

IBM Cloud Pak for Business Automation

Deliver successful hyper-automation and digitalization projects



Elevator pitch

More than ever before, the industry is looking for Automation to sustain their business. The worldwide sanitary crisis has led organizations to adapt at a pace never seen before. In just a matter of days, your customers behaviors, business regulations, supply-chains and global transportation have changed. The business now has to adapt fast to survive and continue to grow. The challenge is how to continue to deliver products and services with more employees working from home? How to continue serving customers remotely? How to do more with less, faster? How to be more efficient while sustaining customer service quality? How to re-invent their business and deliver new innovative solutions fast? ...

This roadmap explains why IBM Cloud Pak for Business Automation is the solution that your partners must work with and how it will help them to generate more revenues faster.

Customers

What are customers struggling with?

- Too much repetitive manual work
- Content is difficult to find and use
- Difficult to manage regulatory compliance
- Time consuming / labor intensive to extract data from documents
- Inability to provide customer self-service
- Difficult to understand and improve business operations
- Too much dependence on IT / inability to keep up with demand for new software applications

Who's interested and why?

- **Companies looking to provide better customer service:**
They are looking to improve customer services by opening more self-service desks and reducing response time for a better customer onboarding or retention
- **Companies in highly regulated industries:**
They are looking to improve compliance with regulation by automating more processes, decision management while improving traceability in all their operations for audits. In addition, they are looking at being more reactive in adapting their operations faster when regulations are changing.
- **Companies looking to incorporate an AI strategy:**
They are looking to collect their operational data and provide more automation services that leverage AI. AI will help them infuse predictions to better guide, optimize and secure their operations
- **Companies dealing with Document intensive processes:**
They are looking to get rid of paper handling that is time consuming when dealing with automated applications, costly to archive, source of errors, and hard to share across team and processes. They are looking for digitalization, collaboration, and archiving solution to streamline their

operations and better leverage these documents across their various applications.

– **Companies looking at improving employee productivity:**

They are looking to free employees from low value, time consuming operations like entering/copying data in or between their various applications. Some are also looking at delivering new automation services faster to increase productivity without relying on long lasting or reduced IT services.

Typical sponsors

LOB operations leader responsible for software applications

- VP of Application Development
- Business Analyst
- Software Development Director

Shared services leader responsible for providing software solutions to multiple departments

- COO
- VP of Operations
- VP of Digital Transformation
- Automation Center of Excellence

Typical influencers

Business influencers responsible for individual LOBs or functions

- VP Commercial Lending
- VP Claims Processing
- VP HR
- VP Customer Service

IT influencers responsible for deploying and maintaining enterprise applications

- CIO
- CTO
- Director of Datacenter Operation

What are the key Industries to focus on?

- **FSS:** They are looking at automating customer services to reduce Time to response. This applies to various processes like customer onboarding, underwriting, claim management or policy administration, loan application, risk assessment, credit dispute. They are looking for a better way to make decision faster to improve customer services by reducing paper works and low value manual tasks.
- **Healthcare and Pharma:** To better manage interactions with patient and securely manage sensible data (Medical records) while ensuring consistency and continuity in medical operations.

– **Government:** They are looking to improve their interactions with citizens providing more online services and automating backend processes. They are looking at reducing clerical works, improve compliance with laws, reduce paper-based processes and streamline decisions to let SMEs to focus on high value tasks.

– **Retail:** Improve customer onboarding and retention by reducing latency, providing adapted products and services at the best price, be reactive to competitive pressure and improve customer interactions (support, claims, customer services, online shopping, 1st customer touch)

– **Travel and transportation:** Manage paper intensive processes like billing and invoicing, improve customer experience with dedicated loyalty programs or promotions.

Partner opportunity

- Partners who have experience in helping customers develop process-centric business workflows, case management applications, content management or automating any other complex decision-making
- Existing business process management (BPM) and enterprise content management (ECM) partners who are looking for an easier, more repeatable way to install and upgrade their customers so the partner can focus on providing value-add services
- Global solution providers who are looking for a completely integrated digital process automation offering as the basis for their engagements
- Partners who are looking for an easy way to enter the fast-growing Robotic Process Automation (RPA) market with small upfront investment
- Existing experimented BPM partners looking at providing more business visibility to their customers with Process Mining technologies
- Red Hat Partners, particularly those who are focused on Open Shift Container Platform

IBM Solution

How can IBM help?

With IBM Cloud Pak for Business Automation, you have the right platform to help you address automation problems your customers are facing around improving employee productivity, providing better customer services, remaining compliant, managing spikes in demand, gaining in business visibility, implementing a digitalization strategy, or moving their operations to secured and reliable clouds. Working with IBM you also have the guaranty to work with a real partner that will accompany you for your success. In addition to help you

get up to speed with the platform adoption, providing you some pre-configured environments to develop your POCs, IBM has a strong ecosystem program to give partners visibility in the product roadmaps, support you in your marketing campaigns and put you in direct contact with the key leaders responsible for product management and partners success.

Value of the IBM solution

- Increase employee productivity by automating repetitive and mundane human tasks
- Drive down costs by leveraging AI to streamline processes and minimize business risk
- Grow revenue from new and existing customers by delivering customized and automated client experiences at scale

Key differentiators, competitive information

- Includes market leading process and decision automation, content management and capture solutions
- Consume anywhere, can be deployed on premises, consumed as a service, or deployed on any cloud
- Differentiates with AI-infused capabilities across its automation products, for better insights into workflows and decision-making
- Cloud Pak offers flexible consumption and deployment models that can start small and grow as the client needs grow

Marketplace highlights

- The global hyperautomation market size was valued at USD 492.1 Million in 2019 and is forecasted to reach USD 22.84 Billion by 2027 at a CAGR of 18.2%. (Emergen)
- Hyper Automation Market to Surpass US\$ 23.7 Billion by end of 2027 (CMI)
- 96% of UK enterprise decision makers believe the pandemic sped up their company's digital transformation (IoTnow)
- Almost four in five (77%) UK respondents say that COVID-19 increased their budget for digital transformation, (IoTnow)

Opportunity identification

Prescriptive actions to take to get going right away

- Identify existing Business Automation customers. Work to review your customers' renewal dates and present the value of upgrading to IBM Cloud™ Pak for Business Automation
- Identify customers buying individual component products that are now within the IBM Cloud Pak for Business

Automation offering and have their future bids include IBM Cloud Pak for Business Automation..

- Build and run a demand generation activity for IBM Cloud Pak for Business Automation. Work with your local IBM partner marketing team to drive this activity.
- [Visit](#) the IBM Cloud Pak for Business Automation kit
- Get ready for your first calls: [link](#)

Starting questions/Conversation starters

Questions for Companies who need to continually optimize their operations... requiring visibility into their processes:

- Have you recently done a process analysis to determine if your operations are optimized?
- Are your employees struggling to work with the explosion of data today?
- Are your customers demanding faster and more complete responses to their questions and needs?
- Would it be helpful if your team could understand and analyze a situation in real time?
- Are you looking for a way to reduce operating costs and increase throughput?

Questions for Employees who need to be more productive... requiring them to spend less time on repetitive tasks and more time on higher value work:

- Are you left to your own devices and technology know-how to be more efficient?
- Are you being asked to be a technology expert vs. the subject matter expert you need to be?
- Would you like to eliminate repetitive, low value work and focus more on your customers and business needs?
- How do your customers and employees capture documents and other information?
- How easy is it to adapt your applications to changing policies, regulations, or customer behavior?
- How does your team prioritize opportunities for process automation to improve business operations?
- Are your most critical processes prone to human error?

Questions for Business operations need to be enhanced with intelligence delivered by AI... requiring automation solutions that include integrated AI and machine learning:

- Can your employees quickly and securely access documents that include sensitive information?
- How do your teams collaborate on the design and documentation of new business processes?
- How do you adapt your existing processes to changing conditions?

- Do you have a way to build simple internal automations (e.g., approvals or checklists) without writing code?

Questions for Businesses who need to serve more customers in more ways... requiring enterprise-class operations that can scale to meet any need:

- If you had to scale your process tomorrow to support much higher throughput, could you do it without hiring more people?
- Have you explored ways that artificial intelligence and cognitive capabilities can help you to augment processes?

Customer references, case studies, use cases

- **PNC** uses modeling, decisions, and workflow to reduce manual loan reviews by 80% - [Link](#)
- **Molina Healthcare** uses content and workflow to achieve 50% faster access to clinical data - [Link](#)
- **Banco Popular** uses robotic process automation to decrease process completion times by 90% - [Link](#)
- **Turkcell** uses content and capture to increase processing of customer documents by 80% - [Link](#)

Average deal size (cost range), SW/Services ratios, average sell cycle

- Average deal size: US\$ 390K [35K-4M]
- Average sales cycle: 6 months (Some deals are closed in one month)
- Sw/services ratio: can go from 1 to 1 to 1 to 3
- ROI: 675% (Source Forrester -three-year financial impact for an interviewed retail bank, especially related to loan application processes)

Check out these exciting capabilities with the free IBM Robotic Process Automation software trial!!

- [Learn more](#)
- [Trial](#)


Key assets and resources

Education


[Conversation guide](#)



[9 entry points](#)




[Learning webinars](#)



Client facing assets


[1o1 for first customer meeting](#)



[2o1 to go deeper](#)




[3o1: Enter the technical discussions](#)




Technical skills

[Certifications and badges Administration](#)



[Certifications and badges Architect](#)



Marketing assets


[Multi-touch Digital campaign](#)



[Event in a Box](#)




[Translated Assets](#)




Additional Resources

[Home page](#)



[Sales kit](#)



Positioning for Technology Service/Solution Providers (TSPS)

Read the IBM Cloud Pak for Business Automation –
[Partners Value proposition presentation](#)