

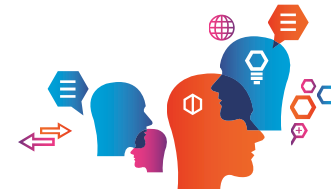


# How to Design an RPA Strategy & Business Case

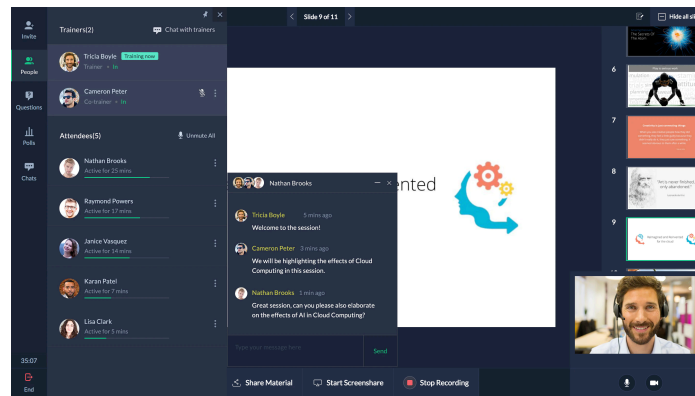
Cybiant Webinar Series



# Before We Get Started



**This session  
is recorded**

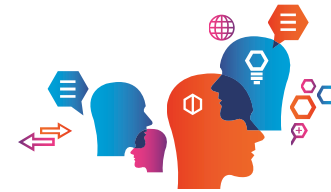


**Questions can be  
asked by chat**



**Please provide  
your feedback**

# Welcome to our Webinar



Jan-Willem Middelburg is the Managing Director and co-founder of Cybiant, based in Kuala Lumpur. He started Cybiant with the mission to make a more sustainable world for the Next Generation using data and automation.

Jan-Willem Middelburg authored and coauthored numerous books, including *Serious Gaming* (2013), *The Service Automation Framework* (2017) and recently *The Enterprise Big Data Framework* (2018).

A pioneer and advocate for professionalization in Automation and Big Data, he is a frequent keynote speaker and moderator at universities and technology conferences around the world.

Jan-Willem holds a Bachelor's degree in Industrial Engineering, a Master's in Supply Chain Management from the Rotterdam School of Management and is currently pursuing a second Master's degree in Computer and Information Technology at the University of Pennsylvania.



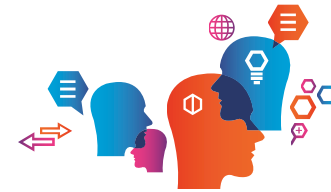
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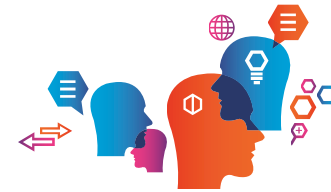
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# Automation is the next disruption of Work...

“Coming over the horizon is a new wave of opportunity related to the use of robotics, machine learning, and AI. Companies that deploy automation technologies can realize substantial performance gains and take the lead in their industries, even as their efforts contribute to economy-level increases in productivity.”

McKinsey Global Institute, 2017



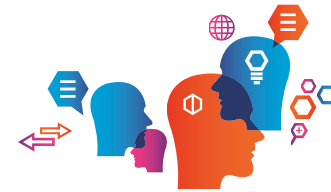
# How will Automation impact your business..?








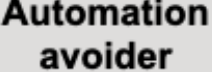
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**93%** of organizations say that automation kickstarts digital transformation\*

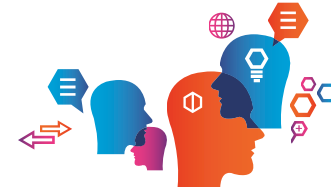
\*The Economist "Advance of Automation" Survey available at [automationfirst.economist.com](https://www.economist.com/automationfirst)

# 'Automation First' companies will win their markets



	Internet First	Mobile First	Cloud First	Automation First
Thriving				
Struggling				

# What is RPA?

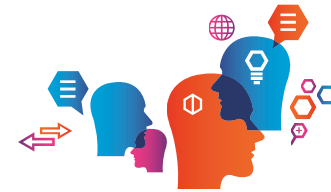


**RPA (Robotic Process Automation)** is a type of software that mimics the activity of a human being in carrying out a task within a process.

**Robots can do repetitive stuff** more quickly, accurately, and tirelessly than humans, freeing them to do other tasks requiring human strengths such as emotional intelligence, reasoning, judgment, and interaction with the customer.



# RPA – What You Need to Know



## WHAT IS RPA EXACTLY

Robotic Process Automation (RPA) is a low to no-code Commercial Off the Shelf (COTS) technology that can be used to automate repetitive, rules-based tasks. Like an Excel macro operating within a spreadsheet, RPA can record actions performed across a personal computer, access systems, and perform delineated tasks for human users. RPA products vary in their exact capabilities, but all RPA technologies emulate human actions, enabling process owners or staff with appropriate training to rapidly design, test, and deploy automations dramatically reducing an organization's low-value workload

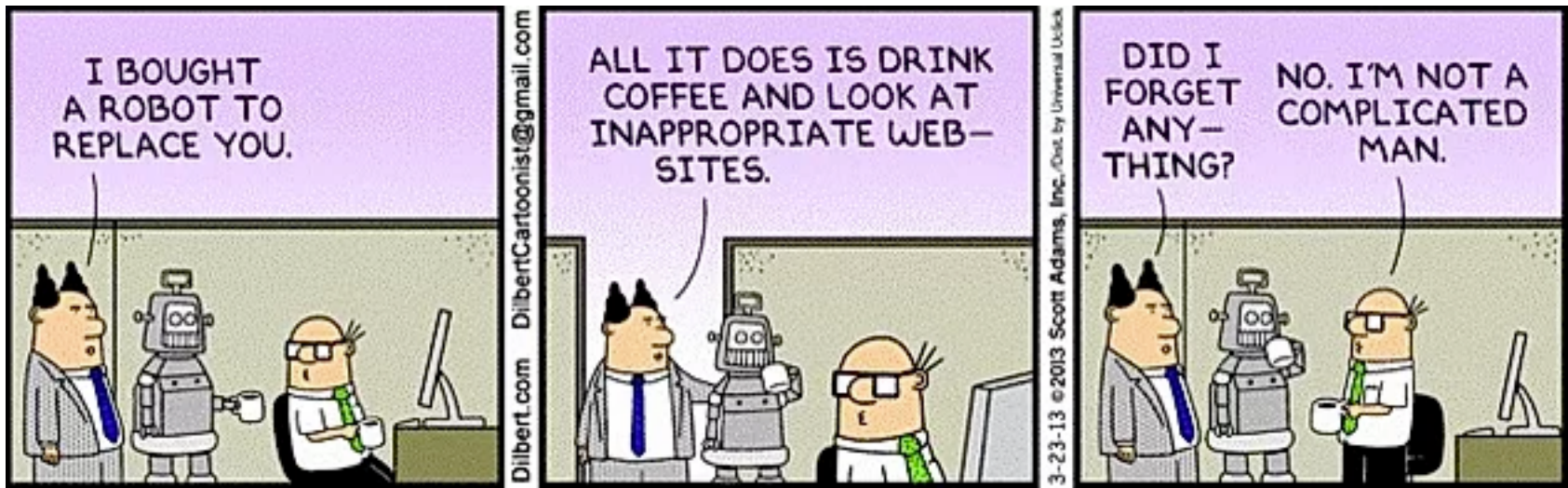
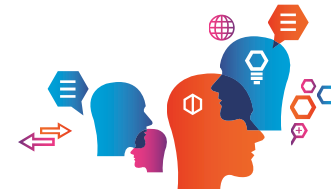
## RPA BENEFITS

At an enterprise-wide level, RPA can represent a profound change, with the potential to empower non-IT professionals and process owners with the tools to automate a significant share of their workload. RPA is considered transformative because it establishes the building blocks for artificial intelligence in terms of information technology infrastructure and task standardization. With effective RPA deployment, machine learning and intelligent automation are only a few, manageable steps away.

## RPA IS NOT JUST TECHNOLOGY

RPA, however, is not just a workload reduction technology. It can be deployed to increase quality, reduce human error, increase compliance, strengthen controls environments, and to add new services to an organization's portfolio. For example, if an employee only has the bandwidth to audit a 10 percent sample of transactions, an RPA automation, running 24/7, may be able to audit the entire data set and send non-compliant records for adjudication.

# What are RPA Benefits?



# Benefits of RPA



## Internal Operations

Finance

Human Resources

IT Services

Procurement

Administrative Services

## Technology Enhancement

System Integration

Enhanced System Functionality

Data Verification & Validation

## Accountability and Audit

SOP Compliance

Transaction Review

Automated Controls

Risk Assessment

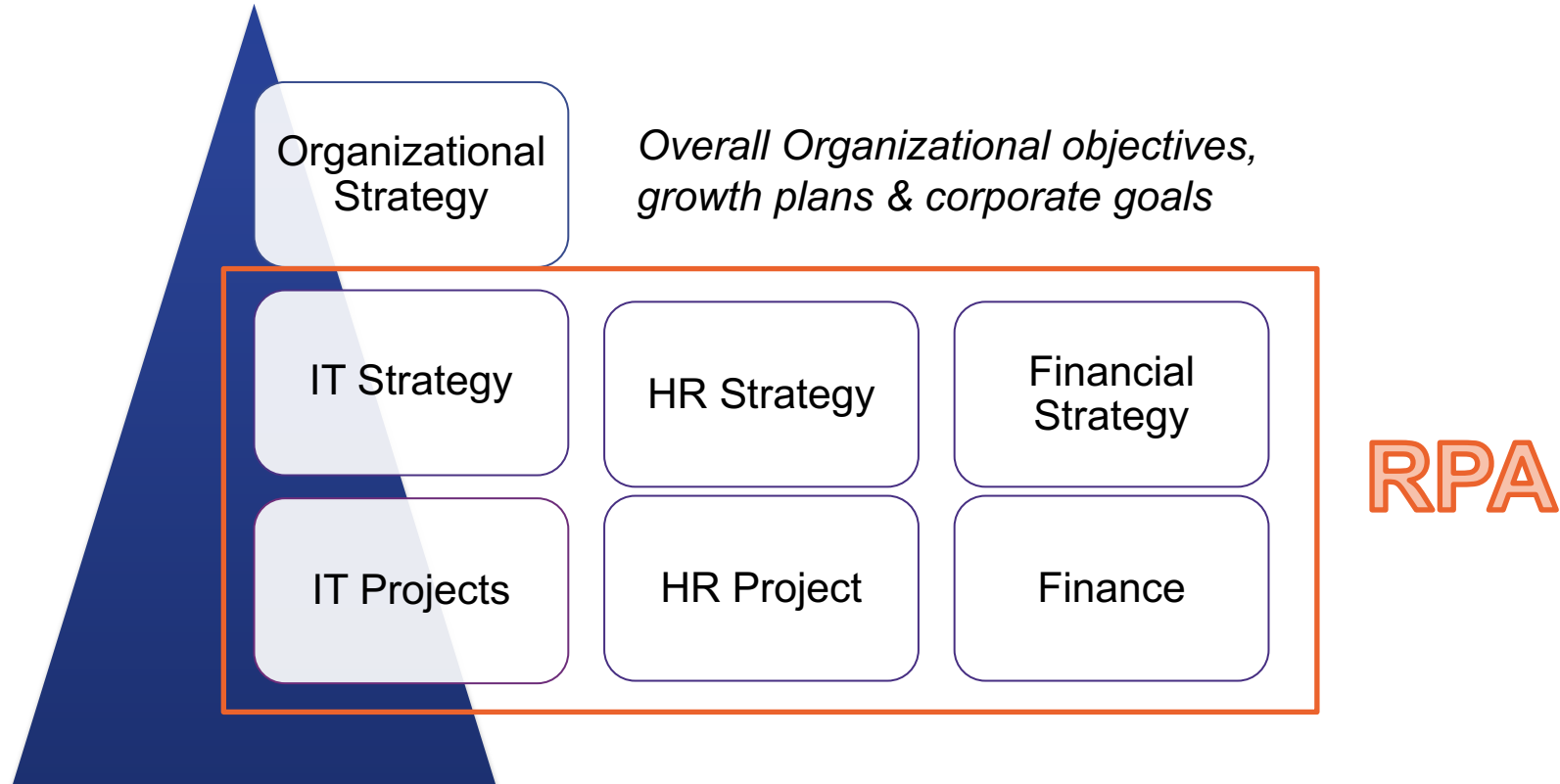
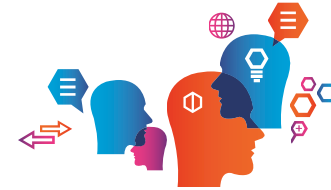
## Data Analytics & Reporting

Automated Data Reporting

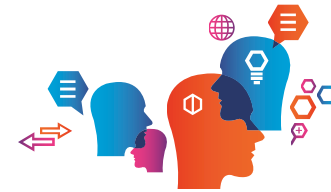
Data Gathering and Cleansing

Data Mining

# So how does that relate to strategy?



# Lesson 1: Start Defining an RPA Strategy from Organizational Strategy



Step 1: Review Business Objectives



Step 2: Match Business Objectives with RPA Benefits

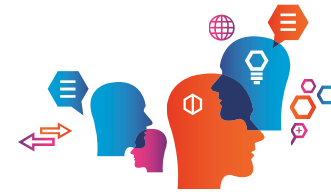


Step 3: Identify Use Cases



Step 4: Build Business Case

# Lesson 1: Start Defining an RPA Strategy from Organizational Strategy



Step 1: Reduce customer churn by 15%



Step 2: Expedite contract renewal service

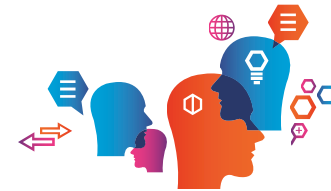


Step 3: Automate contract renewal process



Step 4: Automating the contract renewal will speed up contract renewal with 5 days, resulting in 15 less churn

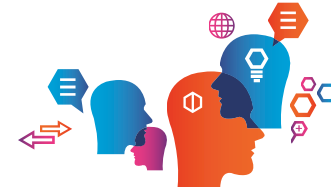
# Ask Yourself: What Do We Know about Automation?



  
**KEEP  
CALM  
AND  
AUTOMATE ALL  
THE THINGS**



# Lesson 2: Assess RPA Capability

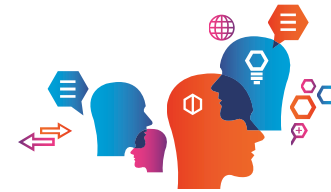


Current  
Capability

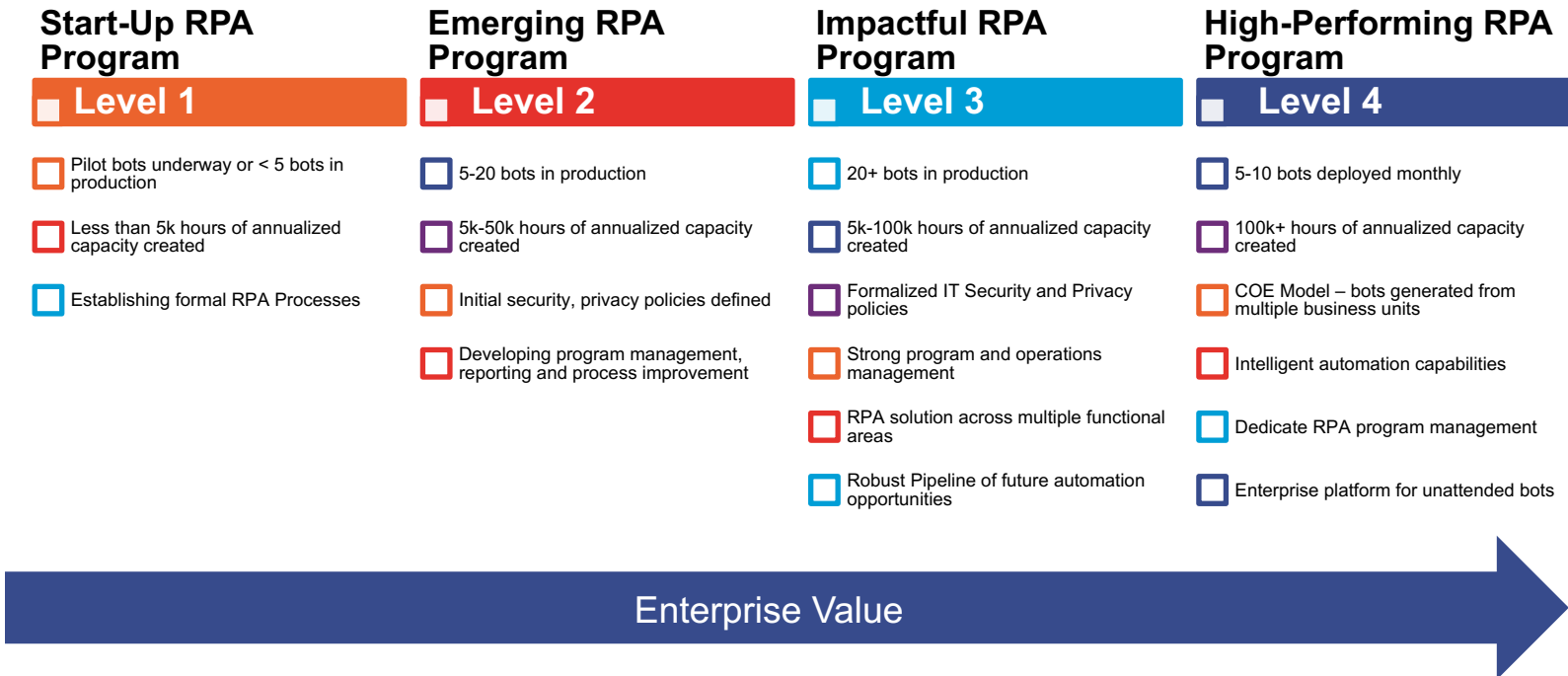
Use Case

- Automation knowledge
- Technical skills
- Workflow design
- Partner selection
- Process design
- Security impact
- Privacy impact

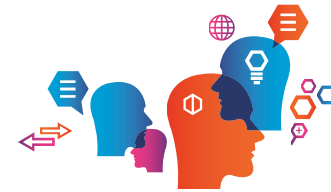
# RPA Maturity Model



The maturity model below represents best practice thinking on how best to gauge the evolution of RPA programs and the types of indicators and milestones needed to convey progress in improving and growing RPA capabilities.



# RPA Capability Areas



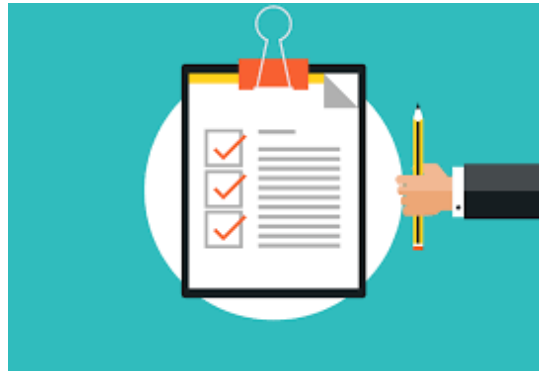
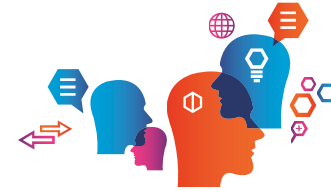
## RPA Technology

Capability Areas	Description
Technology Infrastructure	Selecting, building, operating, and maintaining a secure and scalable IT platform for development, testing, and production.
Security	Designing streamlined Security processes to ensure safe and rapid deployment of automations.
Credentialing	Designing compliant credentialing processes aligning with RPA program resourcing and technology strategies
Privacy	Developing processes to meet relevant federal privacy and ethics standards for the deployment of RPA.

## RPA Program Management

Capability Areas	Description
Operating Model	Establishing an effective oversight and management framework to foster cross-agency collaboration and accountability.
RPA Program Design	Designing an RPA program structure to meet established throughput goals and deployment strategy.
Management Reporting	Creating program-specific and organization-wide RPA implementation and operations metrics, strategies, and business case models to drive common measurement and impact analysis
Organizational Impact	Drafting HR processes and guidance to address the impacts of RPA including employee reskilling, redeployment, and satisfaction
Process Improvement	Identifying and assessing processes for automation that maximize the value of RPA within the organization. Leveraging RPA for broad process improvement.
Operations Management	Defining processes for developing automations, scheduling automations, facilitating capacity management, license management, and monitoring.

# Assessing Capability is part of a sound RPA Strategy

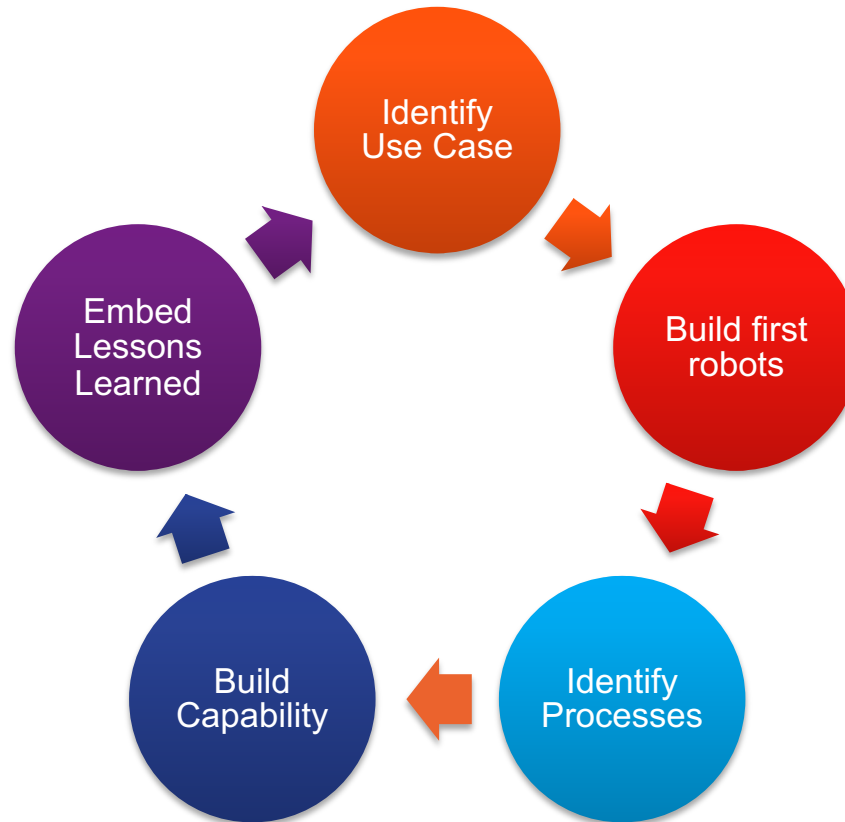
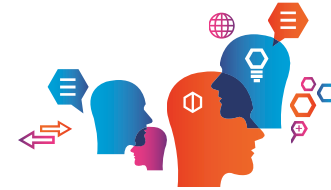


Assess current capability



Identify Gaps

# Lesson 3: Start Building Capability through Use Cases



# Build Capability through Use Cases



## Finance

- Process-to-pay
- Order-to-cash
- Record-to-report



## Supply Chain

- Inventory management
- Demand & supply
- Planning
- Invoice & contract management



## IT

- Server & app monitoring
- Routine maintenance & monitoring



## HR

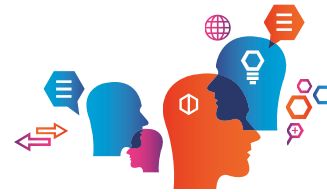
- Payroll
- Onboarding & offboarding
- Benefits administration



## Cust. Services

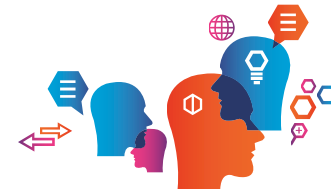
- Address change
- Password reset
- Payments
- Scheduling appointments
- Order modifications

# Lesson 4: Keep Refining the Business Case



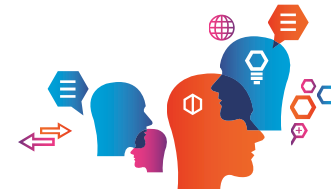
- The initial business case can be identified quickly:
  - We normally spend  $x$  hours with  $x$  many people on process A
  - After RPA we spend  $y$  hours with  $y$  many people on process A
- The initial business case is the quantified savings (difference from the base case) between the original and automated situation
- As RPA scales, the business case becomes more complex:
  - Security and privacy processes
  - Monitoring and reporting
  - Disaster recovery
  - Knowledge retention

# Recap of the Lessons:

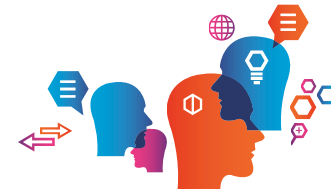


1. Start Defining an RPA Strategy from Organizational Strategy
2. Assess RPA Capability
3. Start Building Capability through Use Cases
4. Keep Refining the Business Case

# RPA Best Practices – Key Lessons

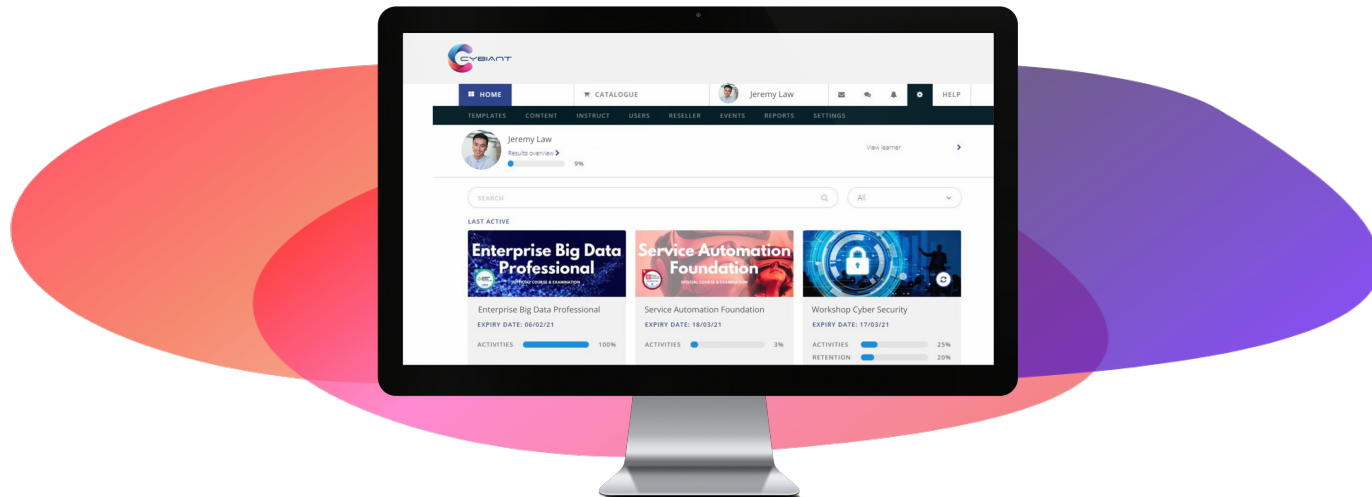


# About Cybiant RPA Services



Accelerating adoption of Robotic Process Automation RPA across South-East Asia through **best practices, lessons learned, and proven strategies** for RPA program development and maturity.

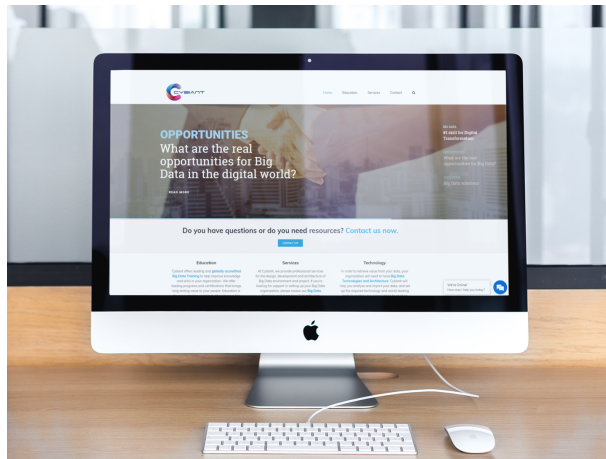
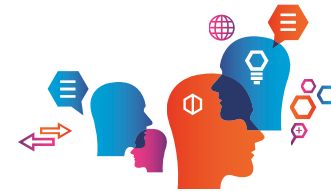
Cybiant has the knowledge and experience to help companies quickly leverage the benefits of RPA technology.



# Questions...?



# Contact Us Today



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