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Accion INNOVATION SUMMIT 2023

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Sofitel Dubai
The Palm Jumeirah
Dubai

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Decision Intelligence for Effective Hyper Automation

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Shoeb Javed

Chief Product and Strategy Officer

A seasoned technology executive with broad experience in intelligent automation, process intelligence and enterprise software. Have led product and software development teams to build industry leading software. Speaker and writer, contributing to various international events and publications

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Summary

- Hyper Automation and Decision Intelligence are emerging technologies that will have a huge impact on business operations
- Decision Intelligence can be used to create better automation outcomes
- It is important to understand the entire customer/product journey for effective automation
- New solutions combine process design, operational intelligence and automation in innovative ways
- Customers are rethinking how to use process intelligence combined with automation to impact both the top and bottom line

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Table of Contents

What is Hyper Automation and Decision Intelligence

The Right Approach to Hyper Automation

Mapping the Customer Journey

Process 360 Live

Case Study

Demo

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The Hyper-automation Spectrum

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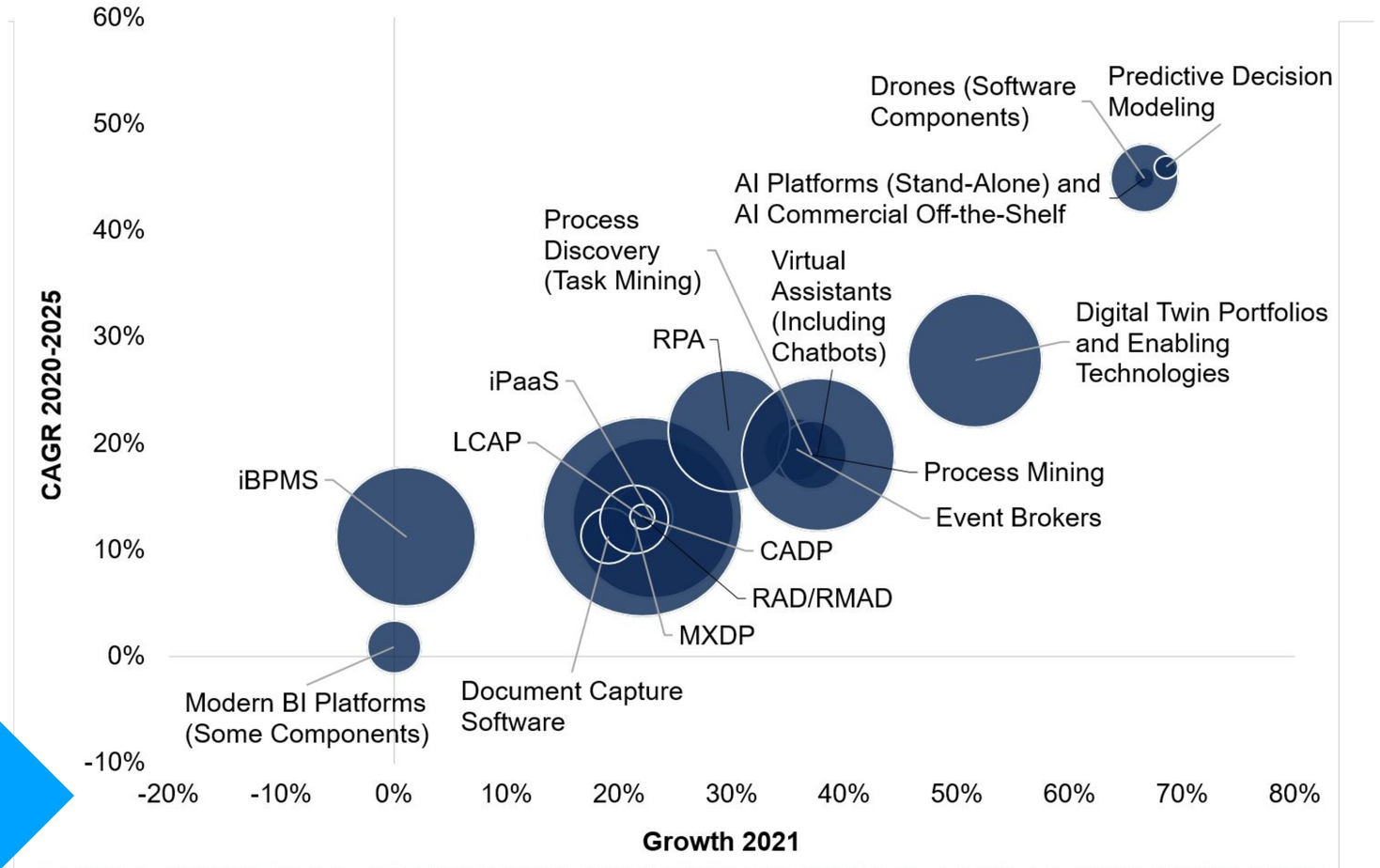
Process-Agnostic Technologies That Enable Hyperautomation, Worldwide Revenue, 2020-2025



Note: The size of each bubble represents 2020 revenue by segment in current U.S. dollars. CADP = citizen automation and development platform; iBPMS = intelligent business process management suite; iPaaS = integration platform as a service; LCAP = low-code application platform; MXDP = multiexperience development platform; RAD = rapid application development; RMAD = rapid mobile application development
Source: Gartner (March 2021)
ID: 735188

Hyper-automation is a lot more than just RPA!

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Gartner

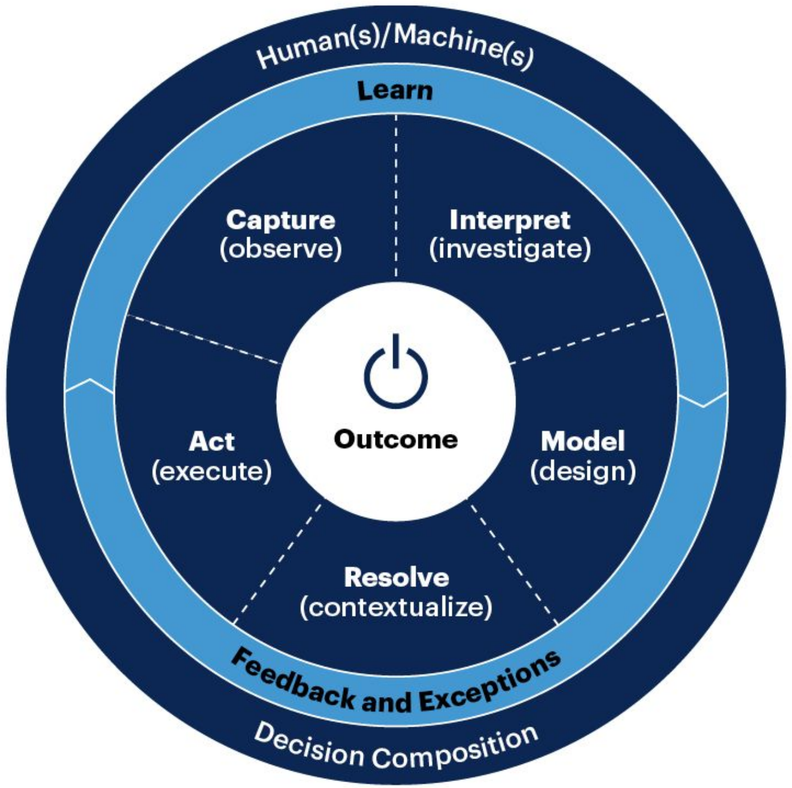
Decision Intelligence

Decision Intelligence is about both strategic decisions as well as tens of thousands of small decisions that employees make every day.

Decision Intelligence helps determine what to automate, how to do it and how to measure success.

Decision Intelligence is about the future and not the past so predictive analytics technologies and AI are key.

Gartner Decision Intelligence Model



Source: Gartner
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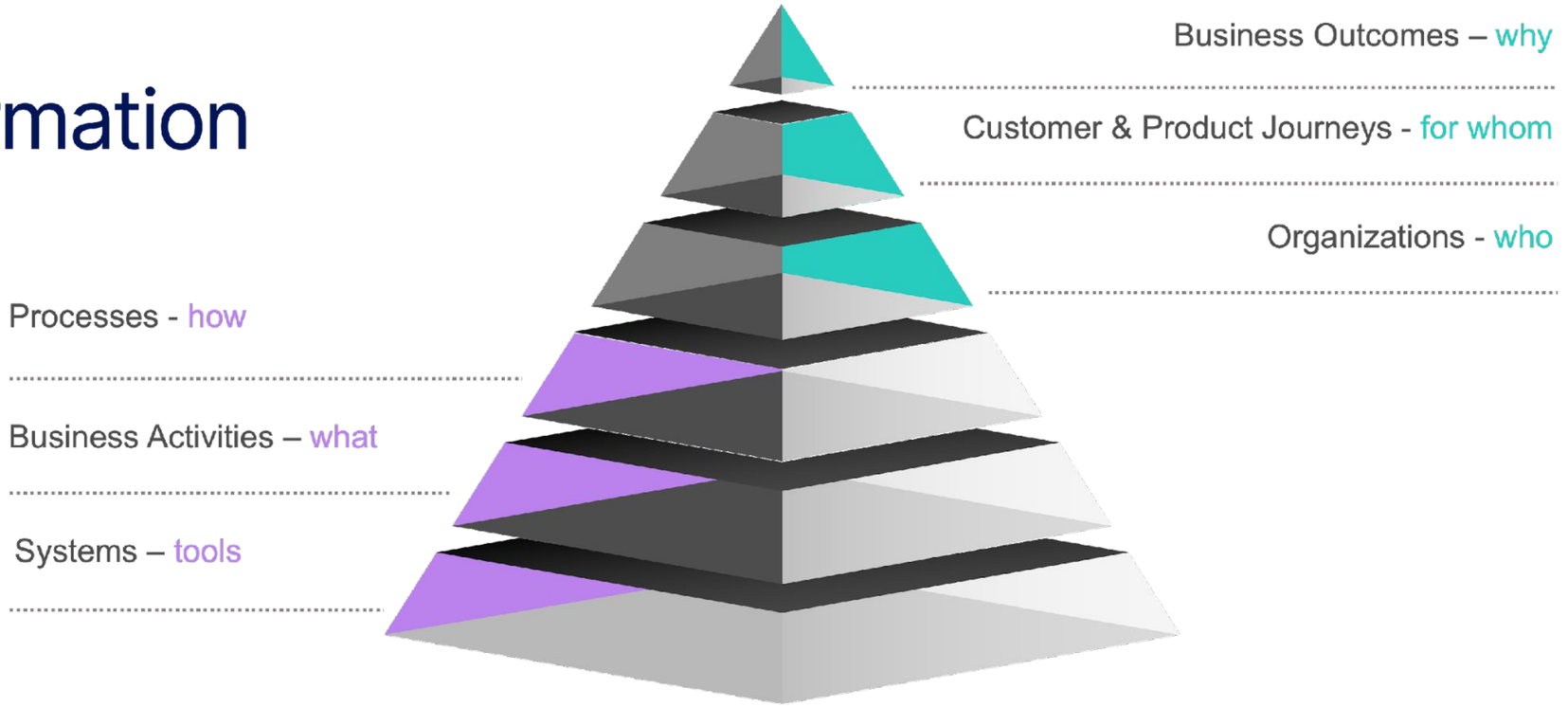
A **Structured Approach** to Digital Transformation



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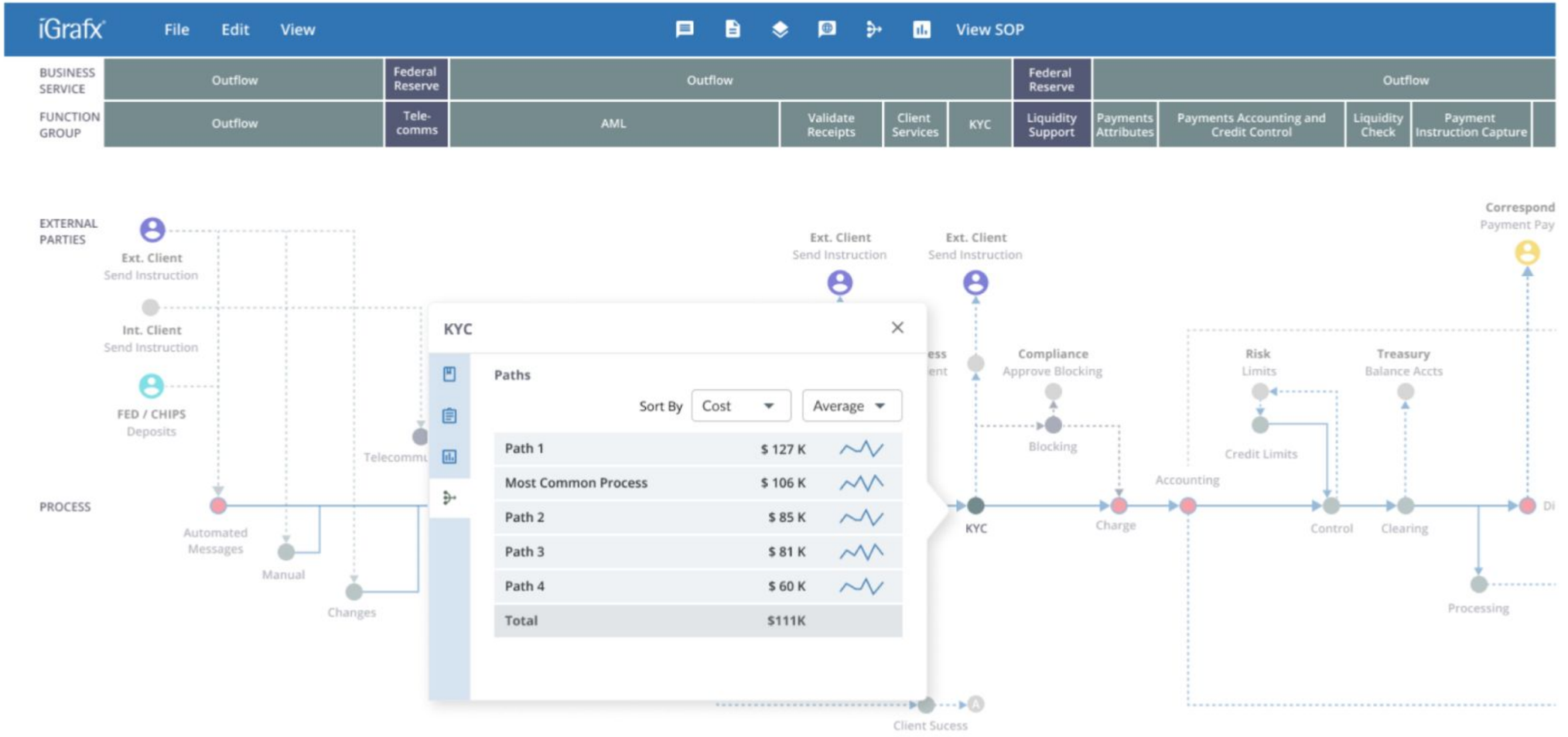
Mapping The Journey – Organizations, Processes, Systems, Metrics



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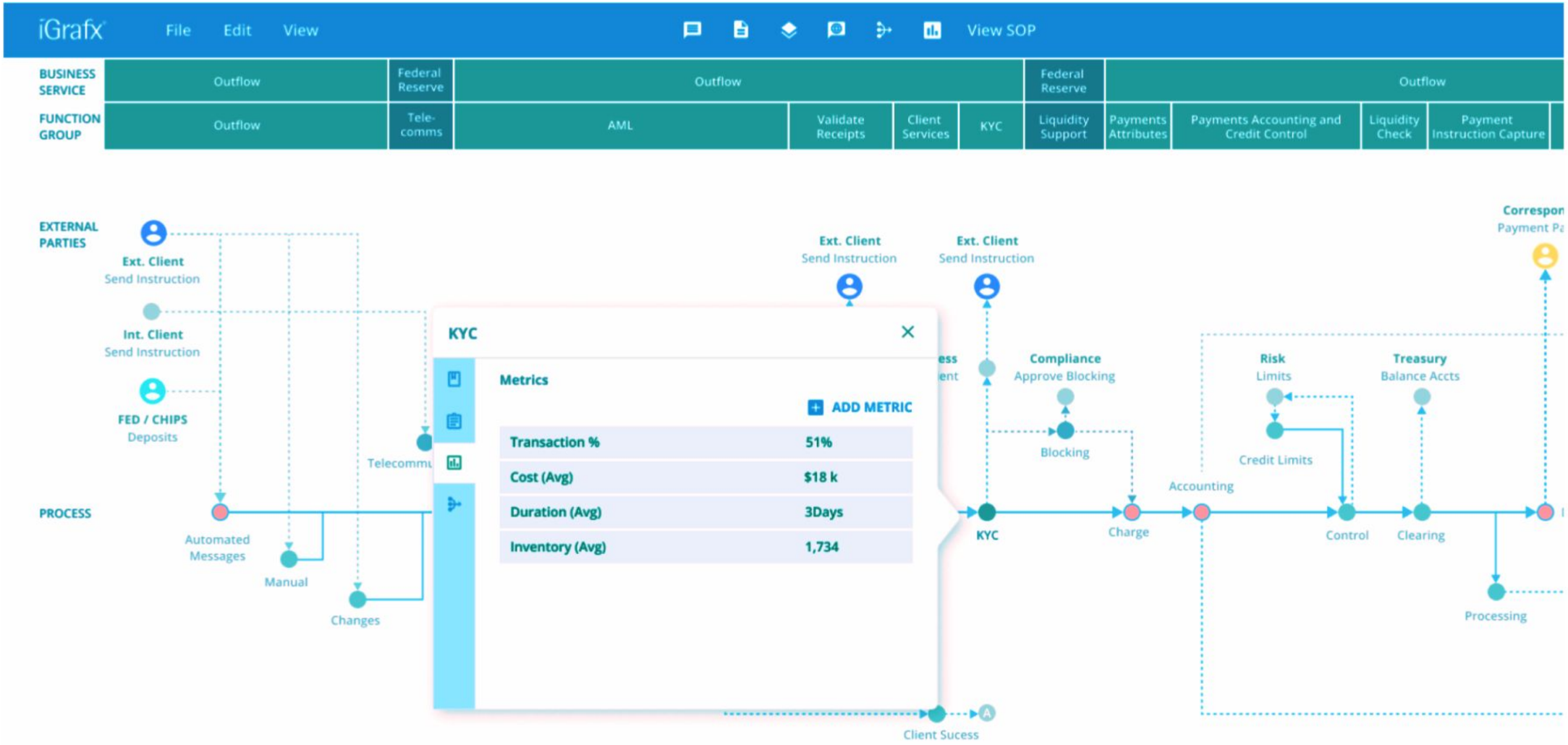

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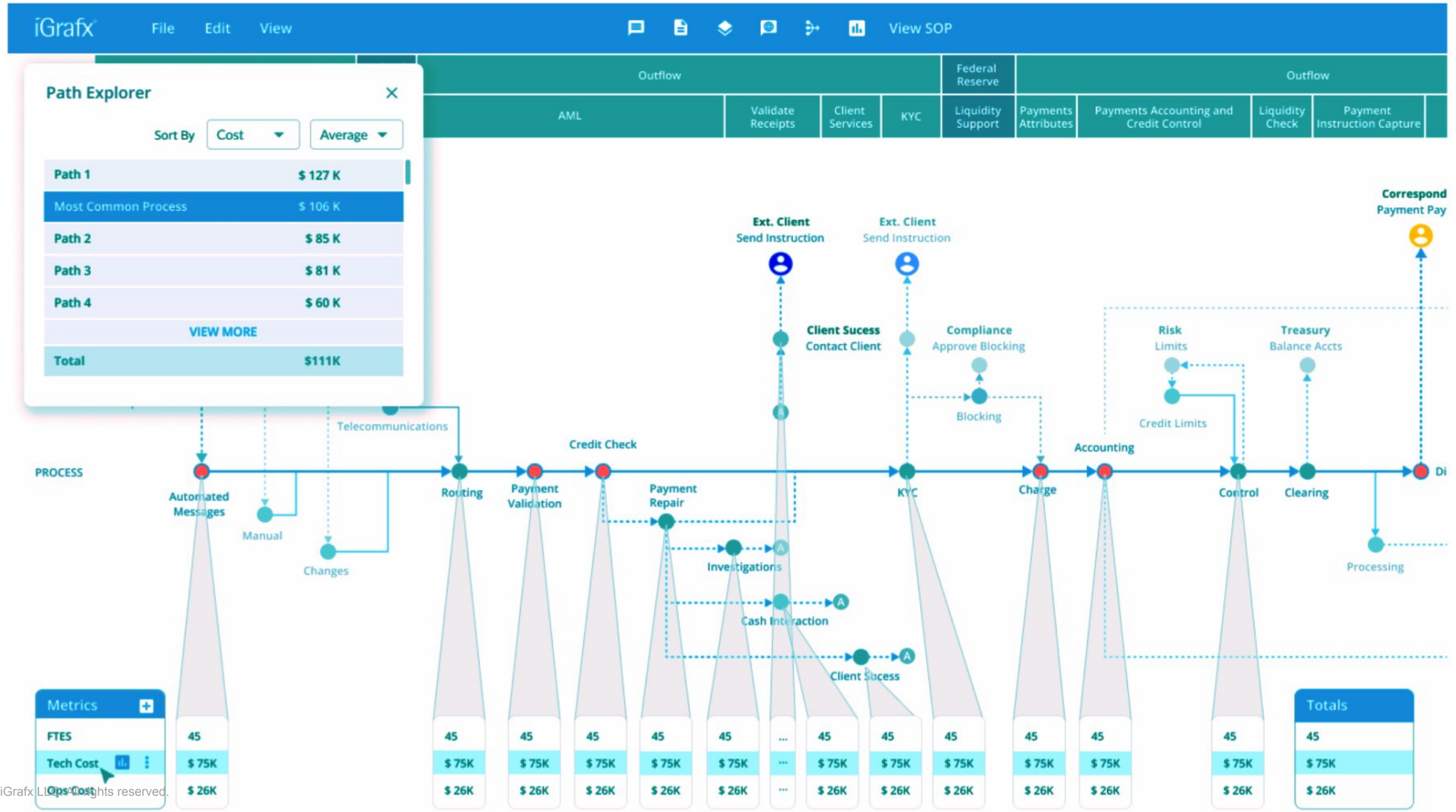

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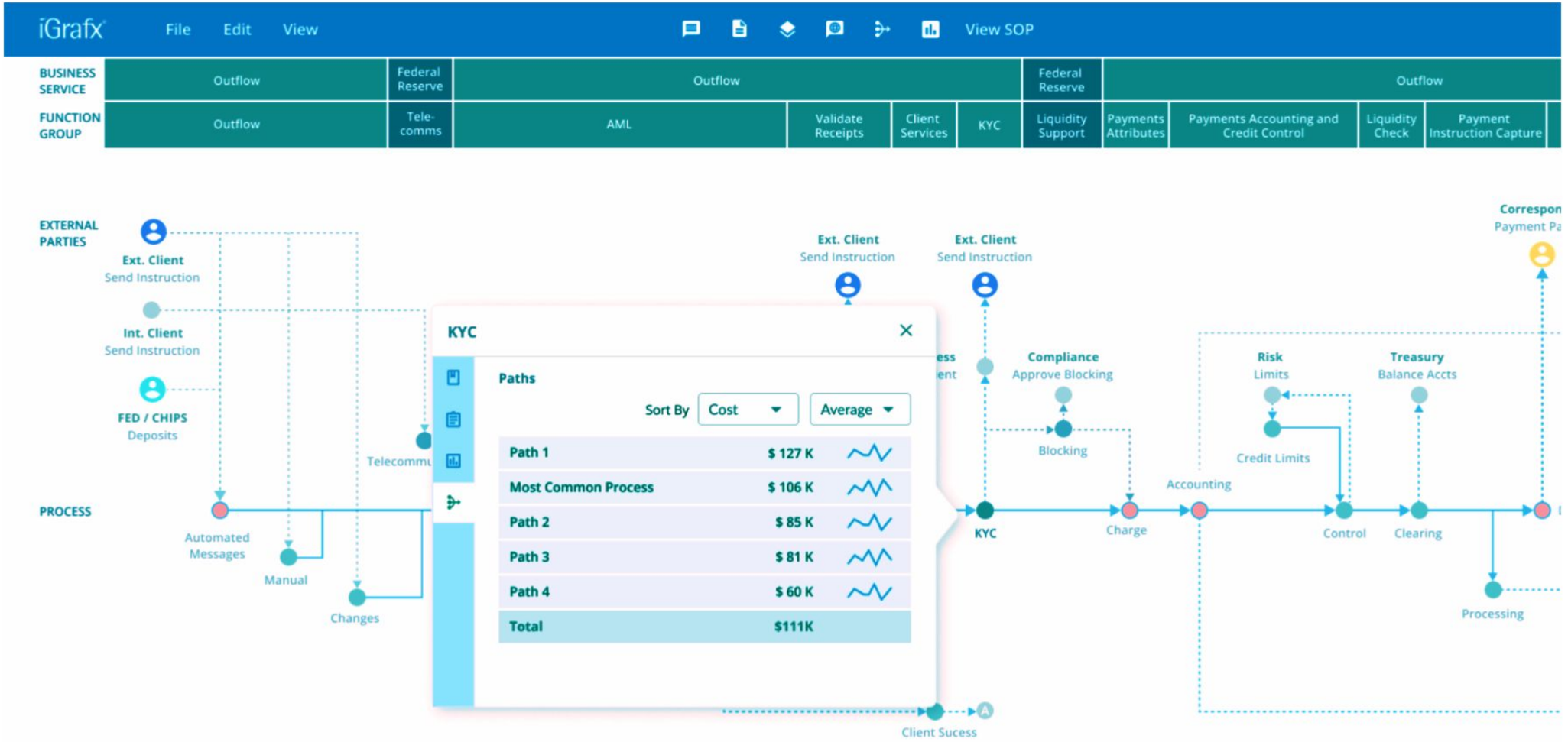

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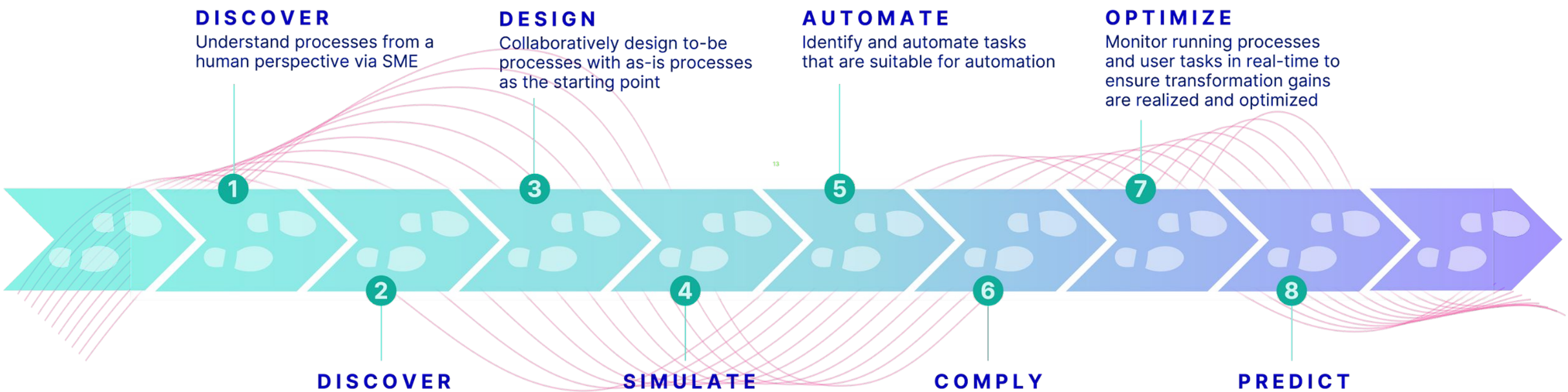
A LIVING, BREATHING PROCESS

Evolving & Improving Continuously



1 DISCOVER
Understand processes from a human perspective via SME

2 DISCOVER
Understand processes from a systems/end user perspective via mining

3 DESIGN
Collaboratively design to-be processes with as-is processes as the starting point

4 SIMULATE
Use operational data to simulate business scenarios for newly designed processes

5 AUTOMATE
Identify and automate tasks that are suitable for automation

6 COMPLY
Ensure as-is processes are compliant with corporate and regulatory requirements

7 OPTIMIZE
Monitor running processes and user tasks in real-time to ensure transformation gains are realized and optimized

8 PREDICT
Predict the future in real-time by continuously analyzing streaming data and find new optimizations

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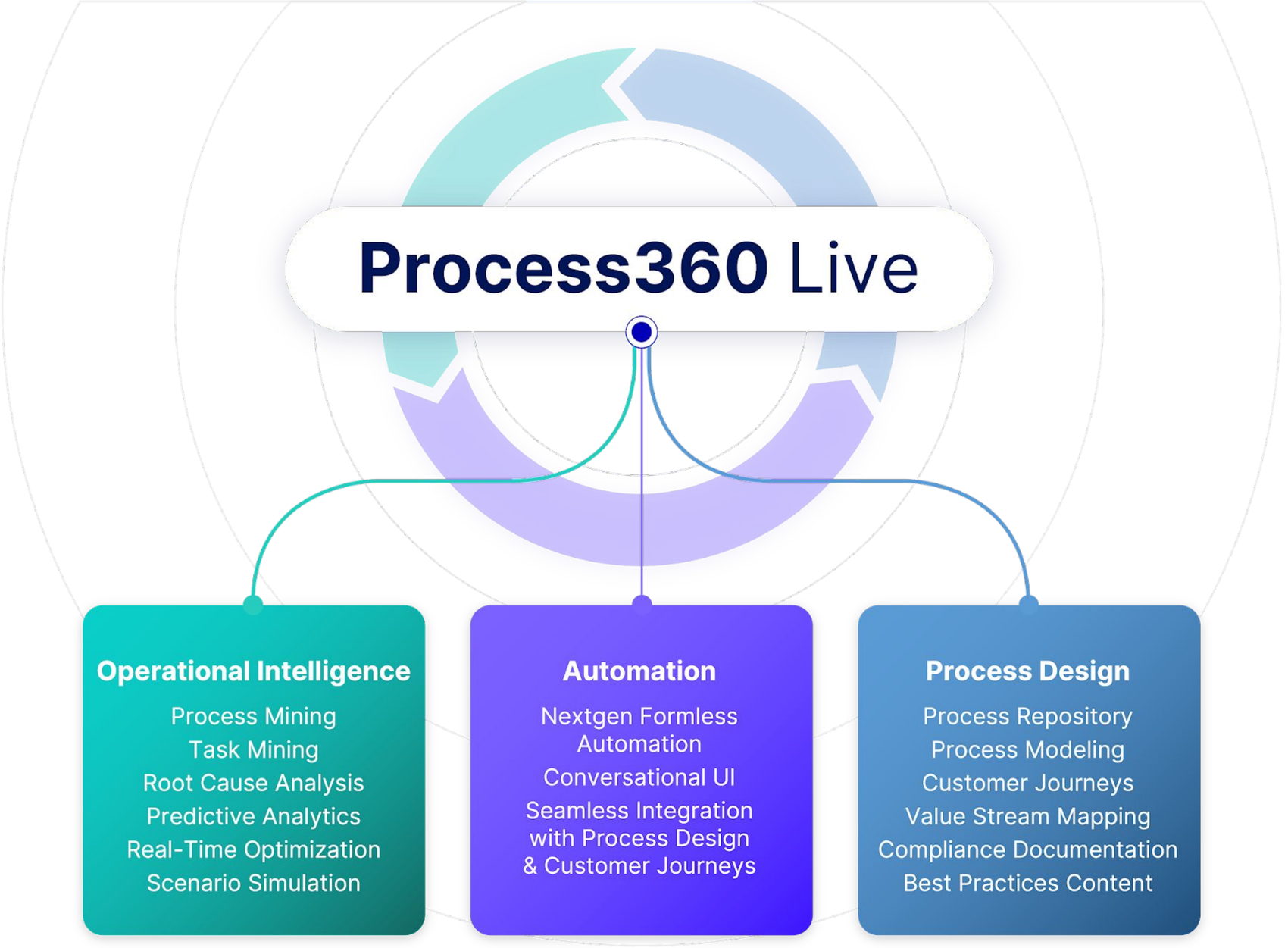
The iGrafx Product Vision

Combining **Real-Time Intelligence** and **Process Design**

Process360 Live is the only solution that delivers real-time process optimization by combining up-to-the-minute operational intelligence with process design, simulation, predictive analytics and AI based automation



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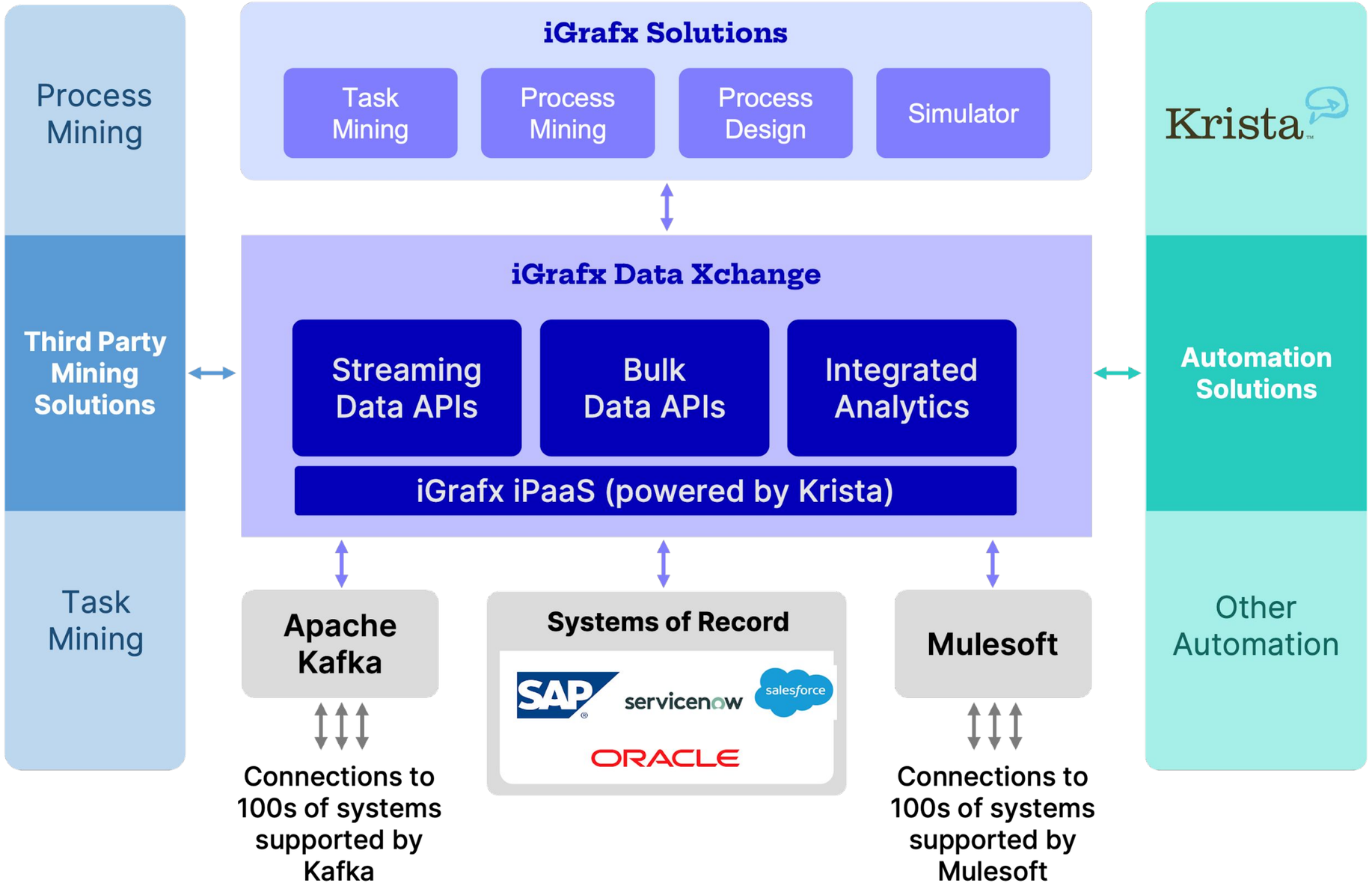
Data Architecture



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Success Story B Braun

Situation

- A world leading medical technology company
- They produce high quality medical and pharmaceutical devices and provide end-to-end services
- This includes supplies, devices and services for Renal Care
- 66,000 employees
- 300 subsidiaries in 64 countries
- 5,000 healthcare products
- $8.2B sales in 2021
- Established 180 years ago

Problem

- The National Kidney Foundation estimates 4M end-stage renal care patients, requiring dialysis treatment at least 3 times per week for 4-5 hrs at a time.
- Some patients get in-home treatment while go to renal care centers within a hospital or a standalone facility.
- Limited mobility due to logistics; center locations, managing appointments, transferring medical records, insurance coverage, etc.
- Objective: Seamless patient care experiences across global network of treatment centers.

Solution

Division-wide adoption of iGrafx Process360 Live as system of record for multi-site/country process management and regulatory compliance.

A repository for it all and a single source of truth, enabling capture and adjustment of process issues before implementing the changes in the real world.

The DTO provided better strategic decision making with regards to adding a center in a new location or new country.

Result

Global Renal Care Network

- 400+ centers
- 30+ countries
- Partnering for more

Patient Benefits

- Seamless care & experience
- Greater patient freedom
- Higher quality of life

Business Benefits

- Reduced operational complexity
- Operational agility
- Aligned vision & goals with business and operational processes

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Success Story Cox Business Services

Situation

COX Communications

Cox Business provides commercial-grade phone, internet, business TV, security and cloud services to small businesses.

These services are provided and managed via the **Cox Business MyAccount portal.**

https://www.cox.com/business/home.html

Problem

In the process of business account updates, there was a defined issue with the duration of the process and the amount of rework that was encountered. This created great frustration on the part of the customer.

There were multiple paths, all forms were sent and returned via email with no validation of the provided documents.

This resulted in a total of over 30k forms annually being sent for only 10k MyAccount change requests with each request requiring multiple touches to resolve.

Update account information but going into multiple systems and redundant processes.

Solution

End-to-end Customer Journey Models

- Prioritized process improvements based on journey pain points
- Automatically connect and synchronize views
- Connected multiple processes or process fragments to single touchpoints.

Deployed automation and e-signature solutions

Result

MyAccount Portal Updates

- Deployed in 3 months
- 20% reduction in redundant touch points – improving customer experience and operations efficiency
- 1500% ROI in year 1

Business customers gained greater accounts services with control right at their fingertips anytime, anywhere.

- Check the Network
- Access Service Features
- Manage Equipment
- View account balance and schedule payments

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Thank you!

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