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DEMOCRATIZED AUTOMATION - NOW!

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The Enterprise Automation Forum conference has become an important item in the calendars of managers and professionals in charge of automation, artificial intelligence, the RPA, digital transformation, cloud computing and the new data analytics at big companies.

We have the pleasure to present our report produced after the latest edition of the conference in October 2019 – that contains the key conclusions and takeaways from the Forum, our interviews with the key speakers, and presents on its pages the essence of numerous presentations and appearances by top automation experts.

Automation is the keyword of today – it is a term that encompasses the enormous change in the functioning of businesses that is taking place in front of our eyes right now. Smart use of the available technologies, supported with the rapidly evolving artificial intelligence solutions and cognitive tools, transforms the effectiveness of businesses and boosts the speed of their business processes. Enjoy the reading and do not miss the opportunities to take part in the future editions of the Enterprise Automation Forum!

Przemysław Gamdzyk
CEO & Meeting Designer Evention

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JUMP TO   **Strategies and benefits**   **Machines and people**   **Solutions and devices**   **Market and needs**

Aspire for the Moon. Automate!

Automation is not only about cost reduction. It enables doing things that traditionally have been beyond our reach. Key change drivers are digital transformation initiatives and new technologies like artificial intelligence, the cloud, and big data analytics. And a democratized approach to automation brings five times more benefits than a traditional one. At the end of the road we can see an autonomous enterprise. Industry experts, technology practitioners, and business leaders from around the world talked about the latest automation news and trends, and looked for inspiration at Enterprise Automation Forum 2019.

Homework

- If you are big enough, build an automation team
- In any case, make it everyone's job to identify 3 things that can be automated
- Improve your value proposition with automation before your clients will automate for you
- Remember that your employees are also customers
- Invest in change and not just sustainability
- Create a culture that prefers data over opinions
- Invest in your cyber security

Source: AI as a key change driver, Menny Berzilay, Tel-Aviv University

Automation has an enormous impact on the business world. It brings many benefits: from mistake reduction, through scalability, efficiency and cost, customer satisfaction, and a healthy business culture, to a data-oriented approach and measurable processes. But it is not only enterprises that are automating. People prefer simple processes over human interaction, so they too automate. As technology gets better and better, we see a proliferation of automated services. The best example is Google Duplex - we are not far away from the moment in which computers will be able to talk with humans on any topic, and we will not know that we are talking to a machine.

Another example is cybersecurity, where AI is changing – due to automation in detection and response – the rules of the game. But criminals also automate, and hackers are also in need of scaling and automation. The business impact is enormous.

"Not only do enterprises use automation. Customers also use it. If your business is built on communicating with the customer and trying to convince them to buy more and purchase more, just

If you are big enough, build an automation team, and do not forget that your employees are also customers. Create a culture that prefers data over opinions and invest in change and not just sustainability. And invest in your cybersecurity.

MENNY BARZILAY, CTO OF THE INTERDISCIPLINARY CYBER RESEARCH CENTER AT THE TEL-AVIV UNIVERSITY

Now	Short term	Long term
Global	Local	Hyperlocal
Store	More efficient store	Digital-first (and global!)
Choice	Optimised to local audience	Personalised, zero waste
Linear	Smarter linear	Cyclical

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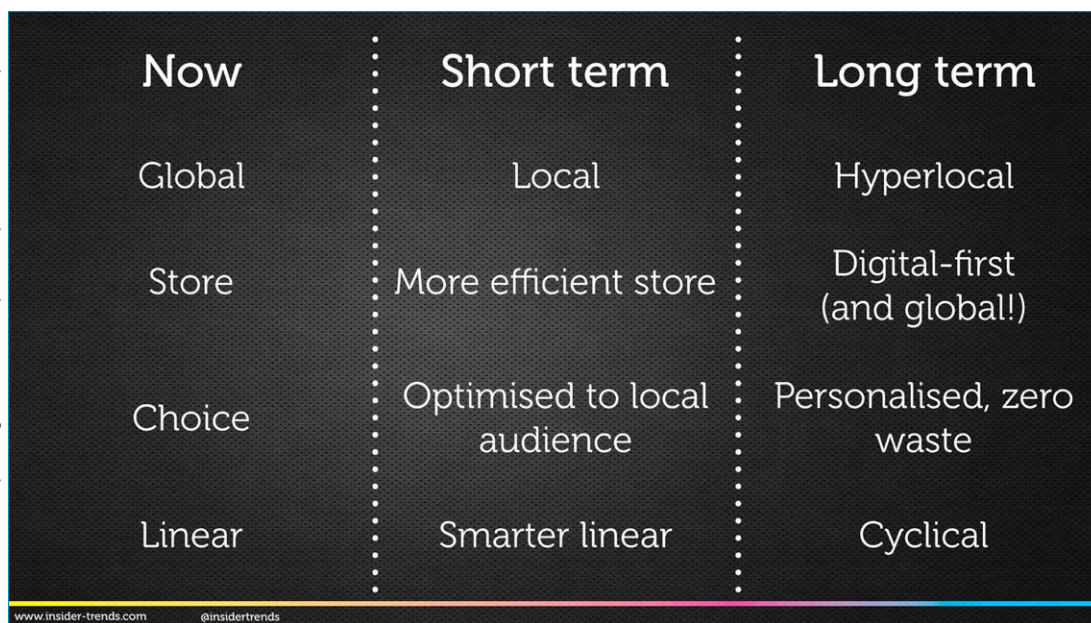
keep in mind that in the years to come, your business will talk more and more to other computers. And the thing is that your people will not know that they are talking to computers", said Menny Barzilay from Tel-Aviv University during a keynote session at Enterprise Automation Forum 2019.

"Improve your value proposition with automation before your clients automate for you. Make it everyone's job in your organization to identify three things that can be automated. If you are big enough, build an automation team, and do not forget that your employees are also customers. Create a culture that prefers data over opinions and invest in change and not just sustainability. And invest in your cybersecurity", Menny Barzilay concluded.

Automation transforms industries

Automation is also changing the future of retail. The way we sell and buy will be quite different from that what we know today. Cate Trotter, Head of Trends at company Insider Trends, showed great examples of implementing advanced automation technologies in the retail sector. She talked about the long- and short-term impact of automation on the retail industry.

According to BRP 2019 data, only 5% of the top US retailers have implemented AI, while 48% of them plan to do so in the next three years. This is strange because businesses that apply AI grow 30% faster than those that don't, and more than that: they have profit margins 50% higher.

"I honestly I can't believe that all businesses in America aren't doing this. They seem to be missing a trick. I think that applying AI in business is one of the simplest quick wins you can do. So I'm a bit worried about the American retail industry right now", said Cate Trotter.

Applying automation and AI in the short term enables companies to increase sales and decrease operating costs at the same time. A good example is

Ocado. The company expects that its Smart Platform will provide a 12% profit margin. That might not sound like much, but that figure should be compared with the average profit margin in the industry, which is less than 6%. In the longer term, AI and automation allow entirely new business models to be developed and entirely new ways to engage with customers. A good example could be Decentralized Autonomous organizations that are managed by bots. What can a robot do better than your manager? A lot. For instance: it cab evaluate team performance 20% better, solve problems 29% better, or manage a budget 26% better.

Towards democratized automation

The latest EMA Radar Report for Workload Automation 2019 that was announced during the Enterprise Automation Forum shows that the need for automation within enterprises is growing rapidly: 80% agree that the need and use of automation is growing rapidly. Automation is also viewed as a strategy – 78% agree or strongly agree with that.

So Mirosław Andziak, President & CEO of InfiniteDATA, asked a question: If most organizations automate, why are
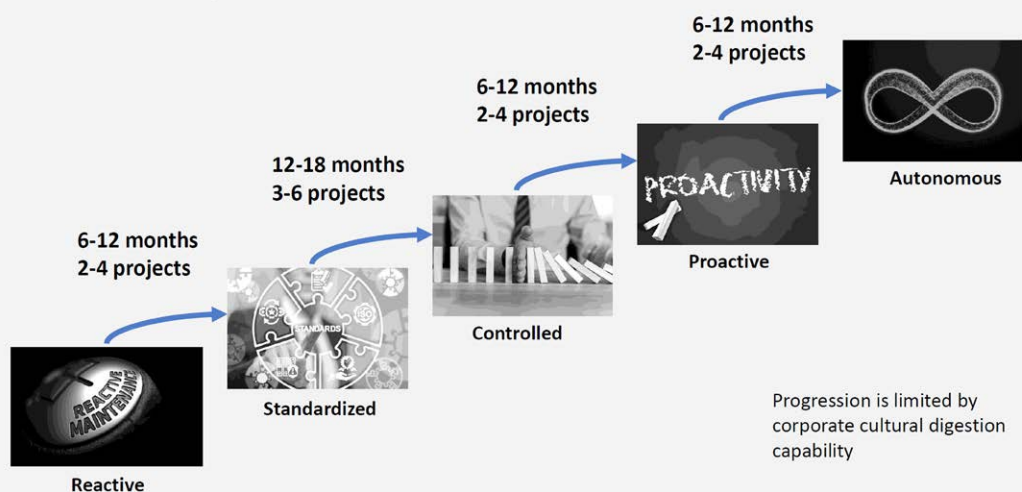
Source: Towards Democratized Automation, Mirosław Andziak, President & CEO of InfiniteDATA

some of them more successful in automation than others? Opensource frameworks with Python, RPA projects are not an answer. The only way in which we can assure a high impact of automation is democratized approach. But what is this?

"In a democratized approach the strategy is not set but governed centrally. Decisions as to what, how, and when to automate are made on the operational level. They are no longer made by IT Management. Deployment in a democratized approach is wide, not limited to certain areas. Also, it is an everyday process, so access to the platform needs to be wide open. And so you need to have solutions that enable secure access. Security is a very important thing", said Mirosław Andziak.

The critical factor that enables a democratized approach is enterprise
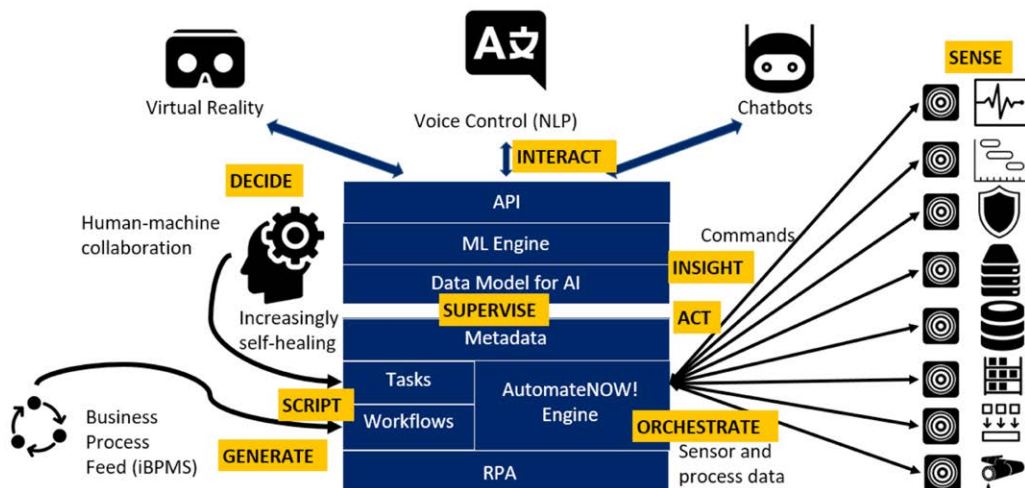
automation maturity level. The problem is that it is not possible to quickly get to the highest level. It takes time. Progression is limited by the company's cultural digestion capability.

Companies typically start with a focus on individual applications with a lack of common drivers. It is a first, reactive level: automation is minimal and scalability painful. There are lots of human errors and inefficiency, inconsistent processes, and analysis is mirror-based.

At the second level, the organization creates first standards. Consistency in measures and metrics is achieved, team roles are defined, and human errors reduced; redundancy in selected areas is eliminated.

Then at the next level the organization reaches high levels of automation and gets efficient at cost-cutting. It is expert--driven and involves dedicated groups. Complexity is growing, but dynamic and event-based scheduling is introduced.

The fourth level is proactive. The organization starts using first self-service and service provisioning, templates, and patterns. Full transparency is achieved.

Automation becomes the norm across the enterprise.

The fifth level is autonomous. Orchestration is a business-led service. Digital citizenship is supported. The organization uses advanced analytics, VR, and AI. Embedded training, induction, and collaboration are continuous.

As businesses travel further up the maturity road, automation benefits get bigger, costs become lower, and

Automation has an enormous impact on the business world. It brings many benefits: from mistake reduction, through scalability, efficiency and cost, customer satisfaction, and a healthy business culture, to a data--oriented approach and measurable processes. But it is not only enterprises that are automating. People prefer simple processes over human interaction, so they too automate.

What's next? What is going to be our ultimate solution? It is going to be like Star Trek. Imagine yourself standing in this military futuristic Command Center, giving commands, receiving proactive information, and making informed decisions.

ADAM KACZMAREK, CHIEF TECHNOLOGY OFFICER AT INFINITEDATA

business user involvement is higher. The higher level you reach, the more benefits you derive. "The biggest benefits can be reaped at the highest maturity levels. Costs of operations come down with the maturity level: at the highest level, machines control machines. The greater the involvement of Business Users, the more accurately you are able to meet their needs. IT just acts as a night guard", said Mirosław Andziak.

Future is here

As they go along the automation maturity road, organizations need adequate tools. As the EMA Radar Report for Workload Automation 2019 confirms, InfiniteDATA is one company that drives changes in the market. AutomateNOW! is being developed to meet to most significant business trends. So what is the Enterprise Automation Platform of the future?

"What's next? What is going to be our ultimate solution? It is going to be like Star Trek. Imagine yourself standing in this military futuristic Command Center,

giving commands, receiving proactive information, and making informed decisions. That's how you will stay on top of the situation", said Adam Kaczmarek, Chief Technology Officer at InfiniteDATA.

One of the key areas of development the company is focused on is natural language interface. The ability to communicate with the WLA system using natural language is a huge change. There is no need for IT as an interface at any stage of the process in this scenario. The role of IT is that of a "night guard": dealing with the complexity and scale with next--gen interfaces like VR.

Another key area of focus is biometric security and UI customization that enables individual learning and personalized user experiences. InfiniteDATA also works on machine-driven decision making that allows extensive machine--generated insights and autonomous decision-making processes. Reactions to unexpected changes will be automatic. The company wants to create a self-learning platform that is capable of supporting business insights and makes autonomous decisions.

Machines need a human touch

During panel discussion, Dan Twing, President and Chief Operating Officer of Enterprise Management Associates, Oktawiusz Kacza, VP of Sabre Polska, and Karol Mazurek, Managing Director of Accenture, talked about AI, automation, and cognitive tools that will shape businesses, how they will impact enterprises, and how automation is being democratized.

The democratization of automation generally is a trend that has been present on the market over recent years. Basically it is giving the tools which allow automating processes to people who are from business units that are not tech-savvy. This democratization can dramatically boost the effectiveness of companies.

It is interesting that this has already happened in our private lives. "I may refer to one of our reports. The majority of bank employees consider themselves more digitally advanced than the banks they are working for. In their private lives, they use automatization tools to make things every day. They expect the same experience at work. They expect that the company will be created using this type of building blocks that would enable them to create a seamless experience within the company", said Karol Mazurek.

"And there is another angle to that. Because we are living in a world in which businesses are created within an ecosystem of different services, those services have to be connected: either you have tedious and complex processes run by people, or you can automate them", added Karol Mazurek.

KAROL MAZUREK, MANAGING DIRECTOR OF ACCENTURE

Most of the big organizations today are either considering or are already started digital transformation initiatives. They are changing the way they work and their organizational structure as they are beginning to see that power lies in how agile or how fast you are in adapting to change. Without automation and automated processes, you cannot be swift in your reaction to changes from the external world. The panelists agreed that the possibilities are endless and exciting, but there are some cautionary aspects that we need to remember. There are some concerns about automation and AI, and we always need the human element in the enterprise.

"I agree that you have to keep the human element in there. Would people be more comfortable with a bot as their manager? Anybody can say: here›s the budget. You can only spend this much this month. I think you still have to be able to bring this human decision making and creativity and just spontaneity to the problem. And say: Maybe we do need to exceed the budget, or maybe yes, we planned for this, but this money shouldn›t be spent at all. The algorithms, maybe they will get smart enough someday. But I think, in the early stages, there is no artificial intelligence. It›s human intelligence put into programs that are far more complicated than we wrote 20 years ago", said Dan Twing.

DAN TWING, PRESIDENT AND CHIEF OPERATING OFFICER OF ENTERPRISE MANAGEMENT ASSOCIATES

"I think the good news is that the decision of where you want to use artificial intelligence is still in our hands, not in the hands of artificial intelligence. So we still are worried about deciding what we don›t want to do as human beings and what we want to delegate" – said Oktawiusz Kacza. "But as technology is progressing, we are generating more and more data, and we are unable to analyze this amount of data. If we are not ready to put it into the hands of modern technologies, of machine learning platforms, algorithms, we will lose it. We have no choice", added Oktawiusz Kacza.

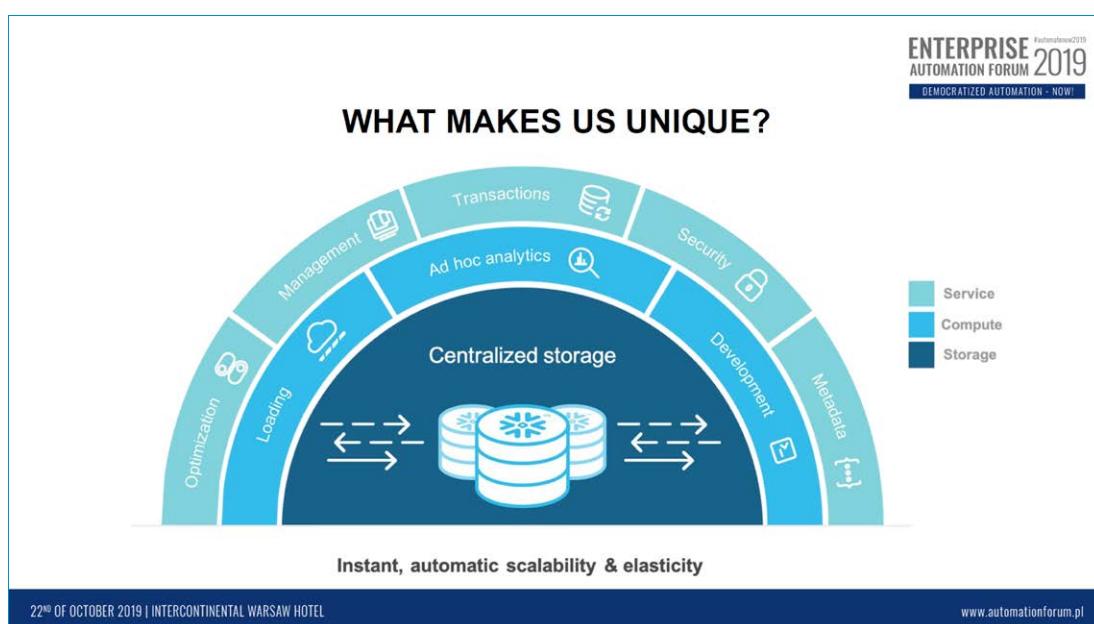

OKTAWIUSZ KACZA, VP OF SABRE POLSKA

Snowflake offers the Data Warehouse Built for the Cloud

Today's businesses demand a solution that allows them to quickly store and effortlessly analyze diverse data. But traditional data warehouses were not designed to meet the needs of today's data-driven organizations. Snowflake provides a solution to the most known data warehousing issues.

Business strategies and initiatives in the digital era create scalability and performance challenges that, in turn, have a negative impact on corporate objectives. Lengthy data warehousing projects, high cost, inflexibility, and complexity are not acceptable anymore. The conventional approach is more of a problem than a solution: siloed, diverse data; scale and speed issues; complex, costly infrastructure; and slow, limited decision making.

"We built a new SQL data warehouse from the ground up for the cloud. It's designed with a unique architecture to handle all aspects of data and analytics. It delivers on performance, simplicity, concurrency, and affordability", said Piotr Pietrzkiewicz, Sales Engineer for

We built a new SQL data warehouse from the ground up for the cloud. It's designed with a unique architecture to handle all aspects of data and analytics.

PIOTR PIETRZKIEWICZ, SALES ENGINEER, SNOWFLAKE

Snowflake, during Enterprise Automation Forum 2019 Data & Cloud parallel track.

With Snowflake, it is easy to bring diverse data together – regardless of scale, type, or use. By simplifying the data pipeline, eliminating complexity, and delivering scalable performance, the solution provides rapid analytics. It is available at a fraction of the traditional data warehousing cost. The company offers a consumption model in which the client pays only for what is used.

Snowflake's solution is based on a unique, flexible architecture, a fast, universal database engine for semi--structured and structured data, and a technology that automates management.

It consists of three independently scalable layers: storage, compute, and service. The first layer stores all data in the cloud. The compute layer runs virtual warehouses that process all the tasks. And the third layer, service, orchestrates the system.

This way, Snowflake has changed the way the world thinks about data warehousing. And that is why Snowflake, founded in 2012, today has over 3000 customers and is recognized by Forrester and Gartner as one of the leaders of Cloud Data Warehouse and Data Management Solutions for Analytics.
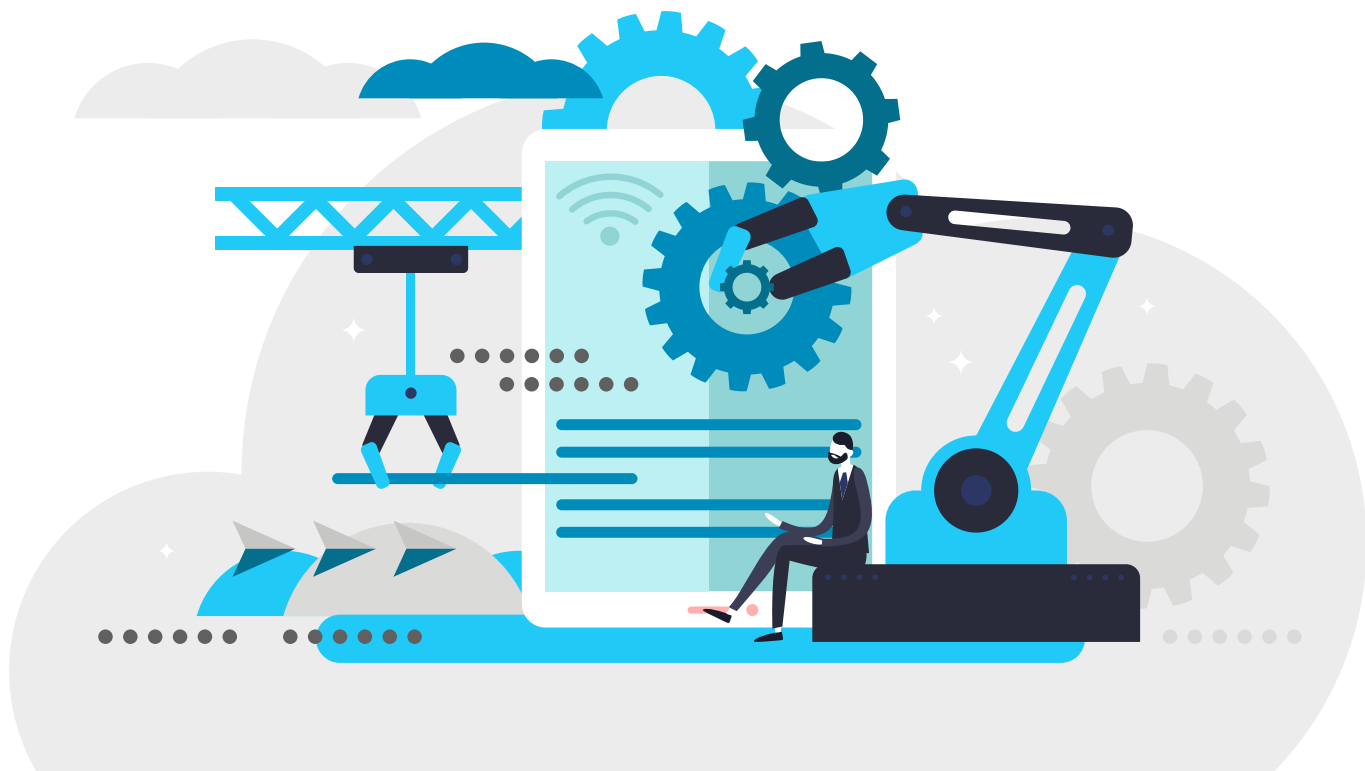
Enterprise Automation market: digital transformation drives the change

Workload automation is morphing into enterprise automation orchestration. Eventually, automation may play a significant role in bringing automated capabilities to IT management and business process orchestration. At the Enterprise Automation Forum 2019, Dan Twing, President and Chief Operating Officer of Enterprise Management Associates, made a global announcement of the latest research results for the enterprise automation market. InifinteDATA is one of the key players driving change in the market. The company is now positioned in the Value Leader category in the new EMA Radar Report.

Digital Transformation Is Driving Change In IT

- Digital Transformation is sweeping the business world as it has become integral to achieving business growth.
- Customers expect an on-demand, technology driven experience.
- Businesses want workforce engagement using digital transformation to make employees more efficient and effective.
- Digital transformation can bring great improvements in the way customers, trading partners, and employees interact.

Our organization is rapidly addressing digital transformation

73% Agree Or Strongly Agree
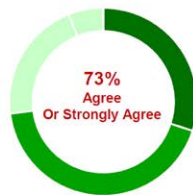
Our organization is modernizing applications to support digital transformation

78% Agree Or Strongly Agree

Slide 2 © 2019 Enterprise Management Associates, Inc.   Sample Size = 423

It is almost hard to believe, but the workload automation market is already 40 years old. While it is mature and quite saturated at 71%, and consolidation is underway with many acquisitions having taken place, new innovative features and entirely new architectures are setting a path for a new lifecycle. The vendors say that their software is not workload automation, but workflow automation or automation orchestration.

This recent innovation and increasing competition are characteristics of a much younger market. "I would say this is a market where these concepts are being reinvented right now, and AutomateNow! is one of those tools, and InifiteDATA is one of those companies with the vision to reinvent this market and reach for that broader automation", said Dan Twing.

Digital transformation: awards and risks

Today many organizations are automating more types of IT operations activities. Some of them are empowering business users and automating business processes. The primary driver of this change is digital transformation. It has become integral to achieving business growth. Customers expect an on-demand, technology-driven experience. For businesses, digital transformation enables efficiency and effectiveness.

Digital transformation can bring significant improvements in the way customers, trading partners, and employees interact. But digital transformation also stresses legacy infrastructure systems and tools.

"We all know that digital transformation is driving this change, and it's
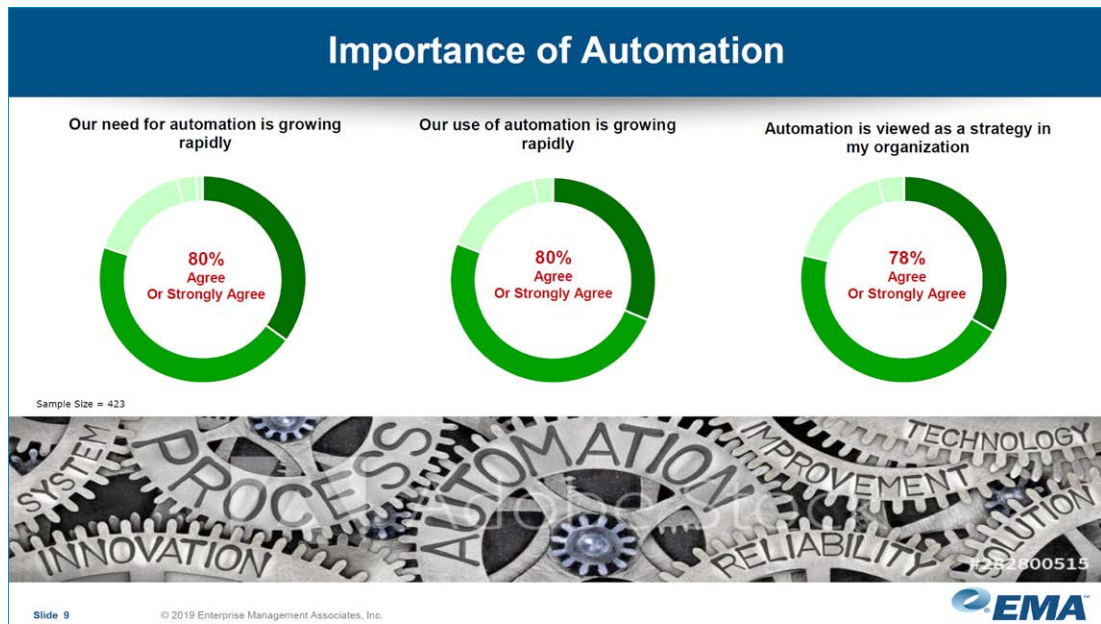
sweeping the business world based on the idea of it being integral to the growth of the company. When it's done right, you deliver customers' expectations of the type of on-demand technology that they often have in their personal lives. You engage the workforce better, you engage the trading partners, and the whole system can work better", said Dan Twing.

"But what I see with this digital transformation is a different problem. As good as it can be, it creates transparency, and it stresses the legacy infrastructure", added Dan Twing.

Customers become empowered with applications that show the near-real-time status of every aspect related to the availability, status, and expected delivery times of services. This new transparency exposes internal problems customers would never have been aware of before digitalization. Every delay, slowed system, outage or other internal issue is now on full display.

EMA found that 74% of respondents feel that digital transformation requires more from their scheduling solutions, and 61% feel that the number of scheduling problems directly affecting business outcomes is increasing. Modernizing applications in support of digital transformation is essential, but so is modernizing the infrastructure management tools to make these digital processes run smoothly and reliably.

The need for automation

Almost every manager sees the importance of automation. They feel the need for automation, and it is growing rapidly. That is why the use of tools grows rapidly, and automation is being viewed as a strategy. The most used form of automation is workload automation.

75% of the surveyed organizations licensed WLA products in the past

> *We all know that digital transformation is driving this change, and it's sweeping the business world based on the idea of it being integral to the growth of the company. When it's done right, you deliver customers' expectations of the type of on-demand technology that they often have in their personal lives.*
>
> **DAN TWING**, CHIEF PRESIDENT AND CHIEF OPERATING OFFICER OF ENTERPRISE MANAGEMENT ASSOCIATES

four years; 37% are first-time WLA users; only 25% have been using current WLA software for five years or more. Mostly they use both WLA and non-WLA scheduling automation tools (65% use). Only 29% use scripts or non-WLA schedulers. But just 6% use only a WLA product without non--WLA schedulers. The most used non-WLA schedulers are Windows Task Scheduler, Azure Scheduler, and AWS Batch. Interestingly, Cron is used far less than expected. More than half of organizations are considering migrating to different WLA software, allthough this drops to 40% in Europe. The main reason for evaluating other workload automation software? The most cited explanation is, of course, digital transformation, but also included on the list are: cloud-based jobs, improving resource utilization, scalability concerns, and application modernization, among many others.

The most important thing is that respondents think that workload automation can do more than job scheduling: 88% of them agree or strongly agree that their business would benefit from a more centralized view of all forms of automation across IT and business processes, and 85% believe that workload automation tools should be expanded to orchestrate automation tools across the enterprise. The areas identified as having the greatest

> The most important thing is that respondents think that workload automation can do more than job scheduling: 88% of them agree or strongly agree that their business would benefit from a more centralized view of all forms of automation across IT and business processes, and 85% believe that workload automation tools should be expanded to orchestrate automation tools across the enterprise.

EMA RADAR™ FOR WORKLOAD AUTOMATION: Q4 2019
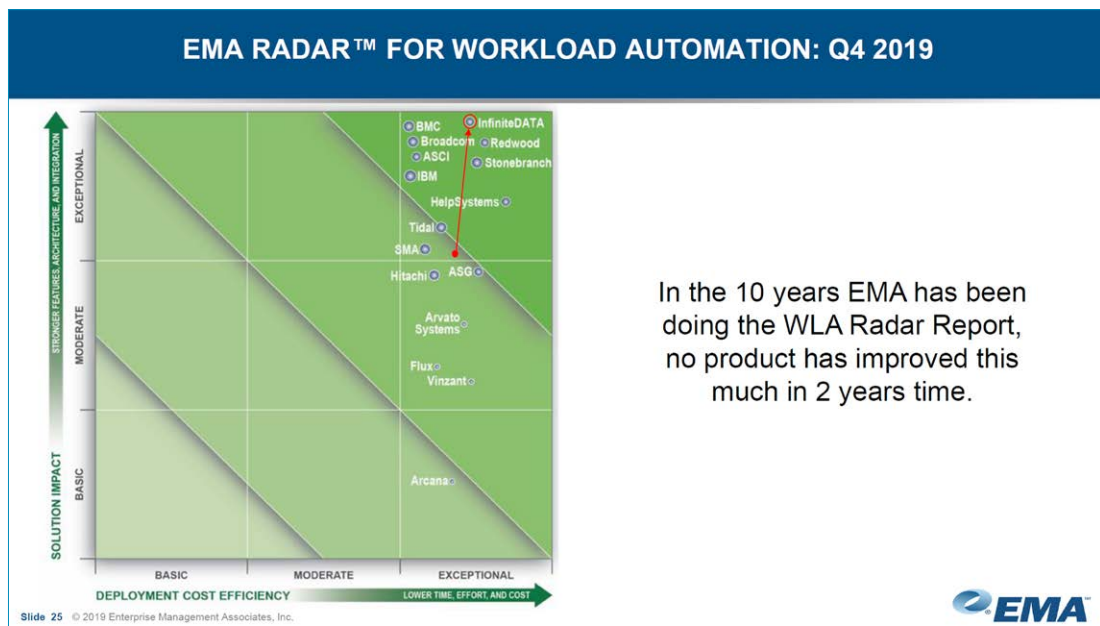
In the 10 years EMA has been doing the WLA Radar Report, no product has improved this much in 2 years time.

potential to benefit from workload automation are SLA awareness, role-based security, APIs, encrypted file transfer, governance and audit, predictive analytics/machine learning, web and mobile device support, dashboards and reporting, sophisticated event and time triggers, monitors and sensors, and broad orchestration.

Value Leader accelerates the market

The EMA Radar Report provides an in-depth analysis of industry-leading vendors and vendor products. It includes their overall market position in comparison with other vendors. This year, given the trends observed, EMA made significant changes to the WLA Radar evaluation model and weighting of capabilities. The result is an effective analysis of vendors that support the important legacy capabilities of WLA, as well as the development of their products

and this market toward the future of broader automation.

InfiniteDATA with ScheduleIN was recognized for the first time in the EMA WLA Radar Report in 2017. It was a strong debut for the youngest product on the market. Its main limitation, however, was in broader IT management tool integrations. Two years later, InfiniteDATA with AutomateNOW! was recognized as a Value Leader. Today AutomateNOW! is still the youngest product on the market. But the company has matured and expanded significantly in the intervening years. Prior integration limitations were addressed and new capabilities were added. Customers confirm that implementation or conversion from an existing WLA is quick and easy.

"Even in 2017, InifinteDATA was, on average, as good as most products. In the 2019 report, they are now in the Value Leader category. I have been doing this report now for 10 years. Nobody has ever moved this far in that short of time", said Dan Twing.

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