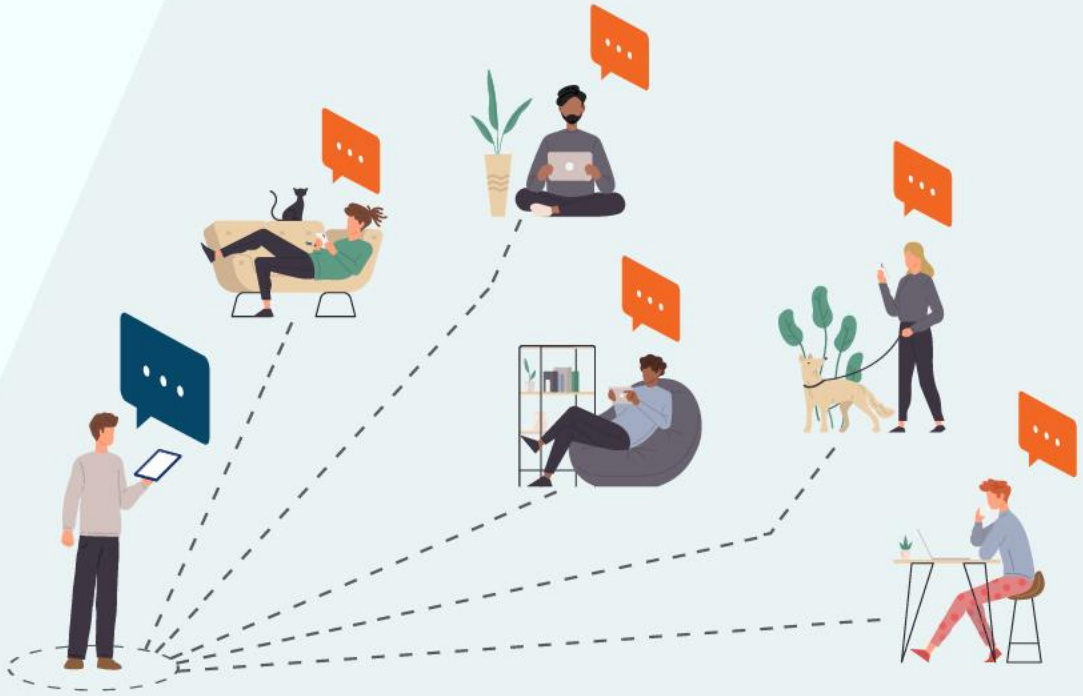
# ODTUG | Learn from Home SERIES

Tuesday, May 19th - Friday, May 22nd



# What is RPA and Why You Should Care?

**Mia Urman**
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# Introducing AuraPlayer

## Founders & Management

**Mia Urman** **CEO -** World renowned Oracle Forms modernization Expert. Oracle ACE Director, Oracle alumn, over 19 years exp. With Oracle Forms, mobility, Webservice / integration projects.

**Yossi Nakash** **CTO** - R&D expert for over 18 years. Focus on enterprise development for scalability and performance

**Gwen Edwards** **Corporate Development** – Executive with over 20 yrs Fortune 500 P&L experience

## Awards & Honors

- **Patented Solution**
- **Winner of several industry awards**
- **Member of Oracle Customer Advisory Board for Mobile**
- **Only Certified Plug-in For Oracle Forms to Oracle Mobile Cloud**

ORACLE Gold Partner

ORACLE ACE Director

SAMSUNG ENTERPRISE ALLIANCE PROGRAM

## Among Our Customers

Tennessee Wildlife Resources Agency

Rogers Group Inc.

GAP

Jubilee Life Insurance

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Department of Revenue Services State of Connecticut

State of Israel Ministry of Agriculture & Rural Development

CPP Consolidated Precision Products

Darigold

Great-West Financial

ADP

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Department of Health

esure

Isracard Group

Bridges and Tunnels

STAGE your town. your store.

Nesher Israel Cement Enterprises Ltd.

# What is RPA?

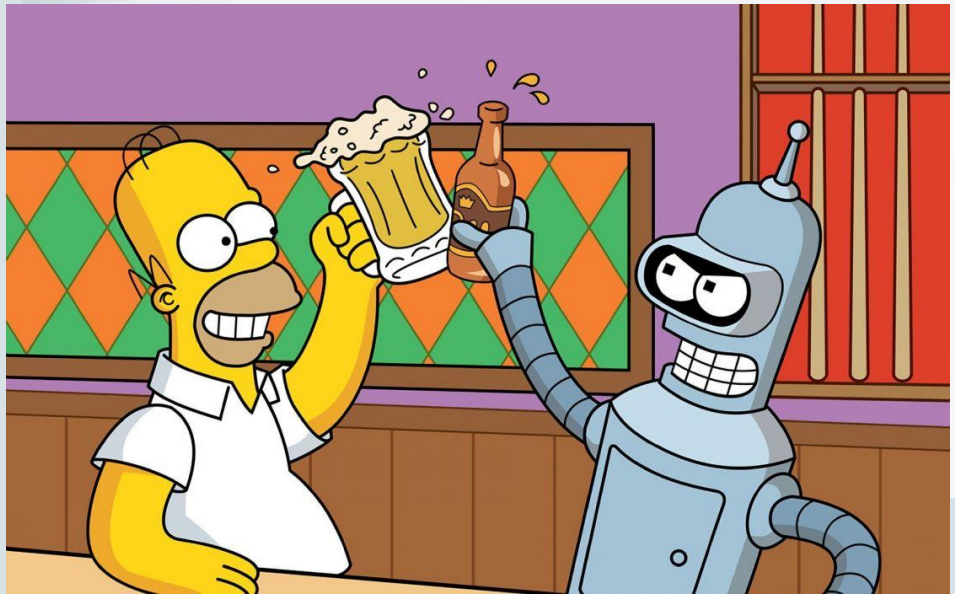
Robotic process automation (**RPA**) refers to software that can be easily programmed to do basic tasks across applications just as human workers do.

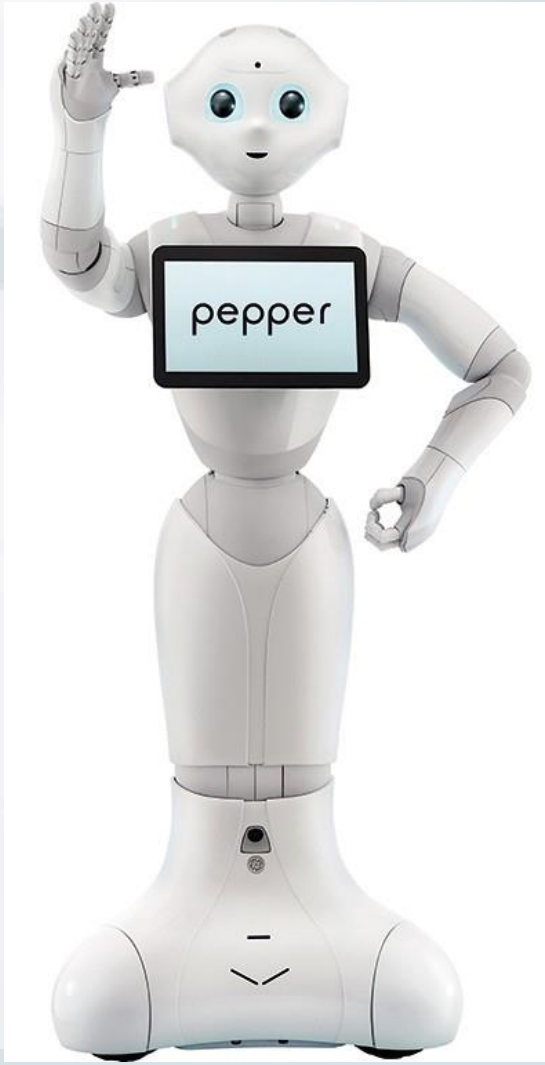
**RPA** software is designed to reduce the burden of repetitive, **simple** tasks on employees governed by **set rules and business logic set by the RPA developers.**

# RPA Statistics

- The global **robotic process automation market size** was valued at USD 1.1 billion in 2019
- The global **RPA** market was will reach 12100 million USD by the end of 2025, growing at a CAGR of 61.3% during **2020**-2025
- Fastest-growing segment of the global enterprise software market.
- RPA Market is now being tracked by Gartner, Forrester, and many more, and they all agreed that it will grow ~30-35% each year.
- Market Leaders – UIPath, Blue Prism, Automation Anywhere

# What is a BOT?





# What is a BOT?

**To be clear, bots are not machine-based robots.**

Bots are software-based applications that contain the rules, parameters, and procedures used in the an automation effort.

# Top 3 benefits of RPA

**1. Automatable work**

- Relieves workers from repetitive clerical processes such as data entry and data manipulation
- Allows human workers to focus on complex value-adding tasks

**2. Reduction in human error and costs**

- Errors during long repetitive tasks – caused by tiredness and boredom
- Work is more accurate, timely and consistent, ensuring that time and money isn't lost

**3. Works on existing IT infrastructure and is non-invasive**

- RPA works alongside existing IT infrastructure - benefit for legacy systems.
- Interfaces with front-end infrastructure using same GUI that human workers would use
- IT landscape doesn't have to be changed to accommodate RPA – keeping costs to a minimum.

# Types of RPA

**Attended Automation**

Front Office Automation

Configure bot to work together with the human

**Unattended Automation**

Back Office Automation

Fully automate by teaching the robot how to do it

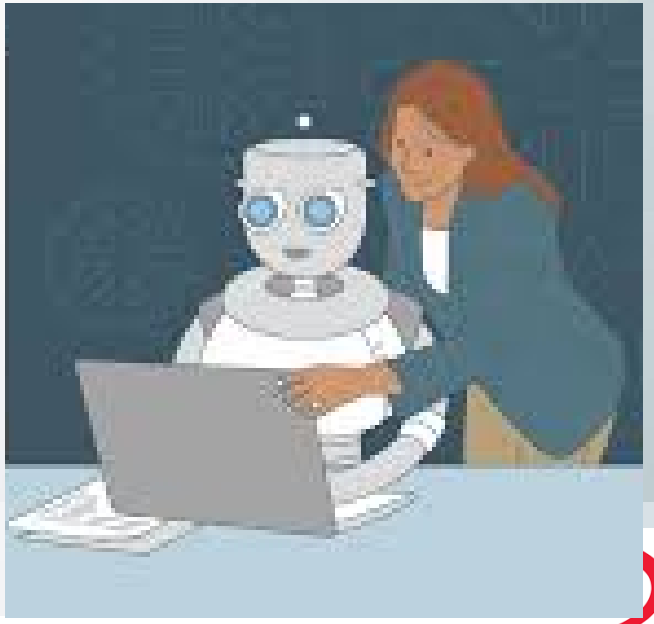
**Cognitive Automation**

Unstructured data

Make sense of all data formats

# Attended Automation

- RPA bot is triggered by system-level events and work alongside human workers to take data from them.
- RPA tools can extract information from systems and related documents, shaping it and preparing it for consumption by the worker at the point of need.
- Enable customers or employees to interact directly with systems via chatbots or forms.
- When it isn’t possible to automate the entire end-to-end process.



# Features of Attended RPA Bots

- Attended automation allows users' or administrators' intervention, decision point or workflow.
- It is usually on the employers' workstation and is executed by specific events, actions, or commands.
- Attended automation is agile and needs to be user-friendly since the staff needs to juggle multiple interfaces or screens.
- Greater **scope** for collaboration and communication in real-time.
- Allows for more complex automations

# Unattended RPA

- Emphasis on straight-through **end-to-end** task automation
- Unattended RPA bots work **without or very little** human intervention
- Scripts are designed to **replicate the actions** of a person interacting with those systems or documents
- Unattended automation **is self-triggered** by other software applications
- Unattended RPA bots work **24×7, 365 days** in batch-mode

# Features of Unattended Bots

- Can be accessed remotely through several interfaces or platforms.
- Each iteration takes a second or two to deal with a discrete element of data.
- Supports **large-scale data migration.**
- It's possible to embed these integrations directly into third-party applications using APIs.
- Can automate legacy applications without API's
- The most popular use of unattended RPA bots is in **back-office.**

# Cognitive Automation

- The future of RPA
- Uses more advanced technologies, such as natural language processing (NLP), text analytics, data mining, semantic technology and machine learning, to make it easier for the human workforce to make informed business decisions.
- Works on massive amounts of data (ML) to suggest course of action to end user
- One notable example is how doctors leverage cognitive automation with AI techniques to analyze a patient's condition to help determine a diagnosis.

# Candidates for RPA

- **Any tedious or time-consuming task** Automating the task should free one or more humans to do more productive work.
- **Testing and validation**. Accelerate QA process, improve testing
- **Redundant tasks**. Basic tasks that multiple users tend to perform in parallel in an organization.
- **Manual tasks with limited variability and few exceptions**. Tasks that are consistent, repeatable, and/or highly predictable.
- **Human-orchestrated "integrations**." A user manually copies data from one visual interface and pastes it into another, or a user manually imports the output of one program into another.

# Not Suitable for Automation

- **One-off tasks**. A task or process that only needs to run once
- **Unpredictable tasks**. Tasks involving ad hoc or context-sensitive input
- **Decision-laden processes.** Processes that require human decision making
- **Complex approvals process.** Process involves multiple decision-making stakeholders
- **KISS tasks**. Keep it simple, stupid: if it's something a human can do quickly, easily, and non-onerously, it doesn't make sense to automate it. Ditto for tasks/processes that offer low ROI.

# RPA Challenges & Risks

- Overly complex tasks may derail the RPA project with the number of exceptions requiring human interaction.
- A third-party system upgrades. A change to the third-party app or system can have serious effects on even simple automations.
- Organizations must manually track the systems, screens and fields that each automation touches. UI and high-level screen scraping is fragile.
- Performance maybe effected by UI and GUI automations
- OCR - a lot of data exists in scanned or non standard format
- Duplicated efforts if not adopted correctly
- Employee push back

# RPA Best practices

- Don’t pursue RPA as a silo-ed, independent, or skunkworks project; align RPA with your organization’s overall vision.
- Don’t automate a process just for the sake of automating it; RPA gives you a chance to *optimize* existing processes.
- Don’t rush into automating a process; plan, test, and validate to achieve success with RPA.
- RPA needs designing. Teams play a very important role in the success of an RPA implementation.
- Create reusable components
- Account for logging and error handling

# Where Should I Start?

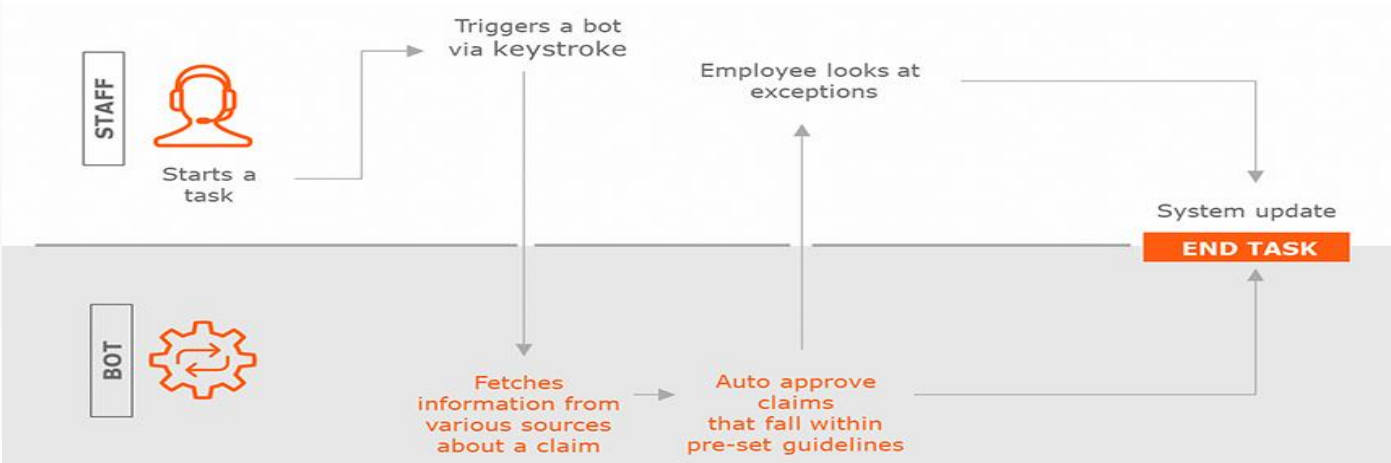
- Choose a suitable RPA product
- Start with one flow only
- Pick the most valuable cost/effective flows
- Create flow chart of the business process and the actors involved
- Track the movement of data between the steps
- Scale up and learn as you go

**There is no need to plan a big RPA project and map all use cases in advance.**

# RPA Use Cases

- Finance
  - Bank statement reconciliation
- HR
  - Payroll Automation on legacy system – many HR systems
- Sales
  - Prices comparison – hotel industry
  - Automated Promotions based on preferences and demand

Insurance - Automated claims categorization



# RPA Customer Stories:
# Isracard Group

## Problem

- Customer support representative had to move (read, track and copy data) between multiple systems to handle 1 customer case
- Call center service levels were decreasing dramatically
- Increased call abandonment rate due to long queue times

## Solution

- Automation of all systems (IVR. Oracle Forms, Microsoft CRM)  significantly increased customer support efficiency
- Unified application with data synchronization improved customer service and satisfaction
- Support representatives decreased handle time by 50% thanks to data automatically loading from CRM when call arrives

# RPA Customer Stories:
## Haaretz

### Problem

- Inefficient process to change addresses and freeze subscriptions accounts for 70% of call volume
- Manual data entry led to delays and errors
- Lack of staff during peak periods - long call wait times

### Solution

- Customers are able to pause subscription and change personal details via automated call center IVR
- Call center cost overhead was decreased dramatically
- Reduced development and maintenance costs

# RPA Customer Stories:
# Bezeq

## Problem

- Countless hours lost spent running two parallel systems to accomplish a single task
- Process required a lot of manual copying of the data, causing errors
- Backlog in an already overworked call center

## Solution

- Automation allowed operators to run only one system that would automate the rest of the process
- Thanks to seamless automation, human error was eliminated
- Reduced time per call by several minutes - Increased call center efficiency

# RPA Unique Features

- **Combined flows**

Several business flows can be combined into a single one, based on any business rules, conditions or data events.

- **Scheduling & Monitoring**

Activities can be scheduled to fire at certain times, or recurring

- **Easily scalable**

More robots can easily be deployed should the need arise

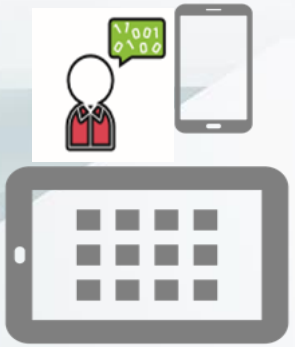
- **Flexibility and Deployment**

Solution can be deployed on-premises, hosted, on in the cloud - in any secured environment.

# DEMO TIME

## Oracle Forms/EBS Automation

**Unlock the business logic trapped within your Oracle Forms / Oracle E-Business Suite systems**



AURAPLAYER
BE AGILE, GET CONNECTED, GO MOBILE

ORACLE APPLICATION SERVER 10g
ORACLE FUSION MIDDLEWARE FORMS 11g
ORACLE FUSION MIDDLEWARE FORMS 12c

# AuraPlayer's Oracle EBS/Forms

- Automation is working with the **components**, rather than screen scraping.
- Automation Robots are robust - I**mmune to UI application** changes and screens.
- **Not affected** on version changes or upgrades.
- Faster and more scalable, as it is working on the server-side **does not run the application in a browser and it does not run Forms Java Applet**.
- Customizations, Validations, business logic, triggers, stored procedures, popups and errors of the application are **all activated**.
- Out of the box automations for standard use cases

# RPA Future Investments

- Automatic Decision making - machines learning predictive.
- Content extraction from handwritten documents  (still a challenge).
- OCR to recognize text, and intelligent character recognition (ICR) Augmented content analytics that uses machine learning to identify the position of fields on documents such as customer invoices.
- Natural language processing (NLP) which can help support chatbot integration and virtual personal assistants (VPAs).
- Automated business process/task discovery, which can help organizations identify processes.

# Why RPA?

- McKinsey paper stated that the global population will not have enough people to sustain the productivity required.
- Human beings to shift their focus from repetitive tasks to tasks requiring emotional intelligence, reasoning.
- RPA simply automates legacy UI where an API doesn’t exist.
- Direct interaction with application user interface.
- Preventing human errors.
- Reduce labor, repetitive tasks and increase efficiency and cost savings.

# Things to Consider Before RPA

- How will information and passwords will be transferred between systems?
- How will data be secured ?
- Will RPA will connect to existing security mechanisms in the organization? (SSO)
- Which automation tool is right for the organization?
- Have I done functional analysis of use cases?
- Delivery plan – how it will be rolled out into the organization?
- Employee backlash – how can I help your employees to not feel being replaced?

# For More Information

**VISIT:**
www.AuraPlayer.com

**WATCH:**
**RPA Video**

**FOLLOW:** @AuraPlayer

**CONTACT:** info@auraplayer.com

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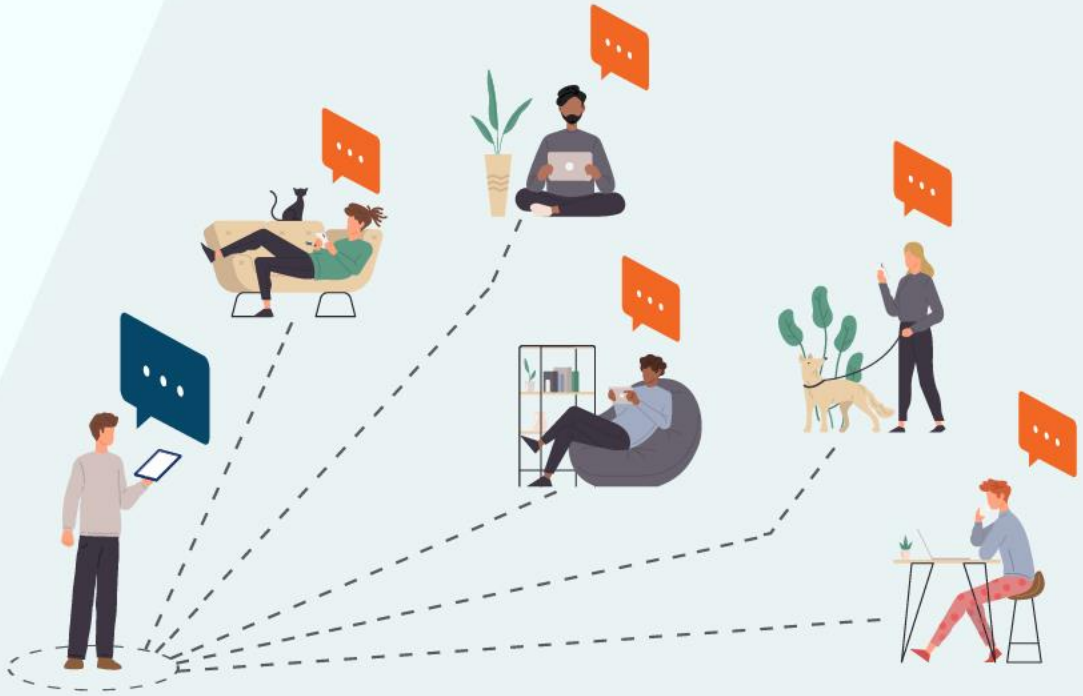
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