



INSTITUTE FOR ROBOTIC
PROCESS AUTOMATION
& ARTIFICIAL INTELLIGENCE

Strategic Session: Gaining Competitive Advantage Through Digital Transformation Journey

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AVAYA



Today's Speakers



Tim Leger
SVP, Business Process Transformation
Sutherland



Justin Simpson
Senior Manager of Global Reverse Logistics
Avaya

Easy is hard.



Riding the Digital Wave

How many of you, or your client's,
are looking to gain competitive advantage through
digital transformation?



Burned by Bots

- “Biggest hurdle is legacy baggage”
- Underestimated change management in reskilling workforce and adapting to their digital colleagues
- “Random acts of automation” not linked to a digital strategy or transformation objectives
- Implementation of “digital tools” without a cohesive roadmap
- RPA is more complex and takes longer to implement than advertised

Intelligent Digital Automation Platform

- 1) Is there an automation strategy in place that can harness future emerging technologies?
- 2) Have business processes been transformed to support the digital enterprise?

Where are you on your digital transformation journey?



The Digital Novice: *Beginner*

- Created a strategy
- Assessed readiness
- Defined success
- Gained executive support



Case Study: *An international imaging systems provider develops a transformation strategy*

The Digital Competence: *Advanced*

- Established robust change management program
- Determined approach and identified opportunity
- Implemented automation successfully
- Measured success & celebrated wins



Case Study: *A global automotive parts distributor/retailer achieve its digital transformation goals*

The Digital Enterprise: *Experts*

- Measured success
- Redefined objectives
- Re-evaluated technological advancements
- Drove ongoing management of change



***Case Study: A Fortune 500 communication technology manufacturer
address challenges with sales and supply chain operations***

Provider of Business Collaboration & Communications Solutions

Revenue

- **\$3.8B** revenue
- Fortune 1000®
- **11K+** sales partners driving **75%** of revenue

Products & Patents

- **#1** worldwide in:
 - Telephony Systems
 - SME Telephony
 - Contact Center
 - Voice Maintenance
- **5400** patents & applications
#136 of US patent holders
- **>100** product releases in FY16
- **Double digit Y/Y growth** in cloud/managed services

Global Reach

- **300K+** customers in **1M+ locations**
- **28** global delivery support centers handling **2M+** service requests annually
- **9K+** employees in over **50** countries

Top 3 Lesson's on Riding the Digital Wave

1. *Self-evaluation*
2. *Engage a strategic partner*
3. *Continuous improvement based on lessons learned*

After riding one wave we are constantly looking for the next and learning from each ride.

Digital Transformation Objectives

- **Improve end-to-end customer experience**
- **Reduce complexity and standardize processes**
- **Streamline the integrated office**
- **Drive bottom line savings**



Approach to Addressing Digital Automation Transformation Challenges

Challenges

- Decentralized customer interfaces
- Lack of integration for better customer experience
- Manual and inconsistent processes

Solutions

- Processes assessed & transformed
- End-to-end integrated digital platform with a single point of entry
- Process automation using business rules

Outcomes

- Cost savings
- Customer compliance
- Single point of truth
- Customer experience

Questions