

4TH



**AUTOMATION
INNOVATION
CONFERENCE**

Global Conference On Automation

www.irpaa.com/events

BOHEMIAN NATIONAL HALL, 321 EAST 73RD STREET, NYC

EXPLOITING THE SECOND AUTOMATION WAVE



BROUGHT TO YOU BY:



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.



35%
BUYERS

35%
PROVIDERS

30%
INFLUENCERS

22%
VPs /
Directors

24%
Managers

31%
Executives


23%
Others

Explore Our Ecosystem



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



INSTITUTE FOR ROBOTIC
PROCESS AUTOMATION
& ARTIFICIAL INTELLIGENCE

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.

A photograph of a large audience seated at round tables in a conference room, attending an event. The room is dimly lit with blue ambient lighting.

GET READY. THE CHANGE IS NOW

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

Why Attend?



INSTITUTE FOR ROBOTIC
PROCESS AUTOMATION
& ARTIFICIAL INTELLIGENCE



AUTOMATION TRAINING WORKSHOP DAY

Get hands-on training in automation selection & execution, creating a business case or building a world class COE? Don't miss out on our first ever training day.



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 20+ 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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Michael Engel
Intelligent Process
Automation COE Leader
PwC



Karen Inbar, Solution
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Sales Executive
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Ed Susman Consulting



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Risk & Control
Deutsche Bank Securities



Joseph Mohacsi
Solutions Architect
**IRPA Network, Automation
Accelerator**



Frank Seiferth
Senior Director
**IRPA Network, Automation
Accelerator**

Expert Speaker Line-Up



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Kathleen Dockery
Digital Business Automation,
SVP Enterprise Architecture
KeyBank



Creamheld Pepito
Director of Engineering, Digital
Content and Process Solutions
Northwestern Mutual



Sam Gross
Former CTO
**CompuCom, Unisys
and CSC**



Weston Jones
Global Robotics and
Cognitive Automation Leader
Ernest & Young



Thomas Young
Managing Partner
Rumjog Enterprises



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



Michael Engel
Intelligent Process
Automation COE Leader
PwC



Matz Lukmani
Attribution Product Lead
Google

Expert Speaker Line-Up



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& ARTIFICIAL INTELLIGENCE



Anand Rao
Partner, US Advisory Practice,
Global AI Lead
PwC



Tom Lang
Vice President
Wipro Technologies



Atul Vashistha
CEO
Neo Group



Chip Wagner
President - Global Business
Advisory Services (BAS)
& Emerging Services
ISG



Tom Ivory
Head of Strategic Innovation,
Application Services
Capgemini



Ilene Holterhoff
Senior Director, Service
Experience Tools & Automation
ADP

Next Gen Sales & Marketing Strategy Day

Monday, December 4, 2017



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



Thomas Young
Managing Partner
Rumjog Enterprises



Tom Lang
Vice President
Wipro Technologies

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.

Main Conference

Tuesday
December 5, 2017

7:30AM - 8:15AM Registration and Breakfast 

8:15AM - 8:30AM Welcome & Opening Remarks



Frank Casale,
Founder
The Institute for Robotic Process Automation and AI

8:30AM - 9:00AM **KEYNOTE: Machine Learning to The Rescue!**

Power of Machine learning has been harnessed by many to improve our lives. From smart cars to intelligent devices, we have seen various applications of artificial intelligence. Come learn how Google is using machine learning to solve complex media and measurement challenges. Better understand the concept of machine learning with practical illustrations and hear of latest industry trends and how you can leverage them for your businesses.



Matz Lukmani
Attribution Product Lead
Google

9:00AM - 9:30AM **KEYNOTE: How to Define and Ensure Success of an Automation Implementation?**

You have always been the first mover. Taking initiatives and countering the risks. And that is what has made you a leader today. You were also the first to identify the automation wave and took first steps to implement the same within your organization. Now take a minute, as in this session, we will discuss what are the important key result areas that determine the success of an RPA initiative. Has the implementation resulted in reduction of operational costs? Has it reduced processing times and increased agent efficiency. Does it provide a clear path to enterprise success and cognitive automation & artificial intelligence in the future?



Steve Power
Senior Director, Digitizing Global Operations as a Service
Cisco



Naresh Kothari
AVP - Business Development
EdgeVerve (an Infosys company)



9:30AM - 9:50AM **Networking Coffee Break** 

9:50AM - 10:20AM **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.

10:20AM - 10:50AM **PANEL: Integrating Multiple RPA and AI Platforms and Providers - The New Governance "Opportunity"**

Think ahead in another 2 or three years and the number of RPA and AI software and service providers that will likely exist in many organizations. The panel of third party advisors will discuss and debate the opportunities and challenges of dealing with the numerous platforms, data, contracts, licenses, security etc. associated with the new environments. What can be done to plan for this environment. What should be done now, should it be done exclusively by the internal organization, externally by an integrator, a combination.opportunities for new and existing software tools. These and audience questions will be addressed by the panel.



Tom Lang
Vice President
Wipro Technologies



Main Conference (Cont.)

Tuesday
December 5, 2017

10:50AM - 11:20PM 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 - 11:50PM 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.

11:50PM - 12:35PM Networking Lunch



12:35PM - 1:15PM 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?



Creamheld Pepito
Director of Engineering, Digital Content and Process Solutions
Northwestern Mutual



Michael Engel
Intelligent Process Automation COE Leader
PwC



Weston Jones
Global Robotics and Cognitive Automation Leader
Ernest & Young

Main Conference (Cont.)

Tuesday
December 5, 2017

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



Atul Vashistha
CEO
Neo Group



Sam Gross
Former CTO
CompuCom, Unisys and CSC

1:15PM - 1:55PM

Case Study: TBD

1:55PM - 2:00PM

Time to switch rooms!

2:00PM-2:40PM

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"?



Ilene Holterhoff
Senior Director, Service Experience Tools & Automation
ADP

Main Conference (Cont.)

Tuesday
December 5, 2017

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



Kathleen Dockery
Digital Business Automation, SVP Enterprise
Architecture
KeyBank



Chip Wagner
President - Global Business Advisory
Services (BAS) & Emerging Services
ISG



Tom Ivory
Head of Strategic Innovation,
Application Services
Capgemini

2:40PM-3:00PM

Networking Break



3:00PM - 3:30PM

CASE STUDY - 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?

3:30PM -4:00PM

Topic TBD: TBD

Main Conference (Cont.)

Tuesday
December 5, 2017

4:00PM - 4:30PM 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.

4:30PM - 5:10PM 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.



Anand Rao
Partner, US Advisory Practice,
Global AI Lead
PwC

5:10PM - 5:20PM Closing Remarks

5:20pm - 6:30pm Cocktail Reception  



Training & Workshop Day

Wednesday
December 6, 2017

Does your team need hands-on training in automation selection/execution, creating a business case or building a world class COE? Then you can't miss out on the training day on December 6, 2017. **This is exclusively available for buyers and influencers.** Space is limited, so make sure you reserve your spot early for one of our courses:

Training/Workshop A: Automation 101

| | |
|-------------------|--|
| 8:30AM - 9:00AM | Registration & Networking |
| 9:00AM - 9:15AM | Introductions |
| 9:15AM - 9:40AM | Who are the producers and consumers in an organization? How do these roles change over time? |
| 9:40AM - 10:00AM | <ul style="list-style-type: none">What are the costs of implementation and sustaining the model?Where can we realize that savings and how much? |
| 10:25AM - 10:45am | Group Presentations |
| 10:45AM - 11:05AM | Networking Break |
| 11:05AM - 11:30AM | Topic TBD |
| 11:30AM - 11:50AM | Group Presentations |
| 11:50AM - 12:00PM | Closing Remarks |



Larry Bissinger
Advisory Board Leader

20
Spots
Only

Training/Workshop B: Building an AI Business Case

Sold
Out

| | |
|-------------------|--|
| 8:30AM-9:00AM | Registration & Networking |
| 9:00AM-9:15AM | Introductions |
| 9:15AM-10:00AM | <ul style="list-style-type: none">Why a business case is essential to getting to "Yes" from both seller and buyer perspectiveWhy business case needs to be joint effort between seller and the buyerWhat are quantifiable business benefits, and what are the "soft" benefits, i.e. time to market, improved --customer satisfaction, etc. |
| 10:00AM-10:30AM | Networking Break |
| 10:30AM-11:00AM | What are Barriers to Success in Creating a Valid Business Case? |
| 11:00AM - 11:45AM | Business Case Study and Example (Show Spreadsheet, Assumptions, Results, etc) |
| 11:45AM - 12:00PM | Closing Remarks |



Gary Andreassen Sales Executive **Arago GmbH**



Michael Engel Intelligent Process
Automation COE Leader **PwC**



Frank Seiferth Senior Director IRPA Network,
Automation Accelerator

Training & Workshop Day

Wednesday
December 6, 2017

Does your team need hands-on training in automation selection/execution, creating a business case or building a world class CoE? Then you can't miss out on the training day on December 6, 2017. **This is exclusively available for buyers and influencers.** Space is limited, so make sure you reserve your spot early for one of our courses:

Training/Workshop C: Building a CoE

8:30AM - 9:00AM Registration & Networking

9:00AM - 9:15AM Introductions

9:15AM - 9:40AM

- Why do we need a CoE?
- What does a CoE contain?
- Responsibilities of a CoE

9:40AM - 10:00AM Group Presentations

10:25AM - 10:45AM What's challenges do you see in standing up your CoE?

10:45AM - 11:05AM Networking Break

11:05AM - 11:30AM 3 Takeaways from the session to improve your CoE

11:30AM - 11:50AM Group Presentations

11:50AM - 12:00PM Closing Remarks



Sam Gross Former CTO **CompuCom, Unisys and CSC**



Gunilla A Sundstrom Global Head Divisional Risk & Control **Deutsche Bank Securities**



Ed Susman Managing Partner **Ed Susman Consulting**

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Wipro Ltd (NYSE:WIT) is a global information technology, consulting and outsourcing company with 170,000+ workforce serving clients in 175+ cities across 6 continents. The company posted revenues of \$7.7 Billion for the financial year ended Mar 31, 2016. Wipro helps customers do business better by leveraging our industry-wide experience, deep technology expertise, comprehensive portfolio of services and vertically aligned business model. Our 55+ dedicated emerging technologies 'Centers of Excellence' enable us to harness the latest technology for delivering business capability to our clients. Wipro is globally recognized for its innovative approach towards delivering business value and its commitment to sustainability. Wipro champions optimized utilization of natural resources, capital and talent. Today we are a trusted partner of choice for global businesses looking to 'differentiate at the front' and 'standardize at the core' through technology interventions. In today's world, organizations will have to rapidly reengineer themselves and be more responsive to changing customer needs. Wipro is well positioned to be a partner and co-innovator to businesses in their transformation journey, identify new growth opportunities and facilitate their foray into new sectors and markets.



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

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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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Robotize.AI is a unique global marketplace, dedicated to closing the skills gap between customers and experts in Robotic Process Automation (RPA) and Artificial Intelligence (AI). This focused platform matches jobs & projects with experienced, certified, rated specialists around the world. Professionals get notified of opportunities matching their chosen criteria and Customers get notified of specialist profiles matching their projects. Both parties save time and money while getting an edge on their competition. **To sign up, visit www.Robotize.AI.**



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- Next Gen Sales Strategy Day, 10-Page White paper & monthly Briefings (Providers & Influencers Only)
- Training/Workshop Day (Buyers & Influencers Only)
- Access to Mobile App
- Speaker Presentations
- Networking Breaks
- Breakfast & Lunch
- Cocktail Reception

REGISTER NOW

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

products.