

# A Message from the Founder

“ As we edge into the second wave, all efforts from this point forward should benefit from the efforts and outcomes to date. The key is to be able to tap into the new collective wisdom on RPA and AI. ”



Frank Casale, the founder of the Institute for Robotic Process Automation & Artificial Intelligence (IRPA AI) **dives into this year’s theme, Automation’s Second Wave, how we’ve evolved** from automation’s first wave, why the **basic RPA journey is easier than ever before** and **how this will affect your business goals** in this 3x1 (3 questions, 1 expert) interview.

**Q** Each year you give a theme. This year is the second wave. Why?

**A** We are entering a critical phase in the evolution of this space. The first wave was driven by those brave early adaptors who experimented with tech, use cases, pricing models etc. Some succeeded. Many struggled. Even the best scenarios were painful and expensive. We’ve learned a lot. As we edge into the second wave, all efforts from this point forward should benefit from the efforts and outcomes to date. The key is to be able to tap into the new collective wisdom on RPA and AI. IRPA AI is serving as the clearinghouse and platform for this.

**Q** Are things getting easier or tougher as we’re several years into this?

**A** It’s depends. If you are about to embark upon a basic RPA journey, it’s easier. There are many use cases and many more experienced advisors to help you, then there were even 24-months ago.

Q

How is second wave manifesting itself into the Automation Innovation Conference?

A

My intent with this year's program in December is to enable our attendees in NYC and London to tap into this second wave and meet leading practitioners, avoid common mistakes, de-risk their efforts and accelerate mean time to benefits. If you have any plans in 2018 involving the buying, selling or advising in this space, you really should join us. You don't want to be doing first wave automation in a second wave world.

Join us at the **Automation Innovation Conference**, this **December** in **NYC** and **London**. This event is the **first and only association-run automation event**, focusing on "Exploiting the Second Wave" of automation, including RPA, intelligent automation and artificial intelligence.

**4<sup>th</sup> Annual Automation Innovation Conference**

December 5-6, 2017

Bohemian National Hall, NYC

**Cost:** Buyers – Free | Providers/Influencers - \$1,295

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**3<sup>rd</sup> Annual Automation Innovation Conference**

December 13, 2017

St. Pauls 200 Aldersgate, London

**Cost:** Buyers – Free | Providers/Influencers – 880 GBP

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## About the Founder



Frank J. Casale is Founder and CEO of the Outsourcing Institute (OI) as well as the Institute for Robotic Process Automation (IRPA). Established in 1993, OI is a global marketplace and community of 70,000+ executive members including leading practitioners, service providers, advisors, thought leaders, industry observers and analysts. The mission of OI is to leverage the collective wisdom and best practices of this evolving outsourcing ecosystem along with the latest abilities of internet technologies to enable powerful alternatives for learning, networking, career development, publishing, transacting and relationship management for those in the outsourcing arena.