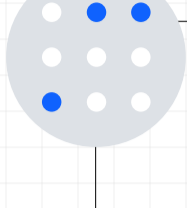


# Data Story

## The power of AI & automation

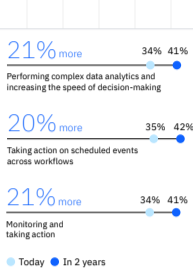
Boosting workforce productivity and agility



Along with managing daily challenges, hyper-caffinated crises, and unexpected conundrums, forward-thinking executives are also harnessing data-driven innovation to keep improving performance. This requires a strategic focus on productivity and agility, while reimagining the human-technology relationship through automation.

These executives report using an array of transformative tools, including AI and automation technologies, to develop intelligent workflows and deliver rapid insights across ecosystems. Over the next two years, they expect a significant increase in extreme automation, powered by AI and machine learning.

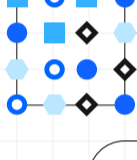
Executives in the survey are increasing the use of intelligent workflows to monitor and take action, execute on scheduled events, and perform complex data analytics while making software-based decisions. Not surprisingly, they expect these digital labor-enabled advances to increase by 20% in the next two years.<sup>1</sup>



### Actions to accelerate

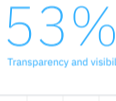
1. Develop agile digital labor and human workflows to react faster to escalating situations.
2. Integrate more automation in extended workflows and amplify AI to make these workflows even smarter.
3. Embed automation with physical robots and RPA (robotic process automation) for greater efficiencies.
4. Empower human talent with AI-generated insights to advance more complex decision-making.

## Automation on the A list



**The dependency? Data.**  
And data that's consumable by digital and human labor from the shop floor to the board room. It needs to be flexible, accessible, and secure. To perform at its peak, automation requires incessant data from across the organization and the broader partner ecosystem.

In fact, 53% of executives expect new technologies to enable greater transparency and visibility with ecosystem and network digital connections.



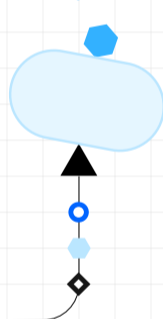
*"Anything that could give us more horizontal data visibility with connectivity to our ecosystem is immense. Then, when you add AI and smart insights, not only are you building better planning, but you are building insights for risk management."*

**Chief Operations Officer,**  
Energy Conglomerate

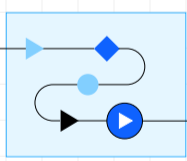
## Empower employees to think more strategically

Automation can also help make employees more productive. By reducing repetitive work, it can free up more time for team members to focus on activities that add more strategic value and build customer relationships.

Many reported that agility will extend into fluid work teams situated with their ecosystem partners. They also expect to access skills from anytime/anywhere talent pools within the next three years.



## The path to data-led innovation begins with automation

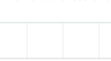


Executives told us that intelligent automation is transforming their businesses. Almost half have introduced new automation technologies to make operations more predictable, flexible and intelligent—especially when automating proactively customer and employee experiences.

Evaluate the roles of automation and AI to deliver new ways of working



Top priority of the next 2-3 years



### Actions to emphasize

1. Increase workflow automation to enable employees to focus on higher value analysis and decision-making.
2. Boost transparency, visibility and security at every touchpoint in every workflow across ecosystems.
3. Leverage the security and openness of hybrid cloud environments to deploy intelligent automation faster and more smoothly.
4. Foster an open culture that encourages constant experimentation, builds new skills and ways of working, and understands that new ideas can come from anywhere.

*"In short, if you want to increase performance and value, automation and data-led innovation is your journey. All the big players realize the importance of data and integration for real-time decision-making – for both dealing with challenges and to continue building long-term, agile strategies."*

**Executive Vice President,** Consumer Goods Company

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