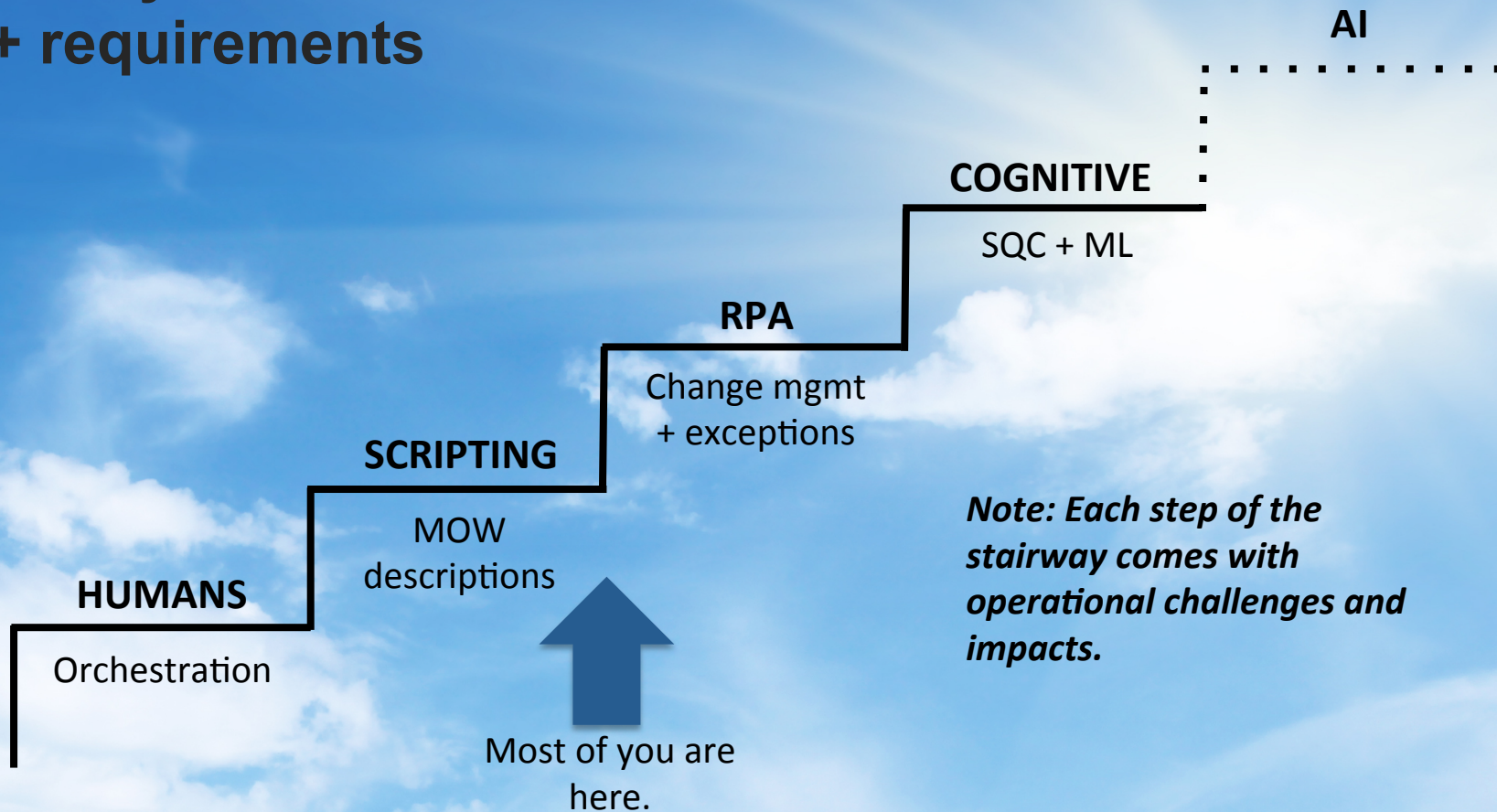
RPA has limits, and pushing past them costs a fortune.



“Automated” processes still have humans at the core.



The stairway to automation heaven: Steps + requirements



You need both RPA and Cognitive.

Typical flow for document processing:



Ingest



Classify &
Prioritize



Extract



Validate



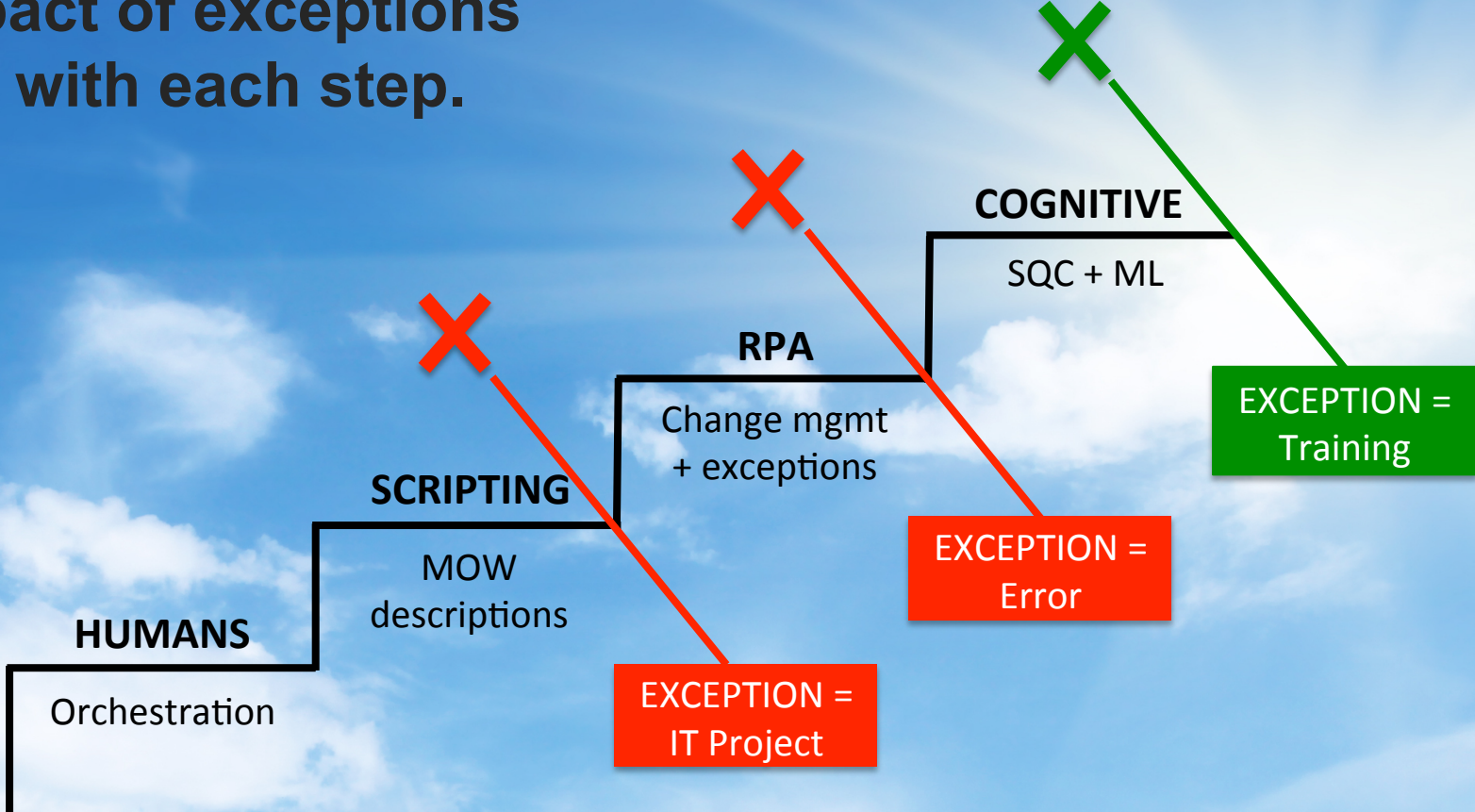
Load

Cognitive

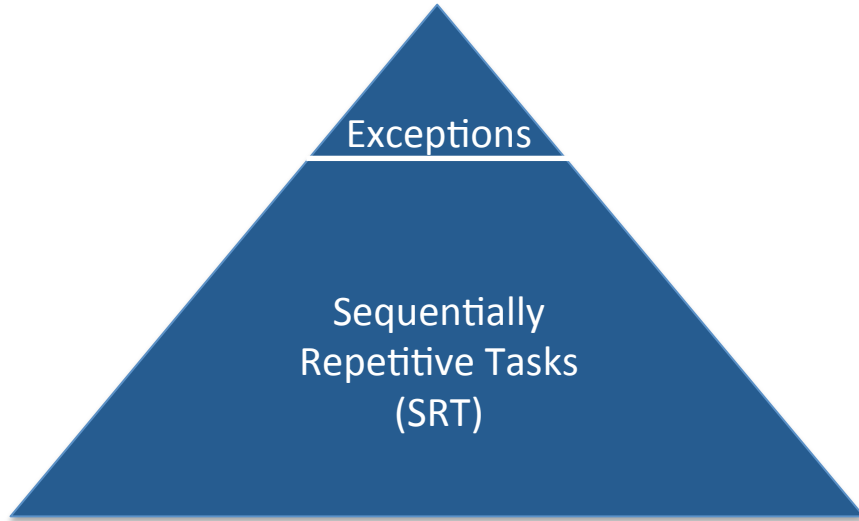
RPA



The impact of exceptions evolves with each step.



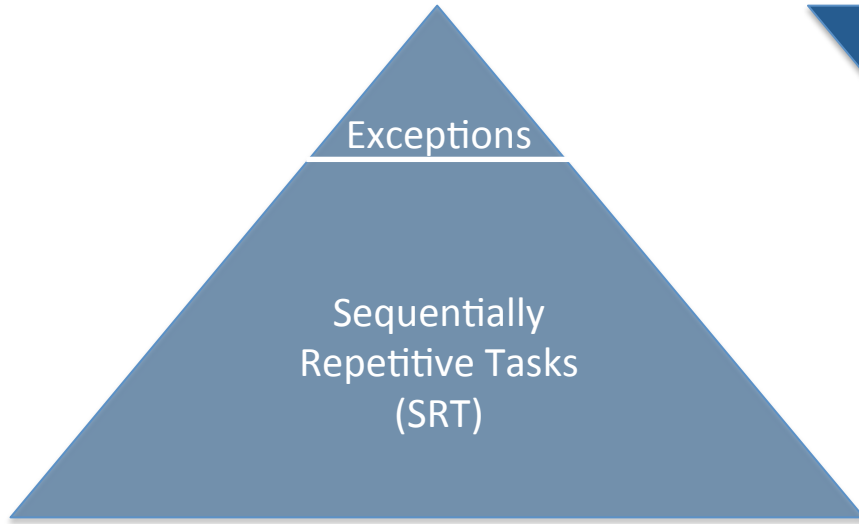
Before climbing the stairs, majority of human work is repetitive.



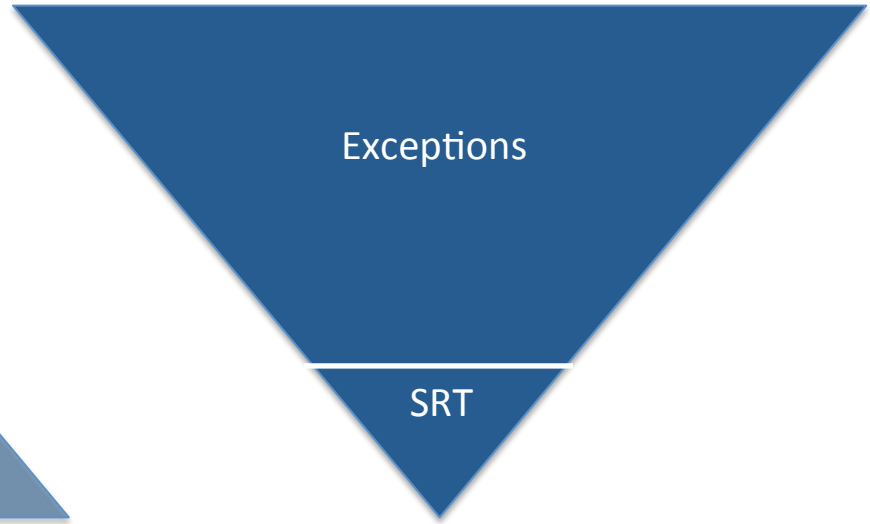
BEFORE

Note: Think about the 1,000 data analysts you have crunching through documents and customer communications every day. Are they problem solving, or are they copying and pasting account numbers and names and codes or worse, manually keying them in from a PDF to an XLS?

At the top of the stairway, humans are problem-solving.



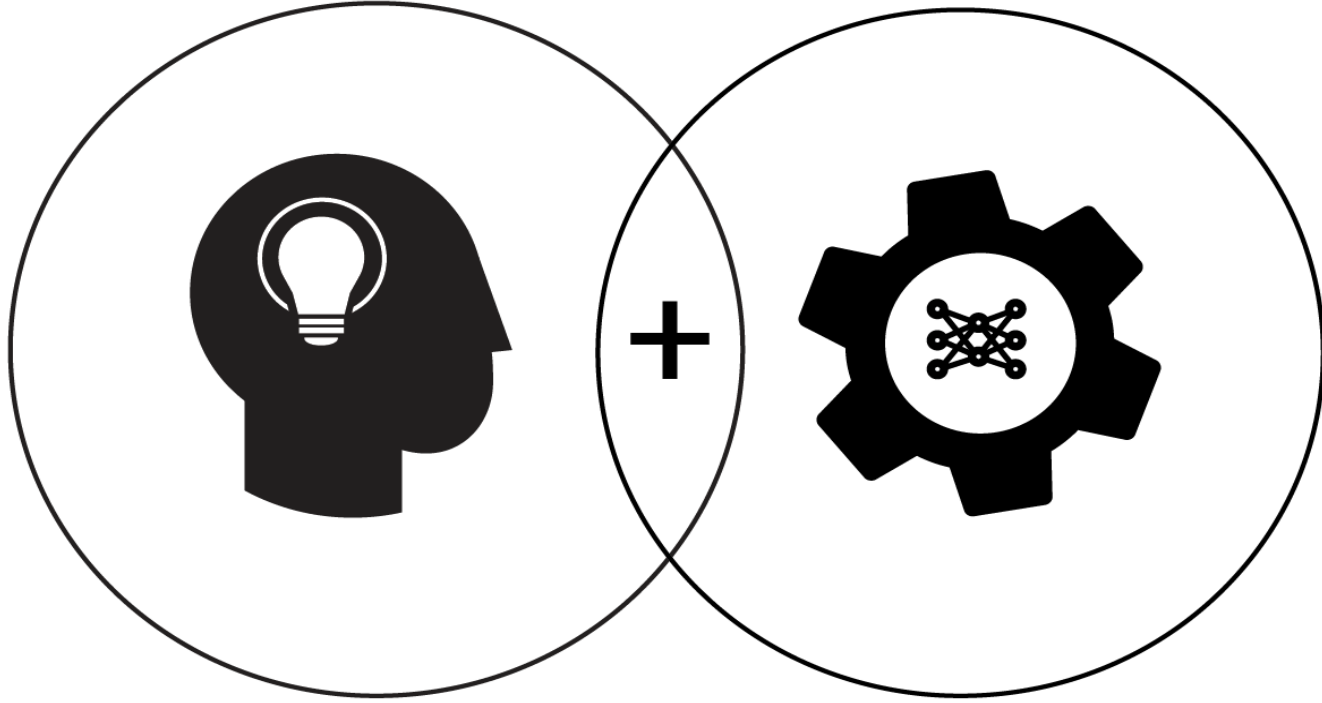
BEFORE



AFTER

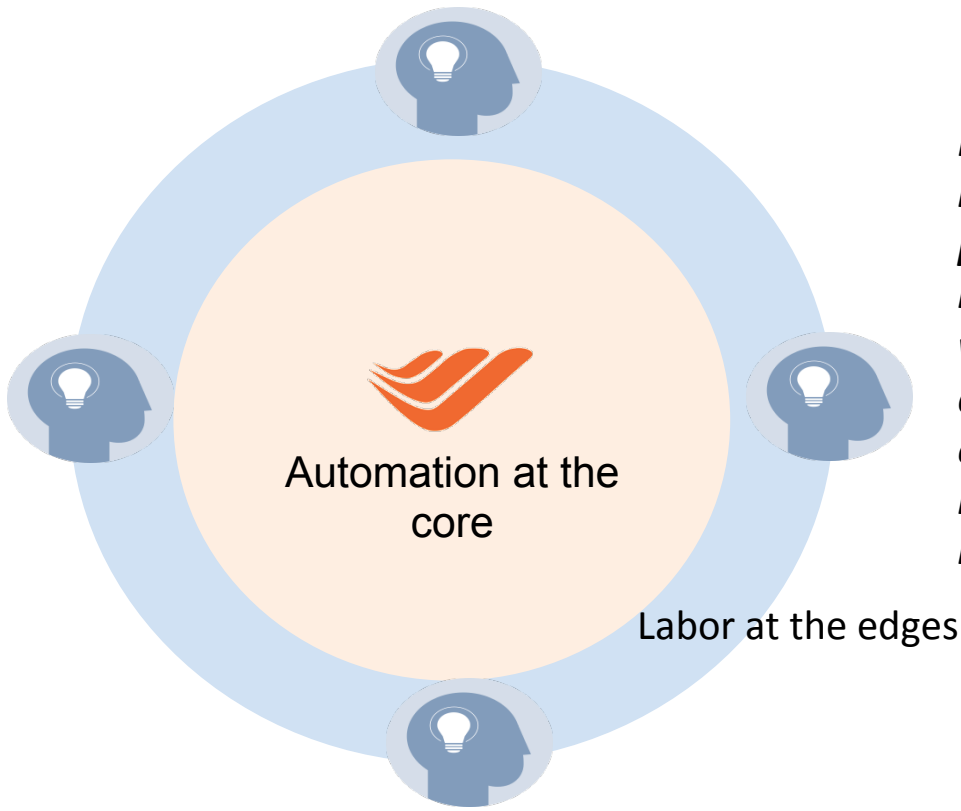
Note: This is what your operation will look like with RPA + Cognitive – humans doing human work, not monkey work.

Key point: you need people and machines working together on the same platform for a knockout.



What is the
solution?

True automation:



Note: On WorkFusion, machines do predictable work, and humans handling new work (on unfamiliar data formats) or exceptions train machines to do even more.

Combining RPA and machine learning surpasses the limits of current automation.

Process Improvement



1. Break down the process
2. Qualify workers
3. Orchestrate the work

Smart Process Automation

Human + Machine

Have machines do most of the work
Getting the right work to the right person
Change process in software vs in people

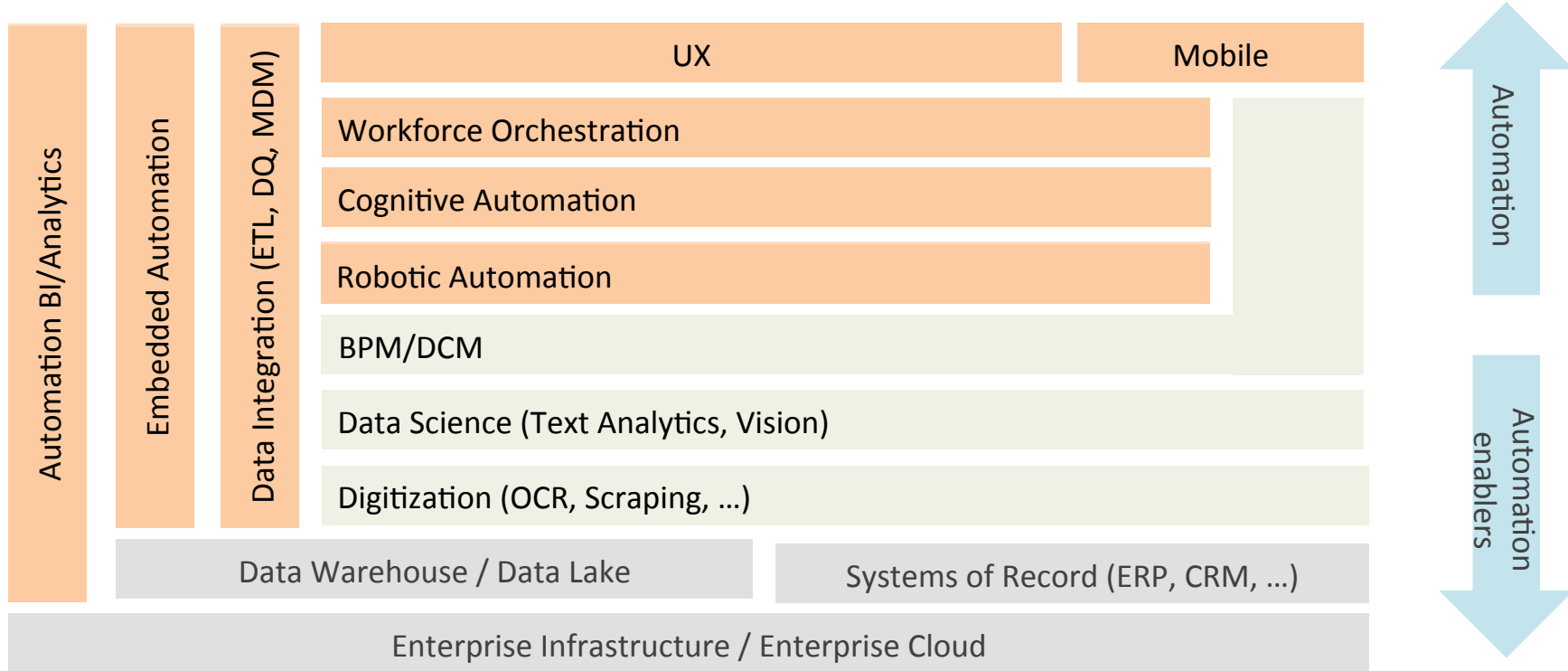
50% +
efficiency gains

Machine Learning

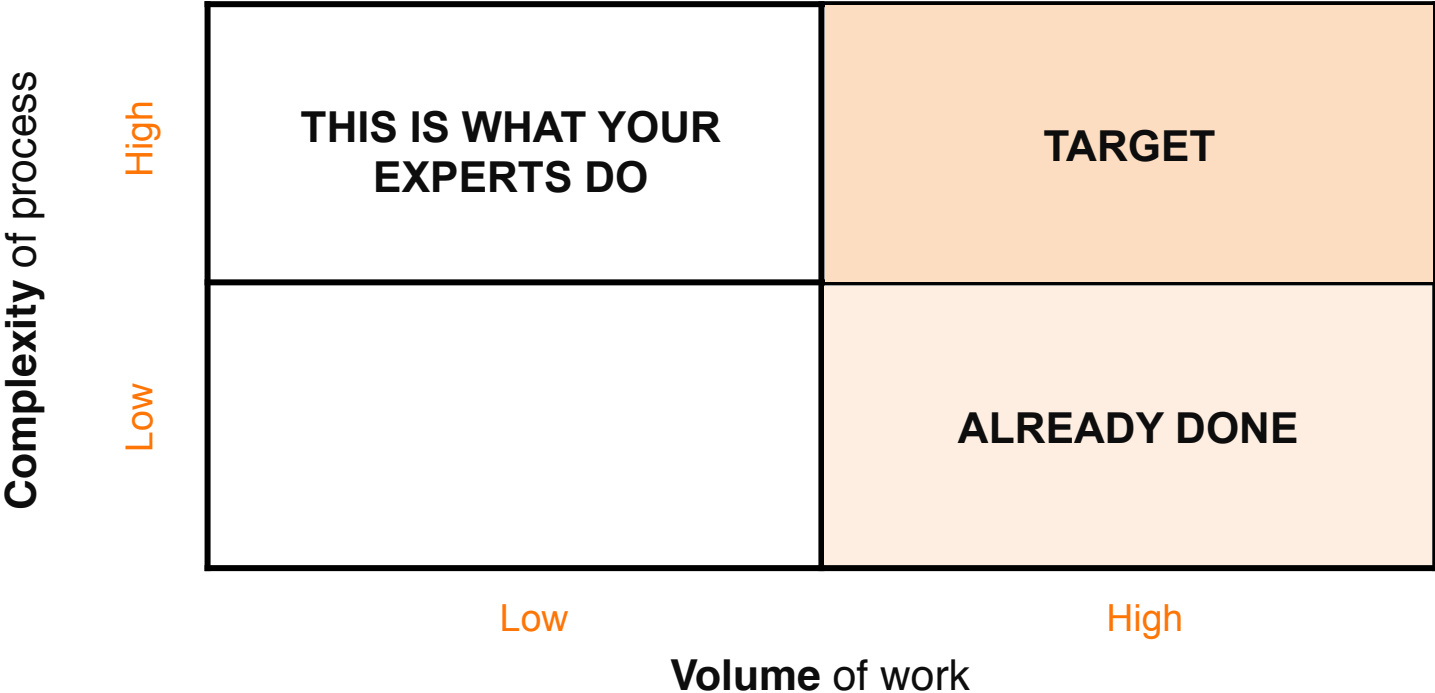


1. Take high quality data
2. Train the models
3. Deploy machine workers

The optimal automation stack:



RPA + Cognitive is best for predictable data work done by large operations teams.



CASE STUDY

SSI: quality increased while reducing headcount in client onboarding and account services

SAXO BANK			
Settlement Instructions for Commercial payments to Saxo Bank A/S			
Currency	Correspondent bank SWIFT (Field 56a or 54a)	Receiving bank SWIFT (Field 57a)	Client account at (Field 59)
AED	DEUTGB33 Deutsche Bank AG London Erlangenstr. ECP 247 United Kingdom	SAOXDKK Saxo Bank A/S	Account holders Dan Client name Address Country
AUD	CTIAU2X Citigroup Pty Ltd. Sydney 2000 Australia	SAOXDKK Saxo Bank A/S	Account holders Dan Client name Address Country
CAD	CFICAT1 Citibank Canada Ltd. Toronto University Place Suite 1900 123 Front Street M5G 1Z4 Canada	SAOXDKK Saxo Bank A/S	Account holders Dan Client name Address Country
CHF	UBSWCH33 UBS AG Zürich 48 Bahnerstrasse 8001 Switzerland	SAOXDKK Saxo Bank A/S	Account holders Dan Client name Address Country
CHK	DEUT3333 Deutsche Bank Aktiengesellschaft Pilsener Platz Prag, Organisationsložka Jungmannova Pilsna 11000 Czech Republic	SAOXDKK Saxo Bank A/S	Account holders Dan Client name Address Country
DKK	NDEADKK Nordea Bank Danmark A/S Copenhagen Søndergade 3 900 C Denmark	SAOXDKK Saxo Bank A/S	Account holders Dan Client name Address Country
DKK	DKK transfers from a Danish bank	Saxo Bank A/S Reg. nr.: 1149	Clients account number (the IBAN)
DKK	Pay direct via DDBIBDKK - Nationalbanken Copenhagen Nørrelands 5 1001 Denmark	SAOXDKK Saxo Bank A/S	Account holders Dan Client name Address Country

Nordea

Standard settlement instructions
For FX, MM, derivatives transactions and commercial payments

Nordea Nordic countries from 2 March, 2015

AUD	NATIONAL BANK OF ABU DHABI, Abu Dhabi	NBAD AE AA
AUD	WESTPAC BANKING CORPORATION, Sydney	WPAC AU 28
CAD	ROYAL BANK OF CANADA, Toronto	ROYC CA 12
CHF	CREDIT SUISSE, Zurich	CRCS CH 28
CZK	CESKOSLOVENSKA OBCHODNI BANKA AS, Prague	CEKO CZ PP
DKK	NORDEA BANK, DANMARK, A/S, Copenhagen	NDEA DK KK
EUR	PAY DIRECT (VIA EBATARGET)	

We prefer concentrating our flows in EUR to EBA with the exception of Money Market transactions done with Nordea Bank Finland Plc

Nordea Bank Finland Plc...
Nordea Bank Danmark A/S
Nordea Bank AB (publ) - EBA:
- TARGET:
Nordea Bank Norge ASA - EBA:
- TARGET:
Nordea Bank AB (publ), Estima branch, Tallinn (pay direct via Target)
Nordea Bank AB (publ), Latvia branch, Riga (pay direct via Target)
Nordea Bank AB (publ), Lithuania branch, Vilnius (pay direct via Target)

GBP	STANDARD CHARTERED BANK, d.H.K. Ltd, Hong Kong	NDEA FI HH
HKD	UNCREDT BANK, HONGKONG TRADING	NDEA DK KK
ILS	BANK LEUMI LE ISRAELI B.M., Tel-Aviv	NDEA SE SS
INR	STANDARD CHARTERED BANK, Mumbai	NDEA FI HH
JPY	MIZUBO BANK, Ltd, Tokyo	NDEA NO KK
KRW	KOREA EXCHANGE BANK, Seoul	NDEA FI HH
KWD	NATIONAL BANK OF KUWAIT SAK, Kuwait	NDEA EE 2X
MYR	BIWA BANK, MEASA, Malacca	NDEA LV 2X
MYR	MON account number for NDEASESS: H1111111	NDEA LT 2X
MYR	MON account number for NDEAROKK: 22222222	MEK, GR 22
MYR	MON account number for NDEAFIHH: 33333333	SCBL HK HH
MYR	MON account number for NDEADKKK: 44444444	BACX HU HB
MYR	NORDEA BANK, NORGE, ASA, Oslo	LIME LT
MYR	ASH BANK Ltd, Karachi	SCBL IN BD
PKR	HABIB BANK Ltd, Karachi	MICH JP FT
PLN	BANK, P.O.S.K.A KASA OPEKCI SPOLKA, Warsaw	KOEX KR SE
PLN	NORDEA BANK, FINLAND Plc, Helsinki	NORR KW KW
PLN	*NB Only for Nordea Bank Finland Plc, NDEAFIHH	DECM MX MM CCOR
PLN	* Account with ZAO Interst Bank, Moscow (DMKRUMM),	
PLN	55555555555555555555, ZAO Interst Bank, Moscow's account number with	
PLN	the Central Bank of Russian Federation is: IIB: 77777777777777777777777777777777	
PLN	Field 77: Payment Details (e.g. FX Cover) V060180 (if inside DMKRUMM) V060081 (if outside DMKRUMM)	
RUB	* For: - Nordea Bank Danmark A/S NDEADKKK - Nordea Bank AB (publ) NDEASESS - Nordea Bank Norge ASA NDEANOKK	
RUB	the RUB SSI in Nordea Bank Finland Plc, Helsinki	NDEA FI HH
SAR	HANJIF SAUDI FRANS, Riyadh	HSR SAR
SEK	NORDEA BANK, AB (PUB), Stockholm	NDEA SE SS
SGD	DBS BANK Ltd, Singapore	DBSS SG SG
TIBT	HANDEK BANK, P.O.B.E. COMPANYY Ltd, Hangkai	HEK TI TB
TRY	TYRKIYE IS BANKASI AS, Istanbul	ISIK TR IS
USD	BANK OF AMERICA NA, New York	BOKA US SN
ZAR	STANDARD BANK OF SOUTH AFRICA Ltd, Johannesburg	SBZA ZA JJ

Problem

- 75-person offshore team
- 1,000 inbound formats
- 1MM+ transactions per year
- 98.5% accuracy
- High trade repair and penalty costs
- SLA compliance costs

Solution

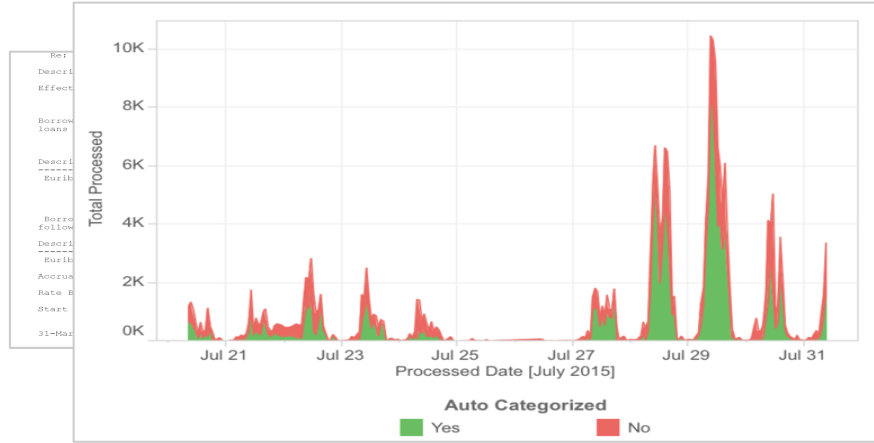
- WorkFusion mimicked process
- Replaced OCR solution
- Machine learning automation
- Statistical quality control on exceptions
- Robotics desktop integration

Impact after 8 weeks

- 85% automation
- 100% quality
- 15min to 30s processing time
- 80% headcount reduction

CASE STUDY

Automated Fax Conversion, Extraction, and Categorization with OCR, Rules, and Machine Learning



Impact

70%

REDUCTION IN VENDOR'S
HUMAN
WORKFORCE

IMPROVED ACCURACY
ABOVE

99%

IMPROVED SLA ABOVE

99.5%

Situation

- Global Information Services firm receives 7MM faxes annually on behalf of clients
- Peak times are at month-end and quarter-end where an external vendor ramps-up to 120+ resources in India
- 30 minute SLA with clients

Approach

- WorkFusion's OCR process converts document images to readable text
- User-defined rules and Machine Learning extract data for automated categorization
- Algorithms refined and fine-tuned over time
- Exceptions identified for distribution to human workforce

CASE STUDY

3x coverage, 50% throughput, 72% headcount reduction in KYC process for global information provider

Find Company Addresses (CN)

江西华伍制动科技股份有限公司

Form Name in Chinese (必填中文名称) required
Form Name in English (必填英文名称) required

股票简称	华伍股份	股票代码	300095
公司的中文名称	江西华伍制动科技股份有限公司		
公司的中文简称	华伍股份		
公司的外文名称	Jiangxi Huawu Brake Co.,Ltd.		
公司的外文名称缩写	Huawu Co.,Ltd.		
公司的法定代表人	魏展华		
注册地址	江西省丰城市工业园区新程路 7 号		
注册地址的邮政编码	331100		
办公地址	江西省丰城市工业园区新程路 7 号		
办公地址的邮政编码	331100		
公司国际互联网网址	http://www.huawu.com		
电子邮箱	hw_xq@163.com		
公司聘请的会计师事务所名称	大华会计师事务所（特殊普通合伙）		
公司聘请的会计师事务所办公地址	北京市海淀区西四环中路 16 号院 7 号楼 12 层		

二、联系人和联系方式

姓名	职位	电话
董事会秘书	董事会秘书	
证券事务代表	证券事务代表	

You need to know Chinese in order to complete this task.
Please read below complete instruction [click](#) to working on any Hits.

Your task is to find and enter company address(es) in the given pdf document - it could be its headquarter address, registered address OR secondary address.

For the most part, we pre-populated existing(possibly auto-filled) data for you for each company, you are asked to update only the document has different/updated information. 基本上每个公司我们将以存的相关数据提供给你, 如果年报上的内容和我们给你的有所不同, 请更新。有些地方, 我们的现成数据不全, 也请更新。 Best place to check is in 公司简介, 公司信息 sections.

Please read the document and find the followings:
• **Firm Name in Chinese:**
- If the data we show is different from the document, please enter the Company name in English as appears in the document.
- If the document does not specify an official english name of the company, please check if our data translation is acceptable, if not, please help us translate by Pinyin/English

• **Firm Name in English:**
- If there is company official website given in the document, please copy&paste starting with 'www.' unless existing data provided by us is the same

Company Addresses - we provide existing data related to company address(es), please check the document for ALL (usually 1 or 2) to either validate or update accordingly

• **Address Type:**
- If there's existing data presented to you to check, please ensure that you look at the tabs above the "Add address" button and click on each available record to check if a different/new address type is discovered by you, click "Add address" to select address type from the list below and to enter the address detail accordingly.
Headquarters (HQ) address: 办公地址 - when the address is labeled as the headquarter/main office
Registered office address: 注册地址 - when the address is clearly labeled as the registered office AND not a headquarter office; if it's both HQ and registered, it is HQ
Secondary address: 另外地址 - when the address is neither Headquarter/Main nor Registered office

• **Address Detail: Should be provided in English (pinyin)**
• **Address Line 1, 2 & 3** - If the existing address we pre-populated is no longer the correct address, or if it's not corresponding to the correct address type anymore, please correct and update.
• **City** - If the existing city we show is wrong, please use the auto-completion feature to update
• **Province** - When the data we provide is incorrect, please update by selecting the correct 省, 市/县, 自治区 based on the document

Situation

- Unstructured high-volume Annual Reports
- ~3,500 PDFs per annum per language
- Required SMEs with special language skills

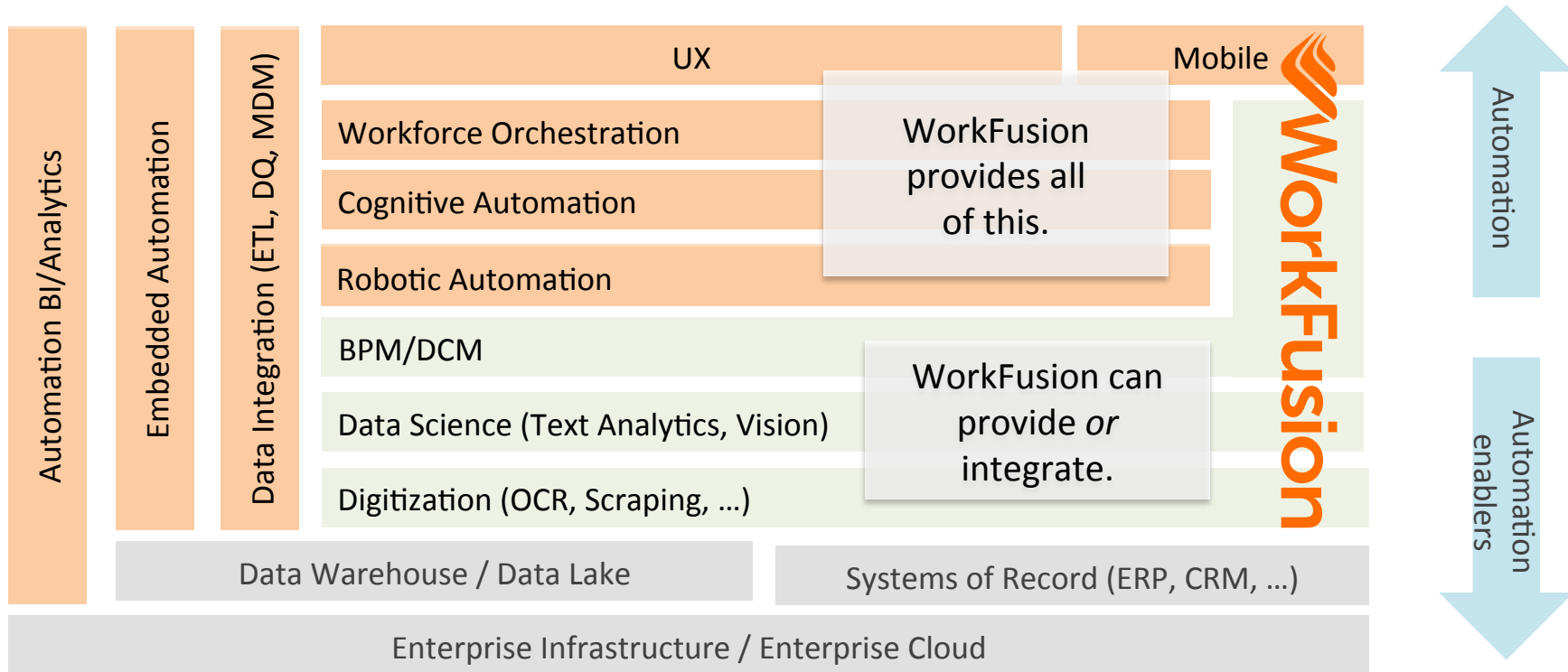
Solution

- WorkFusion enabled global reach to cloud workers with qualified language skills
- Cloud workers extract and validate data
- Client's internal SMEs in the loop to moderate crowd results
- Data sanity checks embedded within UI
- Automated exceptions management

Impact in 4 months

- ✓ Throughput increase by 50%
- ✓ Expansion to 3x number of languages
- ✓ 72% FTE reduction

What does WorkFusion deliver?



Q&A

ADAM@WORKFUSION.COM

