3RD

AUTOMATION
INNOVATION
CONFERENCE

Global Conference On Automation

www.irpaai.com/events

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EXPLOITING THE SECOND AUTOMATION WAVE

BROUGHT TO YOU BY: IRPA AI — INSTITUTE FOR ROBOTIC PROCESS AUTOMATION & ARTIFICIAL INTELLIGENCE

Get To Know Us

For 4 years, we've been providing, content, tools and connections for the buyers, sellers, influencers and analysts of RPA, cognitive computing and AI. Our global network and advisory services offer leading-edge market intelligence, industry research, sourcing assistance and opportunities to learn and network with stakeholders across service industry functions.

8,000+ PROFESSIONALS

35% BUYERS　　**35% PROVIDERS**　　**30% INFLUENCERS**

22% VPs / Directors　　**24% Managers**　　**31% Executives**　　**23% Others**

Explore Our Ecosystem

IRPA AI — INSTITUTE FOR ROBOTIC PROCESS AUTOMATION & ARTIFICIAL INTELLIGENCE

10% Healthcare/Pharma

22% Services (Tech/Data/Telco)

10% Manufacturing

23% Banking, Financial Services, Insurance

Our Members Include:

About The Event

This event, crafted by your industry peers, will bring together our ecosystem to build a foundation of knowledge, and get first-hand insight from case studies, industry successes and lessons learned through thought-provoking discussion, interactive panels, hours of valuable content and networking.

Why We're Different

We're **NOT** just another events company, putting together an event on the latest 'hot topic.'

We're a leading industry association, providing knowledge and insight to your peers.

GET READY. THE CHANGE IS NOW

Drive informed, strategic decision making with the latest market insight from the IRPA Knowledge Forum.

Why Attend?

INTERACTIVE CASE STUDIES, SESSIONS & PANELS

We don't like death by PowerPoint - do you?

That's why we strive to make our content interactive, so you can get your questions answered, share your experience and learn from your peers.

PERSONALIZED 1-ON-1 MEETINGS

If you have questions regarding RPA, intelligent automation and/or AI including assistance with where to start, which technology to consider, cost save estimation, etc., you can schedule a 20-minute 1-on-1 meeting onsite with a member of our team.

BACKED BY IRPA

With 30+ years in the outsourcing/automation industry, we're dedicated to providing you with the best possible platform to learn, connect and nurture & form relationships. We are your trusted resource for your automation journey.

Groups of 2
10% Off Standard Rates

Groups of 3
15% Off Standard Rates

Groups of 4
20% Off Standard Rates

Team Discounts

Why sign up as a team?

- **MORE NETWORKING** - Split up during our networking breaks and meet more people

- **MORE CONTENT** - Attend different track sessions or workshops to maximize your learning

- **MORE LEARNING** - Take advantage of our founder 1-on-1 briefings, without missing out on a session or networking time

- **THE UNSTOPPABLE TEAM** - This is a team effort. Get your whole team involved, prepared and ready for the digital workforce

Advisory Board Members

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Automation COE Leader
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Google

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& RPA Specialist Projects
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Frank Casale
Founder
**Institute for Robotic
Process Automation &
Artificial Intelligence
(IRPA)**

Tomasz Mituta
**Former and Designer of
RPA for Shared Service
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Sam Gross
Former CTO
**CompuCom, Unisys
and CSC**

Weston Jones
Global Robotics and
Cognitive Automation
Leader
Ernest & Young

David Poole
Co-founder and CEO
Symphony

Next Gen Sales & Marketing Strategy Day

Tuesday, December 12, 2017

NEW

Only Available For First 50 Providers & Influencers

Service providers and influencers are faced with the digital revolution, which is changing the way they will sell and market products. In lieu of this, we are excited to announce our Next Gen Sales Strategy Day that will equip your team with the knowledge base required to sell the new digital services. Additionally, we will provide you with a 10-page white paper that explores industry insights and keys to success, as well as invite only monthly briefings. **This is only available for the first 50 providers and influencers who register** (Cost included in pass).

3:00PM - 4:00PM Registration and Networking

4:00PM - 5:00PM Panel Discussion

This panel will delve into topics, such as:

- New Business Model vs. Old Business Model; Dealing with The Canabalization Dilemma
- Pricing & Business Models: What's Working and What's Not
- What Outsourcing Service Providers Must Do by the Way of the New Sales Strategy
- Marketing and Messaging: What Changes and What Stays the Same
- The Need for a Digital Roadmap

5:00PM - 6:00PM Cocktail Reception and Networking

David Poole
Co-founder and CEO
Symphony

Barry Matthews
Head of UK, Ireland and Netherlands
ISG

Sam Gross
Former CTO
CompuCom, Unisys and CSC

BONUS Sign up and also get...

1 Beginning in August, we will host monthly webinar briefings, led by IRPA founder and other key industry experts. Topics include: How to sell (sales, strategy & tactics), what are buyers looking for in the new digital landscape, how to get the attention of buyers and understand what they're looking for and more. A full itinerary will be provided upon registration.

2 Once you register, you will receive a 10-page white paper that explores industry insights, advice from the experts and the keys to success.

8:00AM - 8:45AM   Registration and Breakfast ✕

8:45AM - 9:00AM   Welcome & Opening Remarks

Frank Casale,
founder and CEO,
The Institute for Robotic Process Automation and AI

9:00AM - 9:30AM   KEYNOTE: The Second Wave of Automation Innovation: Surf, Swim, or Sink

Automation is no longer on the bleeding edge. Organizations that aren't up to date with RPA already will find themselves falling behind even further as the second wave of automation, cognitive, and artificial intelligence washes over them. In the second wave, organizations and businesses will surf on top of the wave, swim along with it, or sink and drown. This keynote session will explore:

- What's in the second wave?
- Accelerating change
- 2020 Vision

Matz Lukmani
Attribution Product Lead
Google

9:30AM - 10:00AM   KEYNOTE: Next Generation Automation - What to Expect from the Vendor Community

In this keynote, you'll hear from a top visionary and industry leader in automation. The automation industry is innovating and introducing new uses for automation and AI every day. The vendor landscape is rapidly evolving as new players start up, young players get new funding, and old players learn new tricks....

What can we expect from the automation and AI vendor community in the next year? The next three years? Learn about:

- The vendor landscape of 2017
- Summary of the analysts' opinions
- What we can expect in the future

Speaker TBD
Edgeverve

10:00AM - 10:20AM   Networking Coffee Break

10:20AM -10:50AM   CASE STUDY: How We Identified and Addressed Security Concerns

One of the recurring themes in the trade press and among the analysts is the concern over security as we introduce more robots, more automation, and more AI into our business processes and throughout our organizations. In this case study, you'll hear how one company identified and addressed those concerns, the steps they took to ensure security, and their results.

10:50AM - 11:20AM   CASE STUDY: Lessons Learned from Creating a CoE

A critical step in deploying automation is the creation of a center of excellence, or CoE. Implementing RPA crosses organizations, requires multiple skillsets, and involves outside vendors, internal stakeholders, and transparency among decision makers. In this session, you'll hear how one company embarked on their automation journey, set strategy, organized effectively, and learned valuable lessons from the creation of their RPA CoE. Learn about:

- Organizing for success: Getting the right team members on board and creating a shared vision
- The importance of setting strategy and developing a roadmap for success
- Addressing governance: documentation, shared knowledge-base, organizational communications

11:20AM - 12:20PM   CASE STUDY: Beyond Labor Cost Reduction - How One Company Drove Business Advantage

While cost savings are almost always at the top of anyone's list of reasons to implement RPA and AI, the justifications don't start and end there. It's obvious that ROI, IRR, and NPV of any proposed deployment are critical items to address and prove, but the benefits of automation and AI go well beyond the direct dollars and cents analysis. Hear how this organization identified value far beyond labor cost reduction and uses automation to drive top-level revenue and competitive advantage.

11:20AM - 12:20PM   CASE STUDY: Navigating Organizational Challenges - The Importance of Stakeholder Buy-In

Remember when IT drove all decision making and held all authority over the tech investments and implementations in companies? Whether they were called IT or MIS or data processing, the computer guys were the only organization making the technology decisions. Those days are gone, as cloud, IoT, RPA, AI, BPO, BYOD and XaaS have put technology to work across all parts of a business and technology choice in the hands of finance executives, marketing and sales, and operations. Deploying automation across the enterprise requires coordination, organizational transparency, and stakeholder buy-in. In this case study, you'll learn how one company embraced multi-organizational collaboration and built a culture of coordination that yields impressive business benefits through an enterprise-wide commitment to success in their implementation of automation.

12:20PM – 1:20PM   Networking Lunch

1:20PM - 2:00PM   Breakout Sessions One

Track A   What's next after RPA - Driving Business Transformation with AI, Robotics and Cognitive Computing

The panel takes on questions related to the business side of RPA and AI in this lively session focusing on AI's impacts on enterprise transformation. This track will delve into:

- What can we expect to see over the next few years as robotics, AI, and cognitive computing sweep over entire industries?
- The chicken-and-egg scenario: Who transforms first? The CIO or the entire organization?
- How will businesses account for the competitive positioning and advantages they derive from digital transformation? What are the assets? What are the liabilities?

Julen Mohanty
Vice President
J.P. Morgan Chase

Weston Jones
Global Robotics and Cognitive Automation Leader
Ernest & Young

Track B   Robots Took Our Jobs - Automation's Impact on the Workforce

In this panel discussion, the participants will discuss automation's impact on the workforce. Learn about:

- What does history teach us about job loss, job creation, and job evolution as technologies are introduced and productivity improves?
- What facts do we know today that help us to anticipate the future effects on the workforce?
- What don't we know? How can it hurt us? How can it help us? The panel participants look over the horizon

Sam Gross
Former CTO
CompuCom, Unisys and CSC

2:00PM - 2:10PM   Time to switch rooms!

2:10PM-2:50PM   Breakout Sessions Two

Track A   Point-Counterpoint Panel: Opinions on Bill Gates's Proposal For a Robot Tax

Whether the idea ever sees the light of day in any legislature or not, the concept and all of its potential ripple effects deserves debate. In this point-counterpoint panel, the participants will consider all angles on Bill Gates's assertion in a February 2017 interview that "Certainly there will be taxes that relate to automation. Right now, the human worker who does, say, $50,000 worth of work in a factory, that income is taxed […] If a robot comes in to do the same thing, you'd think that we'd tax the robot at a similar level." This track will explore:

- Point: This idea is lunacy.
- Counterpoint: This idea is at least the beginning of a good idea.
- Discussion: What makes sense and why? The effects of productivity improvements on GDP and tax revenues. How would taxation be a disincentive for more innovation? Why would the guy who first envisioned a computer on every desk advocate for slowing down automation? Is there a dark undercurrent of "New automation and AI companies hurt the value of my Microsoft stock so I'm going to throw a red herring into the mix"?

Einar Michaelsen
Process Analyst & RPA Specialist Projects & Support - OPS
Santander Consumer Bank

Track B   Building a Comprehensive Business Case for Automation and AI

In this session, the panelists will offer their own experiences and lessons on how to create a comprehensive business case for future automation, AI, and cognitive computing investments.

They'll identify where to look for both hard (e.g. labor cost reduction, productivity improvements) and soft (e.g. reputation, goodwill, related cost avoidance) returns and where to find hidden costs. Join this track to learn:

- Where are the hidden costs of automation investment?
- Where are all of the tangible and intangible benefits? What are the returns that often get overlooked?
- Presenting the justification and expected outcomes in a way that a board of directors understands

Tomasz Mituta
Former and Designer of RPA for
Shared Service Centers

2:50PM-3:10PM Networking Break

3:10PM - 4:40PM 2018 and Beyond: The Automation Visionaries' Panel

When we return for the 2018 Automation Innovation Conference, what can we expect to have learned since the 2017 AI Conference? What will we be discussing for the future beyond 2018? What does "automation" look like in 2025? Our visionaries assemble in this power panel to devote 90 minutes to their view "through the looking glass". Learn about:

- What types of entirely new businesses or business models do we envision
- What regulatory changes can we imagine? New laws? New taxes? Will governments seek to foster more innovation and automation or will they seek to protect workers?
- Is there a Moore's Law limit to future automation? What is the Metcalfe's Law impact?

4:40PM-5:10PM KEYNOTE: Where Do We Go From Here? The Rapidly Evolving Tech Landscape

When one considers that we are spending two days talking about something that barely existed just a few years ago, and was literally inconceivable to Eckert and Mauchly as they built ENIAC 70 years ago, the idea that we can reliably predict the next few years of this revolution seems somewhat preposterous. But there are things we do know, and there trends and technological breakthroughs that we can see in their embryonic stages that can guide us in looking at where technology goes. In this keynote, you'll hear one expert's ideas on the near-term tech landscape and a roadmap to the next generation.

5:10PM - 5:50PM KEYNOTE: Artificial Intelligence and Cognitive Computing: A Vision for the Future

Are AI and cognitive computing poised to make a major impact on businesses of all types? Consumers? Individuals? Our final keynote of the day presents thought-provoking ideas about the future of RPA, AI and cognitive, their expected impacts on corporations, citizens, laws, and the industry players who will be introducing revolutionary technologies.

Sebastian Zeiss
VP Automation & Department Development
Deutsche Telekom Technical Services

5:50PM - 6:00PM Closing Remarks

6:00pm - 7:30pm Cocktail Reception

WorkFusion

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WorkFusion was born in 2010 of research at MIT's Computer Science and Artificial Intelligence Lab, which proved that crowd workers sourced from public online talent markets could be used to train machine learning to detect fraud in online financial transactions. Founders Max Yankelevich and Andrew Volkov realized that this same approach could be used to perform a wide variety of enterprise knowledge work. After two years of building and refining machine learning algorithms, WorkFusion released its first platform product in 2012. This release let users automate the sourcing, training, and quality control of online workers performing core enterprise knowledge processes, delivering quality output that rivaled the accuracy of captive workforce solutions at half the cost. The high volume of patterns generated by online workers on the platform laid the foundation for WorkFusion's next major release, which brought to life the "virtuous loop." By automatically engaging human workers to train and retrain algorithms, the virtuous loop solves the problem inherent in traditional automation that causes algorithms to fail when data sources or workflows change. WorkFusion uses this virtuous loop to deliver unbreakable automation that becomes more flexible and durable with time. WorkFusion is used by leading information providers, financial, eCommerce, and retail businesses and works closely with its customers to discover and build new tools to enhance the power of the platform. www.workfusion.com

UiPath is a leading provider of Robotic Process Automation technology enabling global enterprises to design, deploy and manage a full-fledged robotic workforce that mimics employees in administering rules-based tasks and frees them from the daily routine of rote work. The UiPath RPA computing platform is dedicated to automate business processes. It provides process modelling, change management, deployment management, access control, remote execution and scheduling, execution monitoring, auditing and analytics in full compliance with enterprise security and governance best practices. For more information, please visit: http://www.uipath.com.

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*We classify provider/influencers as a company that sells ITO/BPO, software, professional services & tech products.