

3RD



**AUTOMATION  
INNOVATION  
CONFERENCE**

Global Conference On Automation

[www.irpaa.com/events](http://www.irpaa.com/events)

**ST. PAULS 200 ALDERSGATE, LONDON, EC1A 4HD**

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.



**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

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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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# Expert Speaker Line-Up



Matz Lukmani  
Attribution Product Lead  
**Google**



Sebastian Zeiss  
VP Automation &  
Department Development  
**Deutsche Telekom**  
Technical Services



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



Jesper Rosenbeck  
Lysemose, Consultant,  
**Danske Bank**



Homan Haghighi  
RPA & Automation Evangelist  
**ISG**



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



Tomasz Mituta  
Former and Designer of  
RPA for Shared Service  
Centers



Marcus Glover  
Managing Director  
**Deutsche Bank**



Gemma Lewis, RPA (Robotic  
Process Automation) &  
Innovation Lead,  
Technology Solutions  
Team, UK Business Services,  
**National Grid**



Guy Kirkwood  
Chief Evangelist  
**UiPath**

# Expert Speaker Line-Up



John Willmott  
CEO  
**Nelson Hall**



Robin George  
AVP - Business Development  
**EdgeVerve**



David Poole  
Co-founder and CEO  
**Symphony**



Kevin Parikh  
Founder & Global CEO  
**Avasant**



Chris Gibbons  
Program Lead - RPA  
**Royal Philips**



Jacob Anthonen  
Chief Consultant, Anti-money  
Laundering (AML),  
**Danske Bank**



Madhvi Tailor  
Process Improvement  
Analyst  
**Lloyds Banking Group**



Anupam Govil  
Partner  
**Avasant**



Marianne Kolding Vice  
President, European  
Services Research  
**IDC**



Andrew Burgess  
Director  
**AJBurgess Ltd**

# Expert Speaker Line-Up



Al Tepper  
Founder  
**TepFu Disruptive  
Marketing Agency**



# Next Gen Sales & Marketing Strategy Day

Tuesday, December 12, 2017



Only Available For First 50 Providers + Influencers

Morrison & Foerster One  
Ropemaker St London EC2Y 9AW

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 7-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



David Poole  
Co-founder and CEO  
**Symphony**



Al Tepper  
Founder  
**TepFu Disruptive Marketing Agency**



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

5:00PM - 6:00PM

Cocktail Reception and Networking



**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 7-page white paper that explores industry insights, advice from the experts and the keys to success.

# Main Conference

Wednesday,  
December 13, 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: Robotics & Cognitive Computing  
Game-Changer in Fostering Digitisation &  
Business Innovation**

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**

9:00AM - 9:30AM

**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.

9:50AM - 10:20AM

**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?



Robin George  
AVP - Business Development  
**EdgeVerve**



Chris Gibbons  
Program Lead - RPA  
**Royal Philips**

9:30AM - 9:50AM

Networking Coffee Break



# Main Conference (Cont.)

Wednesday,  
December 13, 2017

## 10:20AM - 10:50AM 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



Guy Kirkwood  
Chief Evangelist  
**UiPath**



## 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.



Speaker TBD

## 11:20AM - 11:50PM Client Case Study - Deutsche Bank: Implementing RPA Across Organizations

Implementing RPA across organizations, requires multiple skill sets, 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.

- 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



Marcus Glover  
Managing Director  
**Deutsche Bank**



# Main Conference (Cont.)

Wednesday  
December 13, 2017

11:50PM - 12:50PM

Networking Lunch



12:50PM - 1:30PM

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?

### Moderator:



Andrew Burgess  
Director  
AJBurgess Ltd

### Panelists:



Jesper Rosenbeck Lysemose  
Consultant  
Danske Bank



Marianne Kolding  
VP, European Services Research  
IDC

Track B

Is Bangalore the Next Detroit?

Bangalore's massive growth over the past 2 decades has been driven by the IT boom and the rise of business process outsourcing, but now advances in RPA and AI threaten the city. A recent report from FICCI predicts that over 20% of Indian jobs are at risk of going away by 2022 due to advances in RPA and AI. Is Bangalore the next Detroit? Much like Detroit came to dominate the auto industry, so too did Bangalore in BPO. Also much like Detroit, the foundational business models are now losing inertia due to more cost-efficient technology solutions. As Indian offshore providers downsize their workforce, massive unemployment leads to depressed real estate values and social upheaval. Join this session to hear the predictions and propositions of experts.

### Moderator:



Anupam Govil  
Partner  
Avasant

### Panelists:



Homan Haghighi  
RPA & Automation Evangelist  
ISG

1:30PM - 1:40PM

Time to switch rooms!

1:40PM-2:30PM

Breakout Sessions Two

# Main Conference (Cont.)

Wednesday  
December 13, 2017

## 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
- 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**



Madhvi Tailor  
Process Improvement Analyst  
**Lloyds Banking Group**



Jacob Anthonsen  
Chief Consultant, Anti-money  
Laundering (AML),  
**Danske 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

### Moderator:



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

### Panelists:



Tomasz Mituta  
Former and Designer of RPA for Shared Service Centers



Gemma Lewis  
RPA (Robotic Process Automation) & Innovation Lead,  
Technology Solutions Team, UK Business Services,  
**National Grid**



# Main Conference (Cont.)

Wednesday,  
December 13, 2017

2:30PM-2:50PM

Networking Break 

2:50PM - 3:20PM

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?



Frank Casale  
Founder

**Institute of Robotic Process Automation & Artificial Intelligence (IRPA AI)**



John Willmott  
CEO

**Nelson Hall**

3:20PM-3:50PM

Coming Singularity - Does AI Usher in a Wonderful New World for Each of us as individuals, or is it the end of society as we know it?

Digital Singularity is now omnipresent, and it's doing nothing less than rewiring human society. The traditional brick-and-mortar approach to selling consumer goods is disappearing—fast, and the very definition of what constitutes work—and what constitutes value—is shifting beneath us. There is profound uncertainty in all this change, but there is also profound, unparalleled opportunity that's happening before our eyes.

In this session, we'll talk about the society-wide solutions that the Digital Age demands, and we'll argue a case for why humankind is better positioned to engineer those solutions than ever before.



Kevin Parikh  
Founder & Global CEO

**Avasant**

3:50PM-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 - 5:00PM

Machine Learning to the Rescue - A Google Perspective!

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**

5:00PM - 5:15PM

Closing Remarks

5:15pm - 6:30pm

Cocktail Reception

 WorkFusion



# Thank You to Our London Sponsors

## Gold Sponsor:



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](http://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>.



Automation Anywhere is the global leader in enterprise-grade comprehensive Robotic Process Automation platform with built-in cognitive solutions and analytics. Over 500 of the world's largest brands use our platform to create and manage their Digital Workforce and scale their business processes faster, with near-zero error rates, while dramatically reducing operational costs.

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AssistEdge, our flagship offering in the automation space, is an award winning, proven and scalable platform that helps enterprises in end-to-end service modernization through automation thus reducing operational costs by 20%. For details, please visit: [www.edgeverve.com/assistedge](http://www.edgeverve.com/assistedge).



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softomotive

We talk automation

Softomotive offers sharp business solutions, premium support and professional services that organisations need to get the most out of their enterprise automation. Trusted by more than 6,000 companies worldwide, Softomotive is one of the leading Robotic Process Automation providers. The company has been operating for more than 10 years in the software automation market, and offers the most reliable and scalable automation solutions, bridging the gap between best-of-breed technology and continuous innovation to deliver true business transformation. [www.softomotive.com](http://www.softomotive.com)



HelpSystems provides RPA plus enterprise automation that aligns IT and business goals to help organizations build a competitive edge. The Automate RPA and Automation Suite has helped more than 3,000 customers meet the entire spectrum of automation requirements. As your business requirements grow, Automate easily and cost-effectively scales along with you.

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- Breakfast & Lunch
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REGISTER NOW

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