

Leveraging

ARTIFICIAL INTELLIGENCE

for the Future

ABOUT THE PRESENTERS

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TODAY'S OBJECTIVES

- Demystify Artificial Intelligence
- Establish a starting point for embracing AI
- Describe common terminology and explore the key technology that defines AI
- Examine real-world examples of AI in action today
- Begin to identify how AI can be deployed in a business

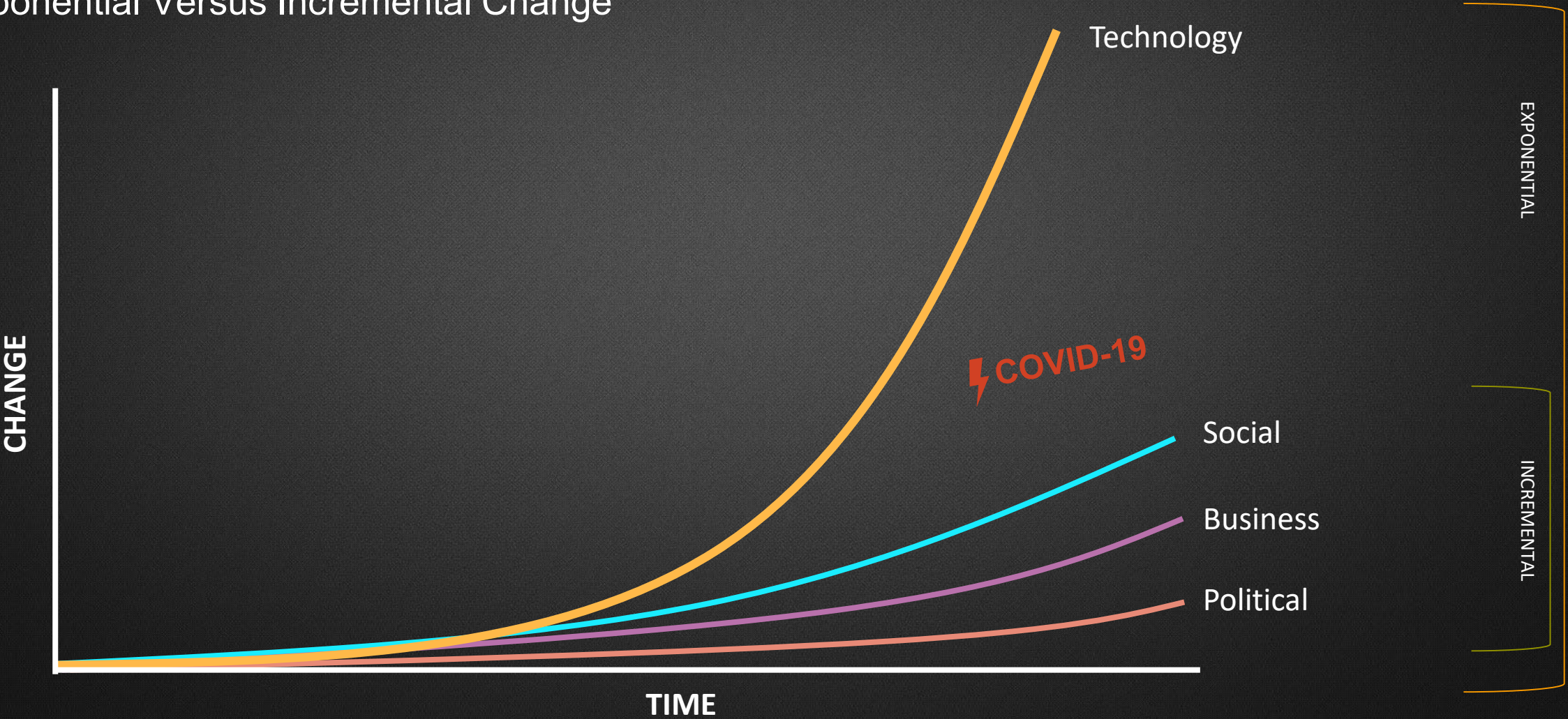
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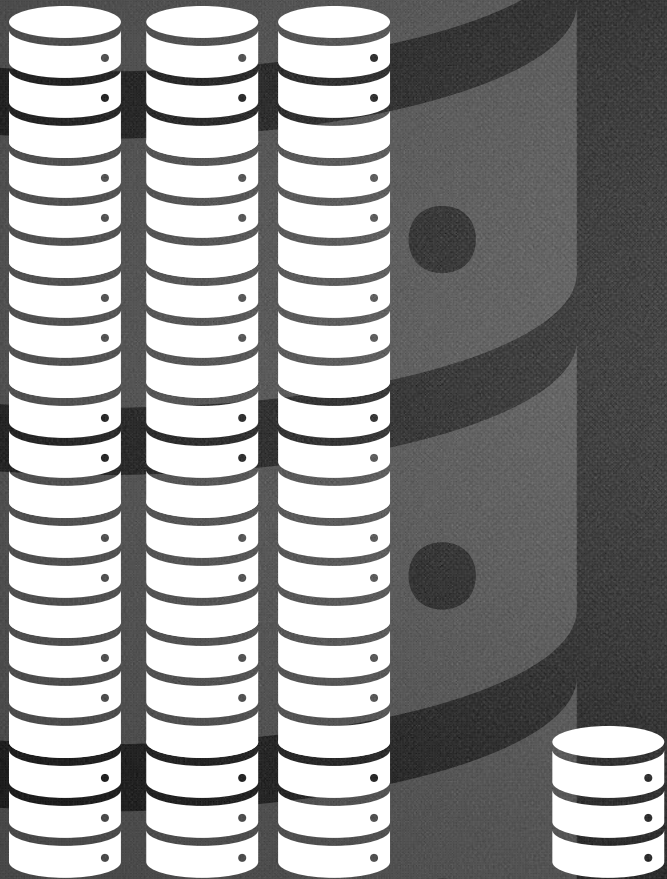
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THE LAWS OF DISRUPTION

Exponential Versus Incremental Change



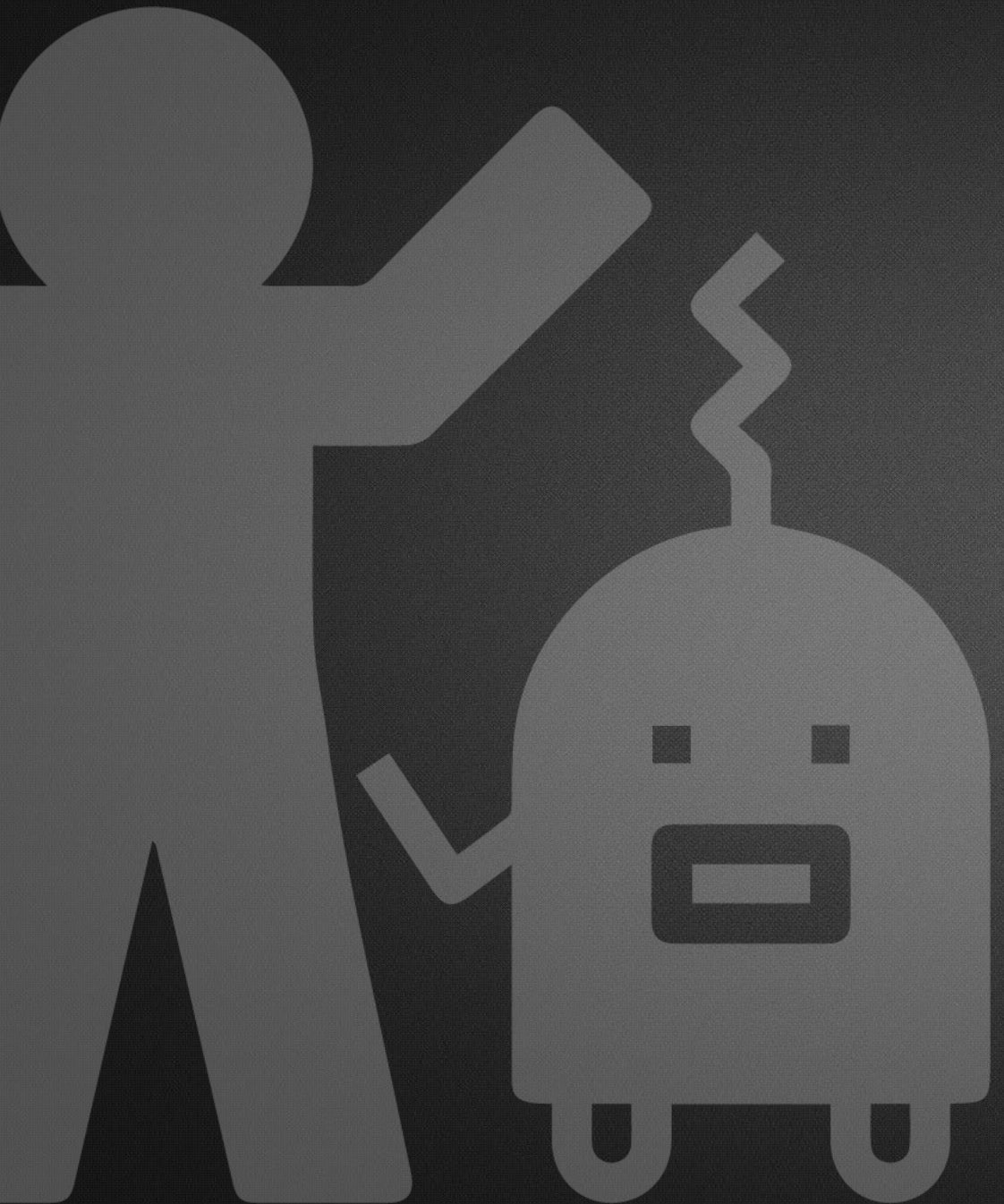


2 YEARS

200 YEARS

DATA

more produced in
the last 2 years
than the last 200

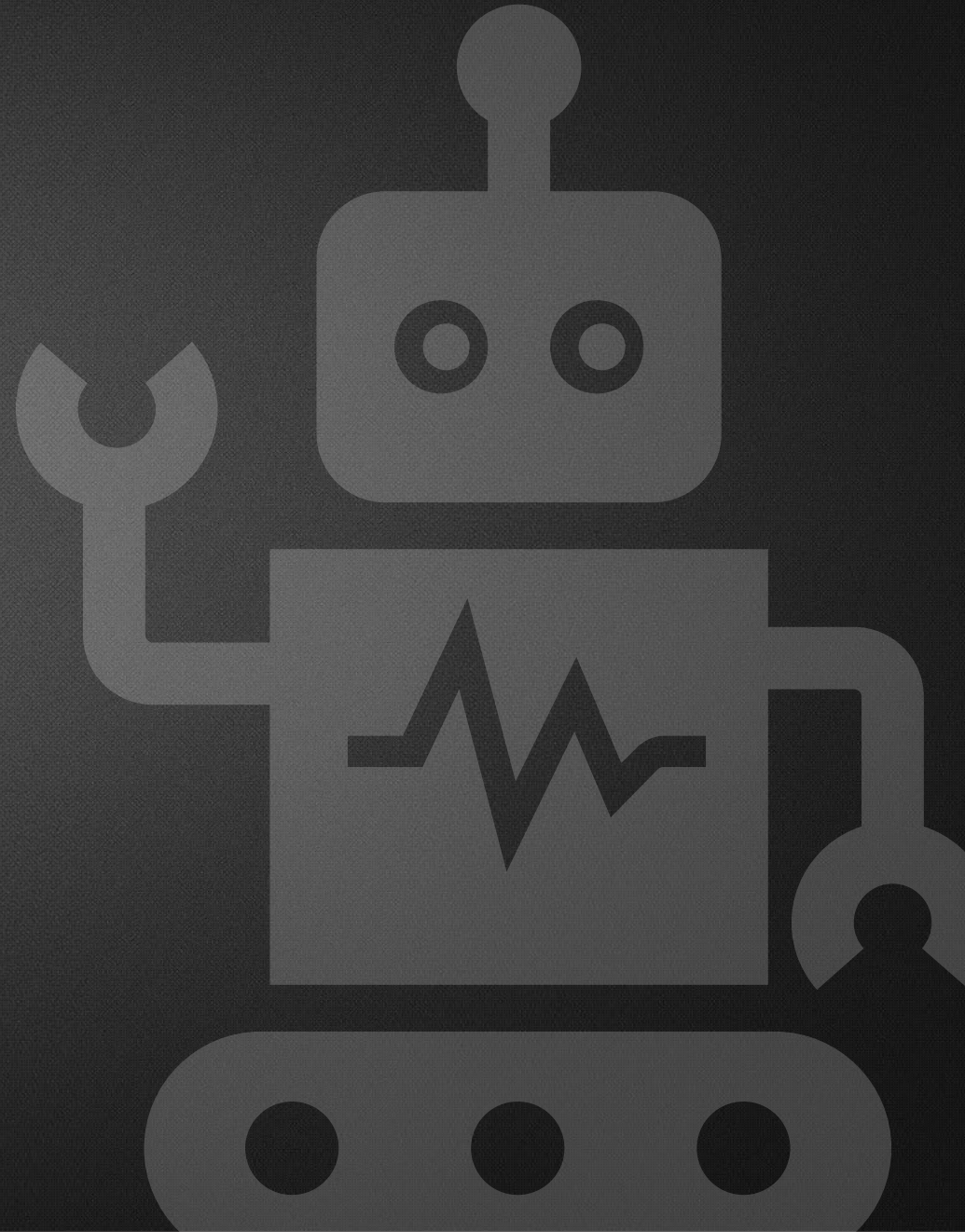


81%

**believe AI will work
next to humans within
the next two years**

95%

**customer interactions
taking place via bots in
lieu of humans by 2025**



\$70B

**estimated size of
AI-based analytics
market by 2020**

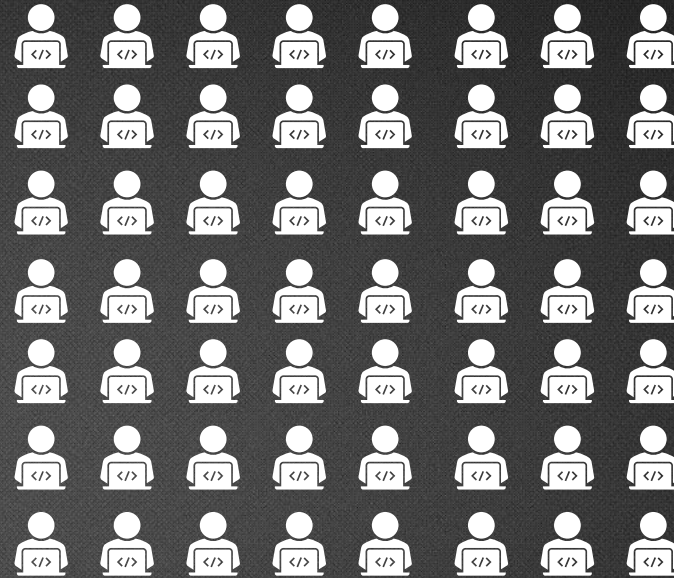
(up from \$8.2B in 2013)



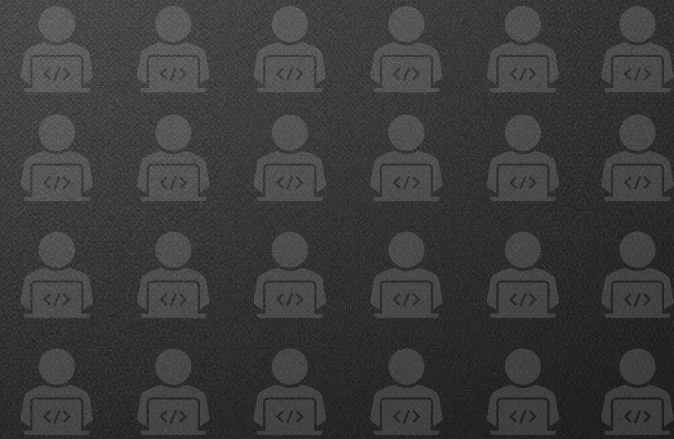
58MM

net new jobs by 2022

133MM



▲ NEW ROLES



▼ DISPLACED JOBS

75M

76%

**companies that believe
AI is fundamental to
their success**

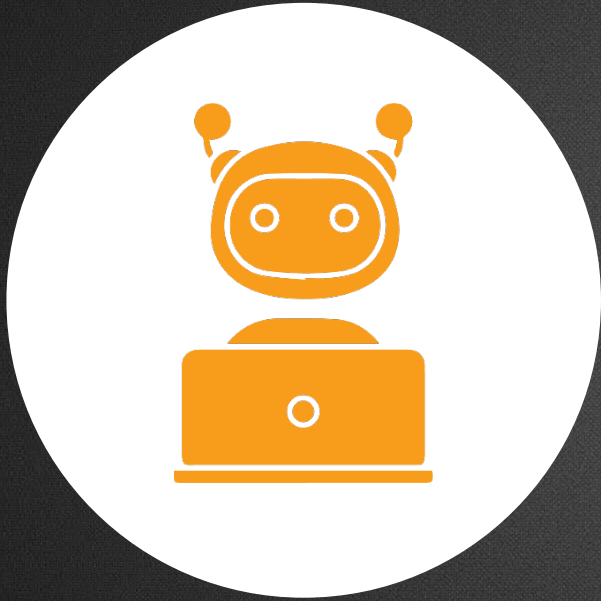
(but 3/4 aren't using broadly across their orgs)





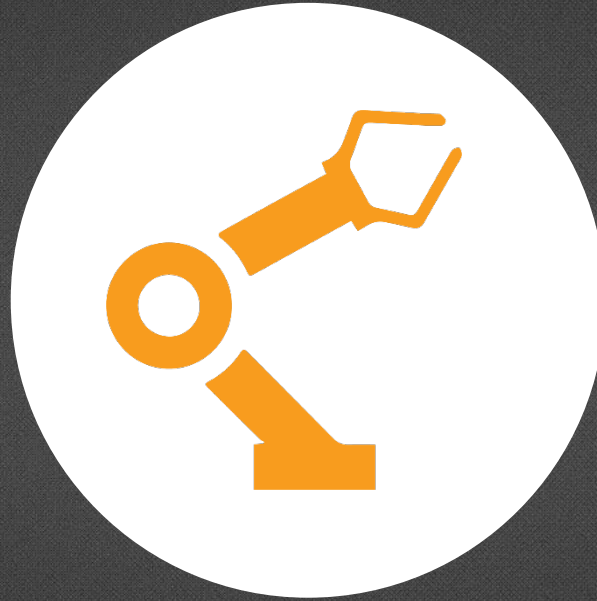
Three Core
Components of AI

THREE CORE COMPONENTS OF AI



VIRTUAL ASSISTANTS

Engaging customers
and employees



ROBOTIC PROCESS AUTOMATION

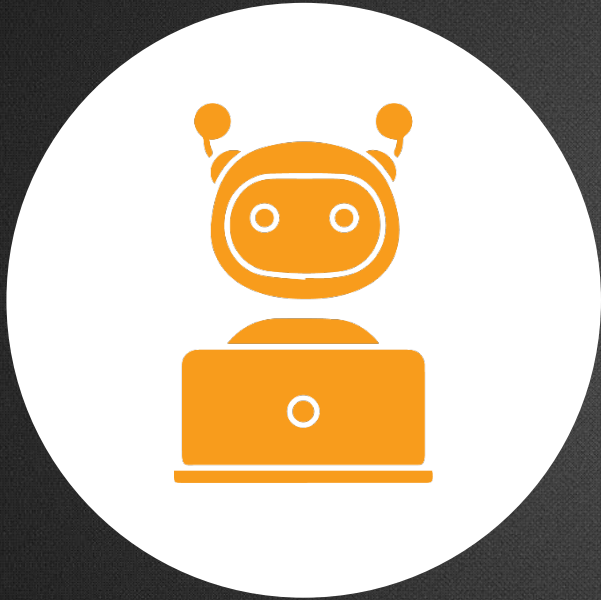
Automating
business processes



PREDICTIVE ANALYTICS

Gaining insight
through data

THREE CORE COMPONENTS OF AI



VIRTUAL ASSISTANTS

Engaging customers and employees

FEATURES

- Chat-bots deployed over websites, mobile apps, messaging platforms and physical robots
- Simulated conversations with human users
- Utilizing Natural Language Processing

BENEFITS

- Streamline customer & employee experience
- Complement/replace/augment Customer Service organizations
- Provide a virtual workforce 24 hours a day
- Educate employees and customers
- Provide information simply by asking questions

EXAMPLES

- Sales / marketing information
- Customer support
- Assistance in executing sales order transactions
- On-demand knowledge sharing
- In conjunction with RPA, reading and monitoring of contracts

THREE CORE COMPONENTS OF AI



ROBOTIC PROCESS AUTOMATION

Automating
business processes

FEATURES

- Business process automation previously done by humans
- Software robots/bots
- Artificial Intelligence workers

BENEFITS

- Reduce costs
- Increase operational efficiency
- Enable workforce optimization
- Automate manual tasks
- Improve information security
- Reduce human errors

EXAMPLES

- Automating financial close
- Onboarding and offboarding of employees
- Providing process validation and approvals
- Performing common tasks
 - Data Entry
 - Payment Processing

THREE CORE COMPONENTS OF AI



PREDICTIVE ANALYTICS

Gaining insight through data

FEATURES

- Machine Learning and Deep Learning
- Big Data and data mining
- Computer programs that can learn without explicit programming

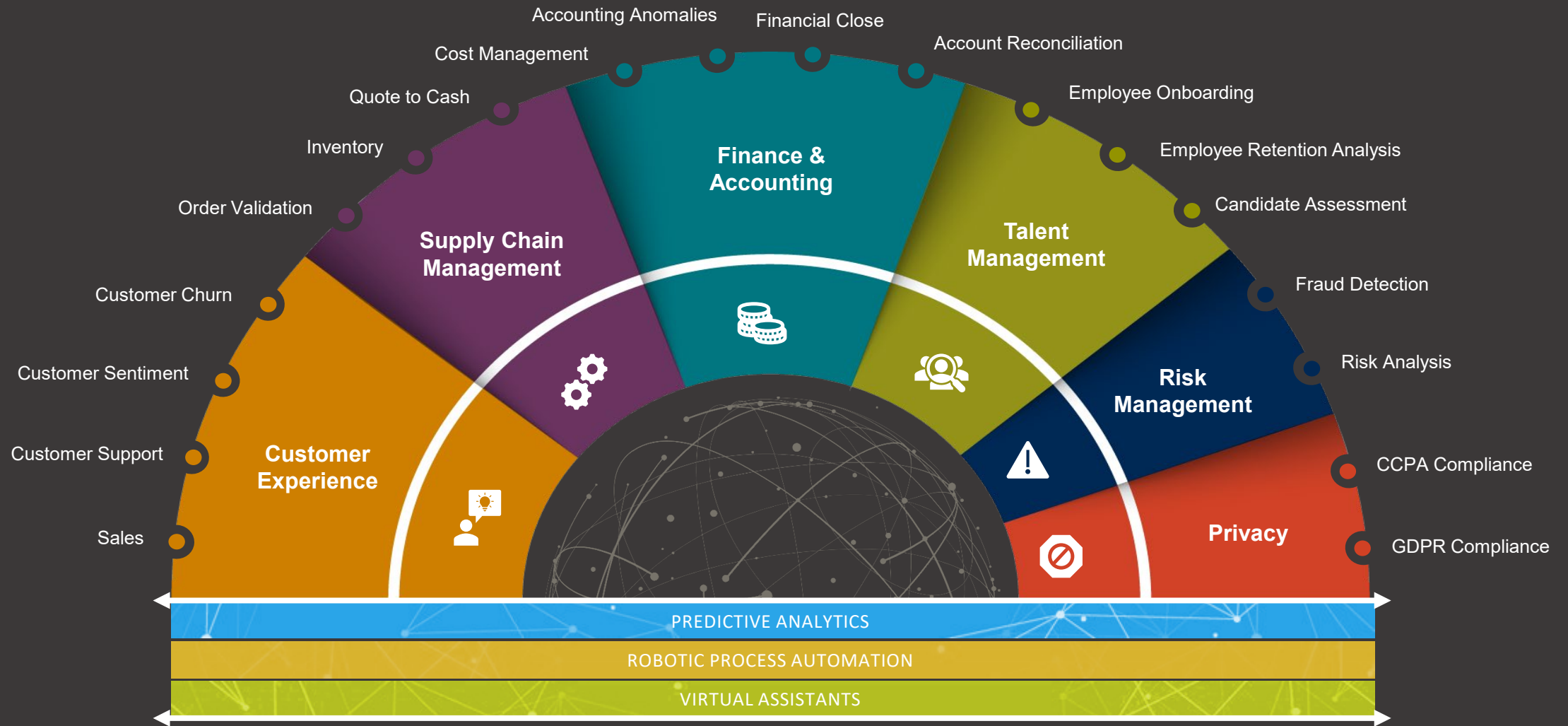
BENEFITS

- Generate revenue
- Increase customer satisfaction
- Uncover new trends and opportunities
- Foresee changes in supply and demand
- Proactively manage workforce
- Reduce costs
- Ensure GDPR/privacy compliance
- Models improve over time

EXAMPLES

- Propensity modeling
- Predicting outcomes
 - Delays
 - Anomaly detection
 - Sales forecasting (win/loss)
 - Employee Turnover
- Predicting market price volatility
- Customer churn

THE SPECTRUM OF AI BUSINESS SOLUTIONS





Three Keys to
AI Success





EXECUTIVE ALIGNMENT

- Alignment between the C-suite, board, audit committee, and risk oversight team
- Education of entire management team
- Recognition of transformational nature of this technology



BUILDING MOMENTUM

- Experiment
- Fail fast
- Prioritize your projects

KEYS TO AI SUCCESS



**STRONG DATA
INFRASTRUCTURE**

AI PROJECTS

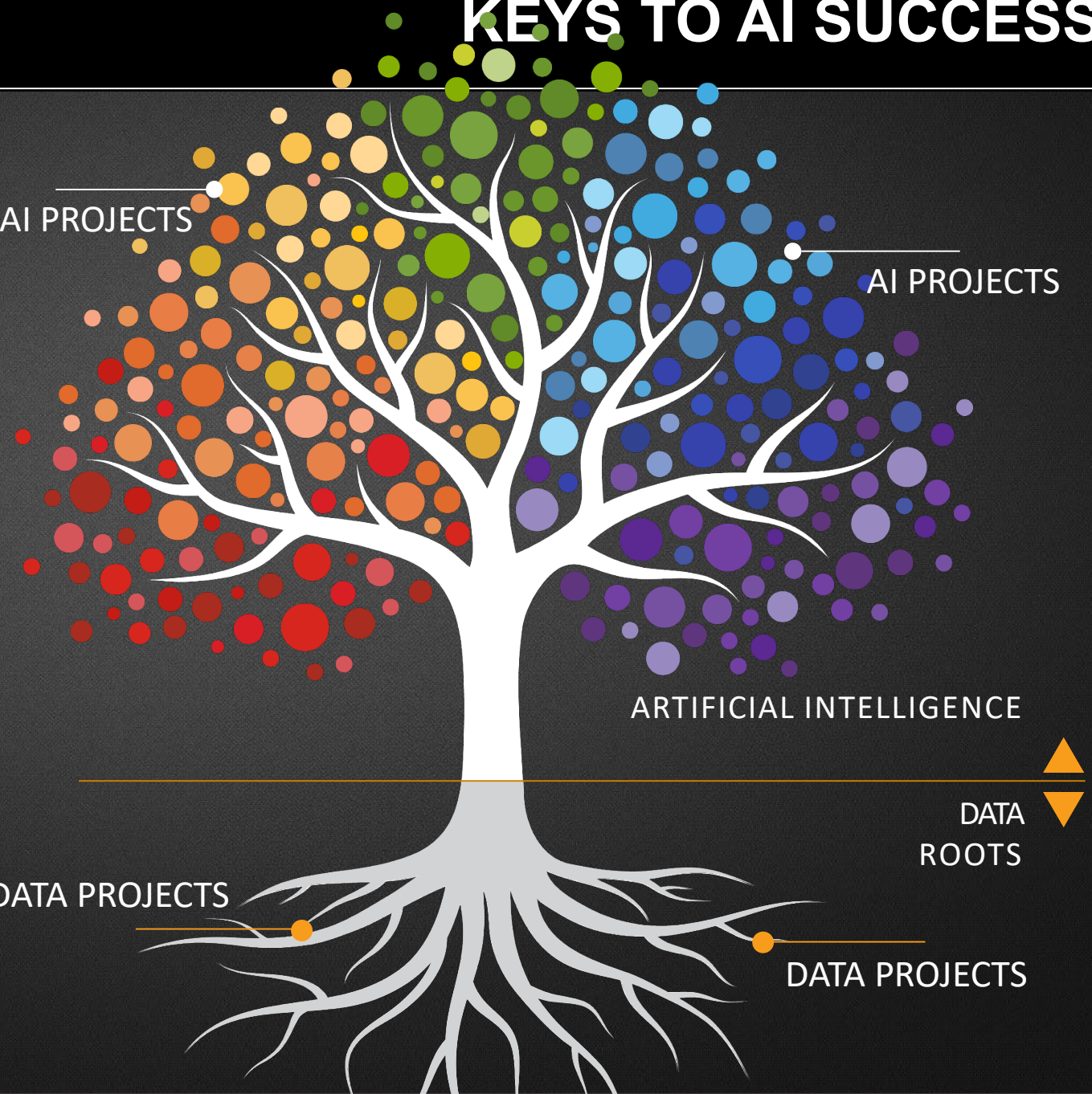
AI PROJECTS

ARTIFICIAL INTELLIGENCE

DATA
ROOTS

DATA PROJECTS

DATA PROJECTS





Business Use Cases

Bringing Reality to AI

How can we help?



None of these. I want to know how to determine my company's customer churn.



Which would you like to do?

We can certainly help with that. One of our data scientists built a churn model to indicate which customers are likely to leave and when. Would you like to connect with one of our team members to discuss how it could apply to your business?



[WATCH A VIDEO](#)

Which would you like to do?



Type a message...



SEND



ASSISTANTS: CHATBOT

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VIRTUAL ASSISTANTS: CHATBOTS

FOR EMPLOYEES

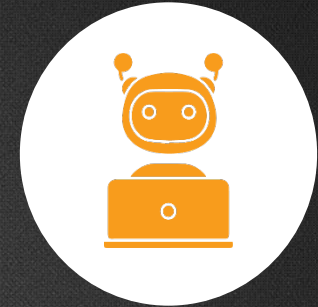
- Training
- HR onboarding
- Benefit assistance
- IT help desk
- Exit interviews
- Travel booking and expense submissions

FOR CLIENTS

- Customer support
- Client portal for educational materials and simple questions
- Paying a bill

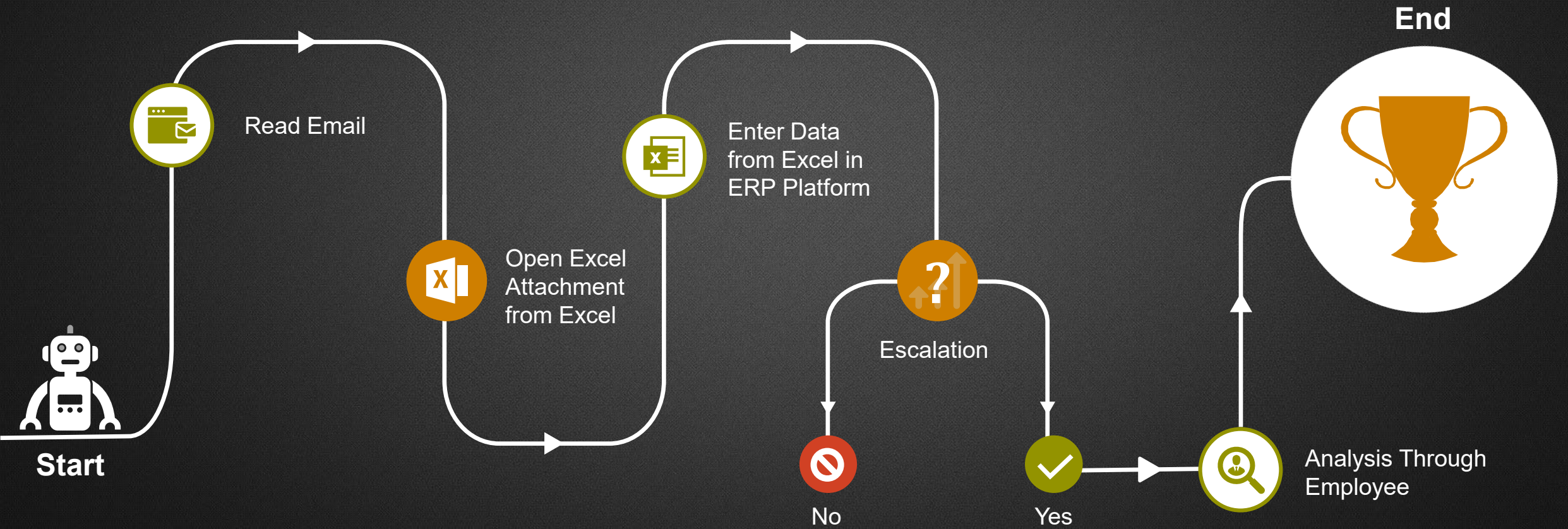
FOR PROSPECTIVE CUSTOMERS

- On-demand resources
- Product recommendations
- Appointment booking
- Curated education and news tailored to searches



**VIRTUAL
ASSISTANTS**

HOW RPA WORKS



BENEFITS OF ROBOTIC PROCESS AUTOMATION

Accuracy

Extreme accuracy with less human data entry errors or typos

Low Technical Barrier

No programming skills necessary to configure a bot

Compliance

Bots follow regulatory compliance rules and provide audit trail history

Non-Invasive Technology

No disruption to underlying legacy systems, reducing the burden on IT

Improved Employee Value / Morale

Improve employee moral by performing reduced manual / data entry tasks. Employees can focus more on servicing the customer and strategic growth of the organization

Productivity

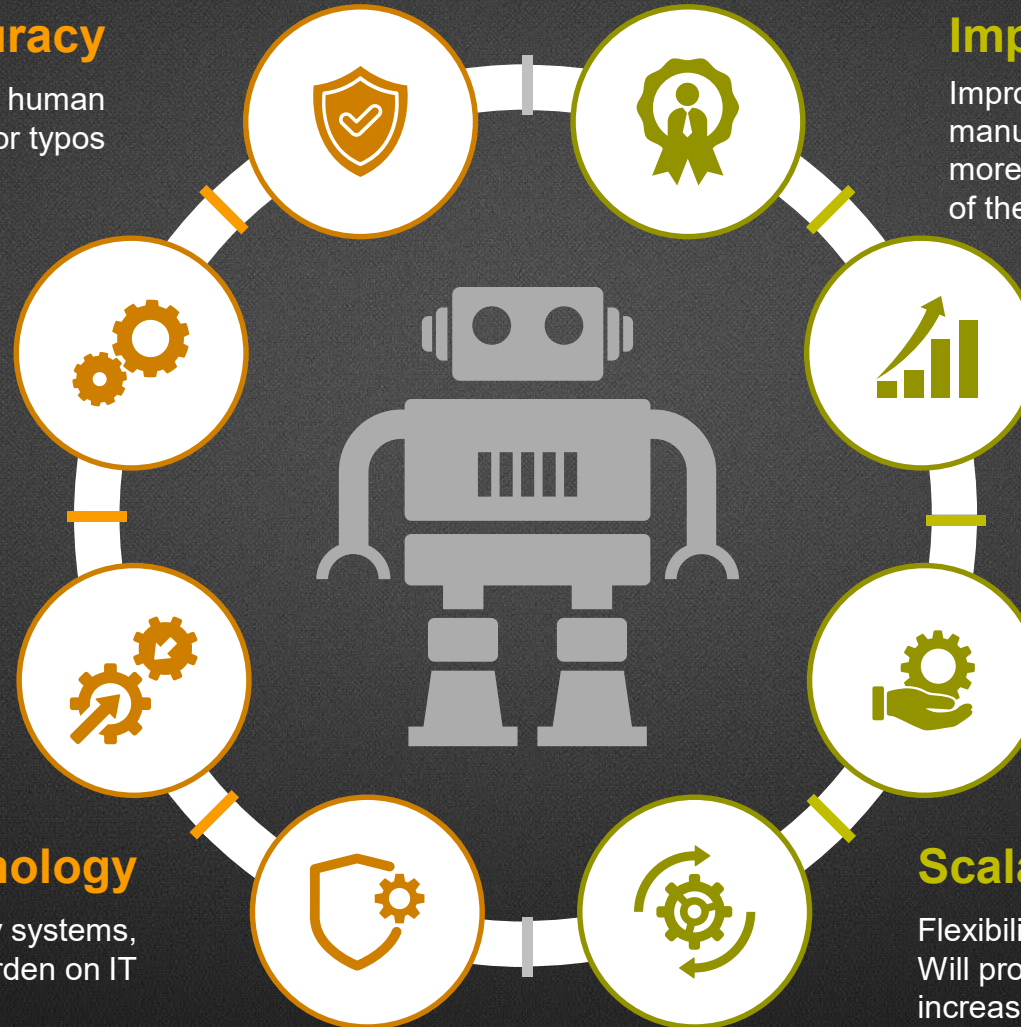
Process cycle times are much faster compared to manual process approaches

Reliability and Consistency

Bots tirelessly work 24/7 without interruption. Routine tasks are performed the same way each and every time

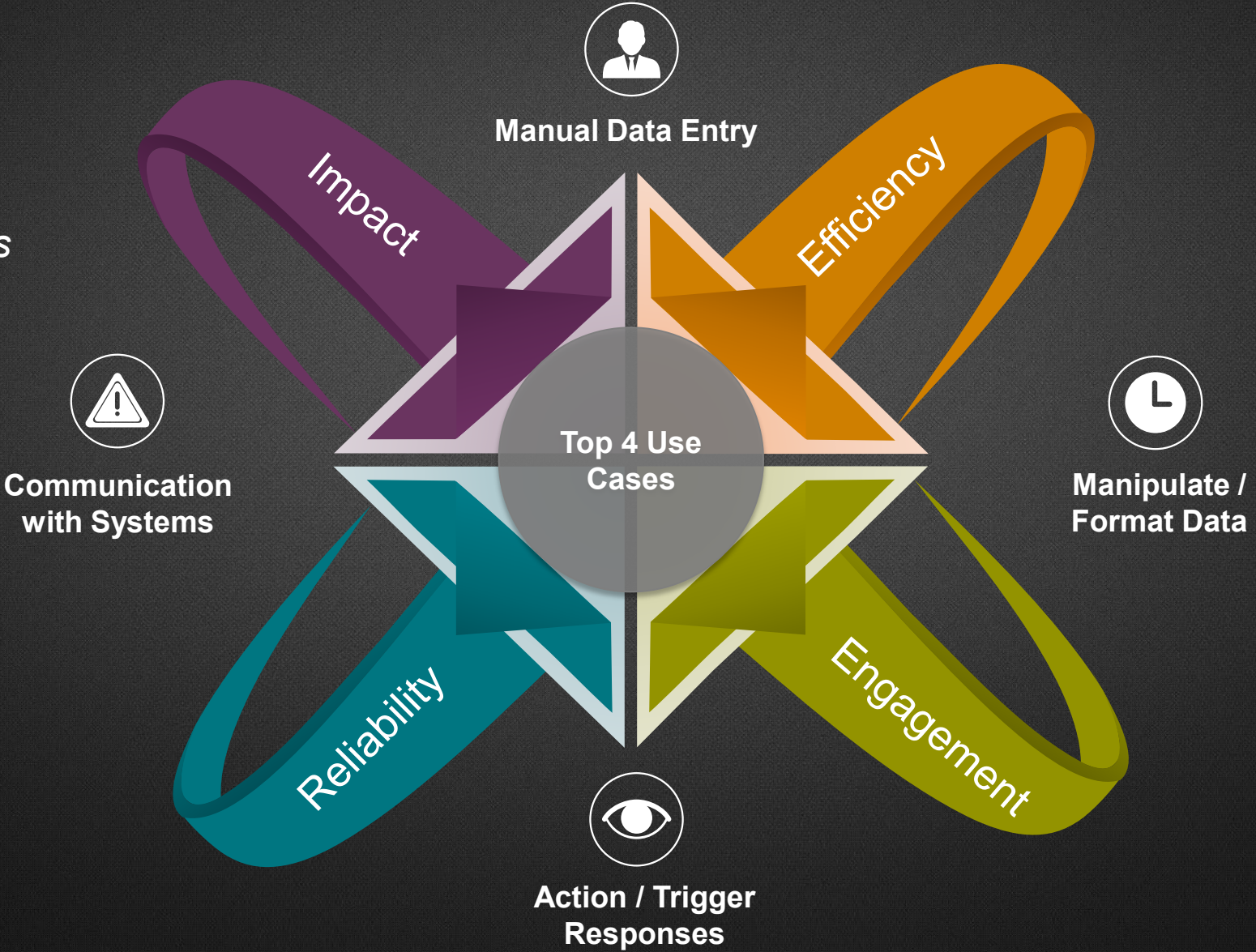
Scalability and Cost

Flexibility to scale up or down as needed. Will provide cost savings without relying on increased headcount for greater efficiency



RPA USE CASES THAT APPLY TO ANY OPERATION

Most common tasks RPA impacts



OUR PLATFORMS OF CHOICE



blueprism®
A Digital Workforce for Every Enterprise



UiPath Reboot™
Work.



KOFAX



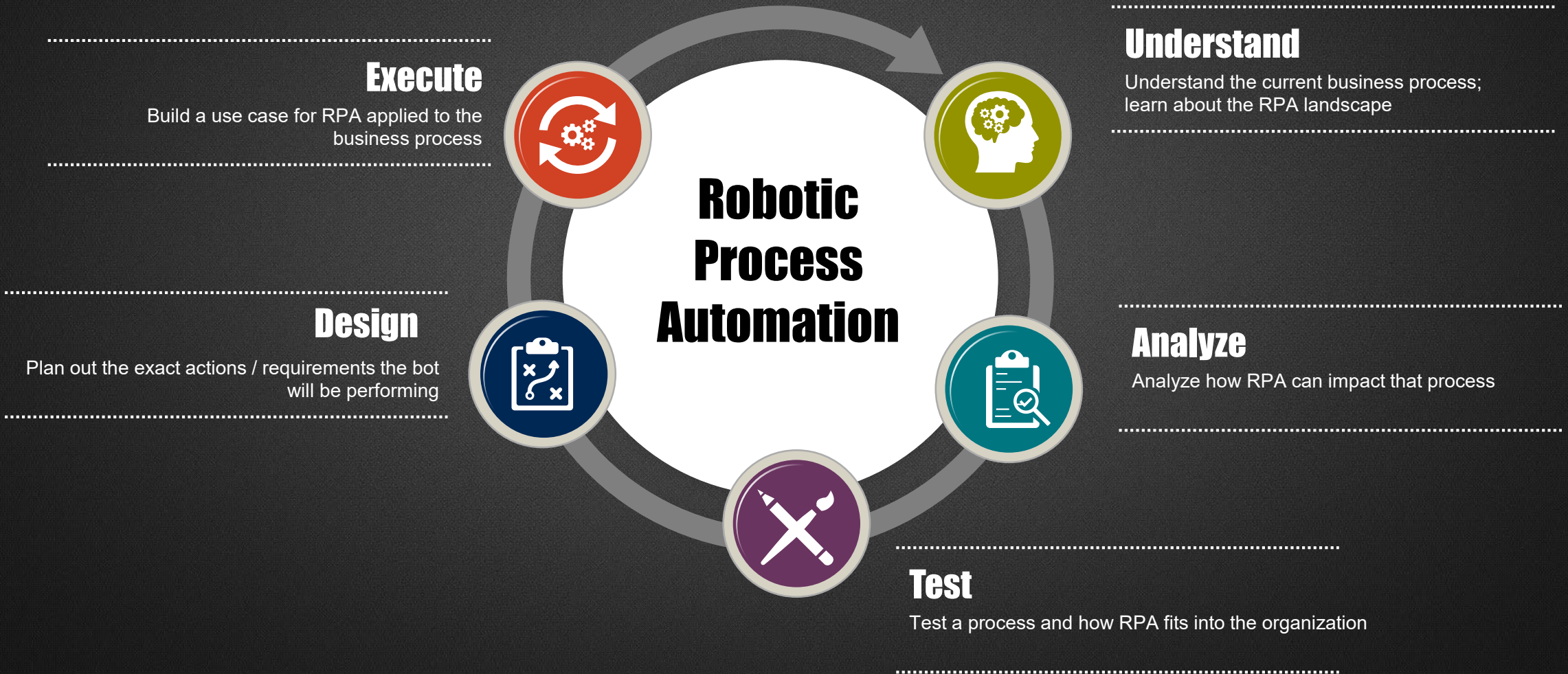
Power Automate



AUTOMATION®
ANYWHERE
Go be great.

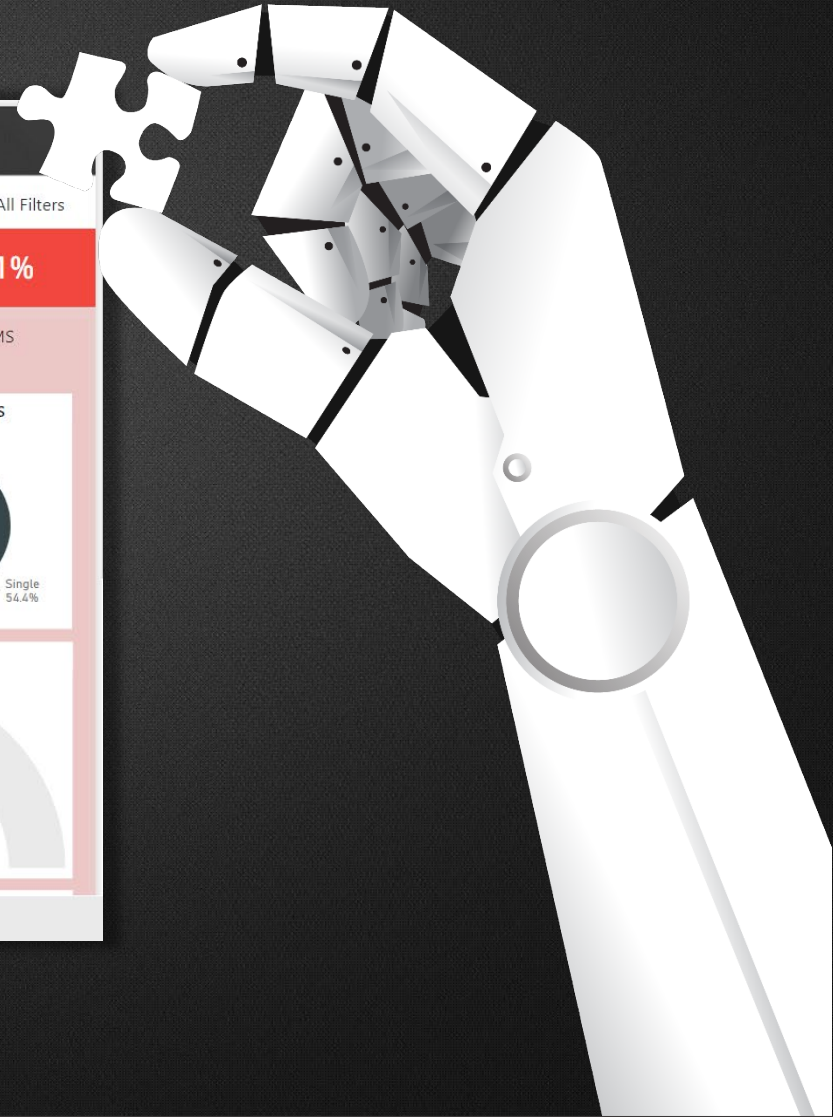
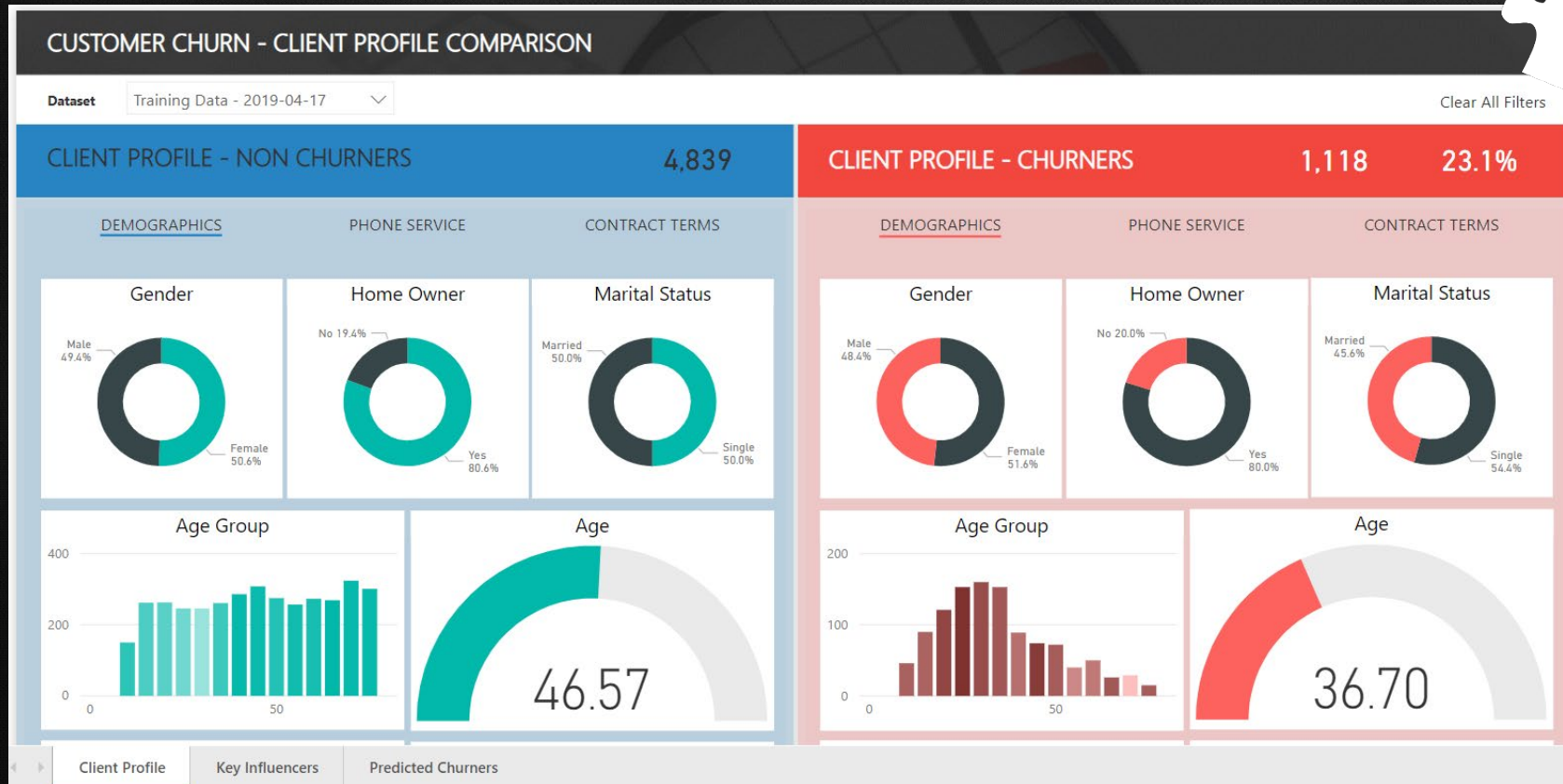
Depending on your unique needs, different solutions will be better suited to achieve success for your goals.

A TYPICAL RPA JOURNEY



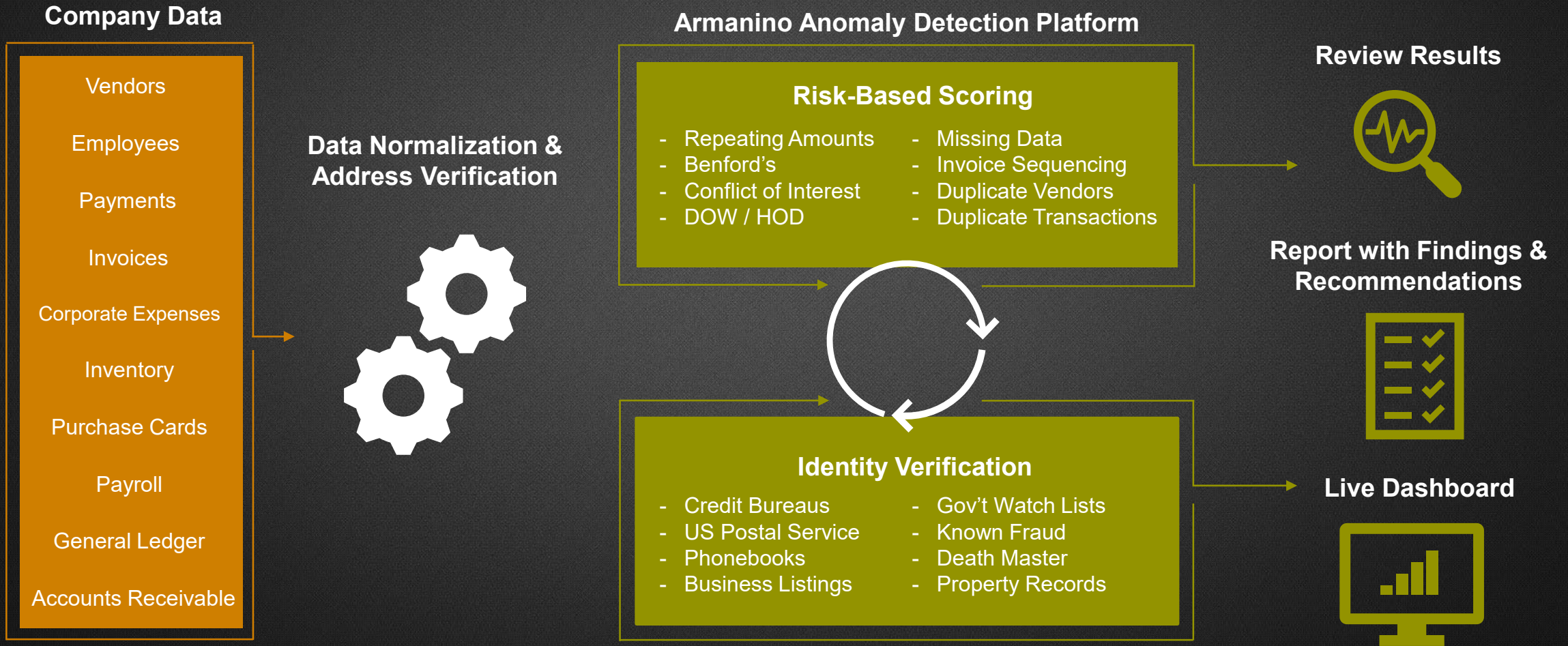
PREDICTIVE ANALYTICS: CUSTOMER CHURN

Machine learning can identify customers who have a high propensity to leave you for your competitors.



Customer churn model is built on a telecom customer database.

ANOMALY DETECTION PLATFORM



RECAPPING THE THREE KEYS TO AI SUCCESS



EXECUTIVE ALIGNMENT

- Executive Sponsorship is Critical to the Success
- Identify Your AI “Champions” and Get Them Involved
- Develop a Data Strategy to Fully Leverage AI



BUILDING MOMENTUM

- Experiment
- Start With Small Projects
- Prioritize Projects



STRONG DATA INFRASTRUCTURE

- Better Data Equates to Better AI



TOP QUESTIONS FOR YOUR TEAM

1. What is our company's articulated strategy around data as an asset to the business?
How are we incorporating AI into our overall operations strategy?
2. How are we using data to increase shareholder value over time?
3. How is AI being utilized to disrupt our competition?
4. If data is an asset, is our organization's data appreciating or depreciating in value?
5. How do we use AI innovation to achieve our organizational goals around scale, growth, efficiency and beyond?
6. What impact will AI have on our employees and workforce?
7. What are the obstacles to leveraging AI and how do we overcome them?
8. Do we have the right expertise to research, negotiate, implement, deploy, manage new innovation?
9. Are we prepared to execute on our AI strategy, or do we need to consider external expertise?
10. What use cases can we prioritize to get started today?

WHAT IT IS

- Centralization of resources to learn, understand and experiment with AI Technology
- Product overviews
- Prototyping with client use cases
- Help accelerate the use of AI in the marketplace

MEMBERSHIP BENEFITS

- One-stop shop for AI technology, education, consulting and support
- Ability to execute against an AI proof of concept in a relatively short period of time
- Free peer-to-peer meetings
- Access to our **Members Only** microsite to access trending articles, product overviews, interactive forum, business scenarios and more
- Educational sessions for your management team and employees



Thank You
FOR JOINING!

WHAT CAN YOU DO NOW

Reach out:

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Or visit:

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