



ROBOTIC PROCESS AUTOMATION NORTH ASIA

- ▶ Main Conference: **28-29 August 2018**
- ▶ Pre-Conference Workshops: **27 August 2018**
- ▶ Post-Conference Workshops: **30 August 2018**
- ▶ Venue: **Hong Kong**

EFFICIENCY GAIN, COST REDUCTION AND CUSTOMER SATISFACTION
IMPROVEMENT FOR BUSINESS TRANSFORMATION & SERVICE DELIVERY

SPEAKERS



Eric Thain
Managing Director &
Head of Digital China
LEWIS



Dominic Wu
Managing Director and
Senior Risk Manager, Asia
Pacific
BNY Mellon



Florian-Alexandre Bielak
Vice President
**BlackRock Asset
Management North Asia
Limited**



Lapman Lee
Co-Chair for InsurTech
**FinTech Association of
Hong Kong**

KEY TOPICS:

- 1** **Harnessing Your Competitive Advantage** with RPA
- 2** **Implementing RPA** for Cost Reduction, Efficiency Gain and Customer Satisfaction Improvement
- 3** **Developing a Robust RPA Governance Framework** to Manage Change and Risk
- 4** **Intelligent Automation Regulatory Landscape**
- 5** **Assessing the Next Generation Automation Innovation** such as Machine Learning and AI

BEEN THERE, DONE THAT!

Join the in-depth workshops for hard lessons learned from RPA practitioners, for you to avoid the failures they have encountered.



Launching RPA Pilot Projects - from POC to Process Redesign to Vendor Selection



Building a CoE for RPA to Help Scale up Enterprise Level Automation



RPA for Shared Services



Optimizing Machine Learning to Make Data-Driven Decisions

▶▶▶ **JOIN TODAY**

▶ T: +65 6722 9388 ▶ E: enquiry@iqpc.com.sg ▶ W: <https://rpanorthasia.iqpc.sg/>

Dear Colleagues,

Following the sold-out RPA Summits that took Singapore and Philippines by storm, we are proud to bring you the RPA North Asia Summit for the first time! It's an unrivalled opportunity to gain step-by-step guide to kick start your RPA initiative, benchmark with peers to ensure you get your deployment right first time, and effectively augment human workforce capabilities to drive secure, compliant and value-adding change across both front and back offices.

Don't miss out on the case studies, panel discussions, workshops and interactive roundtables that will enable you to succeed in the fast-changing business climate of 2018 and beyond.

I look forward to seeing you in August 2018.

Best Regards,

Scarlett Hao
Conference Director
Robotic Process Automation (RPA) North Asia Summit

P.S. Don't forget to invite your colleagues to enjoy the group discount!

SPEAKERS



John Booth
Senior Director Business Process Management
Fresenius Medical Care



Ashish Sharma
Head of Business Management & Data Quality - Asia Pacific, Due Diligence (Corporate and IB) Hong Kong -
BNP Paribas



Vartul Mittal
Former Digital Business Transformation Lead, Assistant Vice President - Continuous Improvement LEAN & RPA,
Barclays



Alison Sim
Associate Director Finance & Technology
Crown World Holdings Limited



Norman Pipitone
Head of the Lean Programme
Cathay Pacific Airways



Professor Eric Tsui
Professor
The Hong Kong Polytechnic University



Eric Thain
Managing Director & Head of Digital China
LEWIS



Richard Lord
Global Head - Enterprise Applications
Publicis Groupe



Lapman Lee
Co-Chair for InsurTech
FinTech Association of Hong Kong



Dominic Wu
Managing Director and Senior Risk Manager, Asia Pacific
BNY Mellon



Pritam Dutta
IT Business Partner- Consumer & Employee Tech
Unilever

“ The first RPA Summit Asia was a very well-orchestrated event, with highly credible industry speakers and practitioners sharing practical thoughts and ideas as useful take-aways. ”



Subir Chandra
SVP, Head of Experience Design and Digital Transformation, CRO Office, Risk management Group
DBS Bank



Florian-Alexandre Bielak
Vice President
BlackRock Asset Management North Asia Limited

Ganesh Sharma
Director Global Target Operating Model
RBC Investor and Treasury Services

CONFERENCE DAY ONE

Tuesday, 28 August 2018



08:00	Morning Refreshment and Registration	11:20
09:00	Opening Remarks from the Chairperson	
	HARNESSING YOUR COMPETITIVE ADVANTAGE WITH RPA	
09:10	Robotic Process Automation in 2018 – Why do You have to Take Action Now? It has become clear that the question of “Is RPA just hype?” has been laid to rest. Instead, the question is “How far can this tool take our organization?” This session will discuss vital questions in the urgency of building RPA for your organization. <ul style="list-style-type: none">• Understanding RPA ever-evolving capabilities and the potential value to the business• What is the true people cost, the upfront and maintenance costs involved with RPA implementation• Future-proofing your business with RPA & AI to build market leadership	
	KEYNOTE	
09:50	Why 80% of the C-Suite are Demanding RPA as a Critical Part of the Operations Strategy <ul style="list-style-type: none">• How do RPA create real competitive advantage and shareholder value?• How do RPA fit into your business architecture?• How would RPA help transform back office services to value-orientated?• What are some special challenges in implementing RPA in North Asia, including Greater China, South Korea and Japan?	12:00
	PANEL	PANEL DISCUSSION
10:30	Speed Networking	
10:50	MORNING NETWORKING & REFRESHMENT BREAK	

The Future of Jobs: Working Side-By-Side with Robots Forrester forecasted that 16% of jobs will disappear due to automation technologies between now and 2025. The whole counter-argument to job losses caused by automation is the new work created in the future to focus on higher value work. Many workers will be challenged to migrate and evolve their skills to take on roles with higher degrees of complex problem solving, autonomy, creativity and emotional intelligence. It is vital that companies develop a workforce skilled in augmented intelligence to climb the value chain much quicker. Join this session to find out what’s the reality in the next five years in the environment where you work side by side with robots. Professor Eric Tsui Professor The Hong Kong Polytechnic University	
The Dark Side of Robotics: Avoiding the Common and Less Common Mistakes According to the recent statistics, 30% of RPA implementations end up being unsuccessful. In this session, the panelists will cover some key implementation challenges and reasons for failure such as trying to automate the end-to-end process instead of starting simple, thinking solely of short-term gains and not investing in the future, putting people strategy later, etc, and discuss how to initiate actions to drive success. Alison Sim Associate Director Finance & Technology Crown World Holdings Limited	
NETWORKING LUNCH	

	RPA CASE STUDIES FOR COST REDUCTION, EFFICIENCY GAIN AND CUSTOMER SATISFACTION IMPROVEMENT
13:40	Getting RPA to Work Seamlessly across the Non-English Environment Countries in North Asia have their unique language and characters. Majority of ERP systems and staff speak a different language other than English. How to localize RPA technology to your own country without sacrifice in functionality? How to train your local staff to work with RPA? CASE STUDY
14:20	How DBS, the Best Digital Bank in the World, is Leading the Change Using Data, RPA, Design Thinking, Culture of Experimentation Almost all industries are seeing strong headwinds and a lot of them are on the cusp of major disruption. This is a moment which will make and break economies, industries and leave a major impact in people’s lives, some positive and some not so positive. In this case study, the presenter would take you through the DBS journey to find out how DBS is transforming itself in HR, Credit and others. This is a moment where one can’t be a bystander but have to be an observer, discover the real problem to solve and then implement it quickly and firmly. Subir Chandra SVP, Head of Experience Design and Digital Transformation, CRO Office, Risk management Group DBS Bank CASE STUDY
14:50	AFTERNOON NETWORKING & REFRESHMENT BREAK

CONFERENCE DAY ONE & TWO

Tuesday & Wednesday, 28 & 29 August 2018



15:30

CASE STUDY

Thinking Beyond Traditional F&A Functions - How RPA Helps Advertising Transform Transactional Workflow and Drive Value Creation

At Publicis Groupe, one of the world's three largest communication groups, Richard and his team supported more than 1200 agencies, spread across over 100+ countries. In this session, Richard will walk you through his journey of developing world-class technology strategy on RPA to empower agencies through consultation, engagement, enablement and support.

- What are the unique challenges in advertising industry and how could RPA help tackle them?
- Selecting the most suitable vendors to develop application services addressing the specific process requirements
- Integrating RPA as part of the holistic global innovation program to ensure continuous improvement
- Beyond RPA - building foundations for machine learning and AI

Richard Lord

Founder & Senior Partner, Pangolin Capital/
Former Global Head - Enterprise Applications
Publicis Groupe

16:10

CASE STUDY

RPA through the Lenses of Process Re-engineering, OpEx and Lean

- Identifying opportunities for automation that will deliver drastic time savings
- Leveraging Lean and OpEx with intelligent process automation every day
- Managing the business process architecture and technology architecture to simplify problems for automation

16:50

Closing Remarks from Chairperson & Close of Conference Day One

Conference Day Two

Wednesday, 29 August 2018

08:30

Morning Refreshment and Registration

09:00

Opening Remarks from the Chairperson Compliance & Risk Management

09:10

Vision for The Future of The Intelligent Automation Regulatory Landscape

As organizations across the maturity curve grapple with concerns of governance and internal controls for their automation efforts, their frustrations are often compounded by the regulatory environment; namely RPA regulation that have yet to catch pace with technological advances. How then, do you ensure that you're in compliance given the lack of standardization? Join leaders for a discussion of:

- The current regulatory landscape and its potential shortcomings
- Standardizing governance and compliance practices across jurisdiction
- Understanding upcoming cyber risk regulations in development

Lapman Lee

Co-Chair for InsurTech
FinTech Association of Hong Kong

09:50

How to Mitigate Systematic and Business Risks from RPA Implementation

A 24/7 bot works much faster than its human equivalent. However without human checking its work, there could be dramatic and catastrophic results.

- Developing a risk assessment and control program to ensure robotic and human error are reduced at your launch stage and thereafter

10:30

- Building a robust RPA governance framework to manage risks and increase control and security
- Continuing risk monitoring after scaling up RPA projects organization-wide

Dominic Wu

Managing Director, Senior Risk Manager Asia Pacific

BNY Mellon

11:00

MORNING NETWORKING & REFRESHMENT BREAK

RPA Step-by-Step Clinic Discussion Groups

The clinic is designed to give you strategies and tools to deal with your most pressing challenges. Delegates will get the opportunity to select two topics, each 40 minutes and led by an expert. Discussion groups are deliberately kept small size of 10 people to ensure that all delegates get the opportunity to ask their most pressing questions, thereby guaranteeing a perfectly tailored experience.

FOR EARLY-STAGE ADOPTERS:

Roundtable A: Develop the Right Strategy to Drive Successful RPA Adoption

Roundtable B: Justify the ROI of RPA for Buy-in

Roundtable C: Identify and Re-engineer the Processes to Design Pilot Trial

Norman Pipitone

Head of the Lean Programme

Cathay Pacific Airways

Roundtable D: RPA Vendor Assessment & Selection

FOR MATURE-STAGE ADOPTERS:

Roundtable E: Scale up RPA Regionally & Globally

Roundtable F: Develop RPA CoE to Centralise Automation Activities

Roundtable G: Establish Governance and Build a Pipeline of RPA Projects

Roundtable I: Realize Greater Value with Intelligent Automation

12:30 **NETWORKING LUNCH**

13:30 **Drive a Mature Automation Programme to Deliver Major FTE Savings**

- How to meet the C-suite ambition of a reduced cost base and FTE savings
- Manage and redefine your strategy for bot operations, bot interaction and bot security
- Introduce AI and robotics to your external clients
- Put metrics around how to manage a half human, half bot workforce

Pritam Dutta

IT Business Partner, Consumer & Employee Tech

Unilever

14:10 **Where There is Change, There is Resistance: Three Change Management Keys for Success RPA Implementation**

RPA can lead to a dramatic shift in the employment situation. Even after your senior management endorsed the RPA initiative, it is usually the functional teams that are reluctant to the idea of automation, which could lead to failure of the RPA project.

- Fostering a culture of trust within the company to further accelerate RPA adoption
- Making the formal case for change including organizational and cultural aspects to help employees understand the benefits of RPA, lessen fears, and provide the guidance and support to help them cope with the organizational impacts
- Building an RPA Center of Excellence to empower ownership and provide a better way of gathering, assessing, and managing the necessary RPA knowledge and capabilities

John Booth

Senior Director, Business Process Management AP

Fresenius Medical Care Asia Pacific

14:50 **AFTERNOON NETWORKING & REFRESHMENT BREAK**

15:20 **Unlocking Data Currency with AI**

Enterprises have data. Lots of data. When talking about Intelligent Automation, data is the corn issue we should wave together. Releasing the value of the data that sits across various business operations is becoming the focus to fuel digital transformation, create monetization opportunities, improve customer experience and reshape industries. Predictive analytics based on machine learning capabilities identifies and understands patterns among massive data streams and determines the right time frames for certain actions. In this presentation, we take a look at how Eric uses AI driven data analytics to help business unlock the potential of data by processing internal, external, multi-points and unstructured data, across the whole enterprise

16:00

PANEL DISCUSSION

such as sales, operations, marketing, social media, e-commerce etc. By crunching the right type of data with the right approach of intelligent automation, it connects the dots and deliver actionable consumer insights to brand that drives bottom lines ROI.

Eric Thain

Managing Director Shanghai & Head of Digital China

LEWIS

16:00 **Assessing the Next Generation Automation Innovation: Surf, Swim, or Sink**

RPA is no longer on the bleeding edge. Businesses not up to date with technology will find themselves falling behind even further as the wave of cognitive, artificial intelligence and blockchain washes over them. This open discussion will enable you to:

- Identifying 'out-of-the-box' applications for existing technologies, and maximise the potential of what you already have
- Building a set of requirements for the next generation of solutions to remain competitive long-term
- Examples of future technologies and their usage in modern enterprises

Florian-Alexandre Bielak

APAC Technology Risk Management Lead, Vice President

BlackRock

16:40 **Closing Remarks from Chairperson & Close of Conference Day Two**

PRE-CONFERENCE WORKSHOPS : Monday, 27 August 2018



09:00 - 12:00

Launching RPA Pilot Projects – from Proof of Concept (POC) to Process Redesign & Vendor Selection

Early adopters who look for quick, viable results in cost savings and efficiency often dive straight into RPA with a complete process transformation. However not all processes are suitable for robotic process automation. Without understanding your organisation’s processes clearly and choosing the right process to automate, successful business transformation will never be achieved with the narrow objective of automation alone.

Learning outcomes:

- Understanding the basics of RPA, its potential approaches and benefits
- Planning a successful RPA pilot initiative: Outlining the proof of concept, testing the solution and analysing results
- Assessing your processes based on complexity, applications involved, technology and geographical location of process owners
- Defining the vendor selection criteria and understanding the key differences of the common RPA solutions providers offerings
- Post RPA implementation: Monitoring and tracking the performance of your processes and vendors

Vartul Mittal

Former Digital Business Transformation Lead, Assistant Vice President - Continuous Improvement

Barclays



13:00 - 17:00

Building a Center of Excellence (CoE) for RPA to Help Scale up Enterprise Level Automation

As RPA grows, it can begin to take on characteristics of more traditional system implementation projects and force an enterprise to make more complex decisions related to deploying technology, managing organizational change and staffing, and meeting technical and performance standards.

Learning outcomes:

- Setting up an RPA team with well-defined roles and responsibilities, for example, an RPA sponsor, change manager, solution architects, developers, infrastructure and service support to take on key roles in the RPA CoE.
- Establishing an RPA CoE Council to provide overall governance and direction
- Establishing an effective governance model to facilitate cross-departmental collaboration.
- Managing organizational change to lay the groundwork for the successful transfer of work from humans to robots

Vartul Mittal

Former Digital Business Transformation Lead, Assistant Vice President - Continuous Improvement

Barclays



09:00 - 12:00

RPA for Shared Services

Across North Asia, both governments and businesses are vaulting up the shared services “value” trajectory via robotic process automation (RPA). For example, many shared services professionals in the finance function are looking to leverage RPA for Procure to Pay and Order to Cash processes, eliminating the need for human labour in repetitive and mundane processes. However, many are still unsure on where and how best to apply RPA.

Learning outcomes:

- Explore RPA implementation opportunities in shared services such as Finance, HR, Procurement and IT
- Strategic RPA implementation in shared services from selecting the right processes, defining rules and extracting relevant data to vendor selection and piloting
- How can shared services professionals work cross-functionally to maximise the benefits of RPA for the overall business?
- Developing a comprehensive stakeholder management program to gain complete buy-in from employees and management
- How can shared services leverage RPA to truly drive value?



13:00 - 17:00

Optimizing Machine Learning to Make Data-Driven Decisions

With an influx of data and the tools available, thinking along the business context is crucial to understand and drive business insights. However many companies struggle to grasp the application of data analytics in business context. It is critical to implement a systematic approach to harness data analytics to deliver critical business insights.

Learning outcomes:

- Overview of machine learning application in businesses
- Building an IT infrastructure to collect, analyse and store data
- Collaborating with business functions to understand their needs and agree on right data sets to analyse
- Creating valuable predictive models with machine learning for your business
- Case studies and examples of machine learning application

REASONS YOU Should Sponsor Us

We offer a comprehensive range of platforms, media, networking opportunities and marketing channels to deliver your objectives. In consultation with our expert team, you can mix a variety of activities that meet your specific business development needs:

THOUGHT LEADERSHIP

- Pre-Event**
 - ▶ Whitepaper email marketing SSON/PEX
 - ▶ Network newsletter placement
- On-Site**
 - ▶ Client-led keynotes & testimonials
 - ▶ Workshops and Discussion Groups
 - ▶ Tech demonstrations
- Post-Event**
 - ▶ Whitepaper/presentation placement on PEX Network, SSON or the event site
 - ▶ Presentation marketing to other events in the series

LEAD CULTIVATION

- Pre-Event**
 - ▶ Targeted delegate acquisition campaigns
 - ▶ Prospect Listing
- On-Site**
 - ▶ On-site introductions
 - ▶ Private lunches and breakfast briefings
 - ▶ Evening networking sessions
- Post-Event**
 - ▶ Email introductions
 - ▶ LinkedIn introductions
 - ▶ Access to SSON/PEX Network community

BRAND AWARENESS

- Pre-Event**
 - ▶ Online presence on event website
 - ▶ Listing and logos on all event materials
- On-Site**
 - ▶ Landyard / App / VIP Room sponsorship
 - ▶ Literature seat drops and flyer handouts
- Post-Event**
 - ▶ Post-event email
 - ▶ Survey sponsorship
 - ▶ Social Marketing

WHAT HAVE PAST SPONSORS SAID?

It was a fantastic event! The level of engagement with many of the attendees is just excellent. They are asking absolutely the right question and I love the interaction in the program with the attendees. This is definitely the place to be!

Ronan Landon
Vice President, Asia/Pacific, WorkFusion

The turn-out of the event was excellent. Great atmosphere where delegates really came to learn about the exciting topics on RPA.

David Ashton
Director, Greater China RPA and GBS Lead, EY

Contact Us

With deliberately limited sponsorship opportunities, this event ensures an optimal buyer-to-seller ratio, which guarantees dedicated engagement time with delegates.

Time is of the essence! Let's start discussions now to explore customised sponsorship packages that can help achieve your business objectives and accelerate your sales cycle. Contact us now at **sponsorship@iqpc.com.sg** or call **+65 6722 9388**.