



WHY IS AI-DRIVEN INTELLIGENT AUTOMATION SO POWERFUL?

VIDEO TRANSCRIPT

Dr. Bhaskar Ghosh, Chief Strategy Officer of Accenture and co-author of The Automation Advantage:

Intelligent automation has the power to transform business and how people work. The reasons are many. Let me start with the top three:

Number one: business outcome. It improves the business outcomes by superior data driven decision making.

Number two: continuous improvement. Intelligent automation is not static. The quality of decision making improves over time as the system accumulates more data with more usage.

Number three: enhance human potential. Intelligent automation enhances human potential with the power of data and artificial intelligence.

Gayathri Pallail, Managing Director for Automation Strategy and Deployment at Accenture and co-author of The Automation Advantage:

The companies we've seen most successful at creating opportunities and value from intelligent automation are fueling innovation with the extensive use of machine learning. They are pivoting to become data-driven enterprises, using real-time analytics to gain a competitive advantage, reimagine

employee and customer experiences, and using cloud platforms to create nimble operations.

This includes integrating modern engineering practices such as Agile and DevOps to boost productivity, mitigate disruption and make systems proactive and predictive.

Rajendra Prasad (RP), Global Automation Lead at Accenture and co-author of The Automation Advantage:

Intelligent automation is where automation meets cutting edge AI to provide organizations with speed, agility and predictability.

I like to say that AI is the user interface of data. And AI's true power is to find patterns in data and make predictions based upon it.

Intelligent automation involves taking a machine taught to do simple, repetitive tasks and teaching it to adapt or correct its performance based on a lot of changing conditions, all at incredible speed and scale.

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