



Automation Anywhere's Premier Customer Experience
London, March 20th and 21st, 2019

#AAImagine

Keynote Speakers



Jeff Immelt
Former CEO &
Chairman, GE
champion



Garry Kasparov
Author & former
world chess

Join us. And Imagine.

A two-day experience from customers, partners—and bots—where knowledge and vision will frame a platform upon which you will be able to profoundly impact your business.

WEDNESDAY, MARCH 20th

6:45 **Registration Opens**

7:00

Breakfast

8:20

Breakout Session: Build-a-Bot Class I – RPA

One of our most popular sessions, we offer more than one. Learn how to actually build a bot in these personalised sessions designed for just about everyone. We encourage you to take this Build-a-Bot class before you take Build-a-Bot II.

Breakout Session: The New Bot Workbench

For those who are more familiar with the Automation Anywhere platform. Based on feedback from more than 1,000 customers, Automation Anywhere has designed an entirely new workbench to create and manage bots. Join us for a preview of this one-of-a-kind Bot Workbench and an interactive workshop to help further shape the Bot Workbench roadmap. You will help drive new features you would like to see built into this breakthrough product.

8:20

Platinum Partner Master Class: Deloitte - Scaling Robotic & Intelligent Automation

Join our Platinum Sponsor Master Class focused on real learnings from multiple deployments.

Platinum Partner Master Class: Genpact - Accelerate Your Automation

If you're on the Automation journey and looking for ways to accelerate your path, this session is a must see! Join Kaushik Bhaskar, Genpact's Global Automation leader, as he reveals the simple steps to accelerate Automation including

identifying the right opportunities, building automation for scale and managing your digital workforce.

Main Experience

9:30 Gary Conway Welcomes You to Imagine

Gary Conway, Chief Marketing Officer of Automation Anywhere, welcomes you as our special guests to Imagine—an experience like no other.

9:45 Welcome Keynote: Mihir Shukla, CEO and Co-founder, Automation Anywhere

Mihir Shukla, Chief Executive Officer and Co-founder of Automation Anywhere, will talk about how far the RPA category has evolved in just one year. He will illustrate the business imperative in adopting RPA and building your Digital Workforce.

10:25 Results NOW: Google Cloud and Automation Anywhere hosted by James Denning, RPA Evangelist

A preview of what is possible in the cloud and how Google, Infogain, and Automation Anywhere joined forces to deliver a truly hosted solution.

10:45 Networking Break

11:20 Why Us? An RPA Solution Like No Other, Prince Kohli, CTO, Automation Anywhere

The Digital Workforce is more than RPA alone. Join Prince as he shares our product developments and roadmap for our entire suite—Enterprise, IQ Bot, and Bot Insight.

12:00 Derek Miers, Gartner Group

An industry analyst and consultant for more than 20 years, Miers focuses on areas of digital transformation, business architecture, process management, and technology innovation.

12:30 Lunch

13:30

Learning Labs and Afternoon Breakouts

Getting Started

Up and Running

Catch Us if You Can

13:30

Learning Lab: Build Your RPA Project Plan

Lee Boyle, Automation Integration Lead at BAE Systems, shares the critical success factors to be considered at the human level. This is a truly interactive session designed to solicit audience feedback and supply attendees with a best practice guide for Business professionals.

Learning Lab: Build Your IT Foundation to Support RPA

Jason Cox, Senior IT Specialist for Automation at Experian, will be running a learning lab to highlight some of the key building blocks required for a robust and scalable centre of excellence. With the help of the attendees in his session Jason will be signing off over 40 critical components to get right and why they matter. This is a truly interactive session designed to solicit audience feedback and supply attendees with a best practice guide for IT and Business professionals alike, not to be missed so register early.

Learning Lab: Deploying RPA at Scale Within Financial Services

In this session Richards Wiggs, RPA Capability Lead at UBS, shares his take on what they did right and what they could have done better to get to the scale they now enjoy. This is a truly interactive session designed to solicit audience feedback and supply attendees with a best practice guide for IT and Business professionals alike.

13:30

Real World Results: Scaling Automation with Cloud and AI

Find out how **Automation Anywhere**, **Google**, and **Infogain** partnered to deliver and scale Intelligent Process Automation (IPA) using cloud and AI technologies, resulting not only in greater scope of automation but also address 10K growth in transaction volume.

Enterprise RPA: The Foundational Blueprint for the Digital Workforce

To stay at the forefront of the massive, warp-speed shift in how RPA continues to transform the nature of work, it is pivotal for businesses to choose the right technology and the right platform. In this session, **Kashif Mahbub**, VP Product Marketing and Global Head of Robotic Process Automation, will share the advancements that continue to be

Automation Anywhere Insights: Bot Store and the Digital Worker

These are no longer simple bots. In the Bot Store you'll find a wide array of Digital Workers with drag 'n drop ease and simplicity to work side-by-side with human employees. Join **Mukund Srigopal**, Director of Marketing for the Bot Store, for this revealing session.

introduced to the Automation
Anywhere's Enterprise platform.

13:30 **Breakout Session: Build-a-Bot Class I - RPA**

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Partner Briefing – Partners Only

Getting Started

Up and Running

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14:25 **Learning Lab: Key Considerations for Multi-Nationals**

Thijs van der Schroeffer, Project Manager, Global Business Services at AkzoNobel, will share his key insights into what is required when building the foundation of your RPA service and how to deploy bots created in the Netherlands across the world, to China and Brazil.

14:25 **Learning Lab: Lessons Learned**

Join Sandra Cassot, Group Accounting & Performance Manager at ArcelorMittal, as she shares her learnings from the first 9 months of ArcelorMittal's RPA deployment. Perfect for those starting out and looking for potential roadmap to follow.

Learning Lab: Transferring RPA from IT to Business

'Transferring RPA from IT to Business' is not a phrase we often hear. In this Learning Lab, Christian Wolf, Head of Process and Transformation at Germany's Wüstenrot & Württembergische, will share his own experiences of the integration challenge and some critical success factors that can result in a truly aligned organisation.

Learning Lab: The Full Digital Workforce in Action

ING's Jeroen Van Genuchten, Senior Robotic Process Automation Expert, has been on the automation journey for longer than most and is now actively leveraging IQBot, RPA and Bot Insight to deliver a fully-fledged Digital Workforce at the bank. In this session Jeroen shares his intentions for the future and asks for feedback from the audience to fine tune his business plan. This is a truly interactive session designed to solicit audience feedback and supply attendees with a best practice guide for Business professionals.

14:25 **Breakout Session: IQ Bot – Making AI Accessible to Millions Globally**

Breakout Session: Build-A-Bot Class I – RPA

Industry Analyst Briefing – by Invitation

IQ Bot is the fastest growing product line at Automation Anywhere. In this session you will learn how the AI in IQ Bot is empowering business users around the globe to uncover data “hidden” in documents and emails and achieve unprecedented levels of automation.

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15:10

Partner Power Walk and Networking Break

Getting Started

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Catch Us If You Can

16:00

Learning Lab: From POC to Pilot - The Good, the Bad and the Ugly

Join VISA’s Anish Hindocha, Lead Performance Improvement Consultant, and Francois LeBouquin, Performance Improvement Consultant, as they share their learnings and insights from their own deployments across a truly global company. There is a seating limit on this one, so make sure that you download the app and book your seat now.

Learning Lab: RPA - It’s Not all about the Tech

Katherine McNamara, Head of Global Finance Process Excellence at Experian Global Finance Services, and Helen Marginson, Head of Process Automation & Change Implementation at Experian, lead this session to help answer some fundamental questions on how to you take your fellow employees with you on the Digital Workforce journey. Find out how Experian have created a groundswell of support and how you might be able to use some of their learnings in your own organisation.

Learning Lab: RPA from Pilot to Scale – a Game of Snakes and Ladders

Join Pete Guess, RPA Technical Director at AstraZeneca, in a game of snakes and ladders to uncover the critical success factors in getting to scale. This global pharmaceutical company has achieved lifesaving outcomes with their Digital Workforce, can you afford to miss this?

16:00

Learning Lab: The First 60 Days, A Practical Guide

Richard Hunter, MAN Group

16:00

Special Breakout Session: Google & Automation Anywhere

Real World Results: Scaling Automation with Google Cloud. Find out how Automation Anywhere, Google, and Infogain partnered to deliver and scale

Breakout Session: Build-a-Bot Class II – IQ Bot

Train an IQ Bot and discover how to dramatically enhance your RPA with machine learning and AI. We encourage

Breakout Session: Bot Insight

Bot Insight and Mobile App – Real-time insights and secure Bot control anytime, anywhere.

Intelligent Process Automation (IPA) using cloud and AI technologies, resulting not only in greater scope of automation but also address 10x growth in transaction volume.

you to take Build-a-Bot I class before you take Build-a-Bot II.

16:50 **Main Experience: Partner and Customer Showcase**

17:35 **Main Experience: Gary Conway and Phil Fersht, HfS's Global Customer Tour**

18:00 **Cocktail Reception**

THURSDAY, MARCH 21st

6:45 **Registration opens**

7:00 **Breakfast**

8:30 **Breakout Session: Build-A-Bot Class I – RPA**

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8:30 **Platinum Partner Master Class: IBM - Working with BOTs - Key to Future of Work**

The future of work is here. Join IBM in this session to learn more about how this collaboration between humans and

Platinum Partner Master Class: EY - Ignition to Cognition – Accelerating Enterprise wide Intelligent Automation

Ignition to Cognition – Accelerating Enterprise wide Intelligent Automation. Join EY to learn from their multiple implementations and how to avoid the pitfalls.

machines further enhances the strengths of the organisations that embrace it.

Main Experience

9:30 Gary Conway Welcomes You to Day 2

Gary Conway, Chief Marketing Officer of Automation Anywhere, welcomes you as our special guests to Imagine and reruns some of the highlights from Day 1 in our usual sizzle video.

9:35 Ankur Kothari, CRO, Automation Anywhere, Putting the RPA Puzzle Together for Results Today

10:00 Jeff Immelt, Former CEO, General Electric

Jeff Immelt shares key learnings from his 16-year tenure as CEO of the world's biggest company, explaining why the key measurement of business efficiency is productivity.

10:45 Networking Break

11:00 Garry Kasparov – Chess Grand Master

The most famous Grand Master shares his amazing insights into the power of an augmented workforce. Based on the results of his own journey into the potential for humans to be 'better' with the help of technology, Garry Kasparov will share the incredible outcomes from his own experiments thinking alongside computers.

11:30 Main Experience: Making Work Human

Dr. Chris Brauer, Senior Lecturer in IMS and CAST Director at Goldsmiths, University of London, and Clarity Tech Fund Manager, teams with Neeti Mehta, Co-founder and Senior Vice President of Automation Anywhere, to discuss a rededication to the human workforce in the age of bots.

12:00 The Imagine Customer Awards

Gary Conway and Rushabh Parmani present four awards to customers who have exemplary RPA implementations and are seeing the results today.

12:20 Lunch

13:30 Partner Power Walk

Take a walk and visit Automation Anywhere partners to see the enormous value they provide to companies like yours. They are deeply knowledgeable with industry expertise you will not find elsewhere. Make it part of your Imagine experience.

14:15	ONE OFFICE Learning Lab: Finance Masterclass A show and tell demo and the 5 key lessons learned Laura Southam, Robotic Process Automation Manager, and Amy Cowlshaw, Robotic Process Automation Team Leader, from Boots UK will share their own learnings and critical success factors and help those just starting out in building up their Finance RPA service.	BANKING, FINANCIAL SERVICES AND INSURANCE Learning Lab: Our Focus on BFSI Ken Mertz, Sr. Director of Industry Marketing for Financial Services at Automation Anywhere , will share insights on how the challenges faced by the Financial Services industry are being addressed by RPA and cognitive intelligence solutions, along with use case examples. Ken will also discuss critical success factors in implementing RPA based on his personal experience executing POCs from his prior work experience at Bank of America.
14:15	Learning Lab: Workday – Enabling HR Digital Worker Adoption Join Workday’s Job Simon, CTO, Cay Gliebe, SVP Marketing & Product Management at One Source Virtual and Stacey Lee, Director, HR Solutions at Land O’Lakes to get a first-hand experience of what your Digital Workers can do in HR.	
14:15	LIFE SCIENCES & HEALTHCARE Learning Lab: The Digital Workforce in Healthcare Sandra Easton, CFO, Chelsea & Westminster Hospital NHS Foundation Trust , leads this important session. The Digital Workforce in Healthcare session will be led by Sandra Easton, a CFO at the 'coal face' of the healthcare market who is implementing RPA in her back office to deliver increased customer care in the front office. Sandra will be sharing her vision for the potential of RPA to have a profound effect on the future of healthcare, a truly unmissable learning experience.	BIG INDUSTRY Learning Lab: Business Engineering with RPA Anders Krag, Director of Customer Service at Novo Nordisk Engineering , launches the Big Industry stream with an insightful presentation on what really makes RPA work in manufacturing.
14:15	Breakout Session: Build-a-Bot Class II – IQ Bot	Breakout Session: Automation Anywhere Insights - Accelerating RPA Time-to-Value Organization-Wide with Bot Store

Train an IQ Bot and discover how to dramatically enhance your RPA with machine learning and AI. We encourage you to take Build-a-Bot I class before you take Build-a-Bot II.

Max Mancini, EVP Bot Store and Digital Worker Ecosystem and Mukund Srigopal, Head of Marketing, Bot Store, Automation Anywhere.

15:00

ONE OFFICE

BANKING, FINANCIAL SERVICES AND INSURANCE

Learning Lab: Segregation of Duties in the Digital Age

The Digital Workforce journey throws up questions you'd never thought to ask. In this session **Remko Heerings, RPA Business Consultant from Medtronic**, shares his insights into the approach they have taken to address the challenge of Segregation of Duties and poses some questions for the 'one Bot to rule them all' approach.

Panel Discussion: The Digital Workforce in BFSI

Featuring speakers from **Santander, ING, and MAN Group** and moderated **Ken Mertz, Sr. Director of Industry Marketing for Financial Services at Automation Anywhere**, the Digital Workforce in BFSI is a session led by a panel of our customer industry experts, selected specifically for their unique experience and insight into industry challenges and opportunities. This is another interactive discussion aimed at addressing some of the most common issues faced by the Financial Services industry. If you're in the market, you don't want to miss this one.

15:00

Learning Lab: Building Your SAP Journal Entries Bot

Training your bots to interact with even one SAP instance is a critical component for a lot of large organisations and understanding the 'do's and don'ts' earlier on in the journey is priceless. **Mia Szymnau, Accounting Manager at Finance Innovation from Teva**, will be offering attendees an outside in view of how to get this right on day 1. This is a truly interactive session designed to solicit audience feedback and supply attendees with a best practice guide for IT and Business professionals alike.

15:00

LIFE SCIENCES & HEALTHCARE

BIG INDUSTRY

Panel Discussion: The Digital Workforce in Life Sciences & Healthcare

Industry Panel featuring **NHS, AstraZeneca, GSK, Novartis and Teva Pharmaceuticals**, and moderated by **Catherine Calarco, Sr. Director of Industry Marketing for Life Sciences at Automation Anywhere**. In one of the world's most regulated industries, RPA is already having unprecedented impact in the way pharmaceuticals are being brought to market and patient needs are being met. Join our industry panel of experts to

Panel Discussion: The Digital Workforce in Industrial Organisations

Industry panel featuring **Bosch, Novo Nordisk, and AkzoNobel**—hosted by our own RPA Evangelist **James Denning**—will explore the potential for the Digital Workforce in industrial organisations.

discover how they are using RPA to speed up processes in a sector where every minute counts.

15:00

Breakout Session: Build-a-Bot Class II – IQ Bot

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Breakout Session: IT-Acclaimed Architecture with Unparalleled Security

Automation Anywhere has been out investing its competitors in R&D. In this session you will get a peek into the architecture of the industry’s most sophisticated AI-powered intelligent RPA platform.

15:45

Imagine Wrap and Group Photo Shoot