




INTELLIGENT  
AUTOMATION &  
*BOT SHOW*  
MIDDLE EAST 2022

Middle East's largest  
**Intelligent Automation,  
*AI & Bot Show 2022***

24 and 25 May 2022, The Meydan Hotel, Dubai

Colocated with  
*Customer Experience  
Live Show 2022*  
Middle East's #1 CX show

The only event in the region prioritising the intelligent automation agenda for corporates.



As organisations prioritise automation, business leaders must explore strategies to unlock momentous new capabilities, reduce costs, increase efficiencies, to be leaner and customer focused.

Oil and Gas | Retail | Banking | Manufacturing | Telcom | Healthcare | Government



# Are you ready to be a hyperautomated organisation?

In today's hyper-automated world, it's important for CIOs, functional heads and technology leaders to ensure their IA strategy will deliver maximum benefit by selecting the right processes to automate. The **Intelligent Automation Show** will allow you to review your automation blueprint, introduce process efficiencies and ensure you unlock the potential for hyper-personalized experiences to deliver business growth.

## Top 12 reasons to be at the Intelligent Automation Show 2022

Middle East's largest intelligent automation conference focused on the value of automation and building capabilities to drive innovation, productivity and improvement.

### PROCESS MINING, HYPER-AUTOMATION AND AI

Define process mining, hyper-personalisation as a top management mantra to amplify growth

### LEAN, SIX SIGMA AND INTELLIGENT AUTOMATION

How do you apply the principles of lean business process and leverage cloud for a win-win in the automation game?

### CoE AND CENTRALISED INTEGRATION FRAMEWORKS

How a CoE ensures you get maximum benefits from your integrated operations.

### PROCESS DISCOVERY AND OPERATIONAL EXCELLENCE

Understand the lean methodology and how to exercise judiciousness and set goalposts as the project advances.

### SHARED SERVICES AUTOMATION

Optimising digital experience (DX) in the workplace and delivering superior customer experience (CX).

### DELIVERING VALUE FROM STRUCTURED DATA

Hear how business heads are leveraging structured data for future product development and revenue growth strategies.

### FEDERATED MODEL FOR RPA COE SUCCESS

Hear how a federated model hastens time to market, leverages the best CoE models, and builds resource efficiencies.

### ACCOUNTS PAYABLE AND ORDER TO CASH AUTOMATION

Hear how to ensure AP automation leads to accurate reporting and heightened productivity?

### EMPATHY AND EMOTIONAL INTELLIGENCE

Explore how organisations must equip their employees with empathy and EQ to set them up for success.

### CHANGE MANAGEMENT

Hear how you can empower managers to be owners and drivers of change?

### CUSTOMER FOCUSED AUTOMATION

How do you embrace this rapidly changing digital world and make the best automation choices, keeping the focus on the customer?

### MAXIMISE THE VALUE OF AUTOMATION IN EMPLOYEE & CUSTOMER ONBOARDING

What are the key pillars of a successful digital HR and shared services strategy?

# 72%

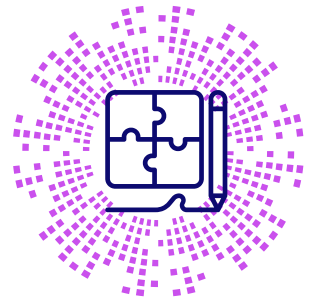
Increase in budgets for implementing or expanding AI, chatbots, data analytics, cloud capabilities

\*CXLive annual survey 2021



# Lessons you won't forget

Hyperautomation, CoE, Change Management, Lean in the Spotlight



Leveraging cloud: how intelligent automation enables you to be leaner and agile

What is the benefit of cloud automation and how does it allow faster and leaner process flow?



Personalized, customer-focused hyperautomation

How do you embrace this rapidly changing digital world and make the best automation choices, keeping the focus on the customer?



Centre of Excellence

Re-imagining, aligning and implementing the right operating models to achieve automation goals. Building capabilities to drive innovation, productivity and improvement.



Organisations that embrace emerging technology, adopt evolving business models, effectively manage change and put service delivery at the centre of their automation strategy will be the leaders.

**200+ attendees**  
**50 sessions**  
**80+ speakers**  
**4 leaders connects**

## SECTOR FOCUS:

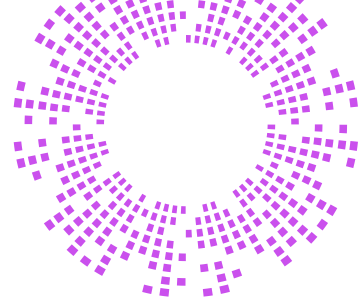
Oil and Gas | Banking | Retail | FMCG | Telecom | Healthcare | Government |

## COUNTRY FOCUS:

UAE | KSA | Oman | Egypt | Qatar | Bahrain | Rest of Middle East



# Keynote Speakers



“

Optimising digital experience (DX) in the workplace and delivering superior customer experience (CX).

**Matthew Wyatt,**  
SVP Shared Service Center for  
Portfolio Companies  
**Public Investment Fund (PIF)**



“

Process mining, hyper-automation and AI -  
delivering value from unstructured data

**George Eapen**  
Group CIO  
**Petrofac**



“

Designing a winning intelligent automation  
strategy that drives agility and amplifies  
governance.

**Vincent Vloemans**  
Global CIO  
**Perfetti Van Melle**



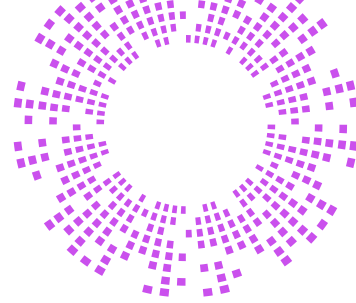
“

How the best intelligent automation ROI comes  
from revenue growth along with efficiency  
improvement.

**Dr. Ali Al Sanousi**  
Executive Chief Medical Information  
Officer  
**Hamad Medical Corporation**



# Keynote Speakers



**Maria von Scheel-Plessen**  
Chief e-Commerce LEAD,  
EMEA  
**Luxury Brands**



**Alvaro Perez**  
Chief Digital Officer  
**ACWA Power**



**Khalifa AlJaziri,**  
**AlShehhi,**  
Commercial Affairs  
Regulatory Sector Advisor,  
**Ministry Of Economy,**  
**UAE**



**Mario Foster**  
Group CIO  
**Al Naboodah Group**  
**Enterprises**



**Fatima**  
**Abdulrahman**  
Chief HRO  
**Tanfeeth**



**Wissam Al Adany**  
Regional CIO and Board  
Digital Advisor  
**Abu Dhabi Energy Service**



**James Steel**  
Divisional General Manager  
Of Digital Transformation  
And Innovation  
**Mediclinic**



**Sreedhar Suragouni**  
CIO  
**Oman Insurance**  
**Company**



**Piyush Chowhan**  
Group Chief Information  
Officer  
**LuLu Group International**



**Saud Zakwani**  
Head of Data Science  
**Petroleum Development**  
**Oman**



**Ahmad Yahya**  
Chief Operating Officer  
**American Hospital**  
**Dubai**



**Ramesh Subramanian**  
CFO  
**Rakez**



**Anshul Shrivastav**  
Chief information Officer  
**Proton Insurance**



**Muhammad Ali Baig**  
Managing Director Finance  
**Beeah**



**Arif Choksy**  
CFO  
**Bahra Cables**



# Big Idea Speakers



**Khamis Al Mazrouei**  
Digital Business Architect  
**Emirates Nuclear  
Energy Corporation**



**Danish Rizvi**  
Chief Operating  
Officer  
**SASCO Holdings**



**Mohammed Al Shobani**  
AVP Digital Transformation  
**Al Rajhi Takaful, KSA**



**James Furness**  
Enterprise Value Stream  
Lead  
**Etihad Aviation Group**



**Jaleel Rahiman**  
Director of  
Information  
Technology  
**Prime Healthcare  
Group**



**Tanmay Agarwal**  
VP & Head-Global  
Business Services  
**The Coca-Cola Company**



**Thuraya Al-Harathi**  
Senior Specialist  
Emerging Tech  
**Ministry of Technology  
& Communication  
Oman**



**Amjad Rahhal**  
Head of Information  
Technology  
**Emirates National Oil  
Company (ENOC)**



**Ramakrishnan  
Natarajan**  
Vice President IT  
**Emirates Hospital Group**



**ElFadi Zaki Ibrahim**  
Digital & Technology  
Advisor  
**ADNOC Group**



**Mohammed Al-Saidat**  
Director of IT  
**University of Sharjah**



**Ahmed Naeemi**  
Head of Digital  
Transformation  
**Bahrain Institute of  
Banking and  
Finance**



**Haitham S. Hamza**  
CIO  
**University of Cairo,  
Egypt**



**Latifa Saleh AlShehhi**  
Head of Data Management  
**Roads and Transport  
Authority, Dubai**



**Syed Ashar Ahmed**  
Automation Expert,  
**EMAAR**





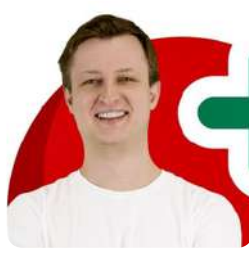
# Big Idea Speakers



**Areej Masoud Nasser Al Shibani,**  
Director HRD  
**Ministry of  
Transport Communication  
and Technology, Oman**



**Armand Angeli**  
President RPA,  
Intelligent Automation,  
Shared Services  
Committee  
**DFCG**



**Maroš Bežák**  
Chief Strategy Officer  
**Tamatem Inc**



**Yahyah Pandor**  
Chief Information and  
Digital Officer  
**Fine Hygienic  
Holding**



**Wajdi Mereb**  
Head of Digital  
Transformation and  
Digital Twin  
**Miral**



**Fayaz Ahamed Badubhai**  
CIO & Group Digital  
Director,  
**Al Yousuf Group**



**Frederik Bisbjerg**  
Executive Director, Digital  
& Innovation,  
**National Health Insurance  
Company - Daman**



**Mukesh Arora,**  
Group Financial  
Controller,  
**Oman Gas**



**Kamran Ahsan,** Senior  
Director AI & Smart Data,  
**Etisalat**



**Subba Gonella**  
Global Head of Shared  
Services,  
**XEROX**



**Nalin Tripathi**  
Group Leader -  
Finance Shared  
Services  
**Al-Futtaim Group**



**Laila AlHadhrami**  
Smart Cities  
Development  
Manager  
**National Energy  
Center Oman**



**Ahmed Yousuf**  
Head of Digital  
Transformation  
**Makkah Municipality,  
KSA**



**Tabish Asifi,**  
Group IT Governance Lead,  
**Majid Al Futtaim**



**Yassin Bhatti**  
**AI and Digital  
Transformation  
Expert**

# Intelligent Automation, AI & Bot Show 2022 Themes

## IN-DEPTH

### DESIGNING A WINNING INTELLIGENT AUTOMATION STRATEGY

Explore how a successful automation strategy begins with the accurate problem identification in a business



### CENTRE OF EXCELLENCE

Re-imagining, aligning and implementing the right operating models, tools and technologies to achieve automation goals.



### CREATING NEW BUSINESS VALUE THROUGH FUTURE FOCUSED AUTOMATION

How do you unlock new business value and enhance operational efficiency through future focussed automation



### AUTOMATION-AS-A-SERVICE

Driving multi-experience and source-to-pay

### AUTOMATING PROCESS MODELLING

Disrupting RPA programming through self learning RPA

### LEAN, SIX SIGMA AND INTELLIGENT AUTOMATION

Lean and six sigma – how automation allows effective process flows



### RPA GOVERNANCE AND THE FEDERATED MODEL

Leverage the best of business-led and CoE models, and maximise CoE resource and infrastructure share for bot build.



### CHANGE MANAGEMENT

Leveraging RPA solutions with low code options to allow business users with no programming experience to build their bots.



### CUSTOMER FOCUSED AUTOMATION

Building strength and delivering growth through automation of order-to-cash, employee onboarding, procure to pay, front to back CX, customer onboarding, quality management and marketing automation.



### SKILLS DEVELOPMENT, EMPLOYEE EMPOWERMENT AND RETENTION

Leveraging IA, AI and data analytics to create a knowledge based organisation with motivated team members



### ACCOUNTS PAYABLE AND ORDER TO CASH AUTOMATION

Defining a critical business strategy that delivers impact through real-time reporting and AP optimisation



# Conference Agenda, Day 1, Tuesday 24 May 2022

|         |   |
|---------|---|
| 8.30AM  | Registration and welcome coffee   |
| 8.50 AM | Opening remarks from the chair<br>Yassin Bhatti, AI and Digital Transformation Expert                               |
| 9.00 AM | Welcome address: Khalifa AlJaziri, AlShehhi, Commercial Affairs Regulatory Sector Advisor, Ministry Of Economy, UAE |

## CREATING NEW BUSINESS VALUE THROUGH FUTURE FOCUSSED AUTOMATION

|         |  |
|---------|--|
| 9.10 AM | <b>KEYNOTE ADDRESS: Designing a winning intelligent automation and AI strategy that drives agility and amplifies governance</b><br>A successful automation strategy begins with accurate problem identification in a business process and subsequently selecting the right use case for automation. Explore: <ul style="list-style-type: none"> <li>Evaluating the benefits and assessing any risks of automating your operations. Designing quality and governance checks</li> <li>Ensuring automation is sustainable and scalable</li> <li>Benchmarking with established use cases, methodologies, and frameworks</li> </ul> <b>Vincent Vloemans, Global CIO, Perfetti Van Melle</b> |
|---------|--|



|         |  |
|---------|--|
| 9.30 AM | <b>KEYNOTE ADDRESS: Optimising digital experience (DX) in the workplace and delivering superior customer experience (CX)</b><br>Post pandemic intelligent automation is leaning towards automation self-service, as lifestyle choices continue to drive complexity and disruption. There is a growing need to develop a comprehensive IA strategy, that enables integration of robust cloud infrastructure allows the orchestration of a sustainable automation strategy. This session will cover: <ul style="list-style-type: none"> <li>How to manage multi-cloud and multi-experience environments when considering automation-as-a-service?</li> <li>What are the challenges in designing a dynamic, scalable and resilient cloud automation infrastructure?</li> <li>How do you measure outcomes and define success?</li> </ul> <b>Matthew Wyatt, SVP Shared Service Center for Portfolio Companies, Public Investment Fund (PIF)</b> |
|---------|--|



|         |  |
|---------|--|
| 9.50 AM | <b>KEYNOTE ADDRESS: The power of artificial intelligence &amp; cognitive technologies to transform the future of enterprises</b> <ul style="list-style-type: none"> <li>Leveraging power AI and data analytics to enhance service delivery through automation</li> <li>Applications of AI and cognitive technologies, and intelligent automation in delivering ROI across business functions</li> </ul> <b>Donald Krol, Director, Solutions Consulting EMEA, Workato</b> |
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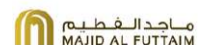


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| 10.10 AM | Senior Executive, UiPath |
|----------|--------------------------|

|          |                              |
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| 10.30 AM | Morning tea and coffee break |
|----------|------------------------------|

## AI, DATA SCIENCE & PROCESS MINING

|          |   |
|----------|---|
| 11.00 AM | <b>PANEL DISCUSSION: Enterprise-wide digital transformation and effective process mining powering resilient organisations</b><br>CIOs are continuously increasing automation capabilities to deliver seamless service. With a host of emerging technologies to work with, CIOs are in a very exciting time of change and innovation. In this session hear how advanced analytics strengthens process mining and ensures the success of your automation projects. Also, hear how process mining ensures you have a strong base to subsequently explore the world of digital twin and metaverse. <ul style="list-style-type: none"> <li>Dissociating hype and innovation – what to focus on and how to scale</li> <li>Setting the foundation right – how do you ensure your digital infrastructure can support scaling and future automation evolution?</li> <li>Data security, data governance, process discovery and automating meaningfully</li> <li>Identifying process weaknesses and transforming them into opportunities through automation</li> </ul> Chair: <b>Armand Angeli, President RPA, Intelligent Automation, Shared Services Committee, DFCG</b><br><b>Tabish Asifi, Group IT Governance Lead, Majid Al Futtaim</b><br><b>Mario Foster, Group CIO, Al Naboodah Group Enterprises</b><br><b>Sreedhar Suragouni, CIO, Oman Insurance Company</b><br><b>Maros Bezak, Country Manager, Tamatem</b> |
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|          |   |
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| 11.20 AM | <b>KEYNOTE: Effective budget and financial management through automation - reimagining your automation strategy to streamline your finance function.</b><br>Enterprises must enhance protection, drive innovation and improve connectivity. What is the benefit of finance automation and how does it allow faster orchestration and execution of workflow designs whilst strengthening the business case for a service implementation? <ul style="list-style-type: none"> <li>How do you move ahead and embrace this new paradigm?</li> <li>How do you achieve significant improvement in operational efficiencies through finance automation?</li> </ul> <b>Senior executive, Accenture</b> |
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|          |   |
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| 11.40 AM | <b>KEYNOTE: Anywhere service delivery: embracing intelligent automation and the need to focus on your core values to deliver value to your customers</b><br>As consumers become less dependent on physical retail and service locations, organisations need to turn their attention to meeting the needs of the empowered and hybrid consumer: a consumer who wants to connect anytime, anywhere, via any device – and expects to. In today's world, where many consumers can work from anywhere, they also want to get services on the run, from anywhere. Explore how organisations can embrace Marketing automation while focusing on rebranding strategies as technology is not all it takes to win today's consumer, especially Gen Y and Z.<br><b>Maria von Scheel-Plessen, Chief e-Commerce LEAD, EMEA Luxury Brands</b> |
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# Conference Agenda, Day 1, Tuesday 24 May 2022

|          |  |
|----------|--|
| 12.00 PM | <p><b>PANEL DISCUSSION - How to get AI and IA accelerating digital twins?</b></p> <p>Most innovative enterprises commence their automation and digital twin journey with a pilot. This session will explore how AI and data will allow the business leaders to comprehend the benefit obtained from efficient workflow and process design, to generate higher ROI.</p> <ul style="list-style-type: none"> <li>• Incorporating artificial intelligence and machine learning architecture</li> <li>• Inserting layers of cross data utilisation and governance</li> <li>• Integrating functional and industry knowledge into automation and digital twin initiatives</li> </ul> <p>Chair: <b>Armand Angeli, President RPA, Intelligent Automation, Shared Services Committee, DFCG</b><br/> <b>Kamran Ahsan, Senior Director AI &amp; Smart Data, Etisalat</b><br/> <b>Fayaz Ahamed Badubhai, Group IT (Digital) Director, Al Yousuf Group</b><br/> <b>Antonio Al Asmar, General Manager, Careem</b><br/> <b>Syed Ashar Ahmed, Automation Expert, Emaar Malls Group</b></p> <p><b>Careem</b><br/> <b>EMAAR</b><br/> <b>etisalat</b></p> <p><b>AUTOMATION-AS-A-SERVICE DRIVING MULTI-EXPERIENCE AND SOURCE-TO-PAY</b></p>   |
| 12.20 PM | <p><b>CASE STUDY: How a strong data architecture allows seamless service delivery and operational efficiency</b><br/> <b>Senior Executive, Reserved for Resolve</b></p> <p><b>RESOLVE</b></p>  |
| 12.40 PM | <p><b>PANEL DISCUSSION: Cloud and intelligent automation – harnessing cloud infrastructure to deliver efficiencies in finance and source-to-pay</b></p> <p>Nowadays, every organisation is moving towards automation-as-a-service for better productivity. Hear how RPA and bots are automating the business processes on the cloud platforms thus increasing productivity, saving time, and decreasing human intervention.</p> <ul style="list-style-type: none"> <li>• Streamlining the Source to Pay process through end-to-end automation for process optimisation</li> <li>• How businesses can increase efficiency, savings and working capital by leveraging source to pay</li> <li>• How data cloud is helping organisations embrace automation-as-a-service</li> <li>• How can the cloud administration provide the computing machine to the RPA bot</li> </ul> <p>Chair: <b>Armand Angeli, President RPA, Intelligent Automation, Shared Services Committee, DFCG</b><br/> <b>Ramesh Subramanian, Chief Financial Officer, Rakez</b><br/> <b>Ahmed Naeemi, Head of Digital Transformation, Bahrain Institute of Banking and Finance (BIBF)</b><br/> <b>Mukesh Arora, Group Financial Controller, Oman Gas</b><br/> <b>Muhammad Ali Baig, Managing Director Finance, Beeah</b></p> <p><b>BIBF</b><br/> <b>bee'ah</b><br/> <b>WE ARE THE FUTURE</b><br/> <b>QO</b><br/> <b>rakez</b></p> |
| 1.00 PM  | <p><b>Networking lunch</b></p>   |
|          | <p><b>DATA SCIENCE VALUE GAINS</b></p>   |
| 2.00 PM  | <p><b>CASE STUDY: Embracing cloud and lean to enhance ROI by leveraging data science</b></p> <p>Overwhelmed with a highly digitized environment, compressed margins, and changing regulation around data storage and privacy, organisations are looking for a lean, agile and transparent approach to automation. Lean processes + cloud can provide cost reduction of upto 25% and improve process lead times by 60%. thus, the attractiveness is stark.</p> <ul style="list-style-type: none"> <li>• How do you apply the principles of lean business process and leverage cloud for a win-win in the automation game?</li> <li>• How do you determine if it is the right approach for your organization?</li> <li>• What are the measurable benefits you can expect? What metrics do you use to evaluate outcomes?</li> </ul> <p><b>Amjad Rahhal, Head of Information Technology, Emirates National Oil Company (ENOC)</b></p> <p><b>enoc</b></p>   |
| 2.20 PM  | <p><b>KEYNOTE ADDRESS: Data economy in the fourth industrial revolution, leveraging AI and ML thus raising the success quotient of your automation journey</b></p> <ul style="list-style-type: none"> <li>• The landscape of the data economy, identifying challenges accurately via data science and predictive analytics</li> <li>• Evaluating benefits and assessing risks of automating operations</li> <li>• Using AI and ML for long term gains</li> <li>• Establishing automation best practices, standardizations, processes to drive successful outcomes and providing centralized data governance, service and support.</li> </ul> <p><b>Latifa Saleh AlShehhi, Head of Data Management, Roads and Transport Authority</b></p> <p><b>RTA</b></p> <p><b>PROCESS EXCELLENCE FOR AUTOMATION SUCCESS</b></p>   |
| 2.40 PM  | <p><b>EXECUTIVE PANEL DISCUSSION: Why it pays to invest time in designing an effective process workflow to achieve operational excellence through automation</b></p> <ul style="list-style-type: none"> <li>• Importance of comprehensive workflow design in laying the foundation for a strong IA strategy</li> <li>• Data value: how do CIOs ensure stakeholders understand data is a strategic asset</li> <li>• Lean methodology: how do you exercise judiciousness and evaluate the needs and set goalposts as the project advances</li> <li>• Guidelines for effective workflow design</li> </ul> <p>Chair: <b>Armand Angeli, President RPA, Intelligent Automation, Shared Services Committee, DFCG</b><br/> <b>Elfadl Zaki Ibrahim, Digital &amp; Technology Advisor, ADNOC</b><br/> <b>Wajdi Mereb, Intelligent Automation and Digital Engineering Expert, MIRAL</b><br/> <b>Piyush Chowhan, Group Chief Information Officer, LuLu Group International</b><br/> <b>Laila AlHadhrani, Smart Cities Development Manager, National Energy Center Oman</b></p> <p><b>MIRAL</b><br/> <b>ADNOC</b></p>   |
| 3.00 PM  | <p><b>CASE STUDY: How do you manage monumental datasets, superior analytics and capture process efficiencies to achieve operational excellence</b></p> <ul style="list-style-type: none"> <li>• Leveraging AI and ML to generate deep/ real-time insights from an avalanche of information</li> <li>• Prioritising workflows and process – leveraging AI to make data-driven decisions on automation</li> <li>• Examining process inefficiencies – leveraging data analytics to achieve productivity gains</li> <li>• Achieving standardization – centralizing structured data to identify process anomalies, improve compliance and be a category leader</li> </ul> <p><b>Saud Zakwani, Head of Data Science, Petroleum Development Oman</b></p> <p><b>Petroleum Development Oman</b></p>   |

# Conference Agenda, Day 1, Tuesday 24 May 2022

3.20 PM

## **CASE STUDY: How process excellence and automation can power business growth by tapping into unexplored opportunities**

More than 58% of automation and process excellence leaders struggle to quantify the financial impact of their automation and process excellence initiatives. In order to achieve complete automation success it is vital to achieve a thorough understanding of a process. This session explores:

Leveraging automation, bots and lean principles to achieve process excellence

- Optimising process and operational efficiencies
- Leveraging intelligent automation to achieve scale and reduce costs whilst pushing the lean principles

**Elfadl Zaki Ibrahim, Digital & Technology Advisor, ADNOC**



## **SHOWFLOOR TIME - LEADERS CONNECTS, LIVE DEMOS AND WORKSHOPS**

3.40 PM

4.40 PM

### **DEMO ZONE:**

**Make your way to the demo zone to view technology solutions that are changing the world of IA**

## **LEADERS CONNECTS**

### **EXCLUSIVE CIO Leaders Connect**

**Intelligent Automation - improving more than just efficiencies**

**Hosted by WORKATO**

- How to leverage data and develop a model and dashboard that builds efficiencies and delivers revenue growth
- How the best ROI comes from revenue growth along with efficiency improvement

**James Steel, Divisional General Manager of Digital Transformation And Innovation, Mediclinic**

**Dr. Ali Al Sanousi, Executive Chief Medical Information Officer, Hamad Medical Corporation**



### **EXCLUSIVE Finance Leaders Connect**

**Creating a winning automation strategy- leveraging AI, cognitive & analytics**

**Hosted by Accenture**

As AI and intelligent automation continue to expand, practitioners are recognizing the importance of leveraging AI and ML in forging automation success. How do you develop a strategy that expands your AI usage and gives you an opportunity to leverage unstructured data for enhanced outcomes?



### **EXCLUSIVE Automation Leaders Connect**

**Hosted by UiPath**

Pivoting the workforce towards strategic skills development for enhanced automation outcomes using AI

- Ensuring the automation strategy is robust, futuristic and innovative
- Implementing next-gen self-service functionality using AI

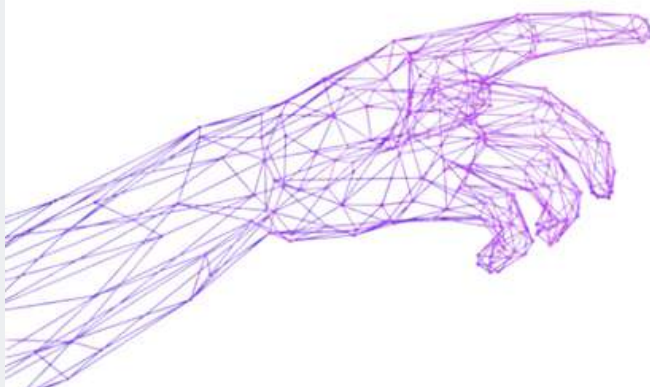
**Areej Masoud Nasser Al Shibani, Director HRD,**

**Ministry of Transport, Communication and Technology, Oman**



4.40 PM

## **Intelligent Automation Awards 2022**





# Conference Agenda, Day 2, Wednesday 25 May 2022

8.30AM Registration and welcome coffee

9.00 AM Opening remarks from the chair  
Yassin Bhatti, AI and Digital Transformation Expert

## EMPOWERING CREATIVE TEAMS TO AUTOMATE COMPLEX PROCESSES

9.10 AM **KEYNOTE: Digitising supply chain operations in EPC industry through AI**

Organisations are leveraging hyper-automation to process unstructured data. This session will explore:

- How to manage the over 80% of unstructured data
- Ensuring the valuable unstructured data is not ignored by leveraging hyper-automation
- How hyper-automation and AI technologies can help deliver value from unstructured data
- Building the digital twin and metaverse foundation

George Eapen, Group Chief Information Officer, **Petrofac**



9.30 AM **KEYNOTE: IOT fueling digital transformation 2.0, hyper-automation and digital twin**

Gartner has named hyper-automation as one of the top trends for 2022, predicting it will allow organizations to lower operating costs, generate new revenue streams and build efficiencies. This session examines the benefits of hyper-automation to drive business growth:

- Building efficiencies by automating the diverse and complex process
- Optimising workflows by completing tasks in the most efficient way
- Minimizing operational costs by reducing interventions and employee time
- Boost agility through faster, richer insights for effective decision-making
- Improving quality by eliminating human errors and driving consistency

Alvaro Perez, Chief Digital Officer, **ACWA Power**



## VALUE DRIVEN SHARED SERVICES AUTOMATION

9.50 AM **EXECUTIVE PANEL DISCUSSION: Transitioning towards a value-driven automated shared services eco-system**

As digitisation becomes central to shared services, growth and expansion are the mantras for organisations developing hybrid models of operation. Thus, how do you ensure the outsourced and in-house team can strive for process and service excellence, align the intricate stakeholder maze and deliver excellence in customer relationships. Embracing digital and technological innovations is paramount to achieving excellence in process and performance. This session will dive deep into the strategies, tips, and challenges to deliver process automation and service excellence through shared service transformation.

Chair: **Armand Angeli, President RPA, Intelligent Automation, Shared Services Committee, DFCG**

**Nalin Tripathi, Head of Transformation - Group FSSC, Group Finance Shared Service Centre, Alfuttaim**

**Arif Choksy, CFO, Bahra Cables**



## EVALUATING THE FEDERATED MODEL AND COE

10.10 AM **EXECUTIVE PANEL DISCUSSION: Centralising integration - how collectively AI and ML can raise the success quotient of quality management and testing**

Its imperative businesses have a visual, dashboard view of quality management processes. The hidden cost of quality management can often be 20% of the total cost of goods sold. As we know, manual quality management processes are tedious to control and measure.

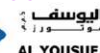
- This session will explore how CoE allows internal stakeholders to view performance data and employee tasks in a centralized location
- Leveraging automation to perform quicker and more accurate tests
- Using AI and ML to achieve hyper-intelligent performance and free up staff to focus on more critical or value-added tasks

Chair: **Armand Angeli, President RPA, Intelligent Automation, Shared Services Committee, DFCG**

**Mohammed Al Shobani, AVP Digital Transformation, Al Rajhi Takaful, KSA**

**Fayaz Ahamed Badubhai, Group ITS Director, Al Yousuf**

**Ramakrishnan Natarajan, VP IT, Emirates Hospital Group**



10.30 AM Morning tea and coffee break

11.00 AM **EXECUTIVE PANEL DISCUSSION: Federated model for RPA CoE success**

Hear how a federated model hastens time to market, leverages the best of business-led and CoE models, and build resource and infrastructure efficiencies in the CoE.

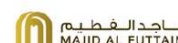
- Reducing duplication through centralized resourcing and processes
- Drive agility in building and rolling out bots as the CoE has the resources and infrastructure required by business units
- Minimise risk of failure by creating centralized knowledge hubs across the enterprise

Chair: **Armand Angeli, President RPA, Intelligent Automation, Shared Services Committee, DFCG**

**James Furness, Enterprise Value Stream Lead, Etihad Aviation Group**

**Tabish Asifi, Group IT Governance Lead, Majid Al Futtaim**

**Anshul Shrivastav, Chief Information Officer, Union Insurance**



11.20 AM **CASE STUDY: Appian In the Unified Platform**

**Mohammad Abusinnah, Account Executive - Middle East, Appian Corporation**



# Conference Agenda, Day 2, Wednesday 25 May 2022

## MAXIMISING BENEFITS FROM CENTER OF EXCELLENCE

11.40 AM

### EXECUTIVE PANEL DISCUSSION: Evaluating Center of Excellence once your automation reaches a volume

The rapid digitisation and advancement of RPA and intelligent automation mean most organisations will operate a combination of human and bot workers. Global RPA software revenue is projected to reach \$1.89 billion in 2021 as per Gartner. Thus, how do you ensure you capitalise on your RPA implementation by building an RPA CoE.

- How an RPA CoE can help drive success
- How a CoE ensures your get maximum benefits from your integrated human-and-bot operation
- Managing the approvals and deployments of RPA projects through a centralized team, thus eliminating siloes
- Enforce standardized automation policies and procedures across the enterprise
- Leveraging economies of scale and minimizing repetition and redundancy
- Reducing the time to market of new bots

Chair: **Armand Angeli, President RPA, Intelligent Automation, Shared Services Committee, DFCG**

**Danish Rizvi, Chief Operating Officer, SASCO Holdings**

**Yahyah Pandor, CIDO - Chief Innovation & Digital Officer, Fine Hygienic Holding**

**Ahmad Yahya, Chief Operating Officer, American Hospital Dubai**



12.00 PM

### EXECUTIVE PANEL DISCUSSION: Moving beyond RPA to deliver an innovative future workforce strategy

Digital transformation delivers optimum benefits when it is not integral to one technology implementation like RPA. But rather through an organisation wide digital strategy for complete digital workforce transformation. In this session, explore how to successfully embrace business transformation and digitization.

- Enhancing service delivery and experiences through digitization and cloudification
- Overhauling processes, and embracing automation, cloudification and chatbots, to deliver superior experiences and bottom-line impacts
- What are the key pillars of a successful digital HR and shared services strategy

Chair: **Armand Angeli, President RPA, Intelligent Automation, Shared Services Committee, DFCG**

**Fatima Abdulrahman, Chief Human Resource Officer, Tanfeeth**

**Areej Masoud Nasser Al Shibani, Director HRD, Ministry of Transport, Communication and Technology, Oman**

**Fayaz Ahamed Badubhai - Group IT (Digital) Director, Al Yousuf Group**



12.20 PM

### CASE STUDY: How to design a fit for purpose master data strategy through a strong data governance program

The rate of failure in automation projects is extremely high, primarily due to a flawed data strategy. Therefore, how do you design a robust automation strategy? Examine how you can strengthen your data strategy:

- What is a fit for purpose data strategy that aligns with business objectives and the IA journey?
- What are the critical components of a robust data strategy?
- Effective process mining to achieve ROI from IA and AI with a robust data strategy?
- How do you ensure your data strategy can absorb the rapid digital changes?

**Thuraya Al-Harathi Senior Specialist, Innovation & Emerging Tech, Ministry of Technology & Communication Oman**



## ACCOUNTS PAYABLE AND ORDER TO CASH AUTOMATION

12.40 PM

### KEYNOTE ADDRESS: Adding value to a highly digitised enterprise through accounts payable automation

In the post-pandemic world, enterprises are gearing up to accelerate automation to enhance service delivery, improve customer services, optimize process workflow, and effective data analytics. The key question is how do you ensure AP automation leads to accurate reporting and heightened productivity?

- Defining a critical business strategy that delivers impact through real-time reporting and AP optimisation
- Ensuring seamless process integration with procurement, operational excellence, through effective data analytics and a dashboard view of data
- Improving the order-to-cash and procure-to-pay process through automation

**Ramesh Subramanian, Chief Financial Officer, Rakez**



1.00 PM

### CASE STUDY: OTC automation enabling you to reap long term business benefits

Cash flow prediction is extremely important for the AR department. Through automation, the time from purchase to invoicing to payments is shortened. Thus, assessing and adjusting the O2C process enables businesses to improve the cash flow process.

- This session will deep-dive into how to optimize the order-to-cash process including:
- Revenue optimisation - challenges in streamlining purchase and fulfilment process, invoicing, payment integrations, front-to-back-customer experience
- O2C System - How do you design an effective and reliable O2C system
- Cost savings - How can an automated O2C process significantly reduce or eliminate errors and enhance internal control and audit frameworks?

**Jaleel Rahiman, Director of Information Technology, Prime Healthcare Group**



1.20 PM

**Networking lunch**

## PROCESS MINING AND CENTRALISED DATA ARCHITECTURES

2.20 PM

### CASE STUDY: Re-evaluating data quality, data architecture, and process mining frameworks for enterprise-wide hyperautomation

- As enterprises embrace hyper-automation they need to rethink their data and IT assets security.
- Implementing network architecture that segregates compromised access points
- Re-evaluating encryption protocols to enhance cloud security
- Accelerating efforts to track, manage and catalogue workplace devices and systems

**Khamis Al Mazrouei, Digital Business Architect, Emirates Nuclear Energy Corporation**

# Conference Agenda, Day 2, Wednesday 25 May 2022

2.40 PM

## EXECUTIVE PANEL DISCUSSION: Strengthening data and process mining capabilities for RPA success by constructing data sharing frameworks across functions

In order to service the needs of an IA ecosystem, organisations must have change management embedded across diverse functions. Hear how to approach change management framework design and how to seek alignment to achieve superior ROI.

- How to approach your change management strategy?
- How to design a framework across divisions? How do you construct the asset, what are the architectural parameters?
- Developing data capabilities that help enhance ROI – data storage, analytics, movement/ sharing

Chair: **Armand Angeli, President RPA, Intelligent Automation, Shared Services Committee, DFCG**

**Ahmed Yousuf, Head of Digital Transformation, Makkah Municipality**

**Frederik Bisbjerg, Executive Director, Digital And Innovation, National Health Insurance Company, Daman**

**Wissam Al Adany, Regional CIO, Abu Dhabi Energy Services (a PIF KSA subsidiary)**



## LEAN, SIX SIGMA AND INTELLIGENT AUTOMATION

3.00 PM

## CASE STUDY: Embracing six sigma and lean - removing waste and variation for successful automation outcomes

Embracing six sigma and lean allows business heads to improve performance and build capacity for strong processes workflows. Business-led ROA initiatives can lead to the creation of automation siloes that you would want to avoid. Without lean six sigma and RPA governance, you could be exposed to risks posed by root cause problems and inadequate evaluation. This session will discuss how to ensure you embed lean six sigma and RPA governance into the foundation of your RPA initiatives to ensure high-performing automation outcomes.

Chair: **Armand Angeli, President RPA, Intelligent Automation, Shared Services Committee, DFCG**

**Mohammed Al Shobhani, AVP Digital Transformation, Al Rajhi Bank**

**Jaber Siyadi, RAH Development Manager, PDO**

**Mohammed Al-Saidat, Director of IT, University of Sharjah**

**Walid Elsahar, Director of IT, RAKEZ**



## BREAKOUT SESSIONS: CHOOSE THE WORKSHOP YOU WISH TO JOIN

3.20 PM

### CHANGE MANAGEMENT

#### In evolving times how do you develop leaders that are adept at change management?

People, process and technology alignment is the key to change management success. This workshop will deep dive into how to secure senior management buy-in for your change management initiatives. Why enterprise-wide stakeholder alignment is still one of the greatest leadership challenges and how to overcome them. This workshop will cover:

- How should change be introduced in your business unit and enterprise-wide?
- How do you secure senior management buy-in for new change initiatives?
- How do you empower managers to be owners and drivers of change?

### BUILDING A POSITIVE WORK CULTURE

#### Creating a positive, proactive culture in a remote workplace

The pandemic has migrated a lot of organizations towards remote working. The pressure to adapt and change is overwhelming, so how do leaders ensure a people first approach when driving digital transformation projects? In this session:

- Engagement and open communication – bringing all on board
- Communicating value upwards
- Tackling “transformation” and “remote working” fatigue” – role of gamification
- Ensuring positive outcomes

### EMOTIONAL INTELLIGENCE

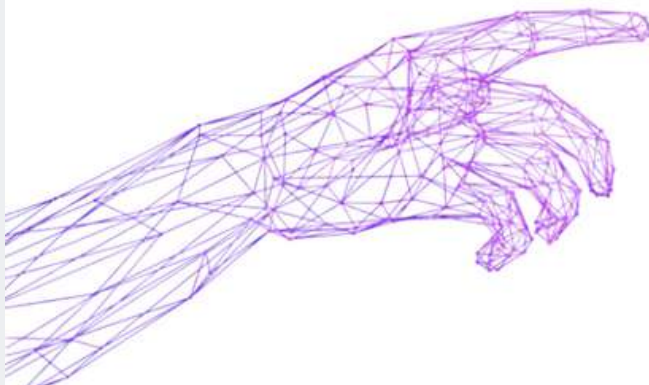
#### Empathy and emotional intelligence are vital traits required in the new world

Exhibiting empathy, clear communication, and decision making is extremely important in the changing world. This session explores how organizations must equip their employees with these skills and set them up for success.

- How empathy and human centricity are languages organisations cannot afford to ignore
- Is the empathy lever being leveraged effectively in your organisation?
- Delivering human centricity – how do you ensure empathy is embedded end-to-end in customer interactions

4.20 PM

## Closing remarks from the chairperson and close of conference





## EXCLUSIVE LEADERS CONNECTS

Tuesday 24 May 2022  
Invite only.



### EXCLUSIVE CIO Leaders Connect - improving more than just efficiencies

Hosted by **Workato**

- How to leverage cloud and develop a model and dashboard that builds efficiencies and delivers revenue growth
- How the best ROI comes from revenue growth along with efficiency improvement

**James Steel, Divisional General Manager of Digital Transformation And Innovation, Mediclinic**



### EXCLUSIVE Finance Leaders Connect

Creating a winning automation strategy—order to cash

Hosted by **Accenture**

As AI and intelligent automation continue to expand, practitioners are recognizing the importance of leveraging AI and ML in forging automation success. How do you develop a strategy that expands your AI usage and gives you an opportunity to leverage unstructured data for enhanced outcomes?



### EXCLUSIVE HR Leaders Connect

Pivoting the workforce towards strategic skills development for enhanced automation outcomes using AI

Hosted by **Sponsor**

- Ensuring the automation strategy is robust, futuristic and innovative
- Implementing next-gen self-service functionality using AI

## EXCLUSIVE WORKSHOPS

Wednesday 25 May 2022  
Invite only.



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01

## LEARNING AND DISCUSSIONS AT THE CX LIVE SHOW CONFERENCE

- Rub shoulders with 70+ leading speakers and learn and benchmark with industry peers

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02

## EXHIBIT AND RESERVE YOUR PLACE IN THE ON-FLOOR DEMOS

- Demo cutting-edge solutions on the exhibition floor and also share best practices through technology deep dives

03

## NURTURE IMPORTANT RELATIONSHIPS THROUGH THE MEETINGS PROGRAM

- Dedicated "conversation corners" and on-floor experiences

04

## LIVE INTERACTION AUDIENCE POLLING AND PROFILING

- Benchmark your challenges against fellow peers, gain audience-wide insights and leverage CX frameworks that work

05

## EXCHANGES

- Onfloor exchanges to power up business transformation

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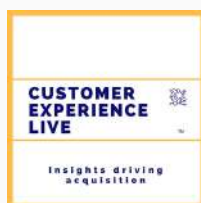






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