



blueprism[®]
| connected-RPA

**Beyond Traditional
Robotic Process
Automation:
Driving Competitive
Advantage with
connected-RPA**



The Challenge:

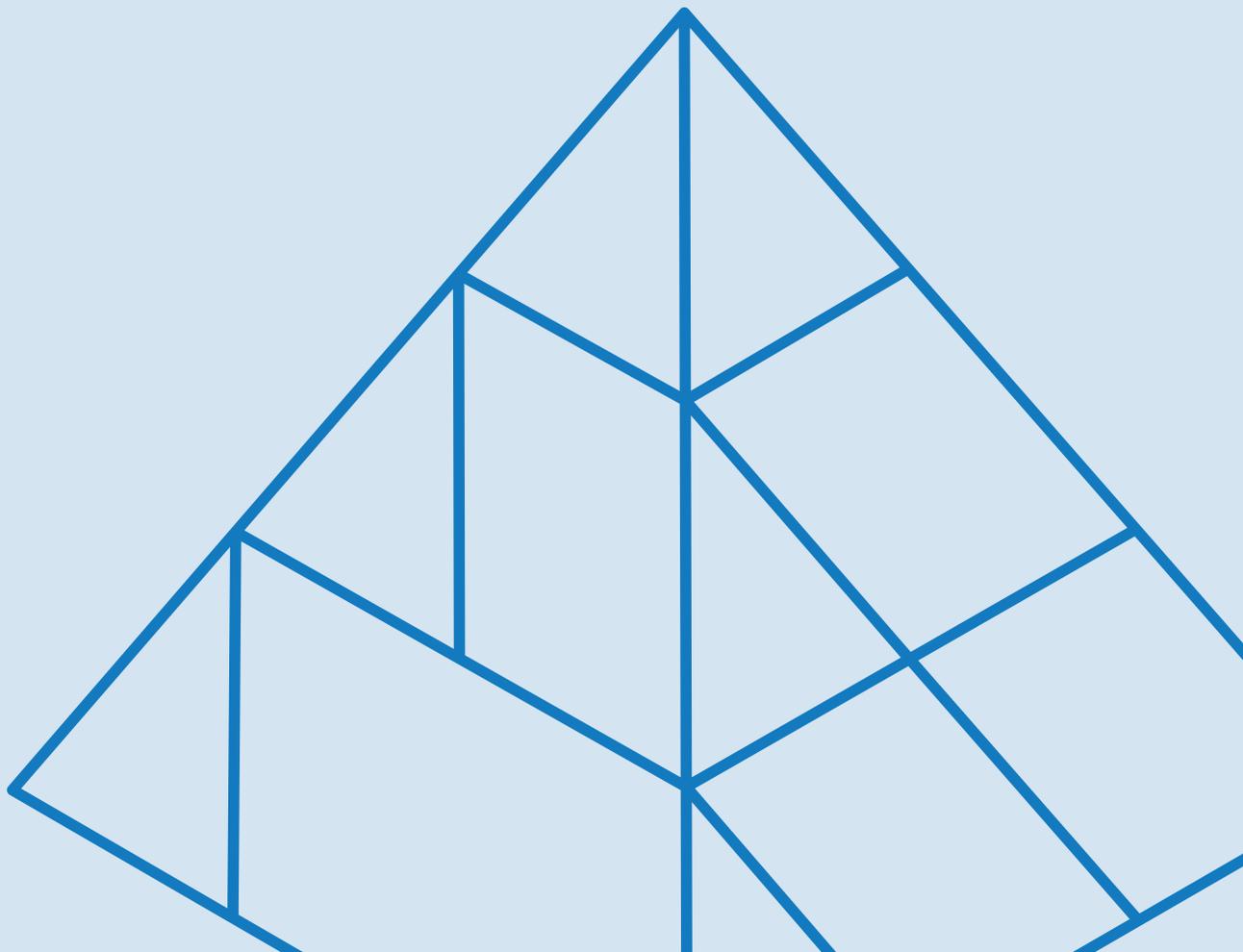
Companies looking to compete in today's global marketplace often face a **Digital Entrepreneur Gap**, leaving them vulnerable to competitors who can **innovate faster**.

We're living in a golden age of hyper-competitive markets defined by technological advancement, and it's disrupting the way we do business.

Mirroring the innovative, entrepreneurial nature of start-ups is nothing new, but the pressure to become better, faster is a consistent theme for today's modern enterprise.

Smart companies know that they must take advantage of new technologies, like Robotic Process Automation (RPA), and more specifically, intelligent automation to improve efficiency and meet cost reduction goals.

RPA is an integral part of the ongoing revolution that is happening around us, streamlining workflows and freeing people to be creative, leaving more time to focus on tasks requiring emotional intelligence, reasoning, judgment, and direct customer interaction. Yet, with all the excitement surrounding an expanding RPA market comes hype and confusion...



Before long, the customers you've impressed, your mission critical systems, scalable processes and data assets become a drag on your company, creating a Digital Entrepreneur Gap that leaves you vulnerable to competitors who can innovate faster.

In this new business climate, where the pace of technological change is breakneck, only the most agile and innovative companies will be able to survive—and thrive. Yet, few organizations have learned to embrace the transformative power of automation—and the innovation that often precedes true digital transformation.

So what are we doing to connect new technologies and business strategies with operations in a way that optimizes processes and increases competitiveness? Are we equipping our business leaders to innovate with technology to deliver true business value?

The reality is, we are all competing against technology-fluent, operationally agile entrepreneurs—hungry companies who are on the fast track to become industry giants of tomorrow.

Inherently nimble, these companies are un beholden to legacy systems, able to pivot and respond to market demands at a moment's notice—and they're winning.

How do they do it? By building a connected thread that runs from the top to the bottom of the business, giving digital-savvy employees—the makers—the power and ability to create and innovate. They're democratizing entrepreneurship, providing shape, guidance and a platform to enable more good people to create value.

The end result is a **connected, entrepreneur enterprise** that's able to keep pace with changing market demands, and a competitive edge that helps close the Digital Entrepreneur Gap so they can compete and win.

Simply put, tomorrow's high performers are bringing their innovators to life and driving competitive advantage with connected-RPA.



Understand the Digital Entrepreneurial Gap.

Understanding—or failing to understand—the Digital Entrepreneurial Gap is why some companies excel in this new age of automation while others flounder.

Therefore, a working definition is in order. The **Digital Entrepreneurial Gap** is the distance between the agile and technology-fluent environment of the startup entrepreneur and the limitations on access to technology that are holding business leaders back from innovating on the same levels.

In other words, it's the chasm that exists between smart, forward-thinking ideas and the ability to get things done.

Like most businesses, you've likely optimized your operations and supported your journey through the digital revolution. Yet, you're still spending a large portion of your budget maintaining and updating processes and systems, rather than fostering new initiatives. This creates a gap that leaves you vulnerable to competitors who can innovate faster.

The good news is, most businesses today accept that they need to embrace new technology, and most have implemented or are in the process of implementing an intelligent automation solution. However, top down change takes a long time, and the bottom up approach can be chaotic and disorderly. So, where do we begin?

Close the Gap.

How do you take unified, top-down direction and enable it with a bottom-up, multi-level approach? How do you close the Digital Entrepreneurial Gap?

Give your digital-savvy employees the power and ability to create and innovate through business-led automation in an IT-endorsed and controlled environment. Offer a holistic solution that makes it easy to automate together, automate better and automate more under one intelligent automation platform.

Automate **TOGETHER**

Forge a seamless integration of people, systems and processes that learn from each other and create a community of entrepreneurs that drives innovation for your business.

Automate **BETTER**

Scale faster by creating more robust, higher quality, mission critical process automations.

Automate **MORE**

Remove restrictions to cutting-edge technology. Let everyone be a “maker” & inspire them to wonder what else they can do.

The Solution: Blue Prism's connected-RPA

Businesses today need a flexible, proven solution that's easy to use, works with any application across heterogeneous environments and meets the strict compliance guidelines of IT governance.

Having this in place builds operational agility—a new capability that combines flexibility with capacity. Operational agility empowers your business to embrace a new, collective operating model.

With a digital workforce that's capable of self-learning and continuous improvement, your makers can automate billions of transactions while returning millions of hours of work back to your business—freeing them to create, build and share their innovations. This is beyond RPA, this is connected-RPA.



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How it Works

Blue Prism's connected-RPA platform helps companies overcome the threat of obsolescence, enabling them to differentiate themselves by coupling the consistency of top down with the innovation of the team on the ground.

Three guiding principles underpin Blue Prism's connected-RPA philosophy:

Business **LED**

- Code-optional AI
- Drag & Drop Intelligent Automation Skills
- Guided re-use & sustainability.

Technology **CONTROLLED**

- Robust
- Verified technology
- Secure collaboration
- Integration & scalability
- Audit trails with non-repudiation

Intelligent **PLATFORM**

- Intelligent.
- Connected.
- Easy to control.

How we fulfill the three principles of connected-RPA:

Business-led

As the only RPA solution that's business led, we break the cycle of dependency on the IT "things to do" list, where automation requests often get trapped and not delivered. With robust, developer-free automation, easy web service support and drag and drop intelligent automation skills, you can deliver meaningful business-led outcomes.

Technology Controlled

With Veracode accreditation for security, segregated environments for private or collaborated automations, secure web service integration for trust & operability, shared licensing and more, we provide simplicity with governance to support scale.

Intelligent Platform

With out-of-the-box support for industry-leading AI providers, and instant access to Intelligent Automation skills, downloadable and ready to deploy on the Blue Prism platform, we're connecting customers to powerful technologies and delivering the power of choice through the Blue Prism Digital Exchange.



Components of connected-RPA

Blue Prism's connected-RPA is a holistic solution that makes it easy to automate together, automate better and automate more under one intelligent automation platform. Here are the four components of our connected-RPA offering:

Blue Prism's connected-RPA Platform

- A proven, business-led platform with 1,300+ enterprise customers and growing.
- Intelligent automation that's technology controlled.
- Analytics & reporting to establish insight & drive continual value.

Blue Prism Digital Exchange

- A growing open ecosystem with downloadable assets.
- Download and "drag & drop" AI, ML, OCR, & cognitive solutions from Google, Microsoft, IBM & 100s more.

Blue Prism Community

- A way to promote automating together, Community expands the Blue Prism Technology Ecosystem & Technology Alliance Partnership.
- Connect digital entrepreneurs and help them learn, discover opportunities & implement business value.
- Access to tools & technologies to realize the "art of the possible".

Blue Prism AI Labs

- A think tank staffed by PhD AI research scientists & engineers across multiple fields of AI (Computer Vision, Natural Language Processing & Machine Learning)
- AI program to drive increased ease of use, quality & scale.
- Integration of new AI technologies as they develop into our Digital Exchange and the Blue Prism platform.

“The only assurance, or guarantee, that we have in the global competitive marketplace today is that it’s going to continue to evolve.”

—DAVE MOSS, Chief Technology Officer & Co-Founder, Blue Prism

In Sum: Design Your Future as a connected entrepreneur enterprise

Competing in the digital age requires building a connected entrepreneur enterprise. The building blocks you'll need along the way are all part of Blue Prism's connected-RPA.

We continue to enhance our enterprise RPA platform with new features and functionality that will help your organization automate together, automate better and automate more.

- Connect your makers to one of the industry's largest partner ecosystems and to a Digital Exchange app store that puts automation into the hands of your business leaders, no coding or development skills needed.
- Employ AI-powered document processing directly from your Blue Prism platform and create smarter, end-to-end processes.
- Break silos, and empower your people to join the most creative and intelligent minds in automation with Blue Prism experts and our vast ecosystem of trusted partners.
- Access advanced technologies and built-in AI capabilities from the best and brightest in the industry, together under one intelligent automation platform.



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At one level or another, every organization today must start reinventing itself. The question is, what will you create that's different?

It's time to move beyond RPA.

It's time for Blue Prism's connected-RPA, and the pathway to build a connected entrepreneur enterprise.

