

Case Management & AI

The Ultimate Duo for Business Acceleration

By Narendran Thillaisthanam



Introductions



Narendran Thillaisthanam (Naren)
Chief Technology Officer at WNS-Vuram

Responsible for the Hyperautomation and the overall technology strategy at WNS-Vuram. Brings 25+ years of industry experience specializing in Big Data, BPM, Low Code, RPA, and now Gen.AI



Bhargav Parnandi (Bhargav)
Associate Director at WNS-Vuram

Responsible for the Power Platform Center of Excellence (CoE) at WNS-Vuram. Brings about 20 years of industry experience, specializing in Business Intelligence, Data Warehousing and Hyperautomation.



Rajeshwaran Periyasamy (RP)
Architect at WNS-Vuram

Architect for the Low Code Platforms at WNS-Vuram. Brings about 10 years of industry experience, specializing in Low Code Platforms and Hyperautomation.

We Are A Well-established Global Business Process Management (BPM) Leader



History

British Airways captive, spun-off into a third-party



Net Revenue*

USD 1,284.3 Mn
in Fiscal 2024



NYSE traded

(Symbol: **WNS**)
since July 2006. First Indian pure-play BPM company to be listed on NYSE



Clients

600+



Employees

60,000+



64

delivery centers
around the world



Operational Footprint

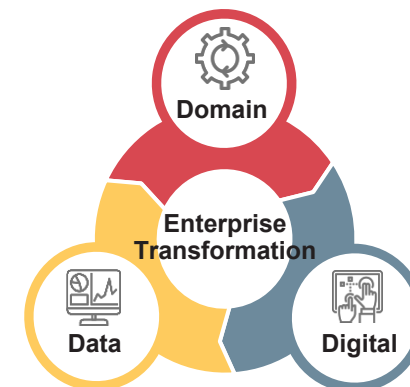
Canada, China, Costa Rica, India, Malaysia, the Philippines, Poland, Romania, South Africa, Sri Lanka, Turkey, the United Kingdom, the United States, Australia, and Middle East



700+ business

processes from simple transactions to complex analytics

Co-creating business transformation through our three-pronged approach



WORLD'S BEST EMPLOYERS | **Forbes 2022**
POWERED BY STATISTA

TIME
WORLD'S BEST COMPANIES
IN PARTNERSHIP WITH **statista** **2023**



Recent Acquisitions

Hyper-automation Firm



Research & Analytics Firm



Procurement Analytics Firm



The Hyperautomation Specialist

Low-code | Citizen Development |
Process Insights | RPA | IDP | Gen AI



Since
2011



Team
1045+

Hyperautomation Consultants
and Domain Specialists



Women workforce
52%



76+
Active engagements with high
referenceability



Over **70%**
Home-grown talent



20+
HyperApps Customers



100%
Customer success

Strategic
Partners

appian

Trusted Partner
for 13+ years

**AUTOMATION
ANYWHERE**
Go be great.

JIFFY.ai

blueprism

(h[s])
HYPERSCIENCE

Microsoft

UiPath

servicenow
Partnership in progress

Low Code: Primary Markets



Modelled after: [The Four Faces Of Rapid Development](#)
- By Rob Koplowitz, Forrester

What We've Heard From Our Customers.

Citizen Development

- Unlocks creativity and expertise of business users
- Velocity is important

"Gartner predicts that 50% of new applications developed will be built outside of IT by 2025."
(Source: Gartner, "The Future of Applications" 2022)

Simple Case Management Tools

- Streamline processes and improve efficiency
- Increased Compliance and improved collaboration

"75% of organizations that implement case management solutions report improved efficiency and productivity." (Source: AIIM)

Robust Governance

- Compliance, Security, Reuse, Standards, and methodology are key to long-term success.

60% of organizations lack robust governance policies for citizen development. (Source: Forrester)

Enhanced User Experience

- Copilot and other new ways of interaction holds the key for the new wave of productivity.

A McKinsey & Company study predicts that AI-driven automation in design could generate an impressive \$300 billion in value by 2030

The “DUO” Framework



No-Code App
Development for
Citizen Developers
(The Maker)



No-Code Case
Management for
Business Users
(The Fulfiller)

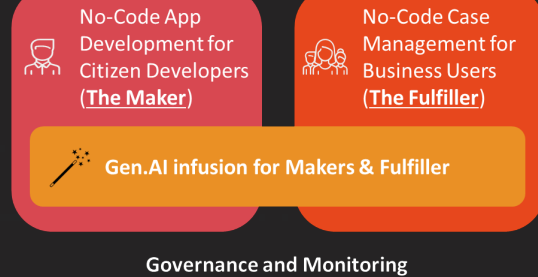


Gen.AI infusion for Makers & Fulfiller

Governance and Monitoring

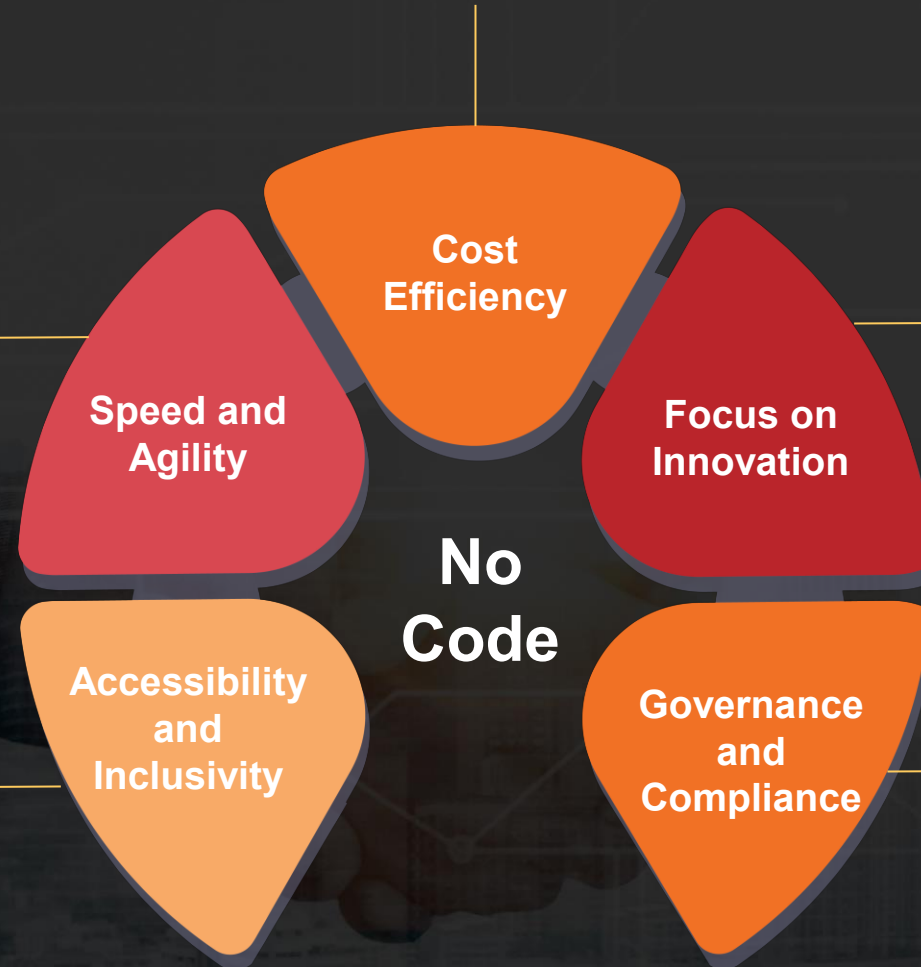
What's in it for The Maker?

- Reduced Development Costs
- Lowered Maintenance Burden
- Budget-Friendly Innovation
- Scalability for Growing Businesses



- Rapid Prototyping
- Faster Time-to-Market
- Immediate Deployment
- Responsive Development
- Lower Learning Curve

- Democratization of Development
- Empowering Non-Technical Users
- Reduced Dependency on IT
- Operational Expertise Utilization



- Enabling Innovation
- Encouraging Experimentation
- Rapid Validation

- Centralized Control
- Built-in Compliance and Governance
- Auditability

What's in it for The Fulfiller?

Case Management brings:

Streamlined Processes:

- Automated Workflows
- Enhanced Collaboration
- Real-time Monitoring
- Bottleneck Identification

Improved Decision-Making:

- Data-Driven Insights
- Adaptive Case Management
- Enhanced Compliance

Increased Productivity:

- Task Prioritization
- Resource Optimization
- Reduction in Cycle Time

Customer Satisfaction:

- Personalized Service
- Transparency
- Proactive Issue Resolution

\$7.8 B+

2024 Projection

13.5%

CAGR (2023-2028)

AI

Major Industries

No-Code App
Development for
Citizen Developers
(The Maker)

No-Code Case
Management for
Business Users
(The Fulfiller)

Gen.AI infusion for Makers & Fulfiller

Governance and Monitoring

Key Growth Factors:



Shift to Cloud-Based Solutions

- Scalable
- Flexible
- Cost-effective



Integration with AI and Automation



Focus on Customer-Centricity

Key Players:

appian

Microsoft
Power Platform

servicenow

KOFAX

IBM

Hyland
creator of OnBase®

PEGA

The Importance of Governance & Monitoring



1



Govern

- Monitor the app usage, adoption, and performance
- Gatekeeping the creation and maintenance of the apps & infra
- Ensure security standard, identify security vulnerabilities
- Enhanced compliance

2



Nurture

- Ensure development standards within no-code development
- Ensure consistency in case KPI tracking across apps
- Collaborate and share apps across BUs

3

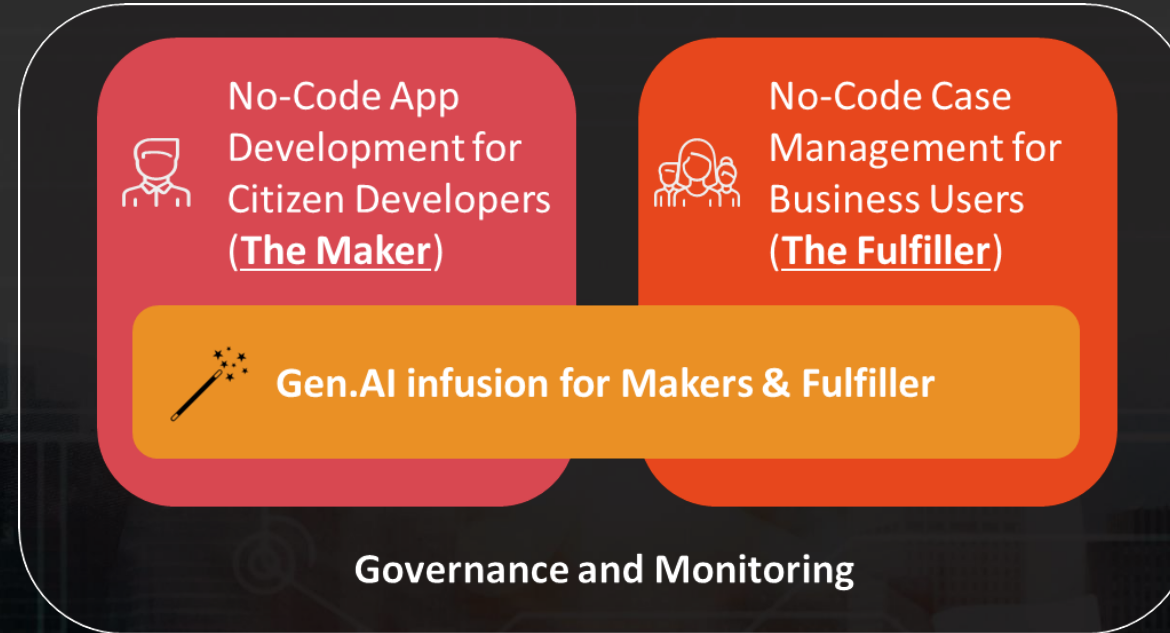


Accelerate

- Enable the makers in accelerating their development by sharing templates and workflows across
- Promote citizen development within the BU
- Reuse components, templates, and designs across apps

Gen AI: Transforming App Building and Case Management

- Maker Copilot - Template recommendation/generation
- Copilot for PowerApps
- Image to app
- Voice-based app creation
- Workflow Copilot
- Synthetic data generation
- Test case generation

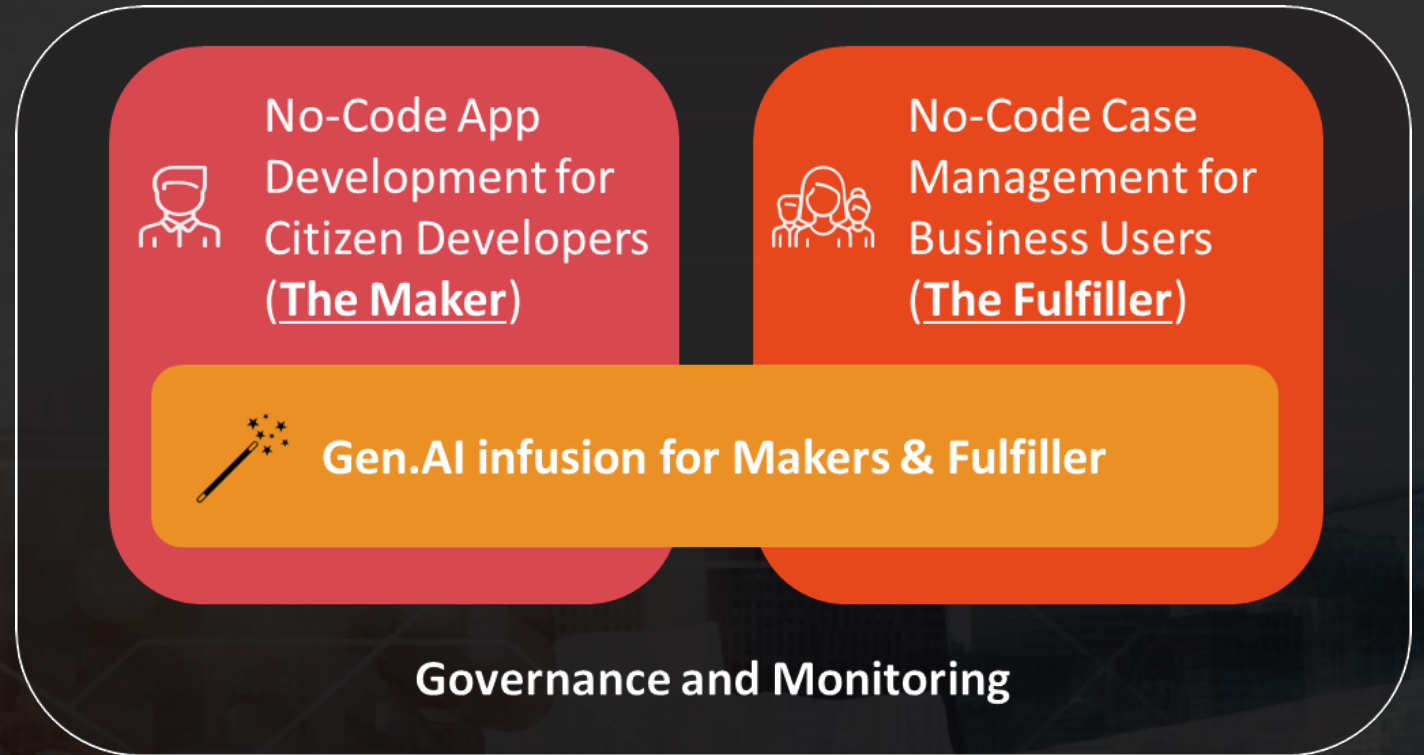


- Case Copilot
- Smart data mapping
- Summarization & sentiment analysis
- Assisted writing
- Smart Assist - Integrated chatbot
- Case Dashboard Copilot

- Load forecasting
- Copilot for Dashboard

AppMaker.AI

- Streamlined Case Management
- No-Code App Development
- Embedded AI Capabilities
- Unified Governance Framework
- An App Accelerator



Demo

Introducing a few characters...

The Maker



Raj from Customer Services

From the CoE



Joe the Solution Architect

The Fulfiller



Rose from Customer Services



Jacq the Floor Manager

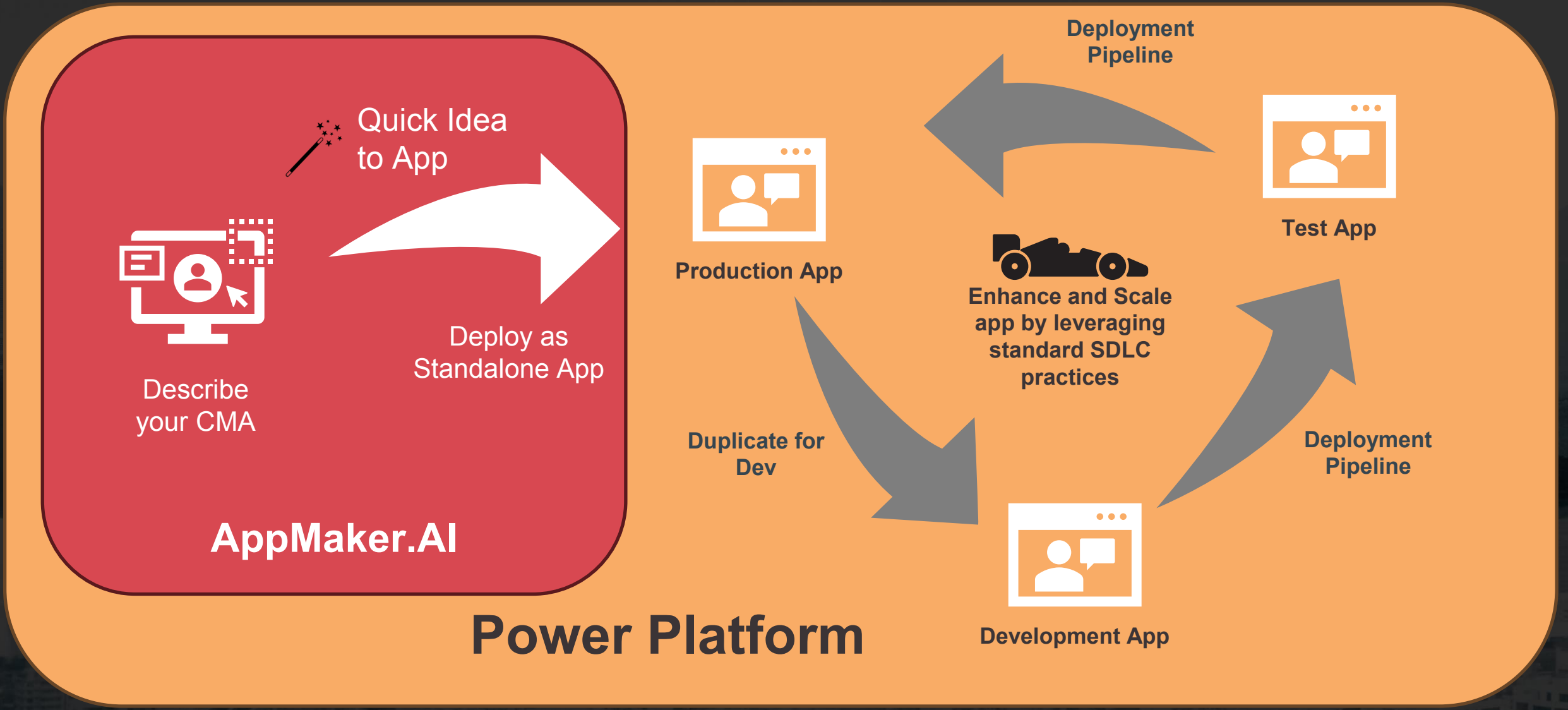


Sam the Head of Department

Let's Summarize

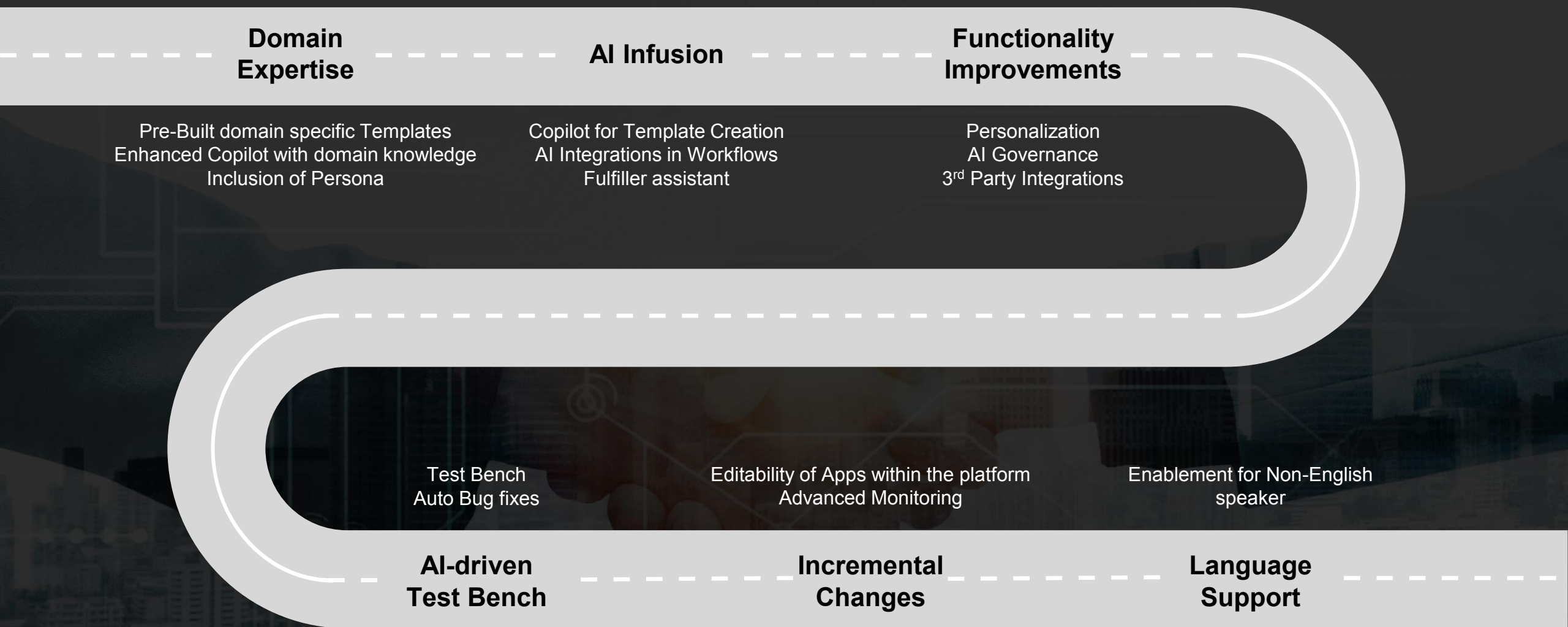
- 1 New Project Request** ➤ Evaluate the need for your project
- 2 App Creation** ➤ Create app by describing your form and workflow
- 3 App Publish** ➤ Test / Review your app with other collaborators and publish
- 4 Fulfillers** ➤ Fulfillers can now use the app and its features
- 5 App Governance** ➤ Evaluate the app stats, user accesses etc.

As an Accelerator...



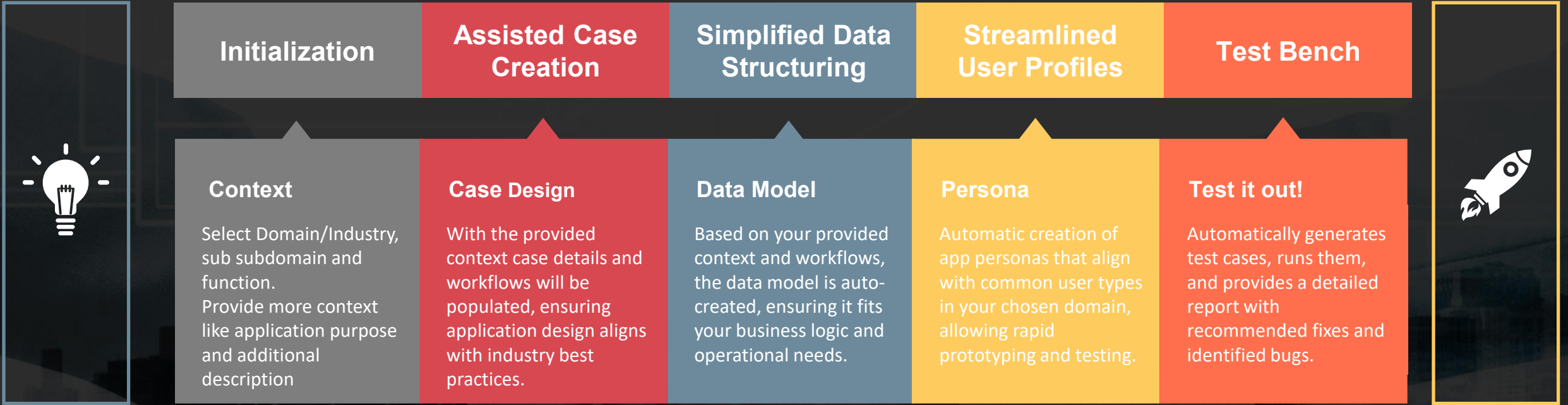
Power Platform

Roadmap



How do we see the Future of Case Management

You even don't need SMEs to be your next citizen developer



Democratize the Maker Movement

The “DUO” Framework: Summary



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Governance and Monitoring

Any Questions?



Reach us at: ask-vuram@wns.com





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