

# Intelligent Workflows on Azure



Automate end-to-end workflows to drastically cut costs, increase speed, and improve experiences



80% of decision makers agree that integrating processes across organizational boundaries and legacy systems accelerates digital transformation <sup>1</sup>

Though increasing productivity is the top driver, respondents agree that modernizing business processes will also improve CX <sup>1</sup>

An IBM survey of more than 13,000 executives illuminated a new category of data-driven companies called “Torchbearers”. These are the DATA ELITES, who have created a culture of data believers, invest heavily in their people and use analytics to improve the quality of their decisions.

**Our study points out that Torchbearers now generate 69% higher revenues and 63% higher margins than their peers.** Clearly organizations that have fully integrated data into their business strategies, operations and culture are on a path to higher performance. The objective of IBM Global Business Services (GBS) is to help our clients become one of these high-performing, data-driven companies.

As companies strive for higher productivity, automating manual tasks is becoming increasingly important. Over hundreds of engagements, however, we have found that most automation projects are unable to redesign these inherently inefficient processes.

Unlike other firms, IBM’s Intelligent Workflow offering takes over a large part of the manual handiwork involved in front/back office operations, unlocking value from complex unstructured data. The most frequent use cases are those that require many human touches over time combined with subject matter expertise to extract relevant information from complex documentation.

Targets for automation are any business processes that involve a deep understanding of unstructured data such as documents, forms and images. Examples cover customer on-boarding or lending applications in banking, claims processing for insurance and a wide range of finance and supply chain processes.

# IBM's Offering for Intelligent Workflows on Azure

IBM employs both process re-engineering and “Content Intelligence”, an IBM Research technology for digitization, content understanding and reasoning where there is an abundance of unstructured data. We also leverage our own Data and AI accelerators, state-of-the-art ISV ecosystem, Azure AI toolkits and the Microsoft low code Power platform.

Our experience in vision systems, language technologies, machine learning and cloud-based tools makes our offering unique.

We utilize experts in business process re-engineering and a large corpus of intellectual property developed by IBM to streamline the manual handling of unstructured data and complex documents.

# Every Intelligent Workflow Needs



A modern engagement platform to deliver the intelligent workflow to the end user



An integrated and consistent source of workflow data elements both structured and unstructured



An engine to intelligently and efficiently orchestrate all workflow steps

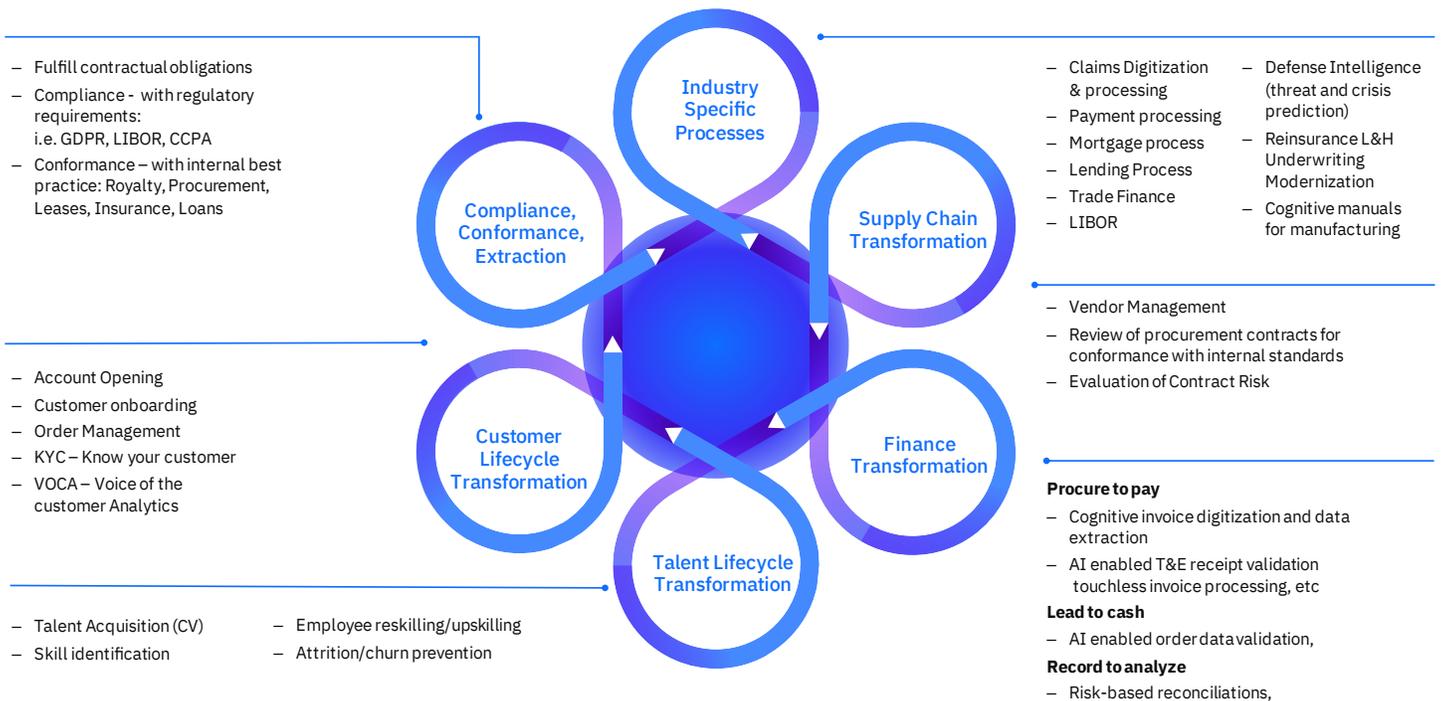


An underlying application(s) for the workflow capabilities

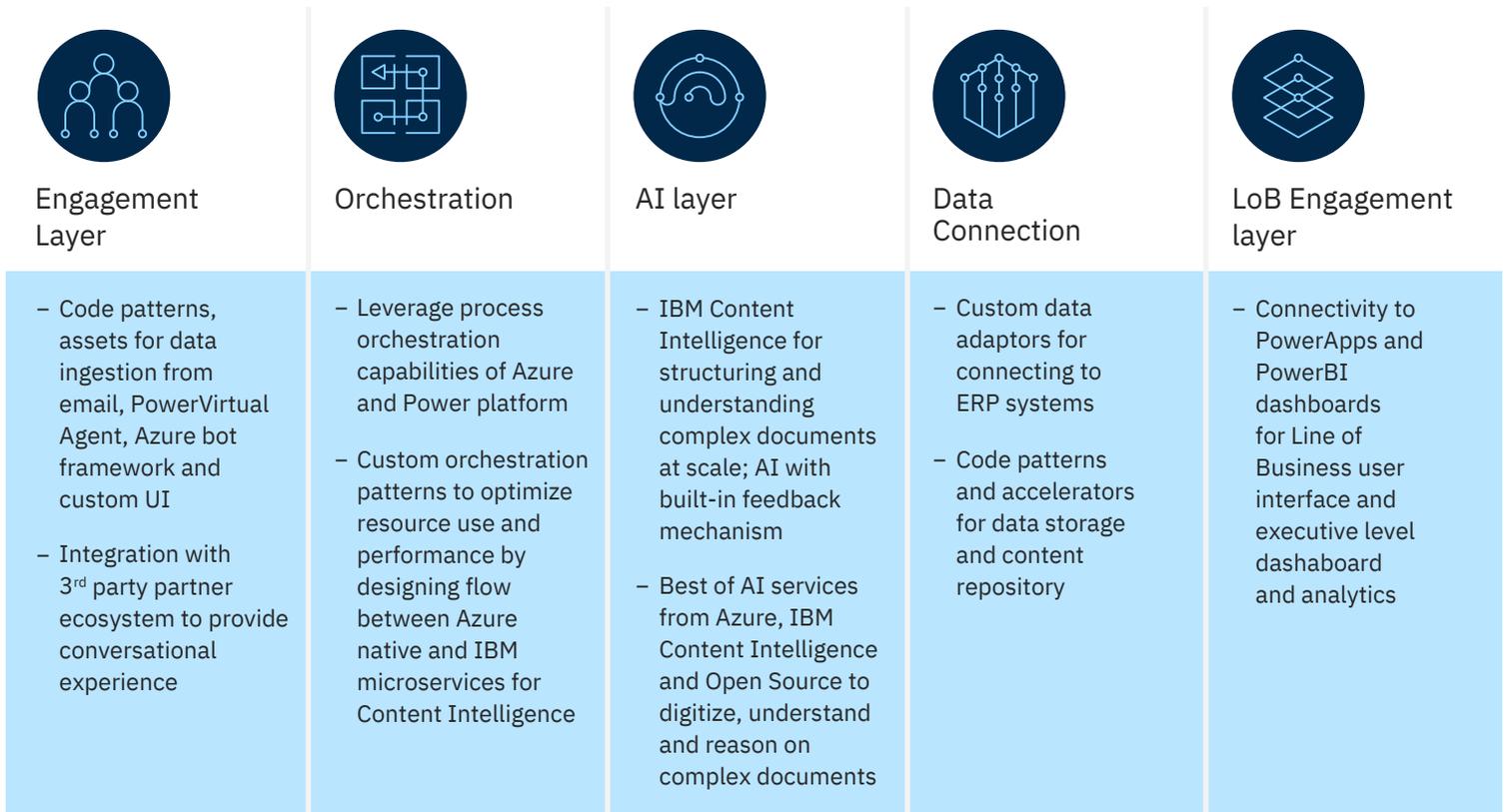


Capabilities to predict, optimize or automate one or several actions within a workflow

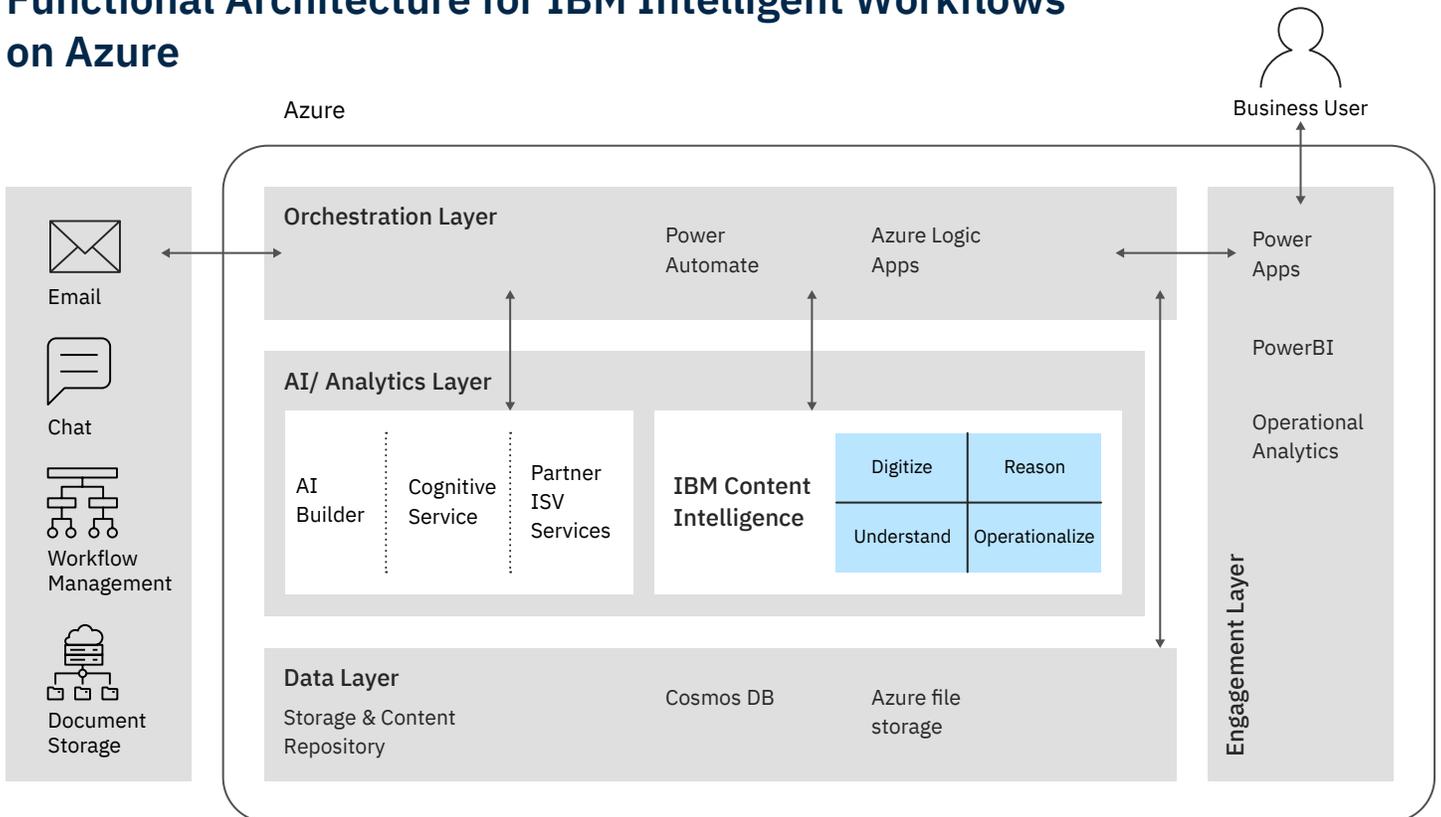
# Examples of Intelligent Workflows



IBM's offering for Intelligent Workflows on Azure provides the blue print for solution architecture, best practices, and a pre-built set of microservices assets:



## Functional Architecture for IBM Intelligent Workflows on Azure



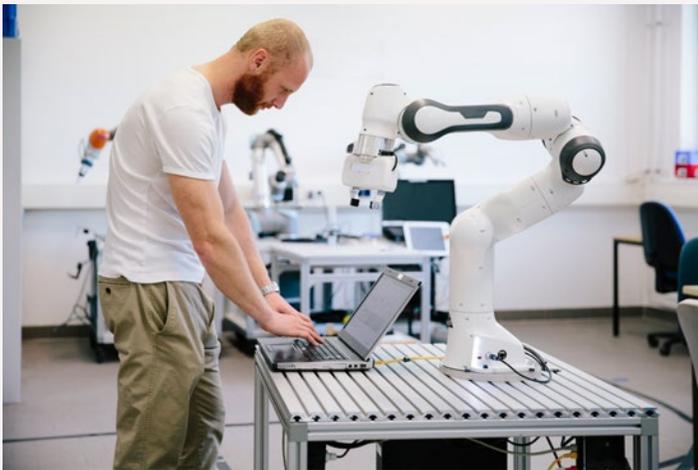
After hundreds of Intelligent Workflow engagements, our client are now experiencing **60% lower processing costs**, **80% shorter customer on-boarding** and **almost complete elimination of manual errors**.

# Engagement Model



1 Week	2-3 Weeks	8-12 Weeks	Iterate & Scale
 <h3>Ideation</h3> <ul style="list-style-type: none"><li>- Identification of hot opportunity areas &amp; business processes</li><li>- Shaping Starter Kit use case</li></ul>	 <h3>Starter Kit</h3> <ul style="list-style-type: none"><li>- Enable platform from Cloud and define and integrate micro-services for the pipeline</li><li>- Agree with client on a small data sample to analyze</li><li>- Use case review and update for MVP phase</li></ul>	 <h3>MVP</h3> <ul style="list-style-type: none"><li>- Implementation of first MVP (end to end pipeline) for a selected process</li><li>- Go-Live preparation and execution</li></ul>	 <h3>Operate and Scale</h3> <ul style="list-style-type: none"><li>- Provide Content Intelligence as a Service</li><li>- Iteratively scale solution with Garage Methodology across:<ul style="list-style-type: none"><li>• New Processes</li><li>• New Document Types</li><li>• New Use Cases</li></ul></li></ul>

## Client Success Story



One of the world's largest robotics, power, electrical equipment and transportation companies had started several automation initiatives to drive efficiency across HR and procurement. However manual handling of complex documents proved to be a challenge for redesigning

workflows and increasing straight-through-processing. After several false starts, GBS and the client created a highly automated, straight-through-processing stream and successfully eliminated manual handling of their documents.

In this case, GBS used IBM Content Intelligence on Azure with Azure AI/ML accelerators to dramatically cut our client's document processing time, increase productivity and reduce costs.

Content Intelligence is a linchpin technology which can deliver 80+% accuracy in document classification, key-value pairs extraction, tables reading, table interpretation and signature detection.

### The result:

**Our client has now automated ~70% of their HR and procurement processing, thereby limiting manual effort to only ~30% of their documents.**

## Contact Us

### Amit Tripathi

IBM Global Business Services  
Americas Azure Data &  
Analytics Practice Leader  
[atripathi@us.ibm.com](mailto:atripathi@us.ibm.com)

### Francesco Brenna

IBM Global Business Services  
Global Azure Data & AI Leader  
[francesco.brenna@ch.ibm.com](mailto:francesco.brenna@ch.ibm.com)

### Kunal Sachdeva

IBM Global Business Services  
Europe Azure Data & AI Leader  
[kunal.sachdeva@ibm.com](mailto:kunal.sachdeva@ibm.com)

### Sumeet Parashar

IBM Global Business Services  
Azure Data & AI Offering Leader  
[s.parashar@us.ibm.com](mailto:s.parashar@us.ibm.com)

### Gianluca Antonini

Partner, Cognitive & Analytics,  
IBM Global Business Services,  
Zurich, Switzerland  
[Gianluca.Antonini@ibm.com](mailto:Gianluca.Antonini@ibm.com)

## Why IBM



Microsoft's fastest growing GSI



15,000 Certified Azure Specialists



1,000 Cloud Migrations in the past year



30 global centers, 55 languages,  
24x7 operations



17 Microsoft Gold Competencies



SAP on Azure Advanced  
Specialization



Analytics on Azure Advanced  
Specialization



Azure Expert Managed Service  
Provider (MSP)



Microsoft Analytics Specialization

<sup>1</sup> Reinventing workflows: Power your digital transformation and drive greater impact by modernizing processes, a Forrester consulting thought leadership paper commissioned by IBM, January 2020