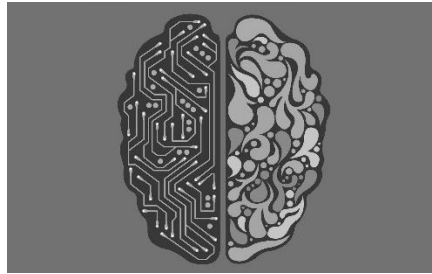


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AiTech – Connecting your vision with AI

SIT794 – ASSIGNMENT 2

IT SERVICE INNOVATION

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Introduction

The advancement in the field of AI and machine learning and its increasing demand has resulted in a tremendous increase in the Automation industry. According to a report published by McKinsey (2020), automation post-COVID-19 will be the way for the industry to move ahead in the future to tackle the issue of skilled workforce deficit. We at AiTech are providing robotic process automation services (RPA) for our customers to reduce the workload created by repetitive, tedious and mundane digital (IT) processes and increase the productivity of the organization.

Service Package

AiTech offers its services in the following areas:

- RPA Consultation: Providing expert advice on automation and benefits for the clients
- RPA Implementation: Discovery and implementation of automation for clients
- RPA Support and maintenance: Supporting existing automation and maintaining the quality
- RPA training: Providing training on RPA for Business leads/Process owners
- Explicit Services:
 - Reduced operational costs
 - Faster and cost-effective service delivery
 - Reduced workload
 - Increased productivity
- Implicit services:
 - Increased employee satisfaction in the client organization
 - Healthier work environment
 - Increased creativity
 - Focused employees

Competitor Analysis

RPA is a relatively new concept in the market and organizations are trying to fit RPA in their existing business strategy. Globally, companies like PwC, Deloitte is trying to gain market share in the IT automation market while major IT service companies like Cognizant, Tata Consultancy Services, Infosys have introduced RPA to its customers. These firms are working with larger enterprises to drive operational excellence. SMEs (small and medium scale enterprise) are still trying to adapt to automation with their business strategy and AiTech has resources to help them. AiTech is committed to cutting costs involved with operational inefficiencies and help them maintain a healthy production rate for better throughput.

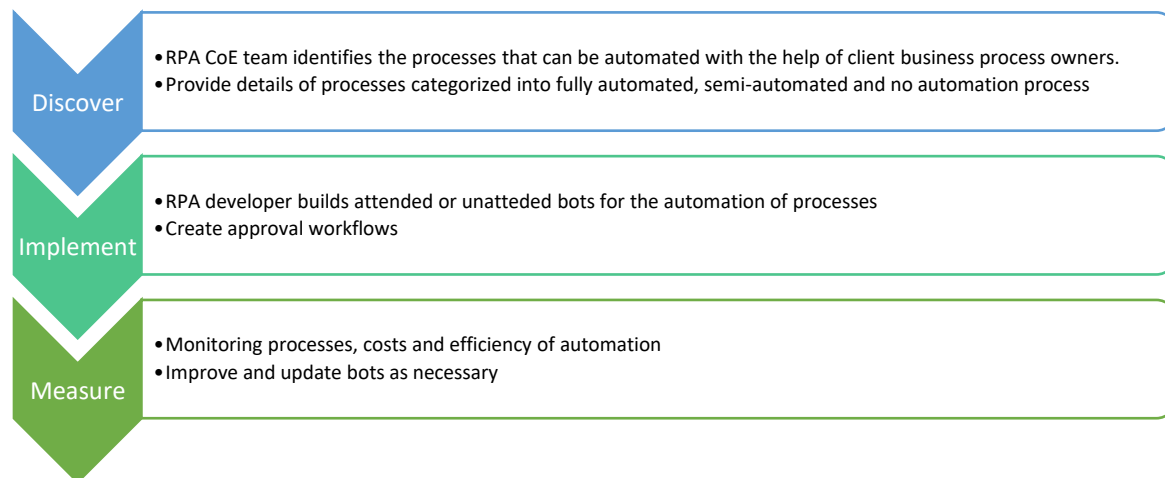
Service Vision & Competitive Strategies

The strategic service vision of AiTech is to provide clients with robust tools to measure the cost savings, the number of man-hours saved and an increase in the throughput using data analytics. It is imperative that if we are automating IT processes or workflow, clients should be able to view the current status and we are providing it through advanced AI tools embedded in our system that will be deployed for the customer.

AiTech does not stop at first automation, we understand the dynamic nature of the business and business agility resulting in changes to business processes. We provide continuous process improvement to adapt to these changes. AiTech RPA infrastructure can be deployed on-premise as well as in the cloud and required no changes to the client's infrastructure that helps us keep our services ready for the future. This helps AiTech stays ahead of its competitors, providing better cost management and quality of service.

Service Blueprint

Our services are provided through the RPA CoE(center of excellence) team or licensing bots for automation proposed by the clients. RPA CoE team takes care of whole automation lifecycle from identifying processes to deploying production bot that will handle the automation. While through, licensing bots, we provide a bot and infrastructure required for running your automation idea. For better output, we suggest using both services to create an engaging environment for automation. RPA business analyst creates AS-IS process document with help of client process owners to identify processes and communicates them to RPA CoE team for further development. Depending on the requirement, the team build and deploys attended(supervised) and unattended bots carrying the process automation.



Technology

AiTech provides SaaS as well as PaaS for its customers. The services can be availed by clients either through our cloud solution, that can be used on existing infrastructure hosted on a public cloud platform or we provide on-premise services as well if they want it to be hosted on private cloud for various reasons. We cater to the needs of small/medium business as well as larger enterprises. Providing transparency through our data analytics-based reporting tool provides efficient and live monitoring services for clients. The tool can be used for cost-benefit analysis by the client.

Overview of the Service Enterprise

The four founders, Meghana, Srilekha, Dinuka and Rajesh will take over all the important roles in the early years. Rajesh is the CEO and has business knowledge and background in RPA will work as a Solution Architect and RPA business analyst. Dinuka will bring his technical expertise as an Implementation Manager and Infrastructure Engineer. Meghana and Srilekha will develop and maintain the RPA systems. This is the core team (RPA CoE) With the experience and expertise available in the

team, we are sure that AiTech will gain a competitive advantage in the market and will be established as a reliable brand in the IT service industry.

Operating Strategy

AiTech offers its service package for clients that will help the firms develop their automation or leverage AiTech team to develop them. If the client requests infrastructure for automation, the cost involved will vary depending on the number of bots used, cloud services, license etc. If RPA CoE is utilized for automation, the costing will involve consulting, development, license and infrastructure as well as maintenance cost. To ensure the quality of service, regular auditing of the systems deployed will be performed. We aim to raise funding through a series of VCs in the process.

The following stages are followed during the operating strategy. In the first stage, the operations within the business that can be automated are identified. Areas that can be simplified and automated are identified which will then be analyzed by a consultant. The second stage, consultation is carried out where the identified business operations will be observed further to plan how the technology and services of the company can be catered to match their needs. In the third stage, an automation pipeline is created where the technology will be set up and the infrastructure that is required to power the services will be initialized for the selected customer. This will involve setting up virtual machines and the datasets required for the specific business and market. In the final stage, engineers will be allocated for maintenance of the service and any technical supported needed. Proceeding this stage, the company will be given resources to scale the service as needed.

Digital Transformation and RPA

According to PwC's report on digital transformation in the industry, 77% of CEOs are planning operational efficiencies to drive revenue growth in the next months. McKinsey (2020), stated that the automation will be driving force for the growth of organizations to reduce operations costs. They believe automation and AI will bring value to the business and improve customer experience.

Start-up Funding

The funding requested from venture capitalists is 250,000 A\$ for a 10% stake in the AiTech. We offer a lucrative investment opportunity to be part of AiTech's growth. According to Gartner report (2019), the RPA market grew by 63% in 2018. Digital transformation in the industry is a catalyst for RPA growth and we will see increasing use of RPA by Fortune 500 companies as well as small/medium business to increase overall productivity and cost savings to stay competitive in the market. The financial analysis and growth rate suggest the company to turn profitable within 3 years.

Activity	Year 1	Year 2	Year 3	Year 4
Infrastructure	100000	50000	60000	80000
License	100000	100000	200000	300000
Development	50000	70000	100000	150000
Maintenance	0	30000	40000	50000
Revenue	0	400000	800000	1200000
Running Profit	-250000	-100000	400000	1020000

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