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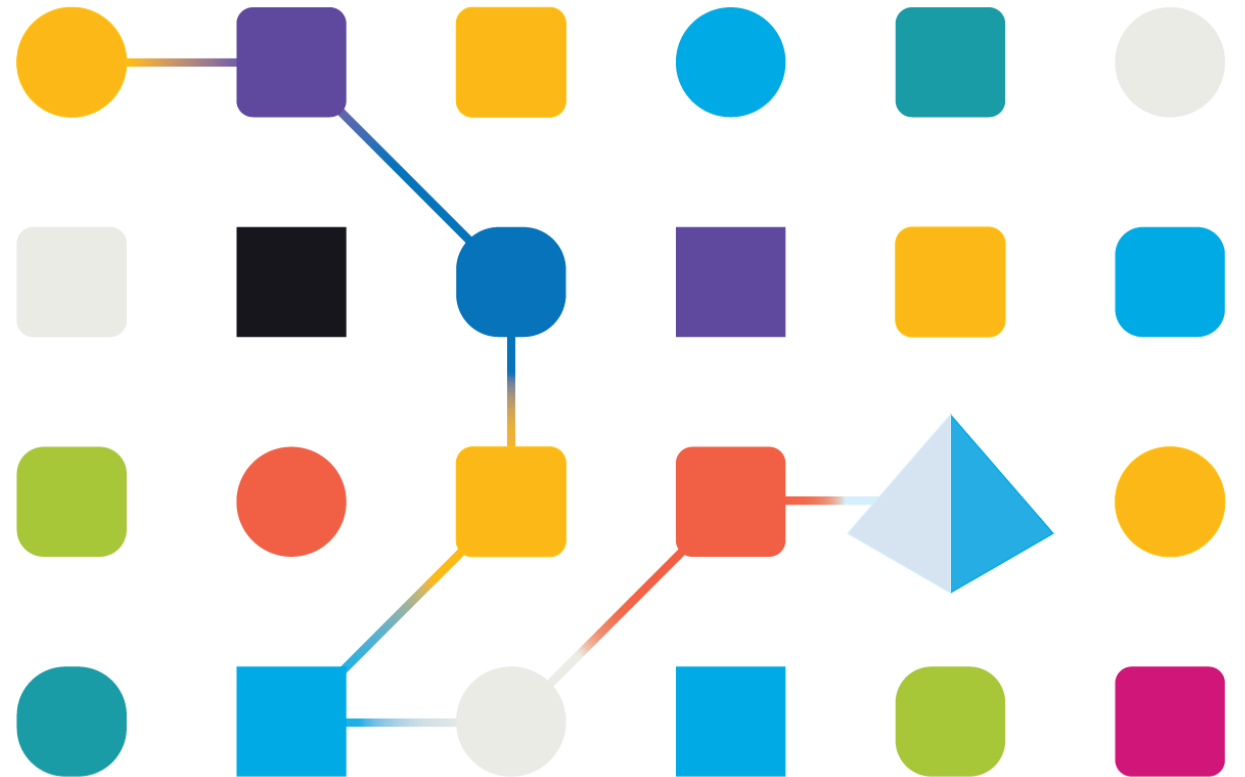


MACHINE LEARNING LIFECYCLE
CONFERENCE 2021

ML NEVER WORKS IN ISOLATION!

Jon Walden
CTO, Americas - Blue Prism

January 28th, 2021



Cautionary Tales

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setting

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AI Project Failure Rates Near 50% But It Doesn't Have to Be That Way, Say Experts

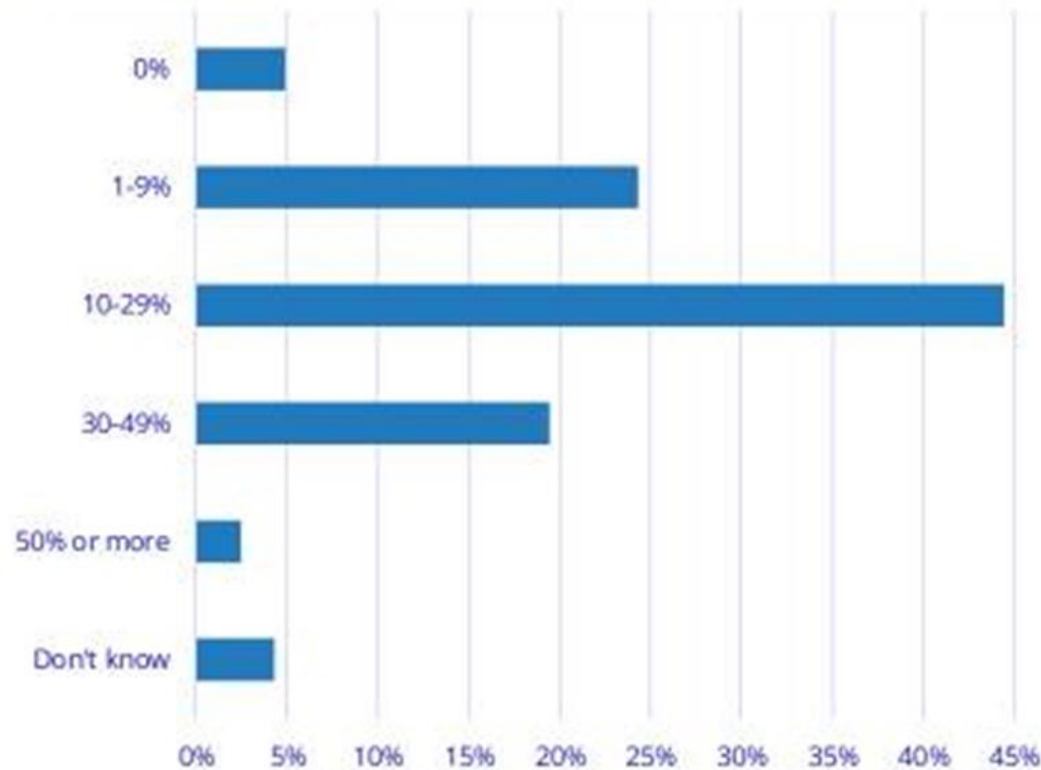
Companies with artificial-intelligence expertise are scaling up production, according to a recent report

Forbes

This Week In AI Stats: Up To 50% Failure Rate In 25% Of Enterprises Deploying AI

Danger Ahead!

What percentage of AI projects have failed?
Please indicate the reasons why your AI projects have failed?



N = 2221

Base= Respondents indicated organizations AI projects have failed

Notes: Managed by IDC's Quantitative Research Group.; Data weighted by country GDP; Use caution when interpreting small sample sizes.;

Multiple dichotomous table - total will not sum to 100%

Source: AI Global Survey 2019, IDC, May, 2019



ANALYZE
FUTURE



© IDC

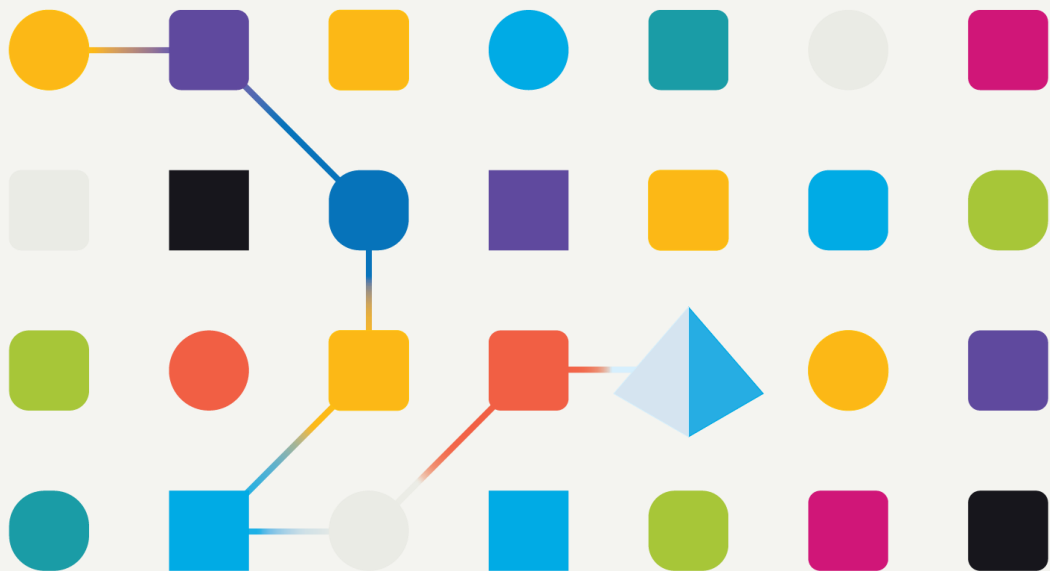
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The 1 thing!

Work

Accomplishment

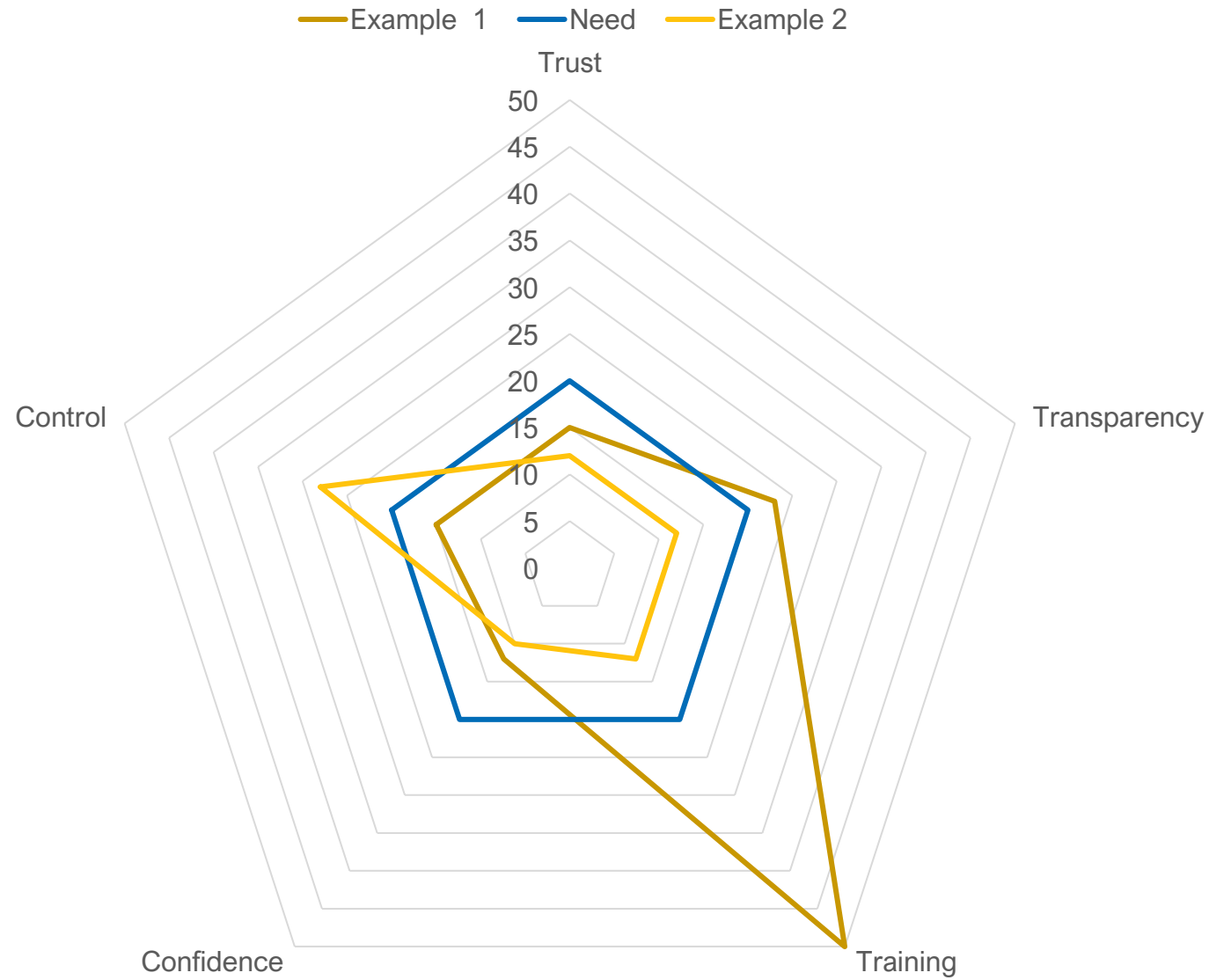


PROCESS PROVIDES

Focus
Measures
Learning
Application

Balance Needed

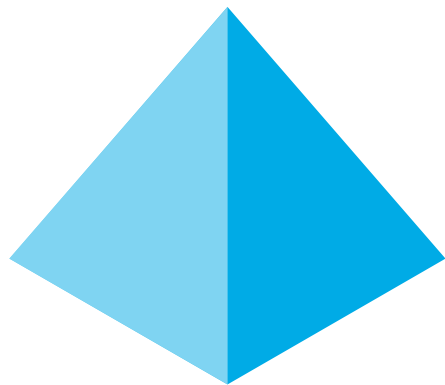
- Trust
- Transparency
- Training
- Confidence
- Control



Terms Defined

Style Applied Automatically with Table Design Options

Term	Meaning
Trust	Will the Outcome be Appropriate
Transparency	Can the Reasons for the Outcome be Traced and Documented
Training	How important and dynamic is the data that determines behavior
Confidence	What is the amount of certainty for the decision
Control	What happens when decisions are outliers



.....

These items applied to your need to accomplish work, allow the process to define the AI/ML needed.

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The Foundation for Artificial Intelligence

Missing a step would result in full benefits not achieved (scope of work for Chatbots and AI would remain limited)



Robotic Process Automation (RPA)

- Automates complex process
- Essential as a basis for more advanced automation

60% of processes



ML / NLP / Cognitive

- Works unstructured data
- Identify patterns in data with known relationships
- Enables “probabilistic” decisions

15% of processes



Chatbots

- Increased human / machine collaboration
- Improved self-service

15% processes



Artificial Intelligence (AI)

- Identify patterns in data with unknown relationships
- Self-healing

10% of processes



Chatbots and Artificial Intelligence to utilize the outputs produced by Robotic Process Automation

Source of Statistics: EY

Real Life Examples

Customer

Information can be substantial when you look at a customer. Credit Scores, Addresses, Histories.

All this information may come in many forms:

Documents (*OCR/NLP*)
Interactions (*Chatbots*)
Verifications (*Image Understanding*)



Operations

Service is expected in shorter windows. Everything from Onboarding, Account Services, Complaints, Interactions.

Decisioning (*Rules Based Processing*)
Prioritization (*Historical Analyses and Impact verification*)
Omni Channel Servicing (*Language Recognition, Next Best Actions*)



Finance

O2C & P2P keep the organization afloat. Quantity of work can often suffer.

Invoicing (*OCR/NLP, Data Confirmation*)
Quotes & Ordering (*Discount Rate Decisions, Value Measurements*)
Posting and Reconciliation (*Pattern Recognition, Anomaly identification, AML*)





**SUCCESS:
IS POSSIBLE!**

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