



IBM Consulting

G-Cloud 15 IBM - BUSINESS AUTOMATION

Service Definition Document

Email: ukcat@uk.ibm.com

Contact: Anne-Marie Wheeler



IBM Business Automation

This document provides an overview of our service with context about how our services can support you and how we work. You can also find out more about us and our work at ibm.com. However, every organization faces unique challenges and our specialists are available to answer your questions and discuss how our services can be tailored to your needs. You can reach us by email, and we are here to help.

Offering Description

IBM's **Extreme Automation offering** for business is a comprehensive portfolio of consulting services and technology platforms that enables straight-through "touchless" processing with minimal human involvement that improves customer experience and creates new value.

This solution includes:

- **Co-create (Advise):** Jointly align on the vision, strategy and business case that creates new value from Extreme Automation
- **Co-execute (Build):** Design, build and deploy automated solutions, platform, DCOE, and initial MVP into production
- **Co-operate (Manage):** Rapidly iterate and scale to achieve "touchless" straight-through processing outcomes

Client Pain Points

Strategic alignment - Unclear ROI and economic benefits to gain executive sponsorship of initiatives; Misalignment of internal strategy to communicate and execute plans

Speed to market - Uncoordinated initiatives across business, creating misalignment of workflows; Increased complexity of IT architecture to implement and scale automation and AI

Organisational readiness - Lack of trust in automated decisions to inhibit widespread scaling; Resistance from employees to accept machine decision-making; Inadequate talent, skills, and resources to execute effectively and high cost of acquiring of team skills

Value Proposition

IBM's Extreme Automation **drives the digital transformation** by shifting from people running processes supported by technology, to technology running processes supported by people, fueled by data.

This shift unlocks value by:

- Improving customer experience
- Creating new business models for value creation
- Lowering operational costs
- Improving agility
- Reducing risk and significantly increasing agility inside and outside the enterprise

Client Value

Extreme Automation, if widely adopted, can **achieve straight-through processing** which may include **a wide range of benefits and outcomes**.

While results may vary case-by-case, some of our client results include:

- **"Touchless" straight-through processing** of **90%+** in certain **Finance** functions
- Reduction in **overall operational costs** by up to **40%**
- **70% increased productivity** through process re-imagination and automation in **Source to Pay**
- **35% CSAT** improvement
- **60% cost reduction** to serve customers
- **98% accuracy** in **Record to Analyze**
- **Lower energy consumption** in manufacturing by **20%**
- Reduction in complex medical **claims processing** from **15 days to 1 day**

IBM Differentiation

Key differentiators for IBM's Extreme Automation offering include:

- **Broad and comprehensive capabilities:** Process Excellence (PEX), Analytics-driven Workflows, Conversational AI Workflows, Decision Management, Content Intelligence, Data Fabric, Low-code Process Orchestrations, Operational Intelligence, IBM Garage Methodology.
- **Patented methods and assets:** Component Business Models, award-winning Extreme Automation Platform, Digital Business COE, Digital Workers (1,500+), Automation Command Center, Automation Repository (2,000+ automata), Content Intelligence.
- **Comprehensive technology ecosystem/partnerships:** Automation Anywhere, Blue Prism, Kili Technology, ServiceNow, UiPath, ABBYY, Hyperscience, Celonis, Uneeq, Kyndryl, SAP, Salesforce, Oracle, Adobe, Workday, Microsoft, AWS, IBM Technology, IBM Cloud, RedHat
- **Global delivery capabilities:** expert practitioners across Automation, AI and Analytics; 20+ global delivery centers.
- **Global customer base:** Over 1,200 client engagements across all industries with focus on Finance & Supply Chain, Talent, and Customer domains.
- **Analyst recognition:** IBM has been named the **Overall Solution Provider Leader** in the **Everest Group Intelligent Process Automation (IPA) PEAK** Matrix Assessment for 2022 across the Entire spectrum from "Market Impact" to "Vision & Capabilities"

We co-create a shared vision resulting in Value Creation

- + Think BIG, start small and scale rapidly.
- + Focus on outcomes, not technology.
- + Maintain stakeholder alignment in the vision of “touchless” straight through processing



Mobilize

[Engage](#) and conduct a [preliminary assessment](#) across core enterprise process areas to target business outcomes and CX/EX opportunities.



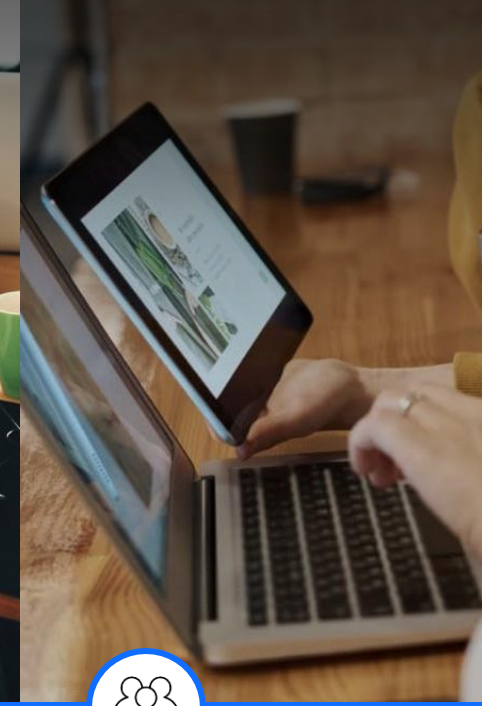
Co-Create

Advisory services that frame the [Business Opportunity](#) via Discovery Workshops, [Process Mining](#), Value Stream Analysis and [Business Case](#) creation leveraging our patented [Automation Quotient](#) model.



Co-Execute

[Design and Build](#) services to deploy the appropriate technical [platform architecture](#), iterative process re-imagining, data strategy, governance model and automata design-build-deploy.



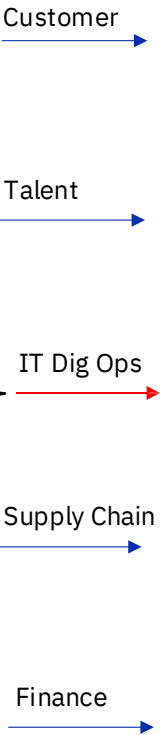
Co-Operate

[Manage for impact](#) with continuous value creation, rapid scaling towards “touchless” processing, automata operations, monitoring, management, support and optimization.

How Do We Accelerate Time to Business Value?

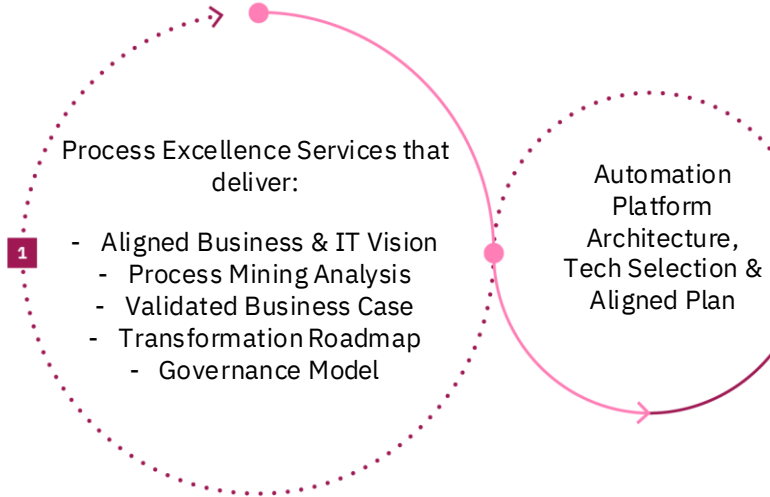
Automation Assets

IBM accelerators, patented methods and assets reduce risk and time to value.



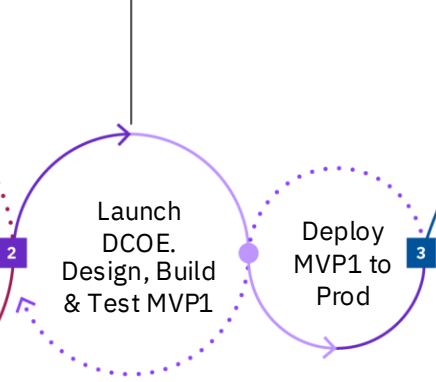
Co-create (Advise)

Jointly align on the vision, strategy and business case that creates new value from Extreme Automation



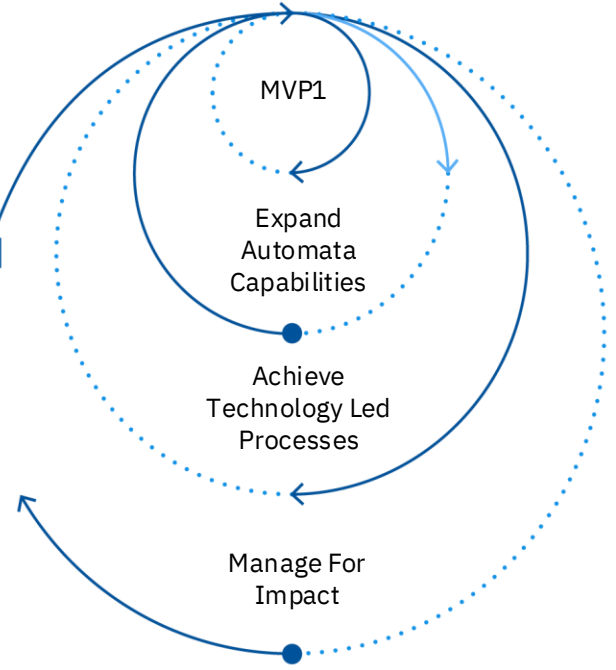
Co-execute (Build)

Design, build & deploy of automata platform, DCOE, and initial MVP into production



Co-operate (Co-manage)

Rapidly iterate and scale to achieve “touchless” straight through processing outcomes



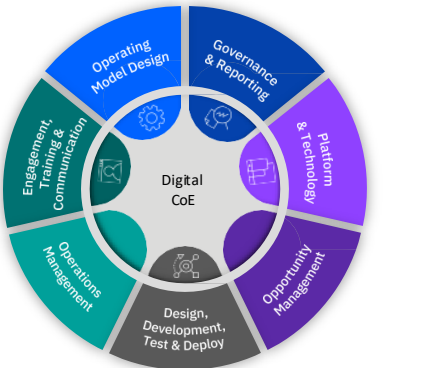
How Do We Co-Manage Value Creation?

The IBM Digital CoE acts as the Strategic Execution Management System to rapidly design and implement a successful Value Creation program powered by Extreme Automation.

- + Pre-defined Blueprints
- + Fully integrated into IBM Automation Assets
- + IBM Process Mining and Celonis Integrations
- + Automated Benefits Tracking
- + Customizable KPI + Metrics



An integrated workflow to govern automation initiatives across the organization:



IBM Automation Asset Highlights

IBM has over
2,000 automata
assets and
patented methods
to reduce risk and
accelerate value

Business Consulting Assets

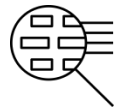
	Partner Ecosystem	IBM Consulting operates a world-class partner ecosystem with the best technology and business partners including our award-winning IBM Research division
	Proven Estimation Models	Proven business case and project estimation models from thousands of projects globally
	Digital Business COE	Strategic Execution platform for digital transformation with transparency into automation program operations while tracking value and performance across key workstreams
	Component Business Models	Component Business Modelling (CBM) is a managed technique for dividing an enterprise into separate components to identify opportunities for innovation and/or improvement
	Process Excellence (PEX)	Proprietary assessment and ranking methodology across the dimensions of impact, feasibility and subjective stakeholder affinity

Automation Technology Assets

	Automation Platform	Extreme Automation Platform is a complete, ready-to-use hybrid cloud platform for Business and IT that supports organizations at any point on their automation journey
	Digital Workers	Process specific skill based digital assets that execute workflows in a technology led model
	Automation Command Centre	Integrated digital command and control center for automation to manage holistically the transformation initiatives and assess real business impact
	Automation Repository	2,000+ automation assets available to our consultants that drive rapid value creation for our clients by accelerating adoption of proven automata
	Content Intelligence	Managed service offering providing AI-based document ingestion, digitization, classification, extraction & visualization to drive straight through processing of structured & un-structured data in analogue and digital documents.

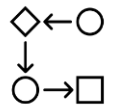
IBM Extreme Automation Capabilities Overview

Our world-class capabilities span all Automation, Data, AI, Cloud and Emerging Technologies



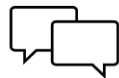
Process Excellence (PEX)

Leverage Process Mining and AI/Automation technologies to drive greater business efficiency and superior service experience with KPI monitoring and observability



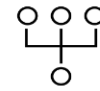
Analytics-driven Workflows

Design, build and manage **end-to-end workflows** with AI/ML capabilities to deliver deeper insights and enhanced business operations



Conversational AI Workflows

Persona-based conversational AI capabilities for **information abstraction and orchestration** to meet the end users needs



Decision Management

Combine business rules and machine learning to **automate decisions**. Manage, execute and monitor operational decisions so you can rapidly adapt to business change



Content Intelligence

Capture, classify & extract data from unstructured paper documents, electronic documents & images to increase straight-through processing. **Share, manage & collaborate** on enterprise content, securely



Data Fabric

A data fabric automates data discovery, governance and consumption, enabling enterprises to use data to maximize their value chain



IBM Garage Methodology

Intelligent Workflows execution rooted in IBM Garage Methodology

Co-create Envision the future
Co-execute Iterate to an IW MVP
Co-execute Scale to Market



Low-code Process Orchestration

Create and manage orchestration flows from disparate systems triggering automated resolution in real-time.



Operational Intelligence

Gain insights with built-in AI that provides recommended **actions for continuous optimization**

How can we get started together quickly?

Highly customized experiences to drive ideation, alignment and value creation strategy.

These experiences deliver a much higher impact as in-person events, however virtual experience options are available.

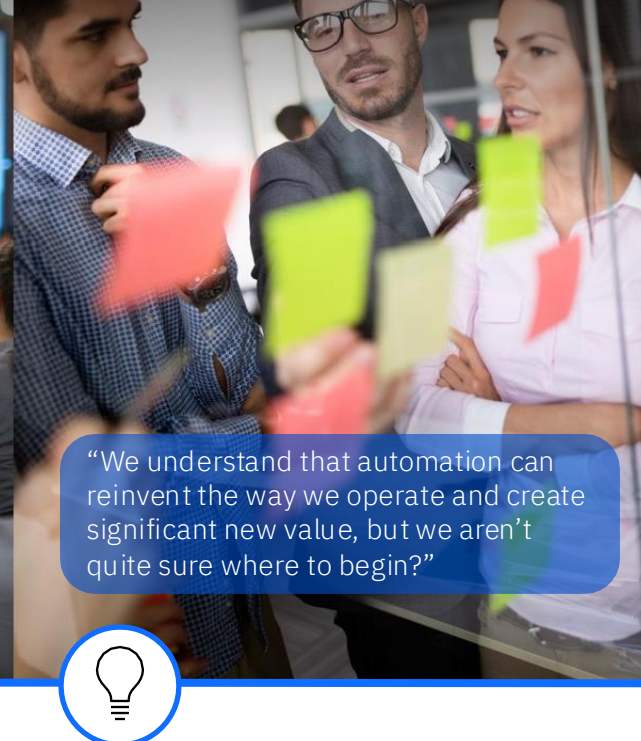


Innovation Day

One-day interactive session to ...

- Learn about IBM Extreme Automation
- Openly discuss Automation-led Value Creation concepts and examples
- Demos adapted to include client processes, data & technology
- Discuss "what worked and what did not" with your Automation projects
- Next steps group activity

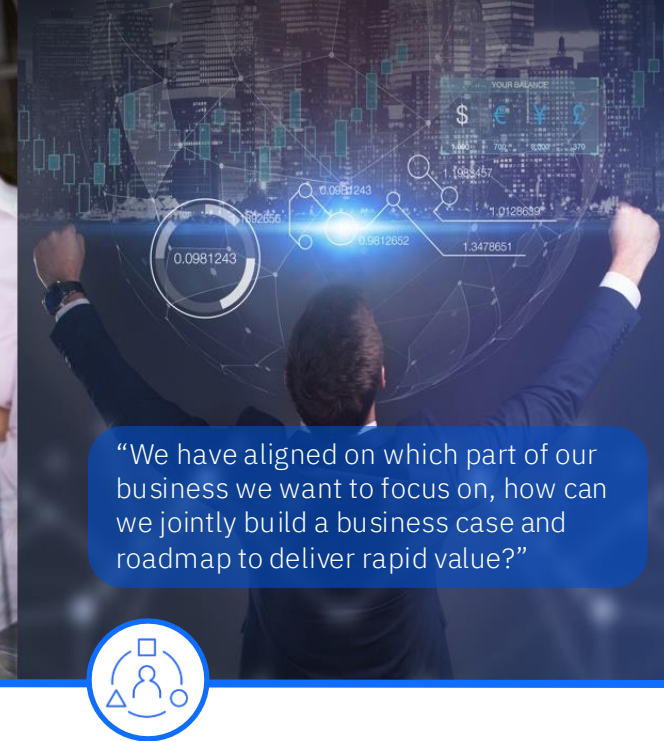
IBM Consulting



Alignment Workshop

Immersive Design Thinking experience to ...

- Align on chosen areas of opportunity
- Map how work gets done in these areas
- Envision new ways of working
- Identify Value Creation opportunities
- Prioritize based on impact & feasibility
- Proactively identify risks
- Build executive playback and present



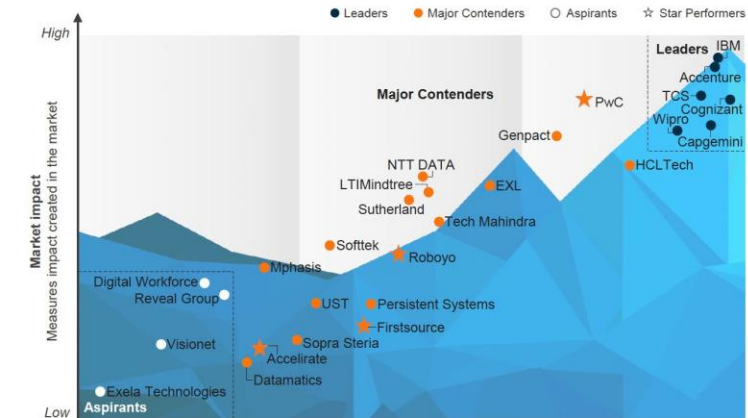
PEX Discovery

6–8-week engagement that delivers ...

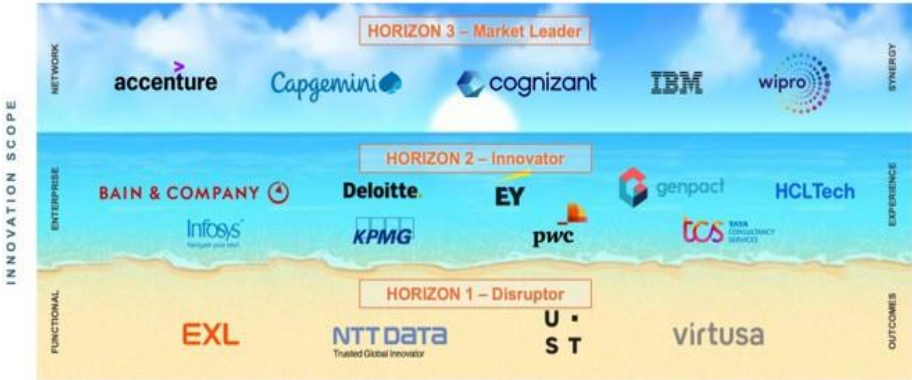
- As-is and To-be process analysis
- Identify Value Creation opportunities
- Prioritize based on impact & feasibility
- Create business case & roadmap
- Align on MVP-1

Analysts recognize IBM as a leader in Automation

Everest Group Intelligent Process Automation (IPA) Solutions PEAK Matrix® Assessment 2023¹

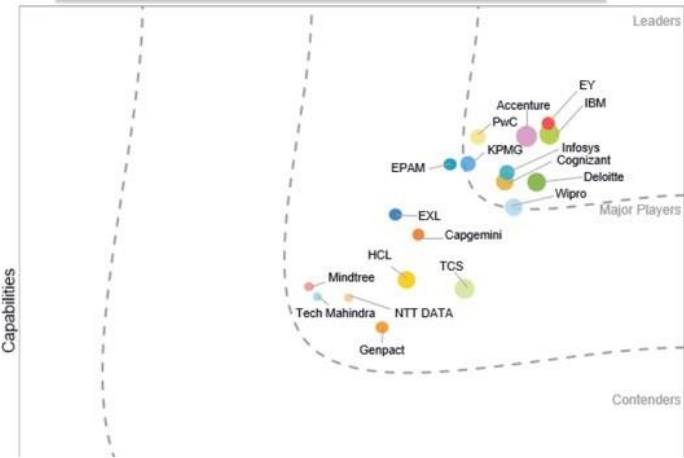


IPA Solutions Leader 2023 | IBM aims to build and deliver extreme automation that brings digital transformation in enterprise business processes with a particular focus on closer integration with data and analytics. IBM offers intelligent workflows, digital workers, etc. through a modular architecture, making it flexible and seamless for clients.



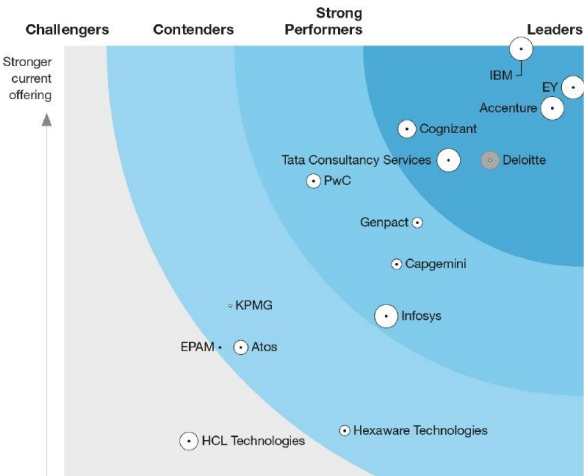
Automation Services Leader 2022 | IBM 'Extreme Automation' Consulting's proven approach and methodology align with HFS OneOffice as it looks beyond just technology and brings it together with process, talent, and data.

IDC MarketScape Worldwide Intelligent Automation Services, 2022



IA Services Leader 2022 | Buyers rated IBM highly for its ability to achieve desired business outcomes, optimize the ratio of onshore and offshore efforts on an engagement, integrate IBM's team with their internal team, offer flexible pricing models, and communicate the value of the services, solutions, methodologies, and tools they are currently consuming. IDC considers IBM's end-to-end life cycle of intelligent automation services portfolio, breadth of technology alliances, and strategies around platforms, infusing enterprise intelligence in delivery, workshops and stakeholder alignment, sales and distribution, innovation and R&D (both internal and external), and employee skills as key strengths.

THE FORRESTER WAVE™
Robotic Process Automation Services
Q2 2022



RPA Services Leader 2022 | IBM Consulting has a full complement of RPA services and supports packaging them into established ideation and delivery methodologies such as IBM Process Excellence and IBM Garage. The firm is well suited to harmonize the development and operational management — the “build and run” — of RPA bots through its Automation Operations Command Center on the Extreme Automation Platform, even in large, complex managed services or BPO environments. Reference customers cited IBM Consulting's unique approach, centered on process alignment and reengineering, as critical to the success of their RPA program. With a complete offering and ability to balance systems integration and BPO work, IBM Consulting is well suited for a variety of deployment scenarios.

Our Technology Automation capabilities

Clients benefit from our breadth of experience, depth of expertise, and a diverse partner ecosystem.

GLOBAL CAPABILITIES

40,000+

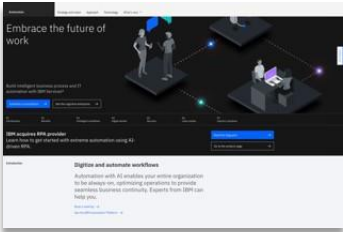
AUTOMATION, AI &
ANALYTICS
PRACTITIONERS



BROAD EXPERIENCE

4,000+

AUTOMATION CLIENTS



IBM.com
IBM Consulting: www.ibm.com/consulting
Extreme Automation:
<https://www.ibm.com/cloud/automation/services>



Thought Leadership
Extreme Automation with IBM Institute of Business Value
Extreme Automation with IBM Cloud Learn Hub:
<https://www.ibm.com/cloud/learn>

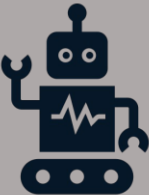
28

GLOBAL DELIVERY
CENTERS



6,000+

BOTS / RUNTIME SCRIPTS
IN OUR ASSET LIBRARY



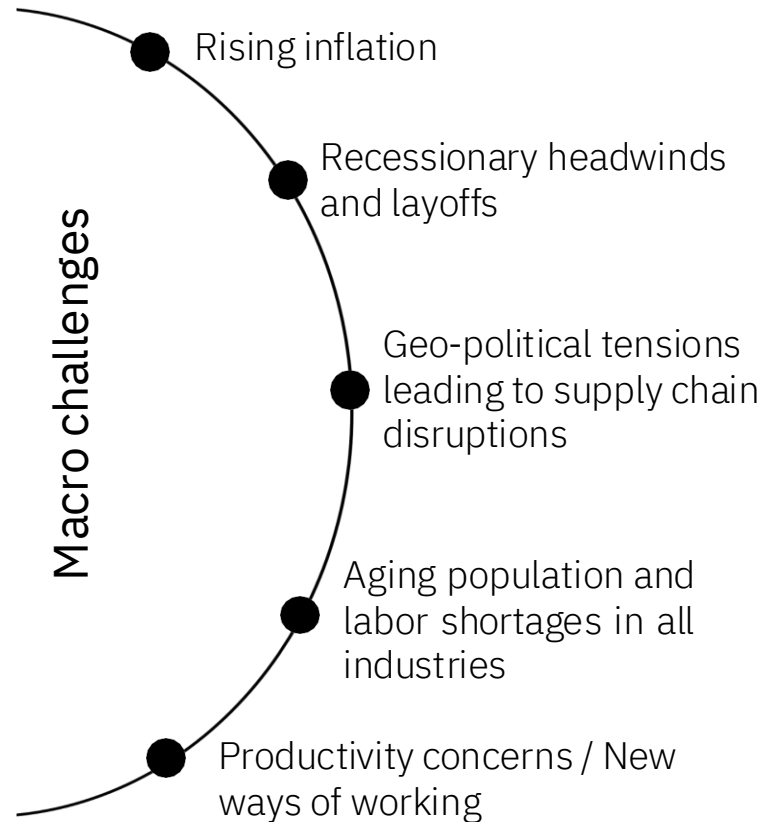


Why Automation is essential for driving business outcomes



Automation is essential in driving key business outcomes in today's challenging operating environment

Macro challenges in the operating environment ...



... are causing business to react, innovate and recalibrate business models in real time ...

- Enhance customer experiences
- Identify new sources of business value
- Streamline operations to take out cost

... and Extreme Automation can help in transforming the business model.

As inflation rages, companies that weather the storm best will improve productivity through cost-cutting, even as they adjust prices and find new sources of growth.

86% of US business executives see automation as a remedy against the **great resignation**

Supply chain threats demand continued resilience, CSCOs expect to integrate **32%** of their intelligent workflows with ecosystem partners by **2030**

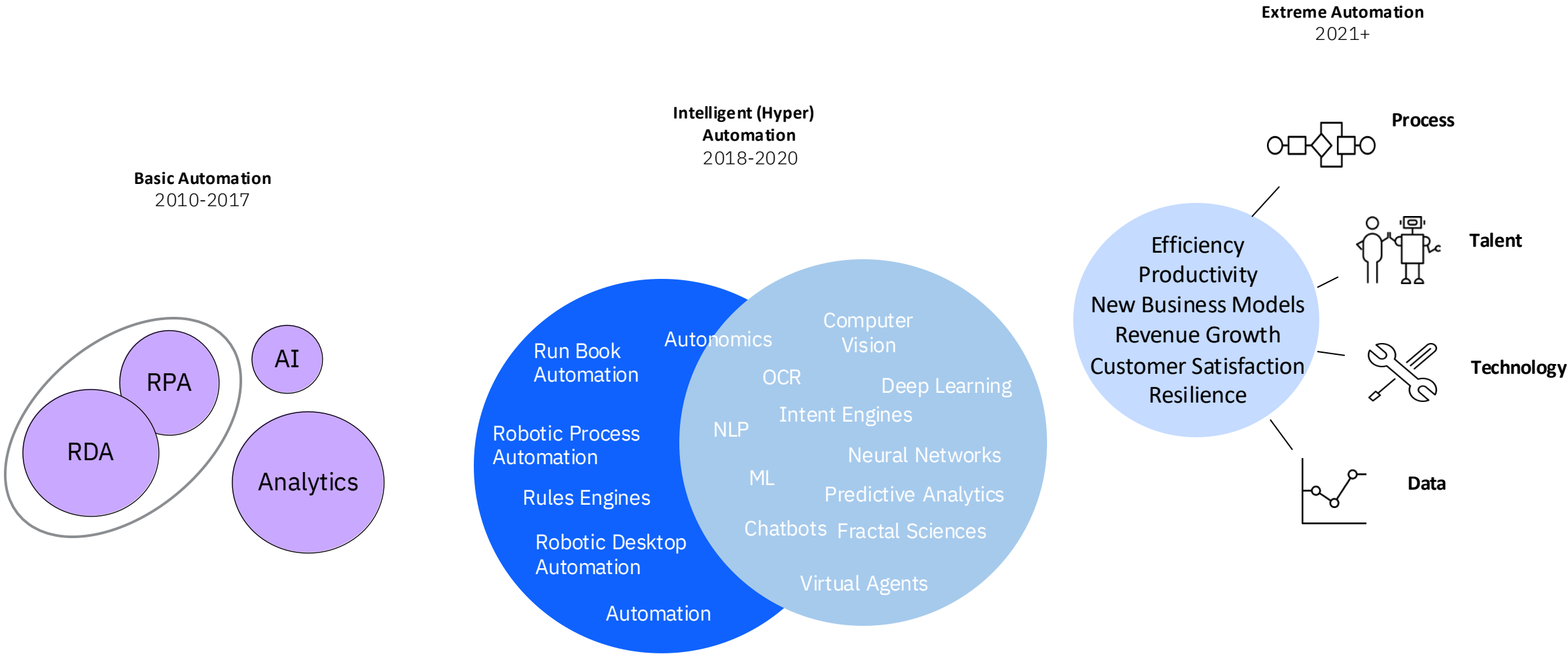
Increase workforce responsiveness and productivity is one of the main objectives for **37%** companies when it comes to making investment decisions

Source: IBV Intelligent Automation Study, Q5. Which of the following objectives are most important when you make investment decisions about new and emerging technologies?
Source: How automation is being used to retain employees during great resignation, ProcessMaker.com
Source: Turning Inflation Disruption into Value with Six Strategic Steps, Bain & Co.

Extreme Automation strategy and offerings defined

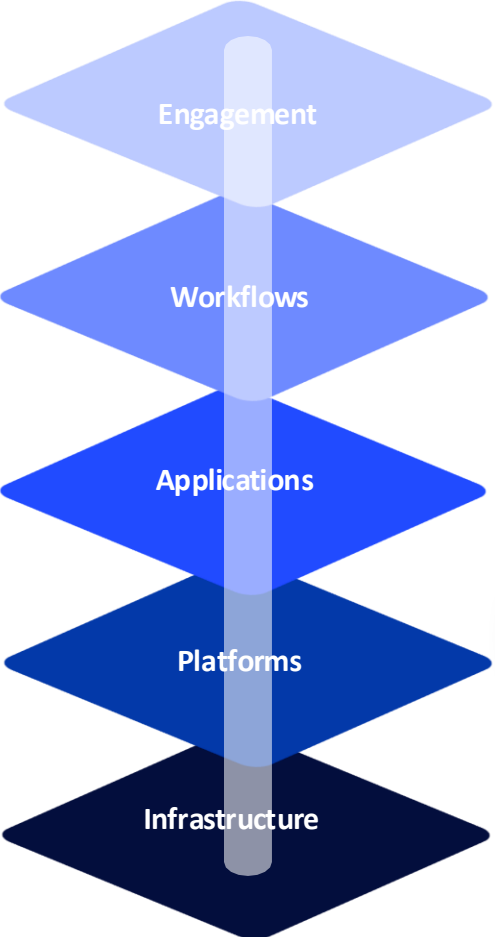
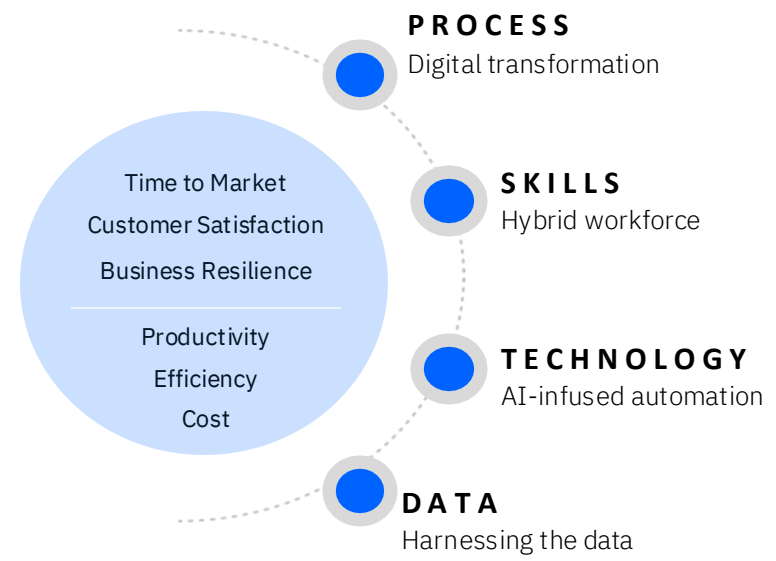


How automation has been evolving to transform client's enterprise



Extreme Automation across the Enterprise

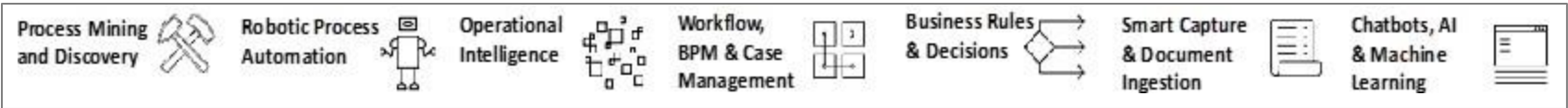
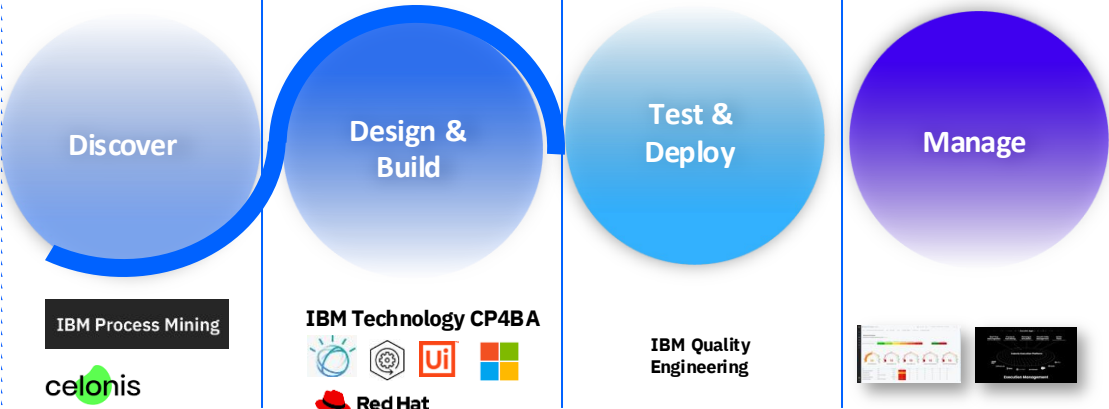
Driving enterprise transformation through full stack automation



Delivery Lifecycle

End-to-end delivery from Advisory to Production

- Process Discovery
- Business Case
- Automation Roadmap
- Low-code / No-code
- AI / ML
- Content Intelligence
- API-led Automation
- RPA
- Quality Engineering
- Digital Operations



Portfolio of Extreme Automation offerings and solutions

Business Automation



Automation Advisory & Process Excellence (PEX)



Automation First BPO



Automation @ Scale



Automation for Enterprise Transformation

Technology Automation



IT Digital Operations



Ansible @ Scale



IT Intelligent Workflows



Extreme Automation Platform

Scenario #1

Automation of simple tasks in departmental silos primarily focusing on productivity gains will never achieve enterprise scale and value.

Scenario #1

Business
Automation focuses
on low-risk rapid
value creation
driven by improved
CX, EX, and new
“touchless”
operating models

Delayed Value



Business-led only (no IT)

Standalone business-led initiatives often delay value because they fail to address the convergence of IT / business. These usually fail to deliver value and have gaps in data privacy, security, and compliance.



No strategy or business case

A well-vetted strategy with a business case aligned across the LOB, IT and Finance must be in place before starting the program. That means, do not go buy an automation tool first!



Boiling the data lake

Data is growing exponentially and will never be 100% available or “clean” but a lack of control over your enterprise data can inhibit automation and transformation.



Not designed to scale

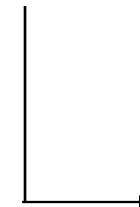
Standalone proof-of-concepts not designed to scale consume time and energy with limited benefit. Departmental automation “tools” for humans do really add value.

Rapid Value



Business & IT tightly aligned

Prioritize and gain consensus for the program
Identify organizational benefits
Manage enterprise change
Extend and leverage existing investments



Value Orchestration Office

Tightly managed and executed COE-led program to ensure value creation and self-funding opportunities in the roadmap to pull forward the ROI.



Focus on the right data

Leverage Process Mining, Content Intelligence, AI and Data Science to find the parameters and KPIs that matter and work with the data you have available to start the transformation.



Designed to scale

Process selection is based on the ability to deliver outcomes and be operationalized at scale across your business using well integrated automation platforms, fed by data fabric in a hybrid multi-cloud.

Business Automation offerings

Highly automated straight-through “touchless” processing with minimal, if any, human involvement.

Technology drives the process, supported by people and fueled by data.

 Re-invent workflows through Content Intelligence	 Automation @ Scale	 Automation for Enterprise Transformation
Use AI and machine learning to understand, reason, and act on information from complex formats to radically shorten processing times, improve accuracy, enable insights generation, and fuel intelligent automation. Unlock the full potential of content intelligence with market-leading security, enterprise scalability, and open innovation by integrating diverse datasets.	Expand the reach and impact of automation, moving beyond existing RPA. Harness the power of intelligent automation, infusing automated workflows with AI, including machine learning and natural language processing, and extending integration points to build the digital workforce of the future.	Leverage IBM’s deep industry expertise and our experience with enterprise applications like SAP, Salesforce, and Workday, to drive business transformation by modernizing the enterprise-wide operating model. Do more with existing enterprise apps, integrating exponential technologies to build always-on, intelligent workflows.
– Solution for back office and industries – Mature partner ecosystem – Cloud-agnostic Private / Hybrid / Multi-cloud deployment model	– Straight-through processing, not just RPA – Tech-led, Human in the loop – Digital Workers run the workflows – COE includes Low Code and Citizen Dev	– Shift from departmental to enterprise – Integrate across the ecosystem – Full stack Automation across Biz and IT – Platform-centric Digital Workers
AI-powered Source to Pay “Touchless Invoice Processing” for retail giant co-created with with Microsoft	Go-to-Market with Hyperscaler Partnerships Jointly deploy enterprise platforms powered by Microsoft, AWS, IBM, and Google	Leverage our deep SAP expertise Automation led value realization from cloud modernization to S/4HANA to RISE

Scenario #2

Existing tools, processes, skills, and operating models are not sufficient to solve the problem of complexity, volume, and velocity of change across rapidly expanding Hybrid Cloud IT Estates.

Technology Automation offering

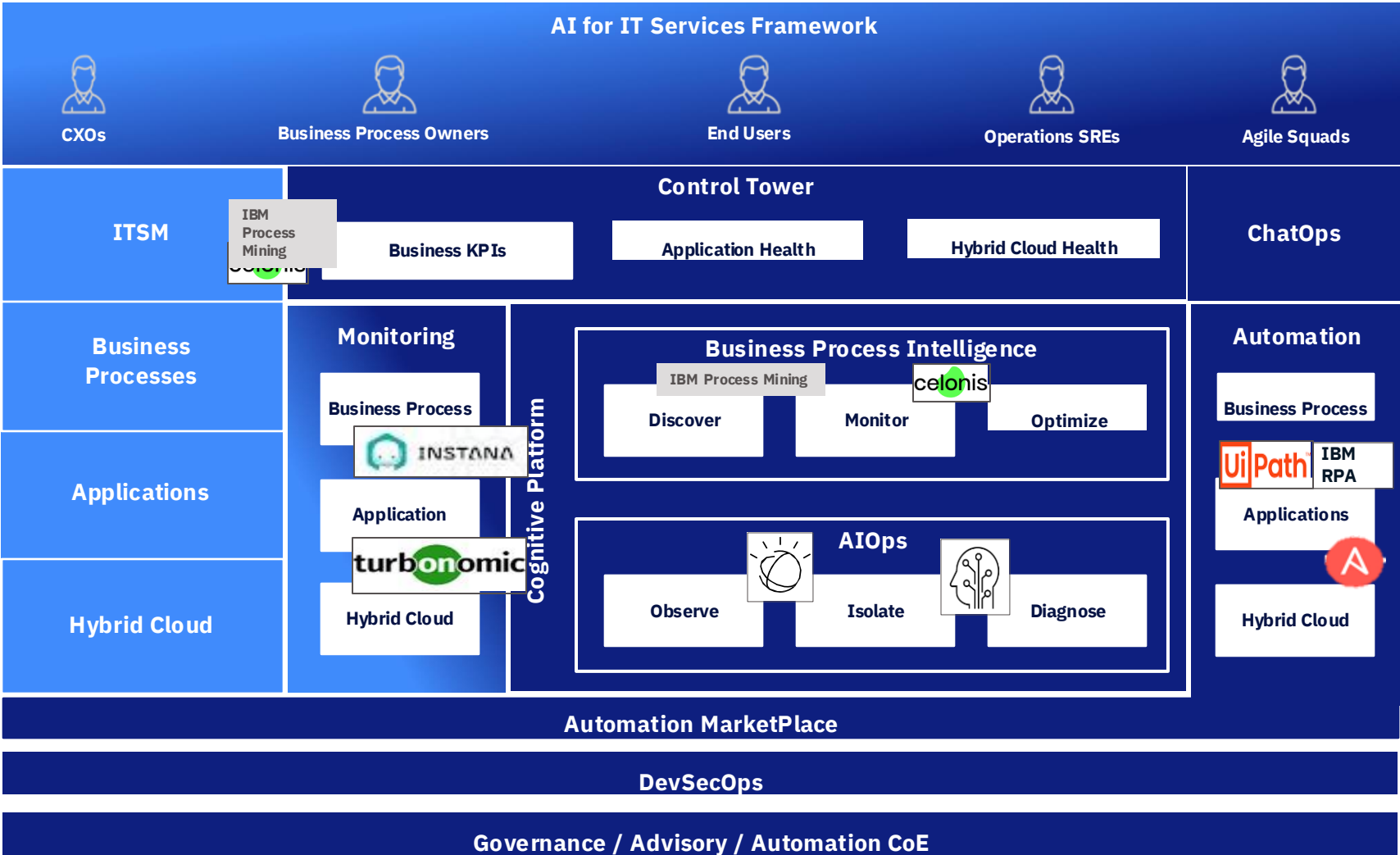
To accelerate enterprise IT Automation journey

 IT Digital Operations	 Ansible @ Scale	 IT Intelligent Workflows
Drive full stack observation, orchestration, and automation of the entire estate from business process to application and infrastructure by brining together best-of-breed solutions from IBM and our partners to enable digital transformation and modernization of IT Operations.	Accelerate Enterprise IT Automation journey with Ansible Automation, a prescriptive approach for standardizing enterprise adoption at scale and achieving client business outcomes. A method that includes implementation strategy and build services, that in conjunction, deliver an end-to-end Ansible adoption roadmap with the flexibility to rapidly scale implementation and support as-a-service consumption models to meet evolving client needs.	Intelligent IT Workflows integrate end-to-end IT processes that cut across organizational, service provider and expansive hybrid-cloud IT estate boundaries and through the application of emerging technologies, radically change how work gets done to drive new IT and business outcomes.
– Service Desk (Human-generated events) – Command Center (System-generated events) – Automation Management – AIOps & Observability – Act (Ansible, IBM RPA, UiPath, Automation MarketPlace) – ChatOps – Offering Development on SAP, Workday, Salesforce, Oracle, and Custom Systems	– Ansible Advisory (Adoption Strategy & Roadmap) – Ansible Build (Development and Enablement at Scale) – Ansible EA Solutions (Build / Move / Manage of SAP Landscapes)	Design, Build and Integrate End-to-End Intelligent IT Workflows – Deep IT & Business Process Telemetry – AIOps – Automation Orchestration – Digital Workers – Expanded ITSM and ITOM Services – ChatOps and Conversational AI – Hyperscaler Automation Services – IT Organization and Process Change

Digital Operations

Full Stack Observation,
Orchestration,
and Automation
of the IT Estate

We bring together best- of-
breed solutions from IBM
and our partners to enable
digital transformation and
modernization of IT
Operations.



Client-Owned Ecosystem



IBM-Owned Automation

Scenario #3

Islands of automation and disconnected solutions create technical debt and do not deliver transformative business outcomes.

Our award-winning Automation Platform

IBM Extreme Automation Platform is a complete, ready-to-use platform for Business and IT that supports organizations at any point on their automation journey.

It includes AI, Automation, Data and Analytics technologies with “consumable” assets deployed in a hybrid multi-cloud model.



Integrated Platform, from Strategy to Execution
Our platform provides an end-to-end approach for Strategy Execution Management, Strategic Performance Management, Process Intelligence, and Process Execution applications

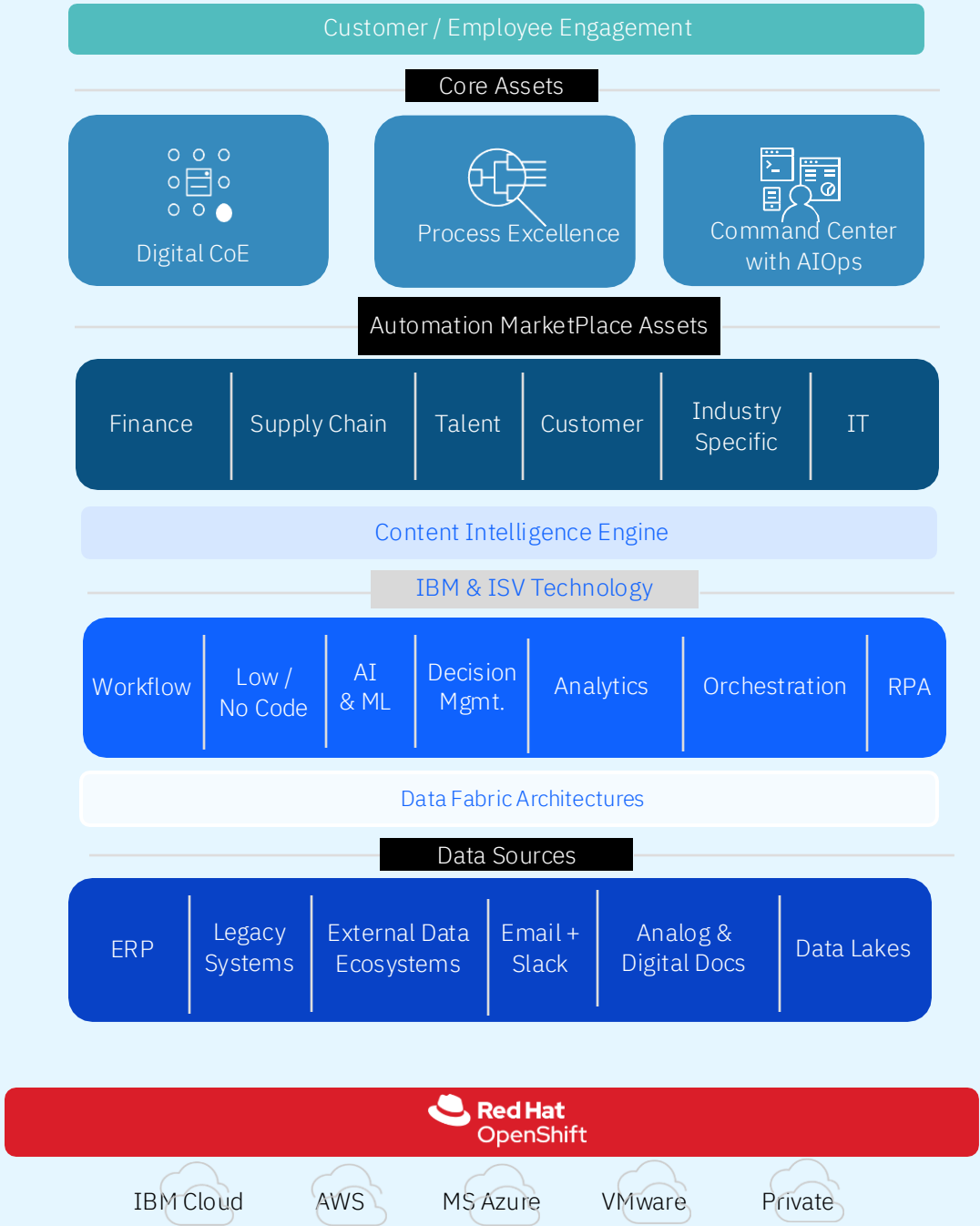


Automation MarketPlace, with 2,000+ assets available
Our services go beyond the Base Pack. An Automation MarketPlace consisting of reusable assets, accelerators, frameworks, process libraries, pre-built bots is available



Connectors & Bundled Licensing
Connectors and bundled licensing for IBM and 3rd party technologies: Workflow, OCR, Case Management, Rules Engine, RPA, Process Mining, Chatbots, NPL, ML, Advanced & Text Analytics, API and Low Code

IBM Extreme Automation Platform



Open, dynamic ecosystem of partners in Automation

Consisting of large
scale applications,
amplifying point
solutions and
cutting-edge IBM
technology

Ecosystem and ventures

Innovative technologies and skills to
deliver additional capability around
strategic partners and beyond

Strategic partners

Enterprise-scale platforms on
which we offer deep, industry-
specific expertise

IBM Technology and Research

Access to cutting-edge
portfolio of IBM technologies

