Spotlight: Customer Case Study

How Siemens leverages cognitive technologies to drive RPA innovation
Siemens global RPA service, run jointly by the Shared Services and IT department, is leveraging some of the latest intelligent automation technologies to equip its Digital Workforce of software robots with cognitive capabilities. This has enabled the lines of business to realize true efficiency and quality gains – along end-to-end processes.

Siemens AG is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for more than 170 years. The company is active around the globe, focusing on the areas of electrification, automation and digitalization. At the end of September 2018, Siemens AG had around 379,000 employees worldwide.

As the largest manufacturing company in Europe, innovation has always been at the heart of Siemens – and the company continues to innovate in a start-up style – embracing technologies such as Robotic Process Automation (RPA) as part of its digital transformation journey. Siemens’ efforts have been well recognized – Everest Group ranked them as a pinnacle enterprise in RPA adoption and they were among the winners of the CIO 100 Awards 2018 too.

Starting the RPA journey

Siemens launched its “professional RPA service” in October 2017, which is now available within Siemens worldwide. A global center of excellence (CoE) was created - run by a team of 50 specialists, to prioritize, align and digitalize processes on demand – via three delivery hubs in Europe, South America and India. The CoE defines and monitors the RPA service framework and standards across all hubs – which cover activity areas such as service delivery, quality assurance and information security.
“To ensure that we experience rapid results in the implementation of RPA projects and business successes, the development of in-house RPA expertise and close cooperation between IT teams and business leaders is critical. Another key success factor that we recognized – to maintain speed and agility in RPA delivery – is ensuring that project core teams remain small, focused and consist of high-quality individuals.”

— NIKOLAS BARTH, Head of Innovation and Digitalization, Business Process Shared Services, Siemens AG

Evolving RPA: Cognitive Intelligence

One of Siemens’ main hurdles moving forward was how to address the challenge of automating an entire business processes chain – especially ones that contain media breaks and unstructured data, across the back-to-front end. To address this, Siemens understood that its Digital Workforce of software robots had to evolve. The company therefore created an open ecosystem to enable “best of breed” intelligent automation technologies to be augmented by its Digital Workforce.

This tech ecosystem includes IBM Watson for natural language understanding, Google Cloud for natural language translation, Microsoft for chatbot framework and orchestration, Blue Prism’s connected-RPA platform, and a secure connection to Siemens’ workflows, data lake and other applications. Using this tool box of technologies, Siemens’ Digital Workforce grows with five core cognitive skills.

CORE COGNITIVE SKILLS

- Execution of rule based, repetitive tasks
- Input gathering, validation and routing
- Input classification and interpretation
- Stakeholder communication and orchestration
- Analyzing and predicting insights from data
About Blue Prism

In this digital era where start-ups are constantly disrupting markets, only the most agile and innovative enterprises survive and thrive. At Blue Prism, we pioneered Robotic Process Automation (RPA), emerging as the trusted and secure intelligent automation choice for the Fortune 500 and public-sector market. Now we bring you connected-RPA supported by the Digital Exchange (DX) app store – marrying internal entrepreneurship with the power of crowdsourced innovation.

More than 1,000 major enterprise customers leverage Blue Prism’s digital workforce, empowering their people to automate billions of transactions while returning hundreds of millions of hours of work back to the business.

Visit www.blueprism.com

---

“Blue Prism is our partner. Its RPA platform is considered an excellent and scalable enterprise product that is well suited for our operating environment.”

— NIKOLAS BARTH, Head of Innovation and Digitalization, Business Process Shared Services, Siemens AG

RPA in action

Adding these cognitive layers is important when handling customer service scenarios. Digital Workers can now deliver the first level of support – while generating handling exceptions for humans who provide answers to more complex questions or requests.

One example of end-to-end process automation is for managing invoice payment queries for both Siemens’ internal stakeholders and external suppliers. Siemens uses an integrated chatbot to automate and orchestrate invoice status related inquiries using real-time ERP and workflow data. Siemens’ cognitive Digital Workforce interprets intent, collects the required information, retrieves real-time status from back-end systems, sends a response to the users and if not resolved, creates a ticket – which is then passed to a human service agent. This automation is resulting in reduced manual effort, 24/7 availability and faster response times.

Successful outcomes

Initially, Siemens had 50 processes and 80,000 working hours automated. After completing its learning phase, the company scaled up activities in less than a year – with 170 additional processes in production and over 280,000 additional hours automated in the last fiscal year. The main benefits experienced by Siemens include cost reduction, quality improvement and faster response times.

“Ultimately, applying cognitive technologies to RPA bridges the gap between humans and IT systems – where all parties increasingly work more seamlessly together to enable continual digital transformation.”

— ANDREA MARTSCHINK, Strategy and Business Development Robotics, IT, Siemens AG

About Blue Prism

In this digital era where start-ups are constantly disrupting markets, only the most agile and innovative enterprises survive and thrive. At Blue Prism, we pioneered Robotic Process Automation (RPA), emerging as the trusted and secure intelligent automation choice for the Fortune 500 and public-sector market. Now we bring you connected-RPA supported by the Digital Exchange (DX) app store – marrying internal entrepreneurship with the power of crowdsourced innovation.

More than 1,000 major enterprise customers leverage Blue Prism’s digital workforce, empowering their people to automate billions of transactions while returning hundreds of millions of hours of work back to the business.

Visit www.blueprism.com