We Use IBM Automation For That

Companies doing interesting things using intelligent automation
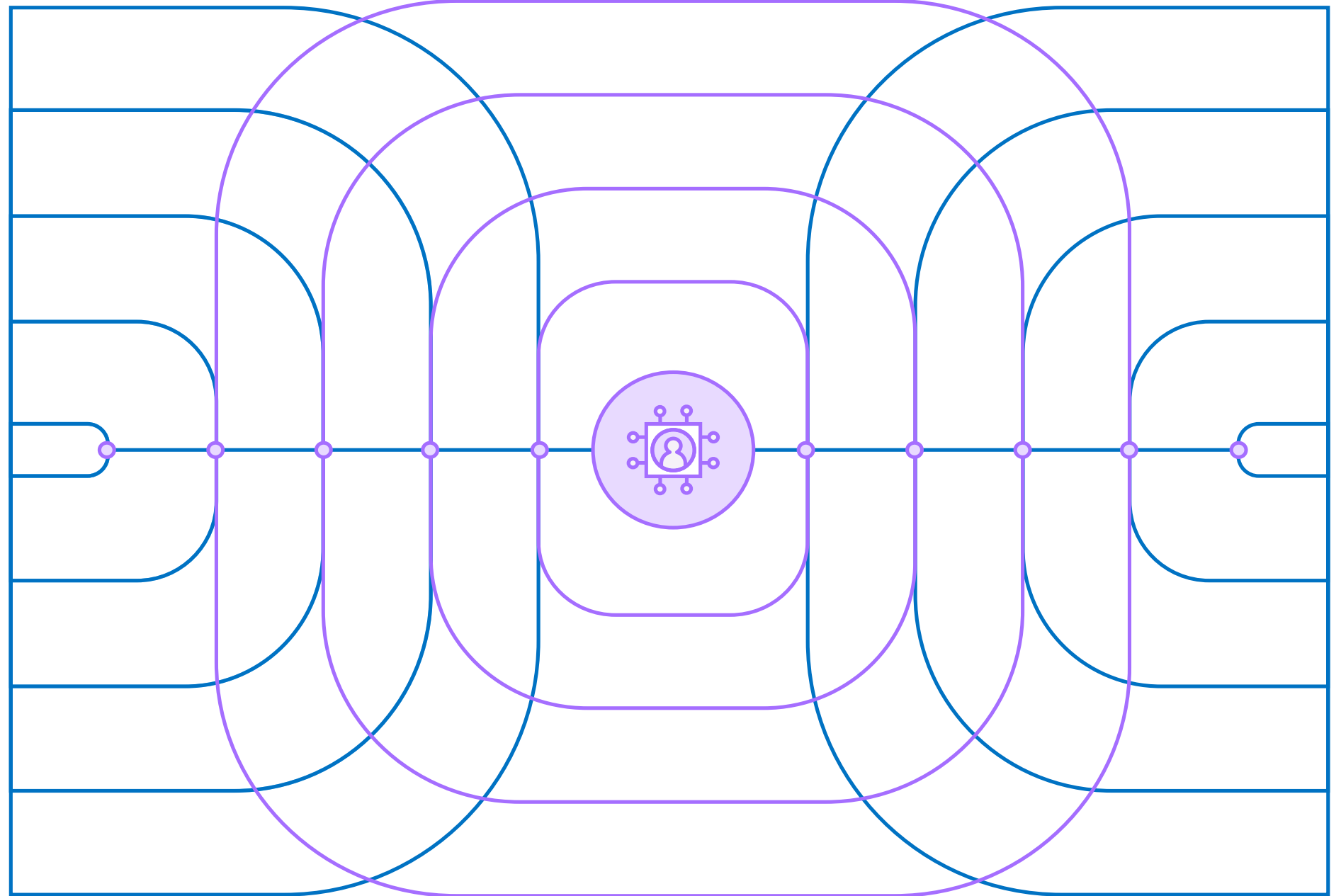
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Foreword

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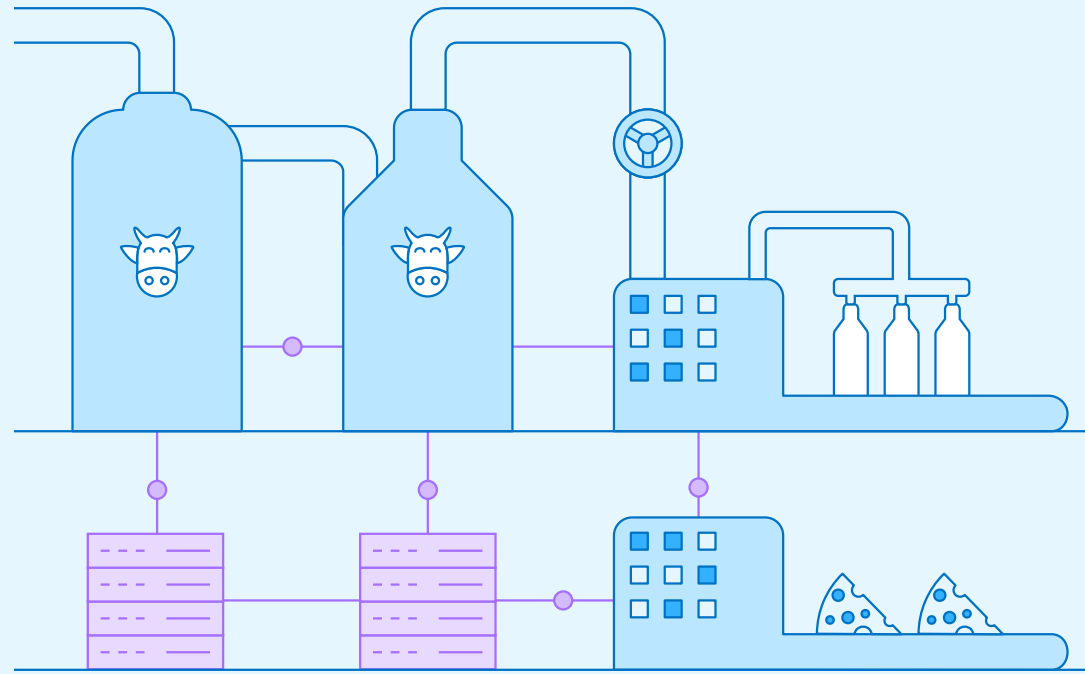
Enjoy this collection and then let's create more high-impact automations that lead to better ways of working and new levels of performance for your business.

Yours,
Dinesh Nirmal

Operational excellence and efficiency

Going from ad hoc integrations to streamlined operations

"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

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

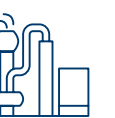More efficient
truck loading

Lower
transportation costs

More fresh milk
allocated to high-
value products

ExaVault + IBM

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

"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.

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%

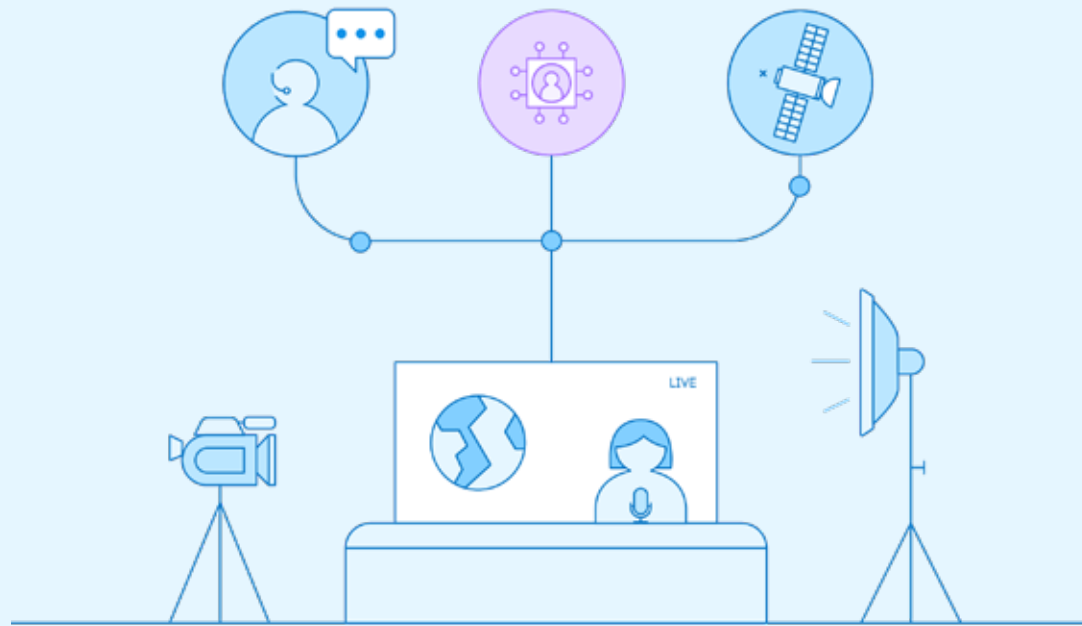Uptime improved substantially, reaching 99.99%

Gained full visibility across the entire tech stack

Discovered bugs they didn't know existed

Read the full story here →

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
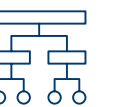
Solutions used:

Application resource management (ARM) software (IBM Turbonomic)
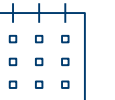
Results

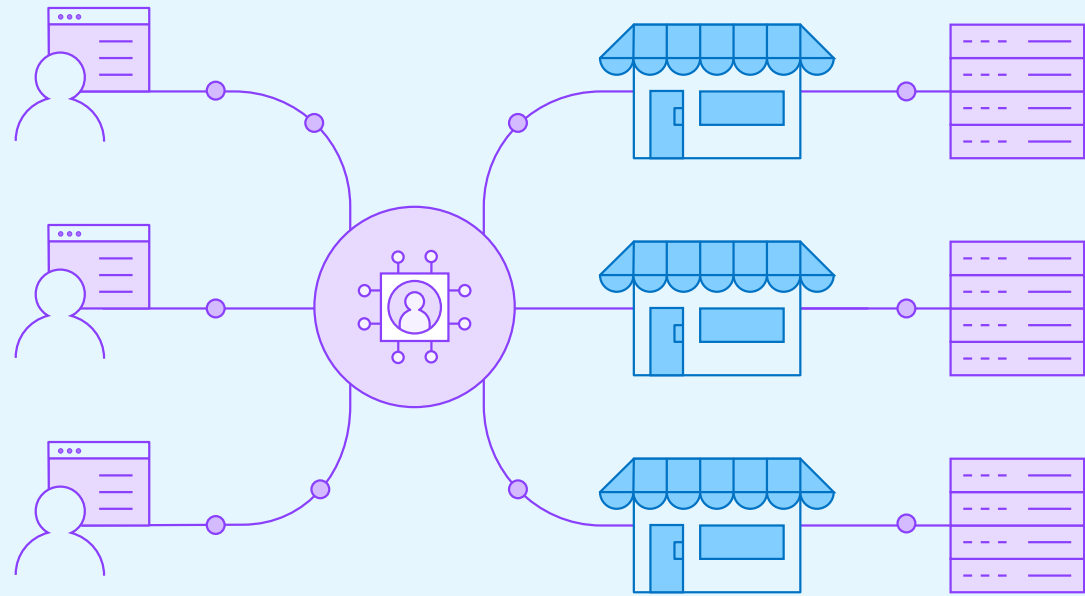Significantly reduced end-user complaints and eliminated downtime

Gained a full-stack view of their environment

Acquired more time to pursue strategic initiatives

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

Porsche Waddell
Server and Storage Manager,

BBC Studios

Read the full story here →

Employee productivity

PRIMANTI BROS. + **IBM**

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

"...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

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)
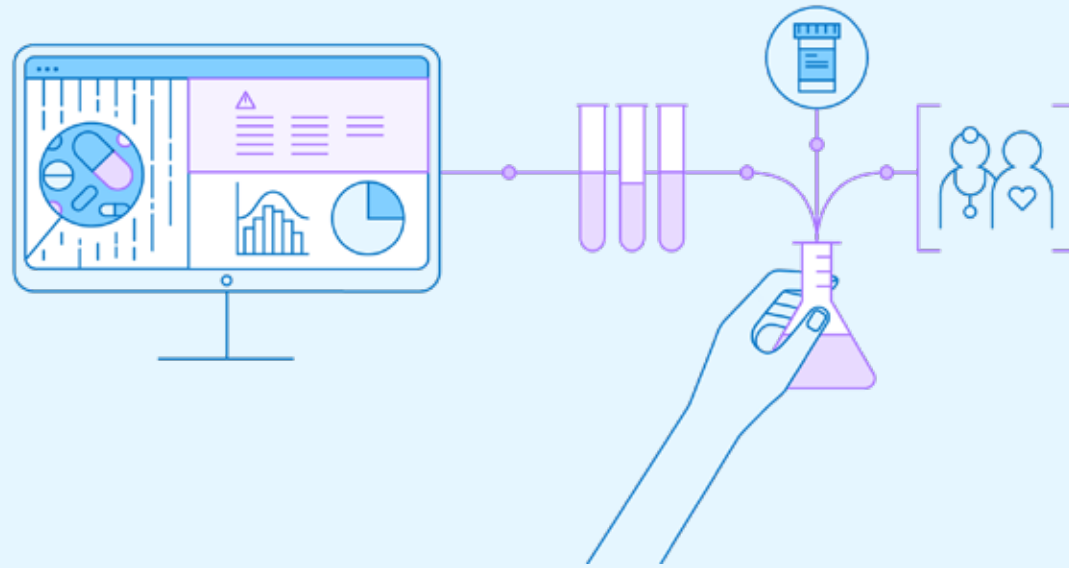
Results

Saving 2,000 hours per year

100% ROI in 3 months

Cost savings of USD 84,000

Generating 40 accurate reports daily

SELTA SQUARE + IBM

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

"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

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

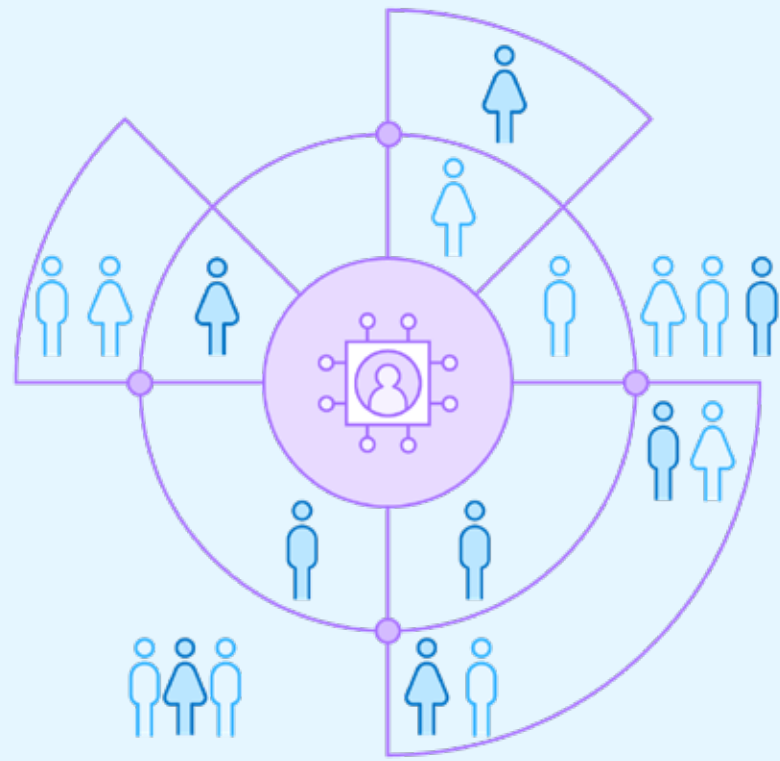Reduced literature search times from 5 minutes to ~1 minute

Gave specialists more time to enhance PV's quality

Helping to provide safer medicines to all

Read the full story here →

Using a digital worker to create the future of human resources

"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

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.
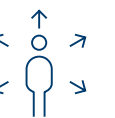
Solutions used:

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

Read the full story here →

Customer experience

Max Mara
Fashion Group + IBM.

Designing ROI-driven process improvements for a better buying experience

"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 Gorup

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

01

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

Read the full story here →

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 →

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