

4TH



AUTOMATION  
INNOVATION  
CONFERENCE

Global Conference On Automation

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



BOHEMIAN NATIONAL HALL, 321 EAST 47TH 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.



**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



INSTITUTE FOR ROBOTIC  
PROCESS AUTOMATION  
& ARTIFICIAL INTELLIGENCE



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



Karen Inbar, Solution  
Marketing Manager  
**NICE**



Gary Andreassen  
Sales Executive  
**Arago GmbH**



Ed Susman  
Managing Partner  
**Ed Susman Consulting**



Larry Bissinger  
**Advisory Board Member**



Gunilla A Sundstrom  
Global Enterprise Risk Officer  
**Deutsche Bank**



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



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



# Expert Speaker Line-Up



INSTITUTE FOR ROBOTIC  
PROCESS AUTOMATION  
& ARTIFICIAL INTELLIGENCE



Kathleen Dockery  
Digital Business Automation,  
SVP Enterprise Architecture  
**KeyBank**



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



David Friedman  
Director, Automation COE  
Manufacturing & Automation,  
Global Servicing Network  
**American Express**



Matz Lukmani  
Attribution Product Lead  
**Google**



Jomel Angat  
Sr. Managing Lead, Smart  
Process Automation &  
Robotics Center  
**Fannie Mae**



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



Ilene Holterhoff  
Senior Director, Service  
Experience Tools & Automation  
**ADP**



Gregory North  
Principal, Digital  
Transformation,  
**Outsourcing Institute/IRPA**  
& Former CPO, **Xerox**

# Expert Speaker Line-Up



INSTITUTE FOR ROBOTIC  
PROCESS AUTOMATION  
& ARTIFICIAL INTELLIGENCE



Dan Rullman  
Senior Business Process Manager  
**Microsoft**



Tom Lang  
Vice President  
**Wipro Technologies**



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



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



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



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



Tom Ivory  
Head of Strategic Innovation,  
Application Services  
**Capgemini**



Paul Pinto  
Vice President  
**DISYS**



# Expert Speaker Line-Up



INSTITUTE FOR ROBOTIC  
PROCESS AUTOMATION  
& ARTIFICIAL INTELLIGENCE



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



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



Frank Seiferth  
Senior Director  
IRPA Network, Automation  
Accelerator



Gary Andreassen  
Sales Executive  
Arago GmbH



Melvin Steals  
Senior VP  
PNC Bank



Anupam Govil  
Partner  
Avasant



Gunilla A Sundstrom  
Global Enterprise Risk Officer  
Deutsche Bank



Ed Susman  
Managing Partner  
Ed Susman Consulting



# Expert Speaker Line-Up



INSTITUTE FOR ROBOTIC  
PROCESS AUTOMATION  
& ARTIFICIAL INTELLIGENCE



NEW

Craig Seebach  
Vice President, Business Strategy  
Enterprise WFO  
**Verint**



NEW

Atul Vashistha  
CEO  
**Neo Group**



NEW

Boris Krumrey  
Chief Robotics Officer  
**UiPath**



NEW

Clay Calhoun  
Partner  
**ISG**



NEW

David Kirk  
Managing Director  
**KPMG**



NEW

Ashwin Ashok  
Senior Manager  
**Automation Anywhere**



NEW

Daniel Laun  
Director of Global RPA  
Sales and Partnerships  
**HelpSystems**



NEW

Don Hoover  
RPA Solutions Lead  
**Prudential Financial**

# Expert Speaker Line-Up



INSTITUTE FOR ROBOTIC  
PROCESS AUTOMATION  
& ARTIFICIAL INTELLIGENCE



Shaun Dawson  
AVP BPS Automation  
Implementation  
**Cognizant**



Kevin Kroen  
Partner  
**PwC**



Gene Chao  
Global VP - Cognitive  
Enterprise Automation  
**IBM Global Business Services**



Michael Prokopis  
VP, Strategy & Innovation  
**OnProcess Technology**



Tim Leger  
SVP, Business Transformation  
**Sutherland**



Rich Lander  
VP, Business Transformation  
**Sutherland**



Weston Jones  
Partner  
**EY**



Justin Simpson, Sr.  
Supply Chain  
Operations Manager  
**Avaya**



# Expert Speaker Line-Up



INSTITUTE FOR ROBOTIC  
PROCESS AUTOMATION  
& ARTIFICIAL INTELLIGENCE



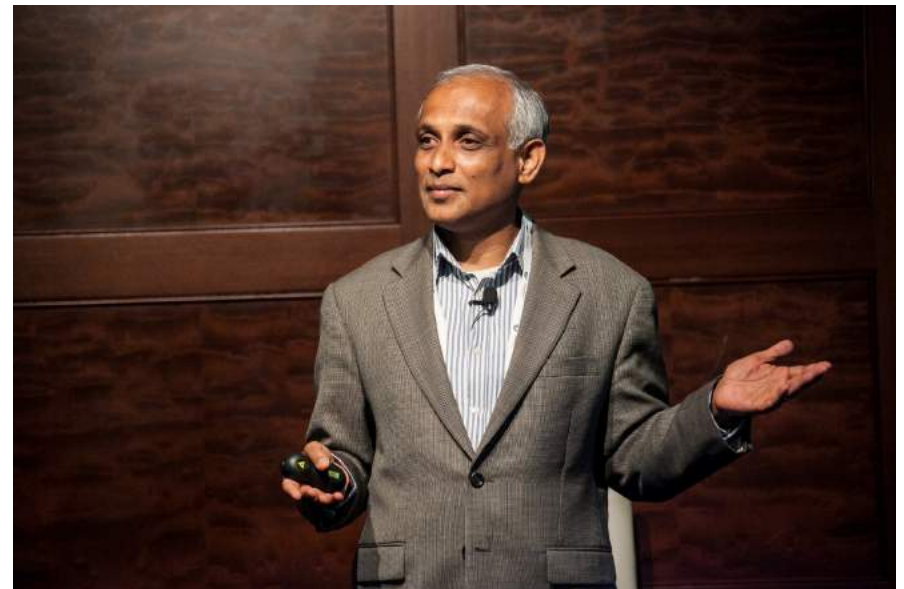
George Kaczmarczyk  
Principal  
EY



Joseph Mohacsi  
Solutions Architect  
IRPA Network, Automation  
Accelerator



Michelle Lee  
Partner  
PwC





# Next Gen Sales & Marketing Strategy Day

Monday, December 4, 2017

NEW

Only Available For First 50 Providers + Influencers

Holland & Knight 31 West 52nd Street  
New York NY 10019

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



Thomas Young  
Managing Partner  
Rumjog Enterprises



Frank Casale  
Founder  
IRPA AI



Tom Lang  
Vice President  
Wipro Technologies



Gene Chao  
Global VP - Cognitive  
Enterprise Automation  
IBM Global Business Services

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

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  
– A Google Perspective!**

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

**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.



George Kaczmarczyk  
Principal  
**EY**



9:30AM - 9:50AM

Networking Coffee Break



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?



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



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



# Main Conference

Tuesday  
December 5, 2017

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.

## Moderator:



Tom Lang  
Vice President  
**Wipro Technologies**



## Panelists:



David Kirk  
Managing Director  
**KPMG**



Weston Jones  
Partner  
**EY**



Clay Calhoun  
Partner  
**ISG**



Kevin Kroen  
Partner  
**PwC**

10:50AM - 11:20PM **Client Case Study - PNC’s Transformation Toolkit: Why Combining RPA with Cognitive is Essential**

Nearly every big company has an automation initiative, but most are focused on “citizen developers” automating tasks with bots in a slow, linear fashion. Forward thinking businesses, however, are focused on “digitizing journeys” which transform entire end-to-end processes by combining RPA, workflow, and cognitive automation. In this presentation by Mel Steals, SVP of Strategic Planning for PNC Treasury Management, you’ll learn: How the country’s 8th largest bank began its transformation efforts What capabilities PNC identified as essential Why combining RPA and AI is critical to their success What PNC have achieved to date



Melvin Steals  
Senior VP  
**PNC Bank**



11:20AM - 11:50AM **Client Case Study - OnProcess Technology’s Journey to Automation**

Delivering managed services in the post-sale supply chain is highly complex and mission critical encompassing customer service and parts dispatch to field service and product return/repair. Providing our clients with the highest service levels and compliance is our utmost priority. Learn how OnProcess began its automation journey from initial concept to selection of business use cases and is leveraging NICE’s capabilities to drive greater operational efficiencies while effectively scaling the business without adding headcount and delivering superior customer experiences.



Michael Prokopolis  
VP, Strategy & Innovation  
**OnProcess Technology**



11:50PM - 12:50PM **Networking Lunch**





# Main Conference (Cont.)

Tuesday  
December 5, 2017

12:50PM - 1:30PM Breakout Sessions One

## Track A 2018: The Shift to Enterprise AI

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:



Gregory North  
Principal, Digital Transformation, **Outsourcing Institute/IRPA** & Former CPO, **Xerox**

### Panelists:



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



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



Shaun Dawson  
AVP BPS Automation Implementation  
**Cognizant**

## 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

### Moderator:



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

### Panelists:



Atul Vashistha  
CEO  
**Neo Group**



Jomel Angat  
Sr. Managing Lead, Smart Process Automation & Robotics Center  
**Fannie Mae**

# Main Conference (Cont.)

Tuesday  
December 5, 2017



Daniel Laun  
Director of Global RPA Sales and Partnerships  
**HelpSystems**

1:30PM - 1:35PM Time to switch rooms!

1:35PM-2:15PM 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"?

### Moderator:



Anupam Govil  
Partner  
**Avasant**

### Panelists:



Ilene Holterhoff  
Senior Director, Service Experience Tools & Automation  
**ADP**



Don Hoover  
RPA Solutions Lead  
**Prudential Financial**

# 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

### Moderator:



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

### Panelists:



Kathleen Dockery  
Digital Business Automation, SVP Enterprise  
Architecture  
**KeyBank**



Tom Ivory  
Head of Strategic Innovation,  
Application Services  
**Capgemini**



David Friedman  
Director, Automation COE, Manufacturing  
& Automation, Global Servicing Network  
**American Express**



Craig Seebach  
Vice President, Business Strategy  
Enterprise WFO  
**Verint**

2:15PM-2:35PM

Networking Break





# Main Conference (Cont.)

Tuesday  
December 5, 2017

2:35PM - 3:05PM

## Client Case Study: RPA – A Major Cog in Microsoft’s COGS

RPA ensures timely and accurate payouts to partners, simplifies the payout process, and performs quality assurance checks that are simply not achievable through human capital. Microsoft’s Royalties group is leveraging RPA in the Microsoft stack (Azure to PowerBI) to digitally transform the Royalty payout processes. RPA is the major cog connecting royalty calculations to the generation and distribution of partner payments and statements, as RPA assesses the risk throughout the process, Royalties is able to process payouts in a touchless fashion.



Dan Rullman  
Senior Business Process Manager  
**Microsoft**



3:05PM - 3:35PM

## Artificial Intelligence and Robotic Process Automation - Boom or Doom?

Today AI no longer exists only in the realm of science fiction. We have a solid theoretical foundation of AI technologies and the computing means to reach a super-human level to master video games of the 80s, chess and even far more complex board games like Go. Combine these AI capabilities with Robotic Process Automation to create a digital workforce which complements the human workforce, the business case and benefits are easily made. The process automation opportunities of increasing productivity, quality and accuracy of process operation, the possibility of new customer experiences using virtual assistants enable new business models and operational efficiency. But, how ready are we to adopt these AI and robotic technologies in our actual business operation? How do we prepare our organizations to face the fear of doom caused by the hype of AI and Robotic Process Automation? Do we just do nothing and wait until someone has found the magical formula to have a digital workforce boom? Or are there key factors which turn the robotic transformation journey into a success story?



Boris Krumrey  
Chief Robotics Officer  
**UiPath**



3:35PM - 4:05PM

## 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.



Ashwin Ashok  
Senior Manager  
**Automation Anywhere**



Kathleen Dockery  
Digital Business Automation, SVP Enterprise Architecture  
**KeyBank**

# Main Conference (Cont.)

Tuesday  
December 5, 2017

4:05PM - 4:35PM Strategy Session: Gaining Competitive Advantage Through Digital Transformation Journey

Does your organization have an automation strategy in place that will utilize future emerging technologies? Have your business processes been transformed to support the digital enterprise? Today, every business faces the threat of disruption as markets rapidly evolve and new competitors emerge. Companies that adapt and become agile digital enterprises will be the industry leaders of tomorrow. To stay ahead, enterprises must implement comprehensive digital transformations that will impact every business process. Each organization's digital strategy and transformation journey is unique. They are not linear paths and have no true end since technology and digital disruption are constantly presenting new challenges and opportunities. Sutherland, a leading process transformation company, describes three stages of a company's digital transformation journey: 1. Digital Competence 2. Digital Usage 3. Digital Enterprise In this session, Sutherland will present 3 case studies from the 3 phases of the digital process transformation journey.



Tim Leger  
SVP, Business Transformation  
**Sutherland**



Rich Lander  
VP, Business Transformation  
**Sutherland**



Justin Simpson, Sr.  
Manager of NAR Service Supply Chain  
and Global Reverse Logistics,  
**Avaya**

4:35PM - 5:05PM Automation and Artificial Intelligence Across the Enterprise

What is intelligent automation (IA)? Where and how do you get started? If you are asking these questions, then this presentation aims to answer them for you. Automation has been around for many years. Today, the combination of updated technology, lower cost, and digital reinvention have caused automation to become a more critical business component, with unprecedented business, process and economic impact. During this session, we'll contextualize the IA journey as a three-part continuum -- basic, advanced and intelligent automation -- while we discuss how we differentiate between them.

We believe that IA is where the real value and impact lie, and we'll discuss steps you can take to realize its vast enterprise wide potential. Ultimately, organizations should strive for a system that combines a digital labor strategy, active change management and a culture of continuous improvement. As a result, the traditional operating model will move from people supported by process and run by technology, to process run by technology (digital workforce) and supported by people.



Gene Chao  
Global VP - Cognitive  
Enterprise Automation  
**IBM Global Business Services**



# Main Conference (Cont.)

Tuesday  
December 5, 2017

5:05PM - 5:50PM

CLOSING 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



5:50PM - 6:00PM

Closing Remarks

6:00pm - 7:00pm

Cocktail Reception



 WorkFusion





# 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 & RPA 101

Foley & Lardner -90 Park Avenue,  
New York, NY 10016

- 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
- 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



Joseph Mohacsi  
Solutions Architect  
IRPA Network, Automation Accelerator

## Training/Workshop B: Building an Automation Business Case

Kelley Drye - 101 Park Avenue,  
New York, NY 10178

- 8:30AM-9:00AM Registration & Networking
- 9:00AM-9:10AM Introductions
- 9:10AM-10:00AM Building an Automation Business Case
- Why a business case is essential to getting to "Yes" from both seller and buyer perspective
  - Why business case needs to be joint effort between seller and the buyer
  - What 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 The Avaya & Sutherland Partnership
- 11:00AM - 11:45AM Panel: What's Required for a Successful Digital Transformation Business Case?
- 11:45AM - 12:00PM Closing Remarks



Gary Andreassen Sales Executive  
Arago GmbH



Michelle Lee, Partner, PwC



Frank Seiferth Senior  
Director IRPA Network,  
Automation Accelerator



Justin Simpson, Sr.  
Supply Chain  
Operations Manager  
Avaya



# 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

Loeb & Loeb - Loeb & Loeb LLP, 345 Park Ave, NY, NY 10154 - 21st Floor

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

**Sold Out**

9:40AM - 10:00AM Group Presentations

10:00AM - 10:25AM What's challenges do you see in standing up your CoE?

10:25AM - 10:45AM Networking Break

10:45AM - 11:05AM Group Presentations

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 Enterprise Risk Officer, **Deutsche Bank**



Ed Susman Managing Partner  
**Ed Susman Consulting**



# Thank You to Our Sponsors

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