



We Use IBM Automation For That

Companies doing interesting things
using intelligent automation

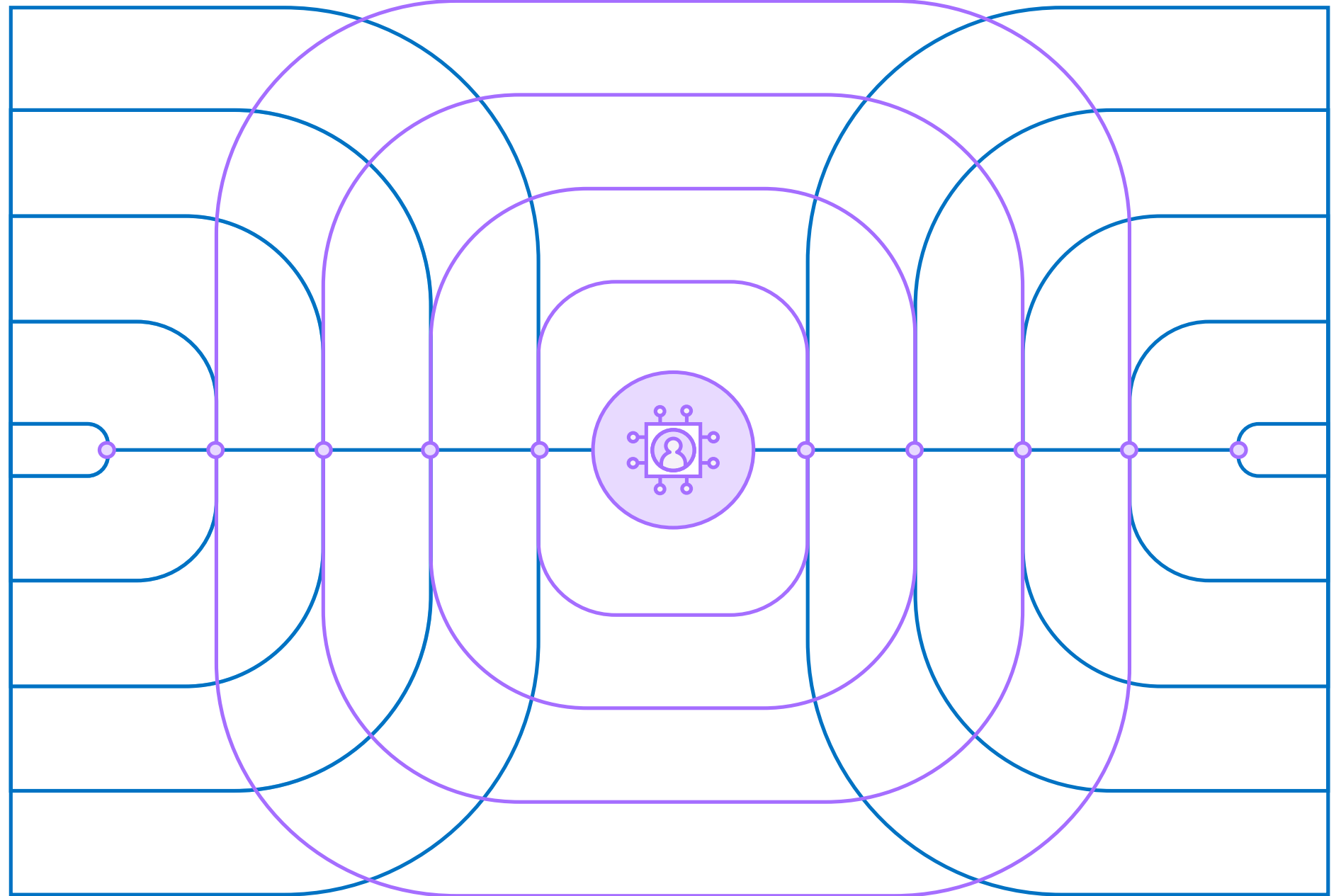


Table of contents

03	Foreword
04	Operational excellence and efficiency
05	Electrolux
06	Heineken
07	T-Mobile
08	Tine
09	ExaVault
10	BBC Studios
11	Employee productivity
12	Primanti Bros.
13	SELTA SQUARE
14	IBM HR
15	Customer experience
16	BlueShore Financial
17	FAW-Volkswagon
18	ABN AMRO
19	Max Mara Fashion Group

Foreword

Running a business with efficiency, if not excellence, presents plenty of challenges. We see companies of all sizes across industries, around the world, turning more and more to intelligent automation to help drive growth and cost savings as they digitally transform themselves.

As General Manager for IBM Data, AI and Automation Software, it's a pleasure to introduce these client stories to you. Whether it's Heineken aiming to become the world's "Best Connected Brewer" or BlueShore Financial using intelligent automation and integration to compete with "the biggest of the biggest" in its industry, these stories inspire with their ambition and results.

One of my favorite stories is [Max Mara](#), one of the first fashion companies to embrace "ready-to-wear" designer clothing. It's designing a better buying experience by tailoring its Order-to-Cash process to eliminate bottlenecks. It's a great demonstration of how process mining can help companies identify where automation will have the highest payoff. Just by opening bottlenecks, Max Mara reduced its average cost per customer service resolution by up to 46%. And there's more to come.

The value of automation is well understood and the automation opportunities are many. Yet there are also many automation projects that don't result in much ROI or business value, and we want to help change that. These stories show real paths to automation success, to achieving tangible business value by applying the right intelligent automation solutions to the right problems at the right time.

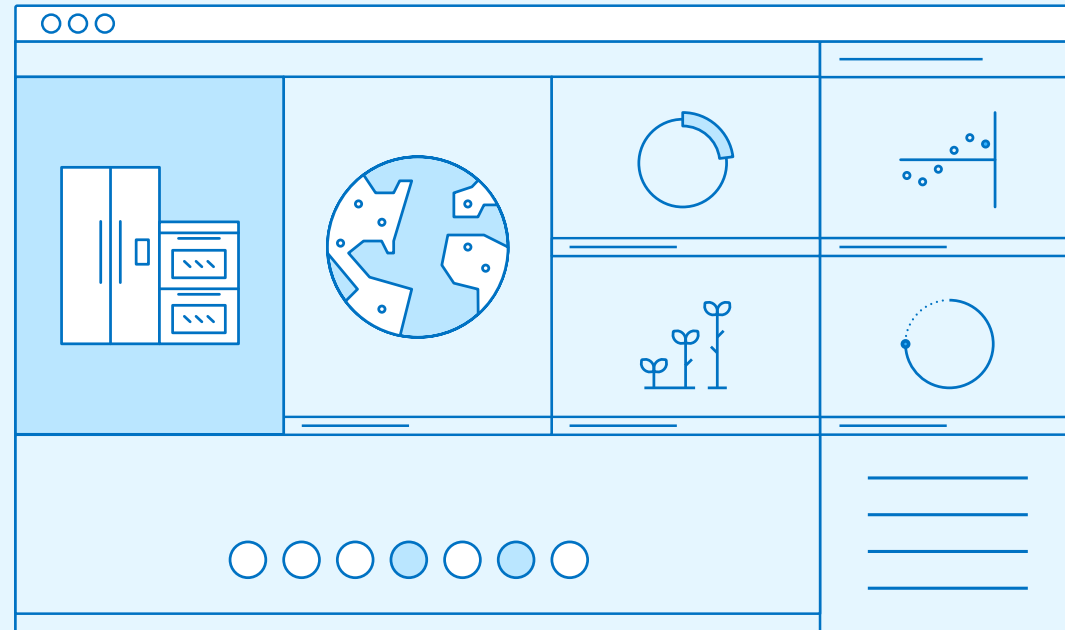
Enjoy this collection and then let's create more high-impact automations that lead to better ways of working and new levels of performance for your business.



Yours,
Dinesh Nirmal



Operational
excellence
and efficiency



“Sizing the difference amongst events and incidents is the first step to a complete AI management of operations, and probably the one that can bring the fastest return on investment in self-learning technologies.”

Joska Lot
Global Solution Service Architect:
Monitoring and Events Management
Electrolux AB

We Use IBM Automation for That

A legendary innovator aims for complete AI management of IT operations

From an Electrolux facility in northeastern Italy, a small team monitors the operational efficiency of their vast and complex global IT infrastructure. As Electrolux continues to find new ways to automate and innovate everyday living, they’re also adopting AI-driven automation to quickly resolve IT issues worldwide to support cost efficiency and manufacturing volumes, and even contribute to ambitious environmental sustainability goals.

Solutions used:
AIOps platform
(IBM Cloud Pak for Watson AIOps)

Results

IT issues resolved in 1 hour instead of 3 weeks



Less production downtime



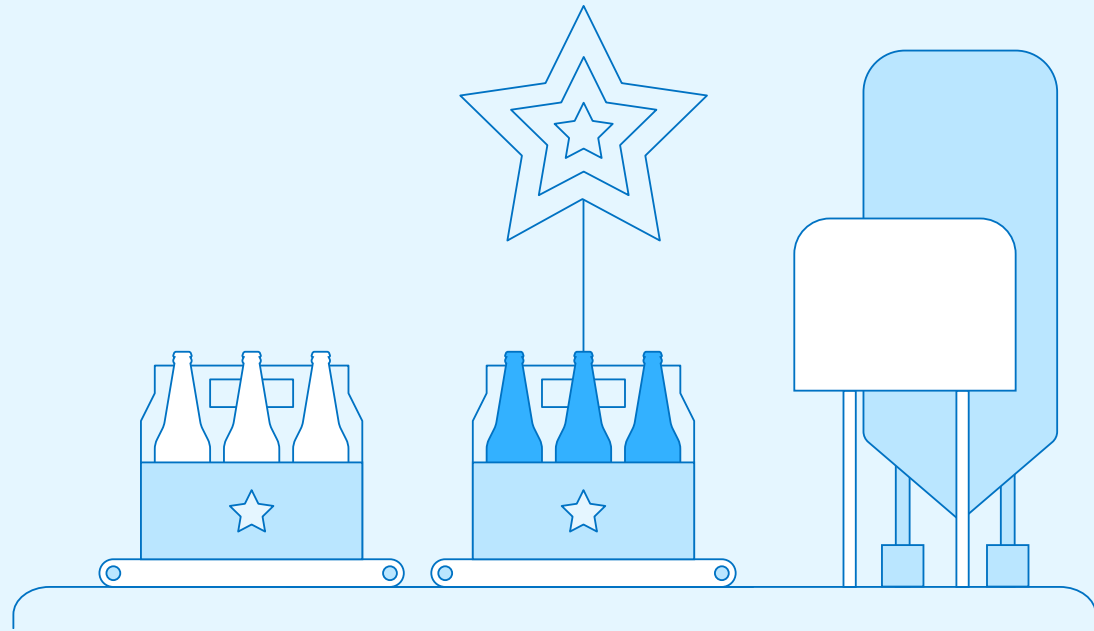
More time to enrich staff expertise



Supporting ↓ 75% in CO2 emissions from operations



[Read the full story here →](#)



“What Best Connected Brewer means for me is three things: minimizing the time it takes to deploy digital integrations across all our applications and devices, providing a high-performing, stable platform for integration and developing reusable digital integration assets.”

Guus Groeneweg
Product Owner, Digital Integration
HEINEKEN NV

Aiming to become the world’s “Best Connected Brewer”

To stay competitive in the aggressive beverage industry, HEINEKEN developed a set of integration capabilities to connect its worldwide network of brewers, customers, and business partners, enabling all its operating companies to communicate efficiently, regardless of whether their data resides in the cloud or on premises. Integration is the glue that allows all of the processes and applications in their value chain to communicate, propelling them down the path to become the world’s “best connected brewer.”

Solutions used:

API management software
([IBM API Connect](#))

Strategy, design and implementation services
([IBM Consulting](#))

Results

Connecting 1000s of business-critical applications

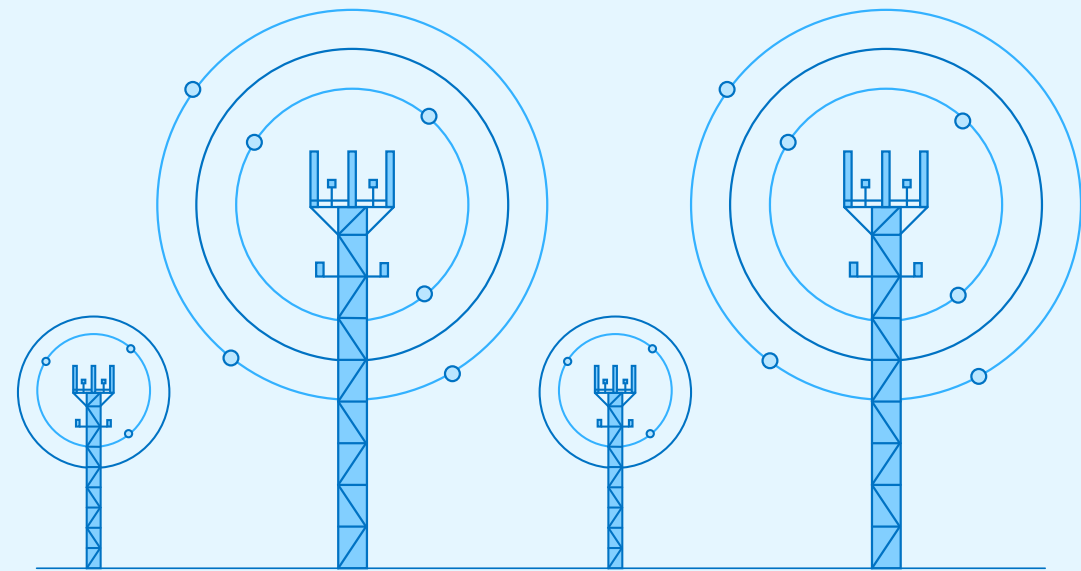


Supporting collaboration across 350 brands



Making API-based integrations accessible to everyone





“We processed 90% of the total alarm volume through a tenth the scale of the targeted production system.”

Tom Higdon
Principal Event Management Architect,
T-Mobile

We Use IBM Automation for That

A telco maximizes quality despite twice the complexity

When T-Mobile purchased Sprint, it became the largest 5G network in the US. And in the intensely competitive telco market, customers offered no grace period for the merger. T-Mobile needed to integrate two large networks while continuing to deliver consistent reliability and quality of service across the board. The goal: move from reactive to proactive and eventually to predictive management. With focus on providing the highest network performance, T-Mobile looked for the best way to identify actionable items within the millions of daily faults and make network management ever more efficient, and the network itself ever more reliable.

Solutions used:

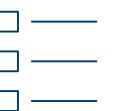
AIOps platform
([IBM Cloud Pak for Watson AIOps](#))

Results

Reduced average fault processing time to 19 seconds – from 5 minutes

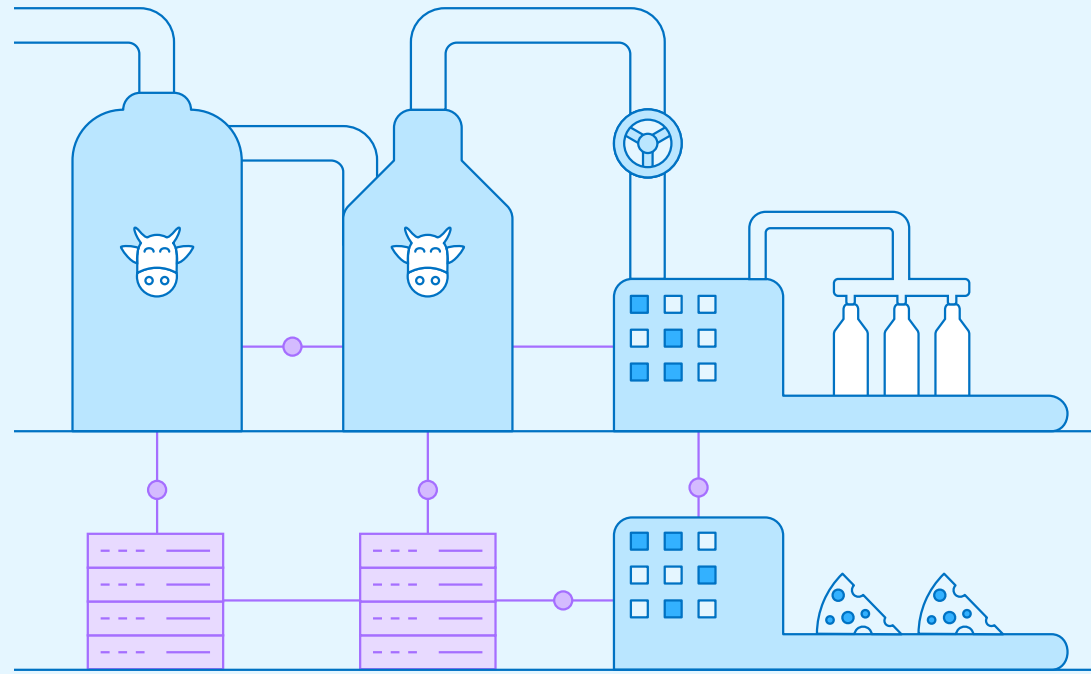


Processing 90% of total alarm volume through 1/10 the scale of targeted production



Providing full local and geographic redundancy at all levels





“We want to ensure that the data at TINE is liberated and democratized, so that it flows seamlessly across the company and those who need data can access it in one single, common truth.”

Siri Torgersen
Head of Data and Integration,
TINE

We Use IBM Automation for That

Going from ad hoc integrations to streamlined operations

TINE – Norway’s largest producer, distributor, and exporter of dairy products – found it difficult to address inefficiencies in their value chain due to its point-to-point integration architecture. Trucks weren’t always filled to capacity or sent on the most efficient routes, which meant that instead of milk being used for the most high-value products – like world-famous Jarlsberg cheese – it was diverted to lower-value uses like powdered milk. To address these problems, TINE took a new approach to integration, creating a central integration platform and becoming a more flexible, scalable, and efficient company.

Solutions used:

API management software
([IBM API Connect](#))

Application integration software
([IBM App Connect](#))

AI-powered hybrid integration platform
([IBM Cloud Pak for Integration](#))

Messaging software for hybrid and multicloud
([IBM MQ](#))

Results

Full trucks and optimized delivery routes



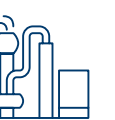
More efficient truck loading



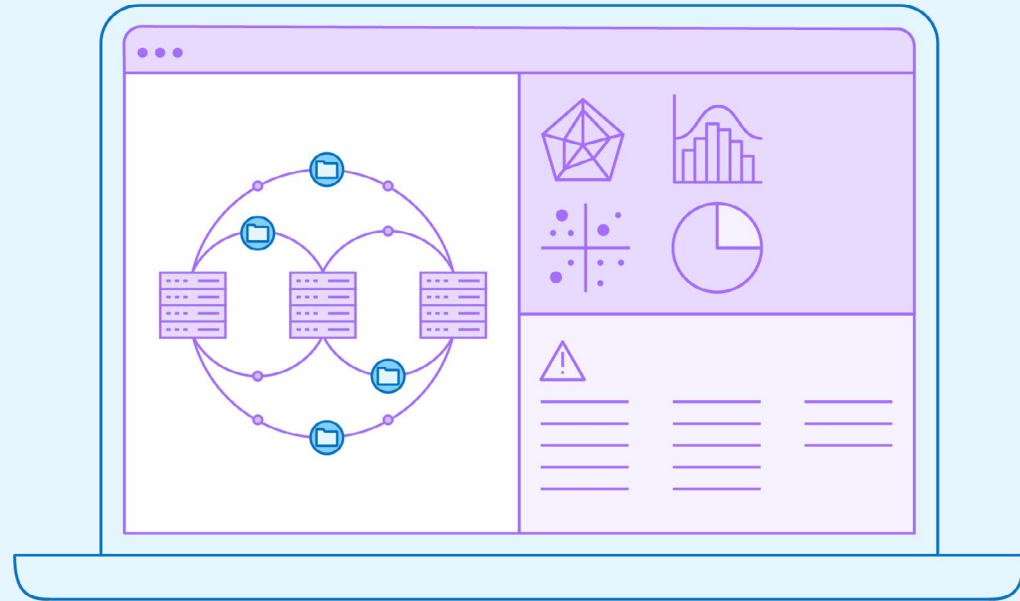
Lower transportation costs



More fresh milk allocated to high-value products



[Read the full story here →](#)



“Our tech debt has decreased because we’re able to get through stuff a lot faster. Our team is able to dedicate more time towards new features and roadmap planning, instead of smashing bugs all day.”

Eddie Castillo
Head of Marketing,
ExaVault Inc.

We Use IBM Automation for That

Every second matters when handling billions of mission-critical file transfers daily

ExaVault provides mission-critical FTP and file sharing solutions to companies in more than 100 countries. Their API handles an average of 35,000 requests per minute and over 50 million calls daily. While the file transfers are automated, parties on both sides of the transfer rely on these automations to make business decisions. If they go down, customers start losing money.

ExaVault sought a better solution to monitor API performance, track errors, debug, and send alerts to ensure customers have a good experience without delays.

Solutions used:

Automated application performance monitoring software (IBM Instana Observability)

Results

Mean-time-to-resolution (MTTR) for customer-impacting bugs dropped by 56.6%



Uptime improved substantially, reaching 99.99%



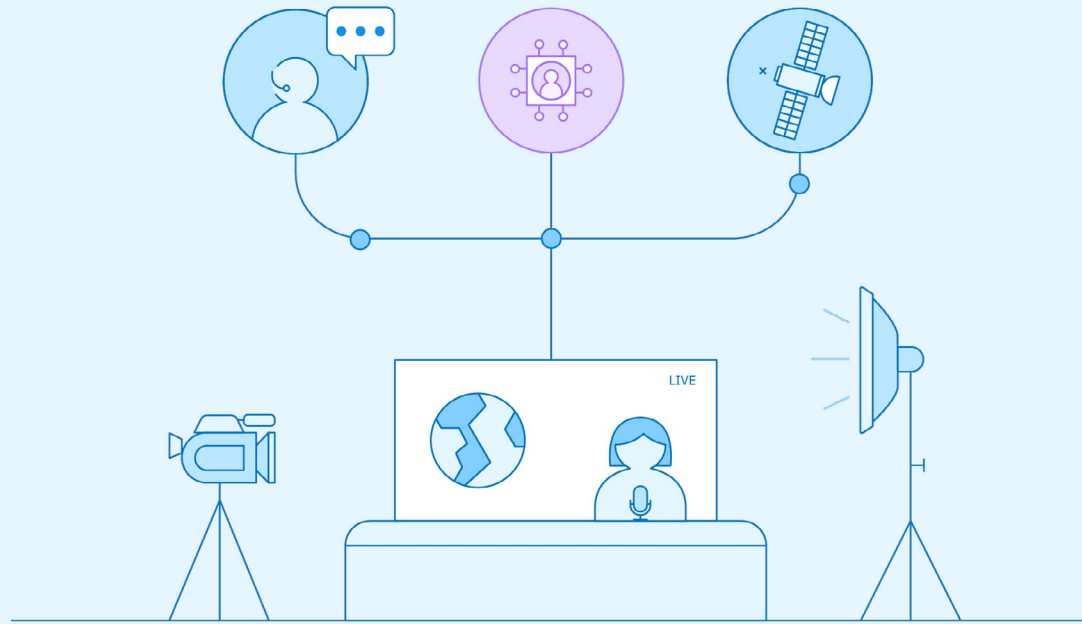
Gained full visibility across the entire tech stack



Discovered bugs they didn't know existed



[Read the full story here →](#)



“...our team can now focus their efforts on pursuing strategic initiatives rather than fighting fires.”

Porsche Waddell
Server and Storage Manager,
BBC Studios

We Use IBM Automation for That

Implementing intelligent automation to ensure applications are ready for prime time, anytime

Major broadcaster BBC Studios’ mission to consistently deliver content that informs, educates, and inspires viewers across the globe was compromised by an on-premises environment that was running at over 95% capacity and was marred by frequent application performance issues. They needed to find a way to simultaneously minimize cost and assure application performance 24/7. They turned to AI-powered automation to better understand what was causing the problems and identify where they could execute resizing or placement actions to bring their environment back into a maximally efficient and performant state

Solutions used:

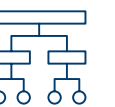
Application resource management (ARM) software
([IBM Turbonomic](#))

Results

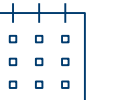
Significantly reduced end-user complaints and eliminated downtime



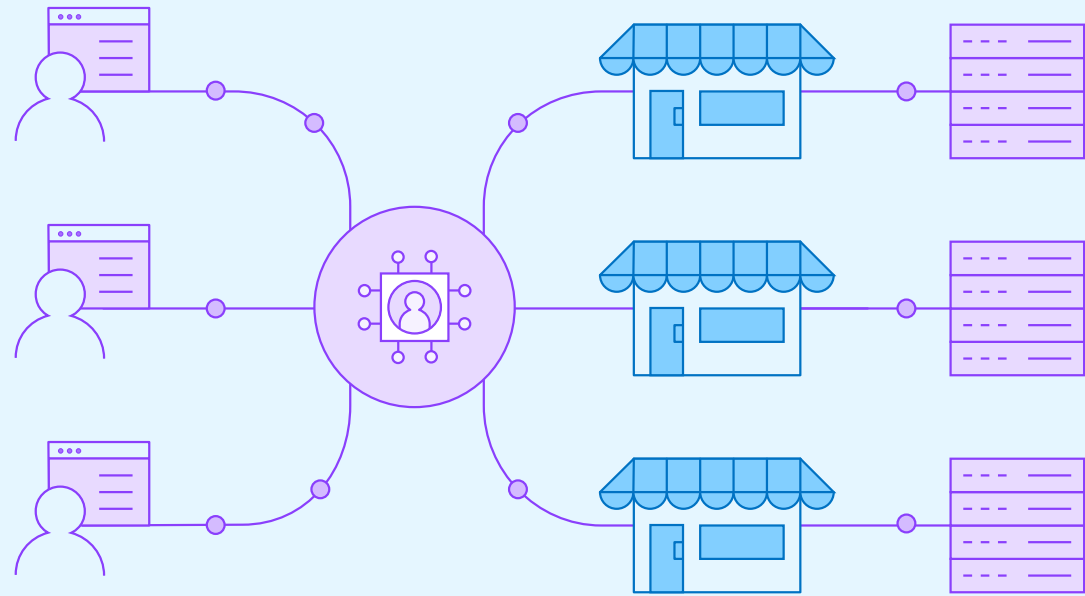
Gained a full-stack view of their environment



Acquired more time to pursue strategic initiatives



Employee productivity



“...it takes the bot no time at all to do work that took humans 2,000 hours per year to do, it quite literally gives you the gift of time. They say you can’t buy time. I say, yes you can!”

Jimmy Hewitt
Senior Automation Advisor,
Salient Process

We Use IBM Automation for That

Gaining time – and a competitive advantage – to think, plan, and innovate

The iconic Pittsburgh-based restaurant chain Primanti Brothers has been doing everything right in terms of innovation over its 89 years in business – like offering fries and coleslaw in its signature sandwiches. When it realized its regional management team was tasked with inefficient manual sales and labor reporting, it applied the same innovative spirit to automating its back-of-house operations, using AI to save time and money. Within two weeks, the new solution was implemented. Three months later, it had paid for itself. Now, instead of sitting behind a desk, Primanti’s regional managers can spend more time focusing on the best experience for their “fans” (their customers).

Solutions used:

AI-driven robotic process automation software
([IBM Robotic Process Automation](#))

Results

Saving 2,000 hours per year



100% ROI in 3 months



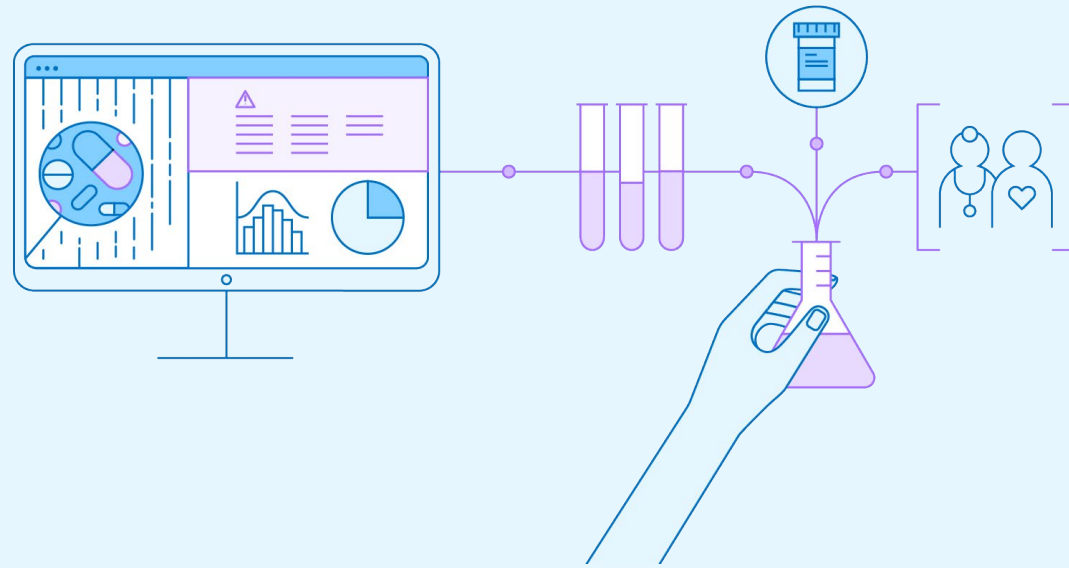
Cost savings of USD 84,000



Generating 40 accurate reports daily



[Read the full story here →](#)



“Human experts still decide how to act upon the information, now they just get to the key information much faster.”

Min Kyung Shin
CEO,
SELTA SQUARE

We Use IBM Automation for That

A first-of-its-kind, automated process for drug safety monitoring

Leading South Korean pharmaceutical R&D company Daewoong Pharmaceutical helped launch a new company – SELTA SQUARE – that’s innovating a critical process that could improve drug safety for people around the world. It’s a process called pharmacovigilance (PV), a legally mandated discipline for detecting and reporting adverse effects from drugs, then assessing, understanding and preventing those effects.

SELTA SQUARE is using intelligent RPA software to run an automated PV service that could be a game-changer for the way pharma companies ensure consumer safety.

Solutions used:

Robotic process automation (RPA) software
([IBM Robotic Process Automation](#))

Results

Quadrupled the speed of the pharmacovigilance (PV) process



Reduced literature search times from 5 minutes to ~1 minute

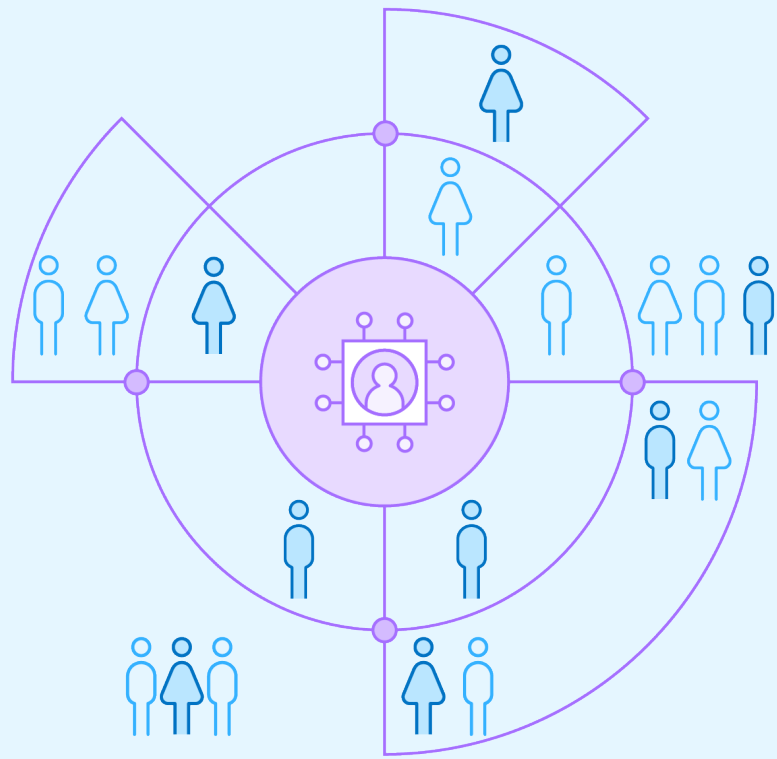


Gave specialists more time to enhance PV’s quality



Helping to provide safer medicines to all





“This manual work was a huge obstacle of time and effort standing in the way of our real work...”

Jeri Morgan
IBM HR Business Partner

Using a digital worker to create the future of human resources

The digital worker is called HiRo, and it’s dramatically transforming the day-to-day work of IBM HR employees who help business units develop and retain talent. Four times a year, these HR professionals faced a large workload related to the quarterly promotions process, which was heavily reliant on collecting static data from various systems. It stretched up to 10 weeks out of every 12-week quarter, putting serious time pressure on other job responsibilities, such as strategic workforce planning. Before HiRo, it took each employee manager about eight hours to gather the necessary data and fill in the relevant nomination forms. After HiRo, they completed the data-gathering and data-entry work in about 1 hour each. They did the work of ten weeks in five weeks.

Solutions used:

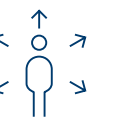
Digital worker software
([IBM Watson Orchestrate](#))

Results

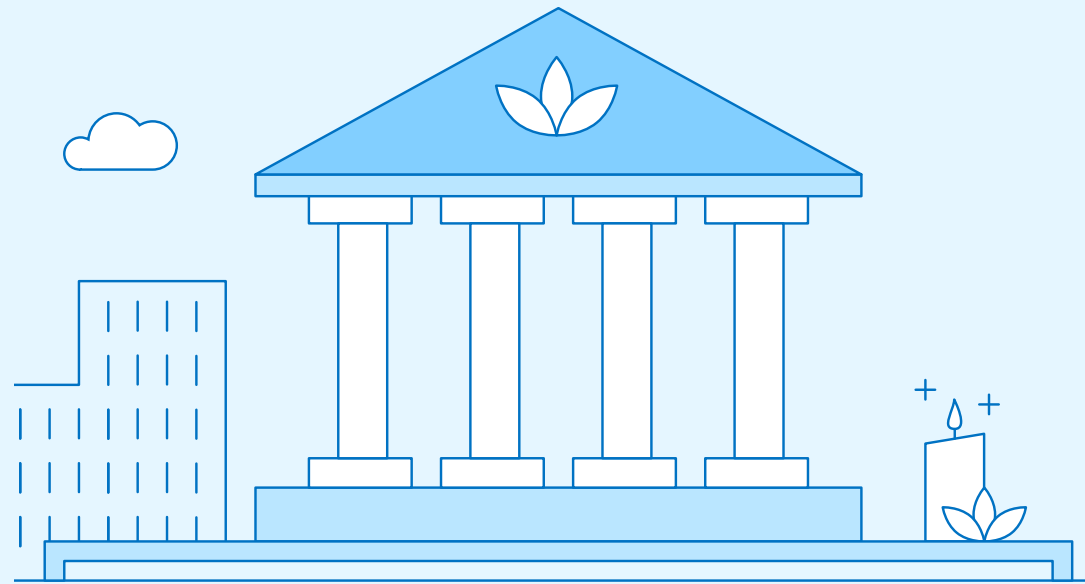
In a limited pilot, saved 12,000 hours in 1 quarter, and completed work in 5 weeks instead of 10



Elevated human jobs by handling repetitive, manual tasks



Customer experience



“Our strategy of intelligent integration and automation enables BlueShore to compete with the biggest of the biggest and will help us become more competitive as we continue to grow.”

Fred Cook
Chief Information Officer
BlueShore Financial

We Use IBM Automation for That

Bringing together the luxury of a spa with the utility of a bank

In a world where the human touch is increasingly replaced by impersonal screens, BlueShore Financial is moving in the opposite direction, towards an intimate client experience. For its employees to have enough time to develop strong relationships with clients, BlueShore had to improve the execution of routine and repetitive tasks within key processes – such as client onboarding, loan origination, and auditing activities. Piles of paperwork have been replaced with an unhurried pace and personalized attention.

Solutions used:

Modular business automation platform
([IBM Cloud Pak for Business Automation](#))

Cloud-native content management software
([IBM FileNet Content Manager](#))

Results

Lending volume up 250%



More time to customize products for clients



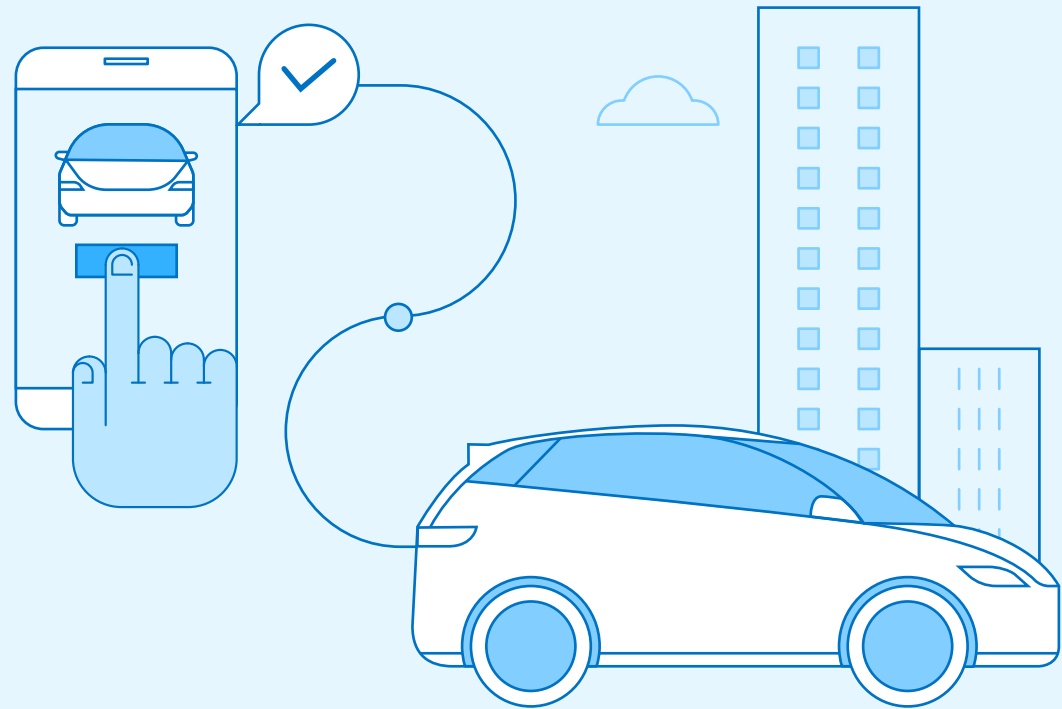
167% rise in cross-sales



Going paperless saves CAD 300,000 per year



[Read the full story here →](#)



“We’ve created a compelling customer experience on all touch points powered by digital technologies and data.”

Weiping Jin
 Manager of Internet Application Development, Management Services Department, and Head of Chengdu R&D Center
 FAW-Volkswagen

We Use IBM Automation for That

A seamless, modern driving experience – from ordering a car to driving it

FAW-Volkswagen has a clear goal: get out in front of the transforming car industry by transforming themselves. Their aim is to provide a premium customer experience that turns first-time customers into lifetime customers. It starts with seamless integrations between the vehicle’s software and the ecosystem of driver services, such as streaming media, parking, EV charging and navigation services. It also includes back-end integration that connects the company’s systems of record to the always-evolving software of all FAW-Volkswagen vehicle models. The result: a more convenient and seamless driver experience.

Solutions used:

AI-powered hybrid integration platform
 (IBM Cloud Pak for Integration)

Multicloud container development platform
 (Red Hat OpenShift)

Strategy, design and implementation services
 (IBM Consulting)

Results

>3 million new users of VW and Jetta Apps



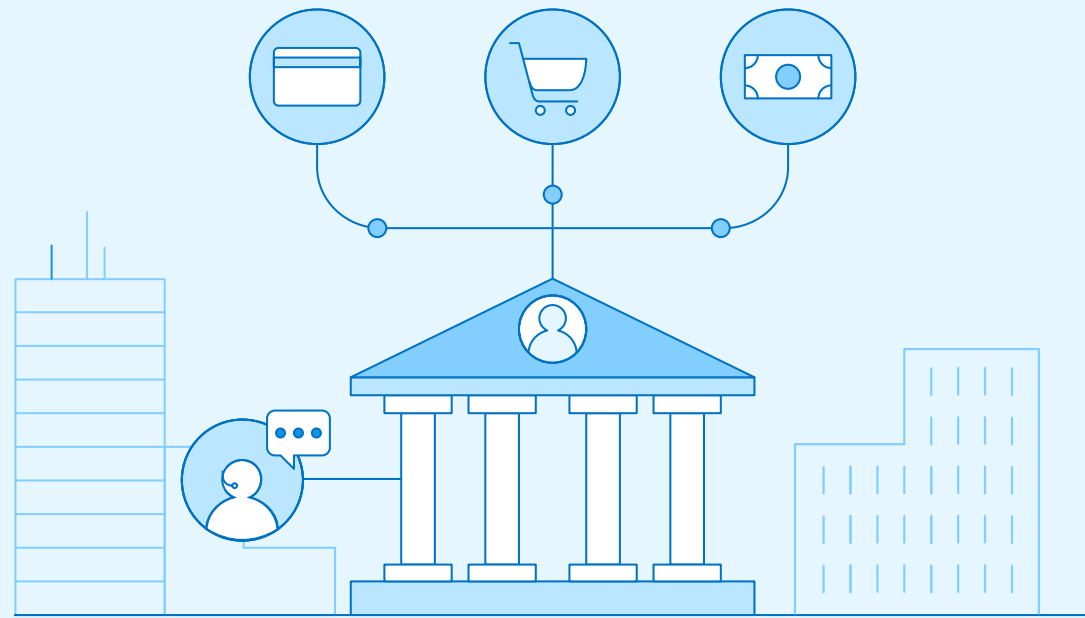
Built and trained a digital innovation team of > 150



Reduced onboarding for ecosystem partners from months to weeks



[Read the full story here →](#)



“It’s not only making the old processes digital. Anna [virtual agent] fits perfectly with our strategy of becoming a personal bank in a digital age.”

Jeroen Das
Product Owner of Conversational AI,
ABN AMRO Bank N.V.

Using virtual agents to create a competitive customer experience

To prevent losing clients to specialized fintechs, Dutch banking giant ABN AMRO is on the path to become a more personal bank in a digital age. As the first step in a larger digital transformation initiative, one of their virtual agents – Anna – not only frees up time for live advisors to focus on clients with complex queries, it justifies the banks’ technology investments and inspires the use of AI in more business cases, such as client onboarding.

Solutions used:

Conversational AI platform
([IBM Watson Assistant](#))

Automated search and content analysis software
([IBM Watson Discovery](#))

Strategy, design and implementation services
([IBM Consulting](#))

Results

Anna answers up to 90% of customers’ requests in Dutch or English



>50 in NPS for Anna



More time for live advisors to focus on complex client queries



Better client insights and understanding



[Read the full story here →](#)



“Making strategic investments in process automation will be critical to delivering the high-quality digital experience customers have come to expect. With IBM Process Mining, we’ve gained a powerful tool to identify where automation will have the highest payoff, both for our customers and for our business going forward.”

Head of Digital Operations
Max Mara Fashion Group

We Use IBM Automation for That

Designing ROI-driven process improvements for a better buying experience

If you imagine a heat map of potential process improvements, Max Mara Fashion Group’s reddest zone was the Order-to-Cash (O2C) cycle, from order processing to customer service. To improve their O2C processes, they needed to pinpoint the highest-payoff automations and make data-driven projections of how specific process changes would impact key operational metrics. This gave them the confidence to know where to take action, and what the business case of those actions would be.

Solutions used:

Process mining software
([IBM Process Mining](#))

Results

Identified the more repetitive parts of the process that would best lend themselves to automation



Demonstrated up to a 90% decrease in customer service resolution times, and a 46% reduction in the average cost per resolution by eliminating bottlenecks



Create your own automation success story

Take part in an IBM Automation Innovation Workshop and discover how you can use intelligent automation to achieve new levels of performance for your business and people.

This no-cost event is a customized consultation with IBM experts to help you get the most value from high-impact automations. At your workshop, you'll:

- Learn where automation is heading
- Hear about industry best practices
- Participate in a design-thinking session
- Walk away with an action plan tailored to your business

Discover new ways to improve your business using intelligent automation.

[Learn more →](#)

© Copyright IBM Corporation 2023

IBM Corporation
New Orchard Road
Armonk, NY 10504

Produced in the
United States of America
January 2023

IBM and the IBM logo are trademarks or registered trademarks of International Business Machines Corporation, in the United States and/or other countries. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on ibm.com/trademark.

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT.

IBM products are warranted according to the terms and conditions of the agreements under which they are provided.

