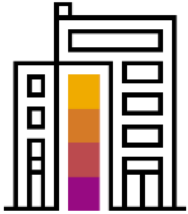


SAP Innovation Awards 2021 Entry Pitch Deck

Time for virtual assistants. Accelerate financial requests processing with SAP Intelligent RPA and Conversational AI
Ingka Centres Russia

PUBLIC



Company Information

Headquarters	Khimki, Moscow region, Russian Federation
Industry	Retail
Web site	https://www.ingkacentres.com/en

INGKA Centres has more than 40 years of experience since the first centre opened in 1973 as a supplement to the IKEA store in Sundsvall, Sweden. INGKA Centres is part of the INGKA Group. IKEA stores play an active role in each Meeting Place, both to maximise the potential and to contribute to the overall experience.

We have one clear business idea: Together with IKEA and other partners we co-create virtual and physical meeting places. Great Meeting Places that are inspiring places to be and that make a positive difference to the many people and the planet, contributing to a better everyday life.

We've developed a Meeting Place Making framework that guides our creation of unique and meaningful Meeting Places. We create the uniqueness of each Meeting Place by understanding and building on people's needs and desires in the local context. The framework helps us to bring each Meeting Place to life, including how it could look, how it will contribute to people's lives and how everyone will benefit from it. Our framework leads us to add value on several levels: We add value for our customers, for our co-workers and for each local community. And, of course, we add financial value for our business partners and ourselves.

To be competitive in the future we will get closer to our customers. It begins with understanding local people's needs and desires. We understand customers' constantly changing behaviours and we translate them into relevant, attractive and rewarding solutions. Anywhere and anytime. Together with our partners.

Time for virtual assistants. Accelerate financial requests processing with SAP Intelligent RPA и Conversational AI

INGKA Centres Russia



Digital assistants aren't an alternative to the company's employees, but their working tool. The introduction of SAP technologies allows the employee to concentrate on tasks in which it is required to apply professional judgment, analyze and interpret data.

Svetlana Ponomareva,
Product manager, INGKA
Centres Russia

Challenge

A repetitive business process that needs to be automated or optimized. It is supported by several information systems and services of third-party providers, and at the same time, due to limitations, these systems cannot be integrated in the classical way

Solution

Using SAP Intelligent Robotic Process Automation (SAP Intelligent RPA), we created an unattended robot that could be used to process financial requests about the invoice payment status with the help of chat bot powered by SAP Conversational AI

Outcome

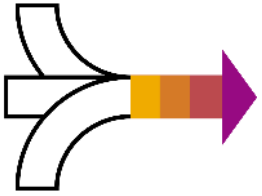
Reducing the peak load on financial specialists and the number of human errors, increasing the quality and speed of request processing, increasing business and customer satisfaction, as well as identifying bottlenecks and limitations in the business process



1 Saving FTE

50% Reduction of time for processing a request

2000 Requests are checked, categorized and processed every month by one digital worker

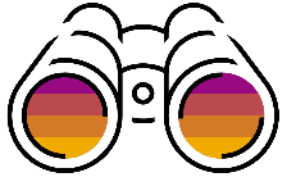


Business Challenges and Objectives

The world is changing more rapidly than ever before. Customers' journeys and expectations are evolving and our retail environment is continuously changing, driven by technology, urbanisation, economy and sustainability. We understand that to stay relevant and to create long-term business success in this rapidly changing world, we need to quickly adapt our ways of working. Therefore, one of the priority tasks in such an adaptation was freeing our co-workers from any routine processes that can be solved with the help of robotics technology.

We introduced Robotic Process Automation, keeping the existing IT infrastructure unchanged and at the same time we maintained the pace of implementation of the company's global transformation goals.

Our partner SAP proposed the robot-based technology of automation of business processes. Further, in order to amplify user-friendly experience of employees, we decided to integrate the robot with the chat bot. Employees like to use corporate messenger and get quick answers to their requests.



Project or Use Case Details

The goal of the project was to speed up execution of requests from the business unit on status of invoice payments. Prompt information exchange is critical for the trustful relationships with company's partners. Also, such data is important for internal use when planning the budget and controlling the costs of the contract.

The choice of RPA was based on the large number of incoming repeating requests. The RPA project allowed employees responsible for contracts to work quickly with partners of the company and effectively solve internal business issues. The finance team actually got new virtual assistants, which freed up human employees to perform complex tasks that bring great added value. IT teams received a flexible automation tool without using APIs, which allows them to quickly automate a large number of processes ready for robotization.

Automation of processes in finance management makes it possible to make decisions based on accurate data. It is the data-driven approach of making strategic decisions that leads to the creation of an intelligent enterprise.



Benefits and Outcomes

Business or Social

High speed of the organization's adaptability to external factors and market changes.

Optimized resources. The virtual assistant allows you to redirect the released time of employees to more strategic tasks.

Provided businesses with efficient and timely use of corporate data. The algorithm can work 24/7, which is very important for processing business requests that are located in different time zones.

IT (optional)

Increased speed and flexibility of IT development teams, more predictable time to market. SAP technologies work with internal local systems, thus not changing the existing IT landscape of the company and without compromising the global goals of automatization.

Unattended robot allows one hundred percent logging of its actions and, thus, facilitates monitoring of its performance and efficiency.

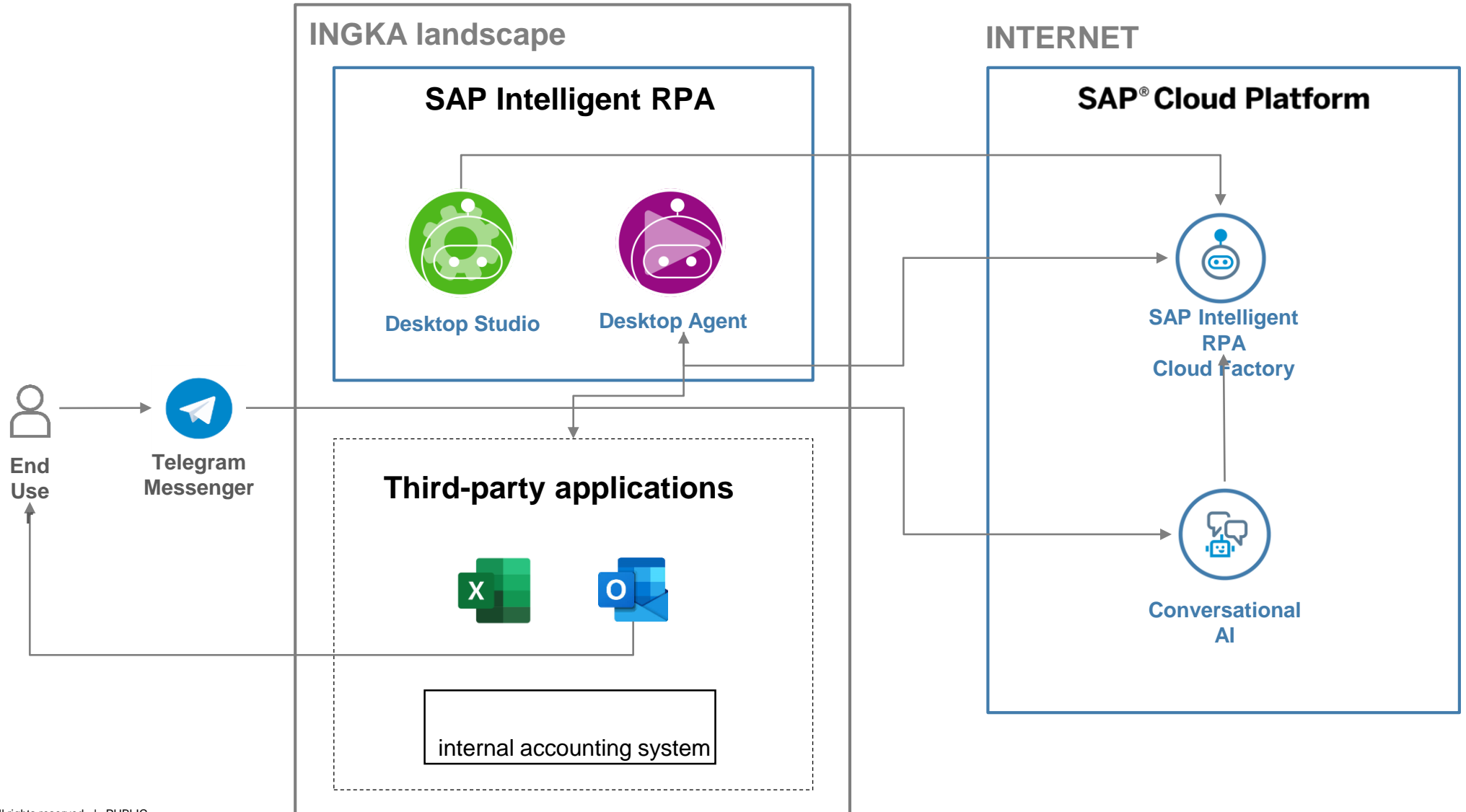
Human Empowerment

Took employees out of the routine of operational tasks, increased their involvement by unlocking their intellectual and creative potential when solving new tasks.

This allows us to develop our employees, and look at the work functions from another angle. Employees feel themselves more important and meaningful and this makes them happier.



Architecture





Deployment

Deployment status POC

Date 2020

Number of users 100

SAP® technologies used:

	SAP product	Deployment status (live or proof of concept [POC])	Contribution to project
1	SAP Intelligent RPA	POC	Development of a digital employee-an unaccompanied robot and interaction with INGKA's internal accounting system
2	SAP Conversational AI	POC	Chatbot should handle co-workers requests and interaction with INGKA ERP via SAP Intelligent RPA with cooperation Microsoft Teams

If you have used one or more of the services or support offerings from SAP Services and Support during the implementation or deployment phase, please indicate which one(s) below with an

SAP MaxAttention™

SAP ActiveAttention™

SAP Advanced Deployment

SAP Value Assurance

SAP Model Company

Others:

SAP Innovation Services

SAP Innovative Business Solutions



Advanced Technologies (1 of 2)

The following **advanced technologies** were part of the project.

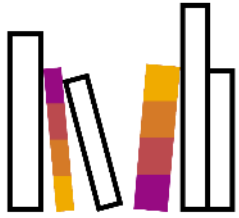
Technology or use case	Product used*	Contribution to project and how product used integrates with SAP products
1 Machine learning or artificial intelligence Robotic process automation, conversational AI, AI-based knowledge graph	SAP Intelligent RPA Conversational AI	Joint forces of SAP Intelligent RPA and SAP Conversational AI are key to automate manual, repetitive processes in financial block of our company. With this project, we are building trustworthy path to the intelligent enterprise.
2 Intelligent data management Multi-cloud, data virtualization and governance, smart data tiering, persistent memory, data privacy		
3 Advanced and augmented analytics <ul style="list-style-type: none">Real-time and streaming analytics, spatial analyticsNatural language query and generationAutoML to identify trends, patterns, outliersPredictive analytics (time series analysis and forecasting, regression, classification)		
4 Data and analytics solutions in the cloud <ul style="list-style-type: none">Unified data and analytics cloud platforms by SAPModern/self-service data to analytics		



Advanced Technologies (2 of 2)

The following **advanced technologies** were part of the project.

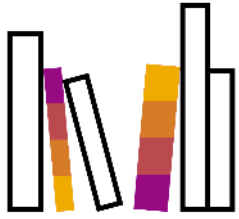
Technology or use case	Product used*	Contribution to project and how product used integrates with SAP products
5 Advanced cloud integration <ul style="list-style-type: none">• API economy (monetization and API marketplaces)• AI-based or crowdsourced integration• High throughput, low-latency digital integration hub		
6 Industry cloud platform		
7 Blockchain		
8 Internet of Things		
9 3D printing		



Additional Information

The results of the pilot project gave us excellent business value. Understanding the effectiveness of the used technology, we will continue to analyze our business processes for the use of intelligent SAP solutions. Of course, in the context of the Covid-19 pandemic, new solutions that provide high business productivity, effective support for remote work of employees and the prompt response of business processes to any challenges become relevant for every organization. These are the solutions that Intelligent Automation technologies can provide, and therefore we expect the development of new RPA for all routine processes. For example: filling out accounting forms, reconciling data, collecting and consolidating data from several systems, updating the same data in different systems, re-entering data from the keyboard, processing invoices and orders, complex calculations, manual tasks associated with a high risk of making a mistake.

As a summary, we can assume that specialists in almost any department of the company would benefit from automation, since they can switch from the process of loading incoming data to solving analytical problems.



Additional Information

