

WorkFusion Intelligent Automation - Next Gen AI + RPA

WorkFusion is the only automation technology built on AI and deployed as a single enterprise-ready platform, so companies of all stripes can optimize their operations completely, confidently and reliably far beyond traditional RPA, and without the need for external tools, data scientists, tech debt, complex consulting or long learning cycles.

			Why it matters...	How is it unique?	How to sell it...	Examples:	
1	SMARTER BOTS	1	Real-Time Learning Bots	Automate complex processes where data or inputs change frequently	Learning bots out-preform "trained bots" by using ML to "learn, adapt & adjust" in real time from your data. Other bots must be re-coded wich is costly, ineffective and irresponsive to real life scenarios	Building an automation model is 5% of the total cost for deploying to production. Avoid those costs with solution designed to work with your data, infrastructure, workforce (data scientists not required)	25% of data sets shift daily; if it takes you weeks to change your model (even days) your model will never be usable
		2	Hyper Learn ML	Lets anyone train automation model with simple business logic vs. need to label massive amounts of data.	Traditional ML requires people to label data manually, which is onerous w vast amounts of data & limited resources; WS lets people label data programatically via methods like rules or thumb. classifications. etc.	For automation to work at scale, it needs significant labeling which is done by people; PL solves this by allowing ML to learn programmatically vs. manually reducing the need for people and labeling	Instead of manually labeling many data points, which is incomplete, or using millions of docs to detect patterns which is impractical, with WS people train bots on their labeling logic saving time. resources
		3	Preemptive Controls	Proactively control how automation is deployed and used	In-process, preemptive controls work in real-time to avoid look-backs and rogue bots.	In enterprise deployments, important to have central control of automation "machinery" to tune for quality, cost, and speed	
			Full, highly reliable automation				
2	UNIFIED PLATFORM	1	Single Unified Automation Platform	A single automation platform vs. multiple tools to license, learn, maintain	RPA, OCR, Analytics, AI, and Workflow are built into WF, enabling full automation in a single platform vs RPA tools where external tech must be added	Avoid building an automation stack for each process. Eliminate needs to license, integrate, manage and maintain multiple systems. WF offers automation in with one turnkey system	Compare two approaches to achieve the same level of automation capabilities. 1. WorkFusion SPA 2. UiPath + Nuance + Microstrategy + Watson + Pega
		2	Predictive Analytics	Track automation results to ensure its impact is realized and maximized	Central visibility of operations with ROI tracking and predictive KPIs. Beyond viewing results data, intelligence on optimizing future decisions.	Know what's needed: Once work is more fully digitized, it can be measured, analyzed and optimized which is not possible with analog operations.	Do you have enough bots? Is Is your AI performing well enough? These are visible OOTB with WF SPA.
		3	Workforce Insights	Gain insights into operations so it can be analyzed and optimized	Digital work and workforce means rich operational data based on actual activities that can drive recommendations for fine tuning operations	Know how to optimize it: Analytics is also about having a view of how your operation could be optimized.	How much automation should you expect in different scenarios? Where can you optimize your infrastructure and costs? These are visible OOTB with WF SPA.
			Fastest time to value and lowest risk				
3	MASSIVE SCALE	1	Plug-and-Play Scalability	Easily scale automation across business units, functions and geographies	WorkFusion is build on data and AI and can run on standard hardware, so automation is portable across functions, business units and geographies	Portable and standard: Work automated in one function, business unit or geography can be easily repeated accross other areas.	Same platform for Developers and Business Users
		2	Centralized Governance	Bring existing workforce and operations governance protocols into automation	Traditional RPA siloes governance by teams and divisions; WorkFusion centralizes governance of bots, people and processes, ensuring maximum control, auditability and predictability.		
		3	AI-Era Security	Ensure security at bot, user, and process levels through data-driven security	WF is deployed behind your firewall and deos not require 3rd party tools which significantly reduces vulnerability and risk. Being AI-centric, its differential security never exposes actual data	Keep control of your data but still apply AI both inside your firewall and (if desired) by sharing the learning cost with similar organizations.A2	Machine Learning without an external connection; Differential Privacy to share models.
			Enterprise-wide deployment				

Everything we do in operations, from the most manual to the most sophisticated task, is better when it is automated. It is better, cheaper and safer when it is digital; and it performs better for customers. For a classic operations organization, technology is not just nice to have, it is a requirement." COO, Bank of America