

# Benefits of Software As a Service & AI



Terry Walby, the Chief Executive at Thoughtonomy, sat down with Frank Casale, the Founder at IRPA AI, to discuss the future and potential of artificial intelligence (AI) and intelligent automation. Additionally, he delves into the benefits of a software as a service platform, and how it provides an on-demand digital workforce, which can be taught to execute any process that is defined by rules and logical structure in this 3x1 (3 questions, 1 expert) interview.

**Q** How in your opinion has this industry evolved in the last 3 years?

**A** The market has matured significantly in the last 3 years, but is still very much in its early stages. Many of the larger organizations have begun their journey to deploy RPA into their operations and some have made significant investments and seen strong returns, while others are still in the early stages of deployment. Some of those running at scale are starting to experience the challenges of running a large automation center, and the limitations of RPA without the catalyst to value that comes from adding intelligence into the mix. But the vast majority of the worlds businesses in the private and public sectors are yet to begin the journey, and many are yet to realize the potential for this technology to deliver enormous benefits.

**Q** Your approach and focus is on intelligent automation as a service. Why is this better than buying RPA software?

A

Our software as a service platform combines cloud-based architecture, RPA and AI technologies to deliver a Virtual Workforce on demand. This provides organizations of all sizes with access to an on-demand digital workforce that can be taught to execute any process which is defined by rules and logical structure. RPA provides frictionless integration into existing systems and applications, while AI allows us to manage and translate unstructured or ambiguous information and data, as humans do, in order to execute work. What it also facilitates, is continuous learning, allowing the platform to autonomously tune its performance, scale its resources and manage its workload to meet business service levels. Delivering it as a platform, removes both the capital and operational overhead associated with buying, building and running software tools, and allows us to continually develop and deploy new and enhanced functionality as the technology evolves. We live in an as-a-service economy, where more and more of our products and services are delivered on-demand. For us, the delivery of digital labor, in the same way, is absolutely core to supporting customers evolving landscape and the future of work.

Q

What is your advice to those who have not yet started their automation journey, but are about to?

A

The best advice is to get started. The tech has a low barrier to entry from a technology and commercial perspective, so needs to be thought of differently from standard enterprise software deployments. The value it delivers is into the business, where functional owners can realize huge efficiencies, and create new service offerings built on a foundation of digital labor. Our advice, is to start small and scale fast, build iteratively and progressively. Think like a startup, where customer-led design allows the rapid delivery, testing and industrialization of functionality. But don't do that in a lab, or a proof-of-concept facility, do it for real, in production, against real use cases - do it on an architecture built for enterprise class operations. Do it on a platform that is not tied to a role, function or process. Treat it, not as a software product, but as digital labor, part of the augmented workforce of the future.

IRPA AI is offering a **complimentary briefing** on the **benefits of intelligent automation** for IT operations. To **schedule a 30-minute briefing**, email [Carrie.Simon@irpanetwork.com](mailto:Carrie.Simon@irpanetwork.com).

As a special offer for IRPA members, Thoughtonomy are providing Process Selection Workshops (PSW) free of charge. To schedule your PSW, email [jen.rolfe@thoughtonomy.com](mailto:jen.rolfe@thoughtonomy.com).

# About Terry Walby



Terry Walby is the founder of and chief executive at Thoughtonomy. Thoughtonomy is an award winning automation technology company whose software as a service (SaaS) platform combines the principles of robotic automation (RPA), cognitive artificial intelligence (AI) and cloud computing to provide a highly secure and infinitely scalable virtual workforce. Terry has a depth of experience in developing and scaling businesses, delivering innovation and optimization into end-user organizations in both the public and private sectors and to the service provider and outsourcer community who serve them. Prior to Thoughtonomy, Terry spent a career in leadership of technology and IT services businesses including senior roles with IBM and GE Capital, as a Director at European outsourcer Computacenter, where he built their consulting and technology businesses, and as Managing Director of automation specialist IPsoft.

# About Frank Casale



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.