

PRESS RELEASE

Automation Innovation 2014 Conference to Highlight How Robotic Process Automation Will Usher in a New Era of Innovation, Analytics and Dramatic Cost Reduction.

IRPA Brings together Leading Experts to Educate and Prepare for Industry Impact

New York, NY – July 22, 2014 – [IRPA](#) (The Institute for Robotic Process Automation), an independent professional association and knowledge forum for the robotic process automation (RPA) industry, today announced [Automation Innovation 2014](#), the inaugural conference dedicated to the most disruptive change in outsourcing today, Robotic Process Automation.

The conference, which will be held on Wednesday, December 10, 2014 at the Bohemian National Hall in New York City, brings together the industry's leading analysts, advisors and IT and BPO executives who will provide insights, trend analysis and real-world use cases of Robotic Process Automation. The conference will help educate business leaders and the outsourcing industry on RPA, its benefits and impact on business and the industry as we know it today.

“RPA is revolutionizing the way we think about and administer business, IT, support and workflow processes,” said Frank Casale, CEO of IRPA and the event's producer. “RPA is ushering in a new wave of innovation, analytics and cost savings in the IT & BPO industries. It's imperative that we convene the early adopters of RPA at one event to help educate the industry on this ground-breaking new trend.”

Keynote speaker, [Phil Fersht](#), Founder and CEO of HfS Research and a leading authority on global business services and sourcing strategies, will provide insights on RPA's impact on the demand for traditional outsourced services. HfS research analyst [Charles Sutherland](#), a leading expert in RPA, will co-present with Fersht and unveil a preview of the *2015 HfS Robotic Premier League Table*, which details the progress made to date by leading service providers in embedding RPA into their solution offerings.

“The outsourcing landscape is entering a period of significant disruption with enterprises under intense pressure to transform their operations to remain competitive,” said Fersht. “RPA's ability to automate both business and IT processes is providing a whole new paradigm of value for enterprises, not only by creating new efficiencies and improved processes, but also advancing cognitive computing and digital capabilities.”

For detailed event information, to register or get additional information, please visit www.irpanetwork.com/events/.

About IRPA

The Institute for Robotic Process Automation (IRPA) is an independent professional association and knowledge forum for the buyers, sellers, influencers and analysts of robotic process automation. Our network and advisory services offer leading-edge market intelligence, industry research, best practices, and alliance-building opportunities for stakeholders across service industry functions. IRPA helps business leaders position themselves at the cutting edge of knowledge work technology. To learn more please visit www.irpanetwork.com.

Media Contacts:

Raheem Hasan

IRPA

Tel: 516-403-2048 ext. 750

Email: raheem.hasan@irpanetwork.com

Ilona Mohacsi

PenVine for IRPA

Tel: 631-764-3729

Email: ilonam@penvine.com