

# ORCHESTRATING AUTOMATION

## Making AI Walk the Talk

# Introduction

Automation has revolutionized industry and helped companies realize increased efficiency, greater innovation, and higher profits. Research conducted by IRPA and NTT data shows that 70% of companies have implemented a robotic process automation (RPA) solution, and the majority are planning to expand their implementation.<sup>1</sup> Clearly, RPA is a major and growing part of the short- and long-term strategies for most companies. However, RPA is only the beginning of a company's automation journey. As technology advances, more evolved intelligent automation will allow companies to achieve a greater level of effectiveness and innovation than ever before.

## AUTOMATION ORCHESTRATION CHALLENGES

As enterprises realize the benefits of automation, many are looking for new solutions that bring their automation efforts to the next level. Automated tools that manage and execute accounting tasks, data entry, HR, IT support, procurement and practically every other business function are becoming common, but many companies are finding it difficult to coordinate these diverse solutions and maximize their effectiveness. Simply adding more traditional automation solutions delivers diminishing returns to the business. In order to get more out automation solutions, it is critical that companies begin consolidating control of automation and making it simpler for end users to leverage in their day-to-day tasks. RPA has already delivered significant benefits to enterprises, but intelligent automation provides the opportunity to extend these benefits further.

Common automation challenges include:

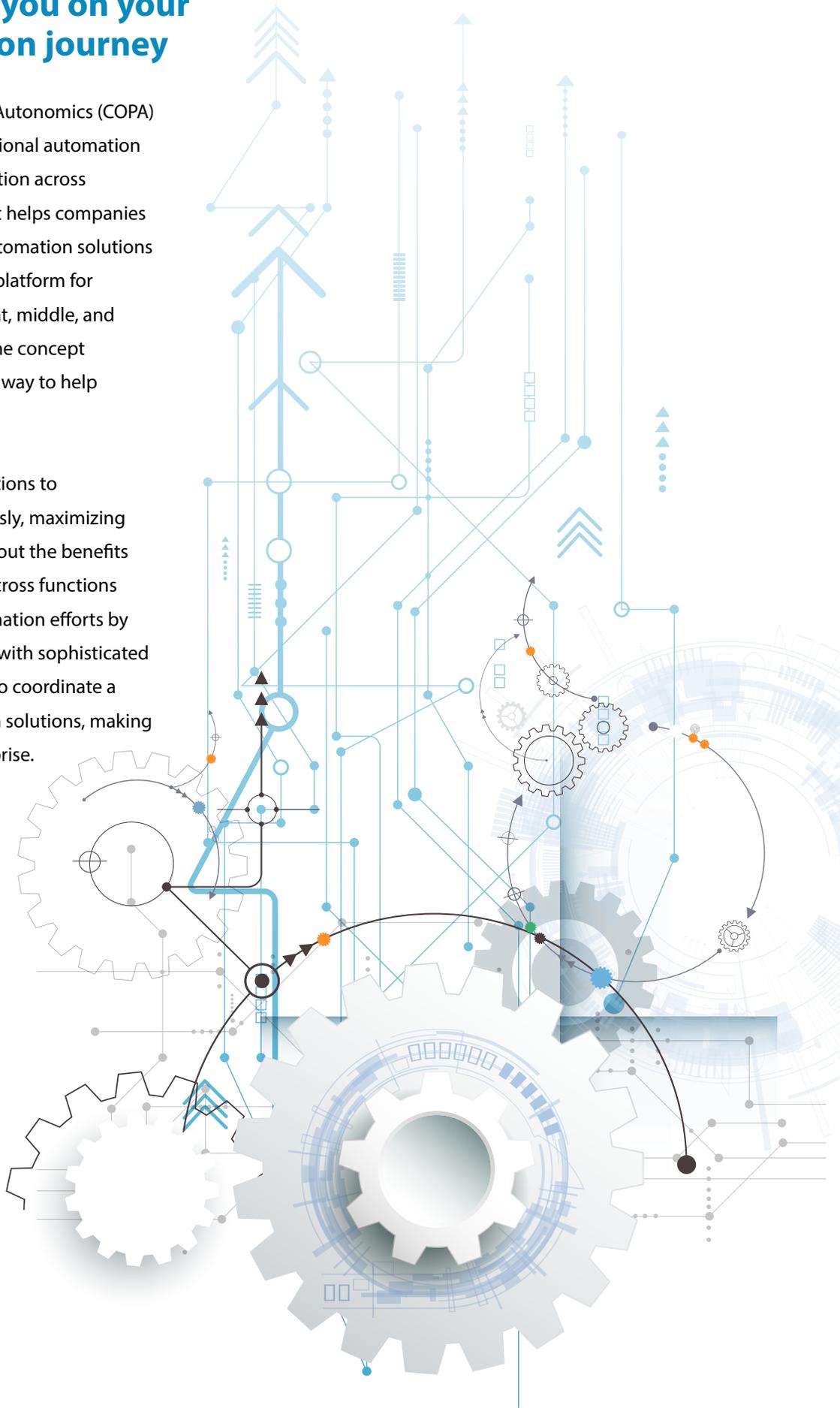
- **A lack of usability** – One the greatest challenges of automation is finding solutions that are not only reliable, fast, and effective, but also highly usable. Too often, companies focus on the features and functionality of a system, without considering how users will actually interact with it. This often leads to powerful and expensive tools that go unused. To ensure that automation solutions deliver real value, it is important that end-users can interact easily with them and take advantage of their benefits. This allows companies to get the full value from their automated solutions.
- **Siloed systems** – As enterprises implement a growing number of automation solutions, it becomes more difficult to manage, control, and use them in collaboration. In order to create systems that work together and cross inter-organizational boundaries, it is important to have a centralized platform that spans every automation solution. This allows everyone in the enterprise to take advantage of automation, improves the performance of automation systems, and simplifies administration and management. It also allows the company to develop and oversee enterprise-wide automation goals, rather than focusing on individual business units and solutions.
- **Not focusing on outcomes** – Many companies implement automation solutions because they are powerful or innovative without focusing on the actual business benefits they deliver. This is a backwards approach. Some automation solutions have intriguing functionality, but little practical application in day-to-day operations. New solutions should only be used if they help to achieve a business objective. Rather than focusing on features and performance, start with a goal and find a solution that best helps the company achieve it.

[1] Survey conducted by Institute for Robotic Process Automation and Artificial Intelligence, sponsored by NTT DATA

# How COPA can help you on your digital transformation journey

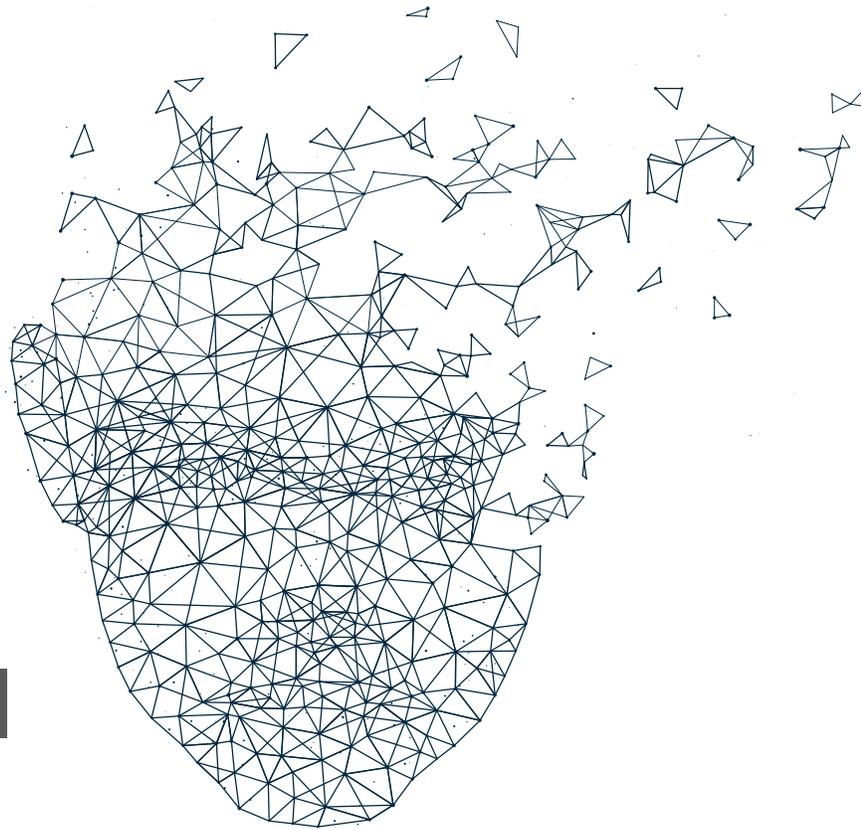
HCL's Cognitive Orchestrated Process Autonomics (COPA) is a radical reimagining of the transactional automation approach and offers full-stack automation across services, processes and IT landscape. It helps companies maximize the effectiveness of their automation solutions by creating a centralized, easy-to-use platform for enterprise-wide automation. With front, middle, and back office solutions, COPA expands the concept of automation, offering an automated way to help orchestrate solutions for the business.

Its unified office approach allows solutions to communicate and coordinate seamlessly, maximizing productivity and innovation. It brings out the benefits of artificial intelligence to processes across functions that are not a part of traditional automation efforts by combining user-friendly functionality with sophisticated AI technologies. COPA has the ability to coordinate a diverse range of digital transformation solutions, making automation more usable in any enterprise.



# What makes COPA unique?

COPA is not just another process automation solution. It is, instead, a centralized enterprise-wide orchestrator of automation. This allows it to go far beyond robotic process automation and integrate automation into the workflow to an unprecedented extent. This allows companies to take their automation efforts to the next level and dramatically improve the efficiency of their workforce.



1

## COPA makes AI walk the talk

Most process automation offerings focus on one of two things: executing activities for low-level tasks (walking), but do not emphasize experience, speed, or understanding queries (talking). COPA represents a significant departure from this model, orchestrating these two elements and giving it the ability to “walk the talk.” COPA is powered by innovative A.I. modules that enable unprecedented intelligent automation across the entire enterprise. With the solution, users can easily communicate their needs and have those requests initiate real action through backend RPA solutions. This helps seamlessly integrate automation into the workflow. When AI “walks the talk,” it helps improve the operations of companies through enhanced user experience across a wide range of industries and business processes.

2

## COPA provides a unified office experience

COPA connects front, middle, and back office functionality, allowing users to quickly communicate their needs and have their requests translated into real action. This helps the company better coordinate activity and leverage automation more effectively. Users can apply automation to a greater number of tasks reaching across a greater breadth of activities.

## FRONT OFFICE

Automation and artificial intelligence both provide improvements to speed and efficiency. COPA goes beyond this by also offering a better user experience. This is delivered by HCL's front office component LUCY. LUCY is an enterprise-ready cognitive virtual assistant that combines advanced artificial intelligence, natural language processing, and contextual awareness, allowing end users to communicate their needs easily through Facebook messenger, Skype, Slack, Telegram, Amazon Alexa, Google Voice, Twilio, and several other platforms. LUCY can then provide an answer to a question or initiate a back or mid office process by connecting to the other COPA components.

## MID OFFICE

COPA's mid office functionality is delivered by proprietary DRYiCE A.I. modules, powered by a range of intelligent automation technologies that act as the centralized brain of the system. The component connects multiple systems across the enterprise, drawing insights and taking action by coordinating back-end components. It can perform rapid issue resolution and response, allowing companies to solve problems faster and maximize the efficiency of their workforce. The solution utilizes iParse to read a ticket and convert the parameters to the iRecommend matching algorithm to find the best solution to a query, iScrape to automatically read and extract documentation if the solution is not contained in the runbook, iKnowledge to gather and retrieve information about similar issues into a global repository, and iUnique to identify the same or similar tickets. All of these elements are constantly learning and improving, allowing the solution to solve problems more quickly and with less human input. This helps companies improve reliability and reduce costs in the enterprise.

## BACK OFFICE

COPA also incorporates back office RPA functionality, connected to the front office and mid office components. When a request is given to LUCY, the platform can direct that request to the relevant RPA component via proprietary DRYiCE A.I. modules and deliver information about the success of the operation. This allows users to access a centralized, easy-to-use interface for all RPA functionality, allowing a greater number of employees to take advantage of automation and use it more efficiently. COPA removes inter-organizational boundaries and allows the front office to have a direct line of communication to back office automation.

### From requests to real action

*COPA effectively connects front, middle, and back office functionality.*

## 3

### COPA adds new value

While RPA solutions are focused primarily on cost reduction, COPA goes far beyond this by adding real value to the company. Innovative applications of AI and machine learning allow companies to deploy novel solutions, services and products, giving them an edge in the increasingly competitive marketplace. Because it is simpler for non-technical users and connects a wide range of disparate functions across the entire company, COPA allows companies to gain benefits from processes across functions that have not been part of traditional automation efforts. This means that companies can deploy automation in novel ways, develop new products, services and business models and go farther on their digital transformation journey.

## COPA use cases

Because COPA offers better user experience, more flexibility and greater cohesion than many RPA solutions, it can be applied in more areas and used by those with minimal technical experience. From answering end-user questions to rapidly fixing IT issues, COPA allows companies to multiply their productivity and work smarter. This can help them realize significant benefits, including reduced costs, increased customer satisfaction, and improved utilization.

### UNIFIED CUSTOMER EXPERIENCE

COPA is built with LUCY, an AI-enabled cognitive virtual assistant, allowing it to interface directly with end users and communicate using natural language. This lets users access information, make requests, and solve problems without speaking to another person. LUCY can interface with the mid and back office components of COPA and deliver results directly to the user. This can significantly reduce costs while delivering a better experience for customers.

### IT ISSUE RESOLUTION

LUCY, iAutomate, and RPA can work together to rapidly solve IT issues without human intervention. Users can submit problem tickets via LUCY, while iAutomate quickly categorizes them, identifies the problem, and takes steps to fix it using back-end process automation. This creates a seamless experience for the end user, provides a faster response than if they had spoken to IT, and improves success rates.

### IT RESOURCE PROVISIONING

Many companies need to regularly provision servers and other IT resources for new applications and services. This can be a time-consuming process and presents many opportunities for human error that can have a major impact on the business. COPA allows companies to entirely automate this process, increasing reliability and speed while reducing costs. Users can simply ask for a new server using LUCY. The request will then be routed to the MyCloud component, which can automate the deployment process, allowing virtual servers to be provisioned in as little as four hours. This helps companies improve the scalability of their applications, reduce wasted time, and increase reliability. The IT team can also be freed to focus on other higher value activities that improve the efficiency, performance, and customer service of the organization.

### Utilization upgrade

*COPA allows companies to multiply their activity and work smarter.*

## ORDER PLACEMENT

COPA can effectively automate the internal and external order placement process from end to end. Users, whether they are outside customers or internal employees, can ask LUCY to place an order for them. LUCY will then ask for any clarifying details, create an order ticket, and route it to an RPA solution. The RPA solution will then automatically place the order in the company's order system and provide feedback that the order was successfully placed. This process offers many benefits over traditional order placement models. It allows for complete traceability of all transactions, reduces errors, and reduces the need for human resources. This helps companies control costs and deliver a better customer experience.

## RAPID ANALYTICS

Data can help companies make better strategic decisions, identify new markets, and stay ahead of the competition. However, it is often difficult for executives to fully leverage large datasets. Sifting through information and performing analysis can be prohibitively time consuming. COPA dramatically simplifies this process by offering advanced analytics via the easy to use LUCY interface. Users can simply ask LUCY a question and the system will access the relevant data, perform analysis on it, and present a visualization. Users also can gain access to AI-enabled predictive analytics via MYXALYTICS, allowing them to foresee trends and take proactive action.



## COPA in action: Case studies

COPA has helped countless companies orchestrate their automation efforts and achieve better productivity, lower costs, and better customer experience. From international manufacturers to small fintech companies, the COPA platform can be integrated into almost any business. Below are two examples of COPA's success in helping companies achieve their business goals.

### Case Study

*DRYiCE COPA enabled end-to-end automation for the world's second largest manufacturer of heavy-duty trucks*

#### SUMMARY & RESULTS

HCL Technologies was approached by a major heavy-duty truck, bus and construction equipment manufacturer located in Gothenburg, Sweden. A high error-rate caused by human interaction with 14 applications, irregularities in user authorization and a lack of visibility into application accessibility data hampered the client's business productivity. These problems were severely impacting user experience and hurting interactions with dealers.

To address these issues, HCL recommended implementing DRYiCE Lucy and RPA to enable end-to-end automation for user authentication. This would allow users to rapidly resolve issues and speed up execution at the application level.

After implementation, the client saw an over 80% reduction in service tickets from user access management, 100% traceability for all user role management transactions, and a 95% reduction in user access tickets.

### Case Study

*DRYiCE COPA automated over 90% of the cash reconciliation transactions for a global bank*

#### SUMMARY & RESULTS

A global banking and financial services company located in Germany was experiencing a long learning curve and time to market, coupled with an inability to meet service levels and major volume variance for cash reconciliation transactions. These issues were primarily caused by numerous manual touchpoints that introduced errors, lowered visibility, and slowed innovation.

To get help with these problems, the client contacted HCL, asking for advice about how to minimize the number of manual touchpoints and reduce errors. HCL recommended deploying smart process automation that turned most tasks over to bots. HCL also recommended increasing parallelism for bot tasks, allowing backlogged work to be processed faster. With these changes, the client was able to reduce transaction handling time by 95% and workload by 90%, allowing them to meet service levels and achieve faster time to market.

## Conclusion

COPA is not just another RPA solution, but a dramatic advancement in intelligent automation. It offers a flexible platform that can be applied in many different areas, helping to improve productivity, lower costs, and deliver innovation. Companies looking to take their automation efforts to the next level can rapidly realize benefits after implementing the system. By making AI walk the talk, the platform orchestrates high-level user experience and low-level tasks, creating a seamless experience for internal and external end users.

Automation has the power to transform the 21st-century enterprise, but leveraging the vast array of available solutions and making them work together in a cohesive way can be challenging. COPA overcomes that challenge, creating a unified automation platform that allows everyone in the company to take full advantage of automation. No longer must companies overcome difficult user interfaces and complicated integration challenges to use automation. HCL created COPA from the ground up to address these issues and deliver a results-oriented system that anyone can use to benefit from the vast power of automation.

If you'd like to learn more about COPA and how it is revolutionizing automation in the workplace, contact one of our representatives or [visit us online today](#).

The transformation solution calls for a comprehensive and relevant ecosystem that drives business goals and metrics. It will bring about intense collaboration between business functions, thus breaking existing silos while leading to compliance, adoption, and innovation. This transformation calls for effective change management and governance across different business and support functions, including emergent shadow IT. The new paradigm inevitably will help the enterprise become a leader in its respective market, leaving the laggards behind.



## **ABOUT THE SPONSOR: DRYiCE by HCL TECHNOLOGIES**

HCL Technologies (HCL) is a leading global IT services company that helps global enterprises reimagine and transform their businesses through digital technology transformation. HCL operates out of 32 countries and has consolidated revenues of US\$ 7.4 billion, for 12 months ended 30th September, 2017. HCL focuses on providing an integrated portfolio of services underlined by its Mode 1–2–3 growth strategy. Mode 1 encompasses the core services in the areas of applications, infrastructure, BPO and engineering & R&D services, leveraging DRYiCE™ Autonomics & Orchestration suite of products and platforms to transform clients' businesses and IT landscapes, making them 'lean' and 'agile'. Mode 2 focuses on experience-centric and outcome-oriented integrated offerings of digital & analytics, IoT WoRKS™, cloud native services and cybersecurity and GRC services to drive business outcomes and enable enterprise digitalization.

Mode 3 strategy is ecosystem-driven, creating innovative IP partnerships to build products and platforms business. HCL leverages its global network of integrated co-innovation labs and global delivery capabilities to provide holistic multi-service delivery in key industry verticals including financial services, manufacturing, telecommunications, media, publishing, entertainment, retail and CPG, life sciences and healthcare, oil and gas, energy and utilities, travel, transportation and logistics, and government. With 119,040 professionals from diverse nationalities, HCL focuses on creating real value for customers by taking 'Relationships Beyond the Contract'.

**For more information, please visit [www.hcltech.com](http://www.hcltech.com)**



## **ABOUT IRPA AI**

Founded in 2013, the Institute for Robotic Process Automation and Artificial Intelligence (IRPA AI) is an independent professional association and knowledge forum for the buyers, sellers, influencers, and analysts of robotic process automation, cognitive computing, and artificial intelligence.

Our global network and advisory services offer leading-edge market intelligence, industry research, sourcing assistance, and events, as well as offering opportunities to learn and network with stakeholders across service industry functions.

**To learn more, please visit [www.irpanetwork.com](http://www.irpanetwork.com)**