(4) From Fire Drill to Automation Powerhouse: The GEA Automation Journey -

Transcript:

(00:05) [Music] so one of my favorite parts of Imagine is being able to sit down with our customers and partners um with so many people here so many people doing incredible things uh it's truly a treat and a pleasure to be able to sit down with my friend rah rah how are you I'm doing good thanks how's the Imagine going for you oh it's exciting you know you're trying to meet your peers and co-developers and The Architects of this automation solution across the industry so it's exciting and you get to know

(00:37) insights and what's coming up and that helps give a vision to your journey yeah absolutely um so we were talking off camera and I heard an amazing story uh people are very familiar with the concept of the idea of a fire drill where everyone has to rush and do something uh you know quickly it comes out of the blue um we got to get this done but you had a funny story that involved a real fire drill talk to me a little bit about this fire drill I mean uh and promotion and engagement is very key vit uh it's vital for success of

(01:12) automation Journey but you're talking to the stakeholders who do not understand or who are not aware of this automation that happens behind the scenes so that's when you know you have to explain this wake Concept in a precise way where they can translate into tangible benefits in their brains so that's when you know we I had this opportunity where I would get all the leadership in the assembly area it was a so you were in an actual fire drill at your company yes you guys had to evacuate and we had 30 minutes time I

(01:39) said okay then that's when you meet people from different departments so I leveraged and I talked about hey how about automation this is where we could talk about and then uh and the we bring it to our organization well eventually I took this conversation forward and then it was a uh Pizza bot that we first developed so so I used automation Community Edition and built a pizza bot for on one of the leading Pizza by the way can I have that box cuz I need I love pizza oh you can time it you can time it for yourself and the pizza get

(02:07) delivered for you so you use something very simple that everyone understands in terms of getting pizza um use Community Edition super easy to to to it's free super easy to use to show the executive stakeholders um functional leaders the power of automation yes because you're trying to because the first thing that that comes to anybody's uh brain is uh Hey automation is it going to be too intrusive so I had to demonstrate that hey we're just mimicking human actions behind the scenes so that ensures that

(02:39) okay hey we're not getting too deep into the system it's not connected to the database and I could I cannot do the POC on a production environment in our company I had to use it on my personal computer and demonstrate it so that's when people could translate the benefits and immediately some uses use cases popped up cuz hey we could use this for a customer service we could use this for our invoicing work or all the prep that goes in for booking a journal entry so this translated eventually into almost

(03:06) 6,000 hours of capacity augumentation the in the first two years so we started small and then we expanded so we had multiple uh automation U ideas that popped up initially it sounded like a push but you know where later on now we have functional leaders who are asking about when do I get my first automation B ready for us they're lining up right so it's one thing to have this sort of aha moment in the middle of a fire drill which is awesome I love it um it's another thing to sort of codify in and

(03:37) build a programmatic approach to manage that ultimately the pipeline yes right um to prioritize use cases do all these things give our audience some some of your key tips some some real talk you know where did you mess up when you didn't see it coming and so you know don't go down that path and then what are some of the key uh recommendations now RPA excites everybody it's easy to get get excited and say I'll do here I'll do there I'll do in production supply chain Finance but I think I mean

(04:05) our CFO was very clear we're going to focus on quick wins and where we have critical business processes that needs to be improved so we cast a wide net so that every Department could see the benefits of RPA then they could relate to what it could do for the department so that helped us so we touched purchase order process we touched invoicing process journal entry booking conquer so that helped us to explain the benefits of this tool and how deep it can get in and slowly this helped us uh translate into uh other processes which are more

(04:39) interconnected end to end so key takeaways start small cast a wide net focus on quick wins to show the tangible benefits that the business could get fourth is have clear guard rails in terms of what should be the focus because you don't want to build a bot spending 100,000 on it and realizing a 20K benefit know our payback for the first bot was less than one year so that's the potential of RPA and I'm and we are excited to be on this journey and the new developments that are coming up with copilot we are looking forward to

(05:09) integrated it so you mentioned RPA you know I think um you know that's a core a core uh feature within our platform but really our platform is an intelligent automation platform so you can go from process Discovery to the analytics and in between there you have pro products like uh automation co-pilot to now move say from the back office to the front office to power end to end um folks like me who are non-developers business users where I can bring up my automation co-pilot I can launch an automation to

(05:40) do the things I need for my function talk to me a little bit about that sort of what's the vision uh what's the excitement level around you know bringing automation intelligent automation to the masses yeah now now that we have passed the uh first Tollgate of bringing uh automation to the business the next thing is how do we engage business so now we want now we we talked about citizen developers in between but I think with copilot we are getting it much closer to the user where they understand this automation journey

(06:08) and how they can embed their processes within the within their daily activities so with copilot the business user would be able to use without knowing about how to automate so they don't need to learn a language or a script and then all that they need to know is to visualize the process what they want to achieve I think that's where you're talking about a culture change where you're talking about bringing the process mindset and a need for Innovation would be would be something you know which will drive this

(06:33) further so they see it in action they see the pizza they see actually real automations uh from a metrics perspective what are some of the key metrics that you start out start out with and then as you're starting to accelerate with a with a function say that's become a really good customer how do those metrics evolve or do they so from a metric standpoint and know we we looked at capacity augmentation we looked at the cost of development and also the payback that we're looking at so payback was a first metric and then

(06:58) business critical processes if we we want our customers to be happy so we were looking at those process which uh have which could help us improve our customer experience and then we looked at our internal processes to look at okay would would would the employees be uh able to engage themselves in a better way in their function rather than doing their mundane tasks sure so that's where you're moving an accountant into a more analytical role you know that's where we're looking at and what kind of impact

(07:24) have you seen uh with your automation program first thing I would say is the culture change it's longterm but it brings in The Innovation culture and it triggers the thought process across different departments it integrates the actions of various departments that's another one because these are all intangibles which if you implement a system you cannot get it in a day or a two you it's a process you got to work through and you and engagement levels have gone up by bringing an automation because when the entire organization is

(07:51) looking at automation you're trying to connect the dots between the Departments yeah now AA is an enabler there because this helps fill the gaps and connect the dots for us a aome that's so awesome amazing story I love the fire drill and I love everything you're doing um I look forward to diving into this more with you but uh thanks for stopping by and sharing your story thank you thank you for having us all right thanks a [Music] lot

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https://www.youtube.com/watch?v=aHYJih6o31Q