

Second Annual



INTELLIGENT AUTOMATION NORDICS: RPA & AI SUMMIT

23rd – 25th April 2018

Radisson Blu Scandinavia Hotel,
Copenhagen, Denmark

Realising the business benefits of robotic and cognitive technologies

50+ Industry speakers

30+ Discussion sessions

15+ Industry case studies

0 Sales pitches

THE 2018 EXPERT SPEAKERS INCLUDE:



Timo Laine,
Chief Information
Officer – CRM, **SOK
Corporation**



Janne Viskari,
Director General,
**Population
Register Centre**



Fredrik Frimodig,
Group Chief
Information Officer,
Dometic Group



Jenny Dahlström,
Senior Vice
President,
Handelsbanken



Mattias Fräs,
Head of AI Strategy
and Innovation,
Nordea Bank



Anders Munck,
Head of Corporate
IT,
Carlsberg Group



Valdemar Warburg,
VP, Head of
Transformation,
Brand and Analytics,
DFDS



Vesa Hagström,
Chief Digital Officer,
Migri

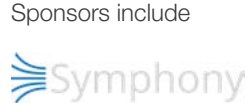


Jacob Honoré,
Head of RPA,
**City of
Copenhagen**



Stein P Aannerud,
Head of RPA,
Statoil

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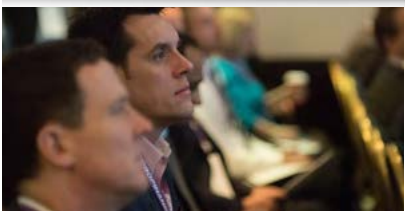
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02 BEST PRACTICE IN THE NORDICS

What are our expert speakers' top tips on best practice RPA and Intelligent Automation?

Across the Nordics, organisations are **ramping up robotic process automation** and looking to leverage it beyond the breakeven point, creating **tangible returns**.

With this new technology comes a complex set of questions and no guidebook for success. How can you scale up your RPA to create greater business benefits? Which processes will bring you the greatest returns? How can you set up a robust system that the entire business can trust?

At the Intelligent Automation Nordic Summit, you will find out what constitutes best practice, taking on the lessons learned from 60+ industry thought leaders.

Looking to the future, global revenues from cognitive systems are predicted to surge past \$47 billion in 2020*. How can your company combine robotics with AI to remain competitive through this new digital evolution? In our cognitive systems stream, you will benefit from expert analysis of how to leverage AI to take automation to the next level.

At Intelligent Automation Nordics you will arm yourself with the knowledge to achieve greater productivity, quality, customer experience and cost savings. You will make the contacts you need to support you along your RPA and AI journey.



“Start small and work with agile sprints with cross-functional teams. Build a vision and story line and create the excitement in the organisation.”

Nabeel Babree, Head of Business Process Excellence, **Telenor**

“Data quality is everything. Pilot, experience and learn from experiments. Remember the leadership and organisational aspects as part of RPA and AI.”

Vesa Hagström, Chief Digital Officer, **Migri**

“Create a Center of Excellence for Automation. Use experts in the beginning to build the organisation’s competence. The governance process for automation is really important.”

Jenny Dahlström, Senior Vice President, Deputy Head of Business Support & Development, **Handelsbanken**

“Look into several different areas: Smart CPS and Industry 4.0, task analysis for robotic processes, business intelligence and cognitive computation.”

Dr Anne Håkansson, AI Researcher, Network Leader for Future Smart Society, **KTH**

“Have a clearly defined scope, know your target audience (users) and keep things simple.”

Julia Aymonier, Chief Information Officer, **Ecole hôtelière de Lausanne**

* <https://www.idc.com/getdoc.jsp?containerId=prUS41878616>

03 YOUR 2018 ADVISORY BOARD



Susanne Skaarup, Department Manager Process Automation, Danske Bank

Susanne has been working in Danske Bank for the last 26 years. She now heads up the bank's Robotics Centre of Excellence, supporting the automation of customer journeys across Danske Bank. Testing and applying new advanced robotics technology are a key part of her work.



Peter Loof Helth, Head of the Robotics Excellence Centre, Ørsted

Peter is responsible for driving the strategic development and implementation of robotics at Ørsted. After spending more than 15 years in the Energy industry he has a deep insight into the fundamental change it is undergoing and the drive to identify opportunities and change things for the better through new methods. Peter has delivered excellent results with transfer pricing, real option valuation and in a successful Gas Release Swap Auction concept.



Jakub Wozniak, Head of Process Automation, A.P. Moller – Maersk

Jakub has been with Maersk since 2006, in various roles including General Manager of Release Process Design. He is now responsible for leading the process automation programme throughout the company.



Eva Liljegren, Chief Consultant, Process Development, Danica Pension

Eva has 20 years in optimising business processes as a project manager/analyst. She specialises in sitting between the business and IT to increase the value from IT investments. Since 2015 she has been the Project Manager for the Danica Robotics implementation and her background includes Dong Energy and 3.



Alexander Hübel, Director Digital Transformation, Ericsson

Alexander is responsible for cross company Digital Strategy. His main focus is on Intelligent Operations including automation and cognitive/AI strategy and execution. He has a background in management consulting, with a focus on corporate transformation, outsourcing, offshoring, M&A and shared services.



Mattias Fräs, Head of AI Strategy and Innovation, Nordea Bank

Mattias is leading the developments in robotics process automation, virtual assistants and AI within the Nordea Group. His background is in management consultancy with a focus on CEO/CFO challenges such as operational strategy and efficiency, operating model changes and change management.



Nabeel Babree, Head of Business Process Excellence, Telenor

Nabeel has been heading up Business Process Excellence in Telenor Global Shared Services based in Norway for four years and has been with Telenor for more than 10 years. For the past year he has been leading the Robotics Initiative at Telenor where he has done several successful pilots in the Finance and Accounting, Master Data Management, HR and back-office customer support processes.



Stine Høiberg Rasmussen, Senior Consultant, Infrastructure and Business Innovation, Nykredit

Stine has 10+ years of experience from the Financial Services industry. She has been the Lead for Nykredit's PoC, Pilot and Scaling of Robotics in Nykredit since Q2 2016. Her professional focus is to build bridges between business needs and new technological opportunities in the financial services industry in order to do things smarter.



Juha Viikki, Head of Quality, Processes and Automation, DNA

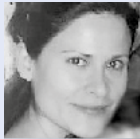
Juha has over 27 years of experience in various IT positions mainly in the Telecommunications industry. From year 2000 onwards he has been at DNA Plc, one of the leading Finnish telecommunications groups. His areas of interest include enterprise architecture, software quality assurance, business process management and robotics as digital change enablers.

04 YOUR 50+ INDUSTRY EXPERT SPEAKERS

BANKING, FINANCIAL SERVICES AND INSURANCE



Jenny Dahlström,
SVP, Deputy Head of Business
Support and Development,
Handelsbanken



Lisa Paulsson,
Chief of Digital Services,
Marginalen Bank



Tore Skeide,
Senior Vice President,
Pension Services,
KLP



Morten Andersson,
Head of Risk, Analysis and
Processes,
PFA Pension



Mattias Fräs,
Head of AI Strategy and
Innovation,
Nordea Bank



Susanne Skaarup,
Department Manager
Process Automation,
Danske Bank



Einar Michaelsen,
Nordic Automation Manager,
Santander Consumer Bank



Eva Liljegren,
Chief Consultant,
Process Development,
Danica Pension



Asko Mustonen,
Head of Robotics,
If P&C Insurance



Stine Høiberg Rasmussen,
Senior Consultant, Infrastructure
and Business Innovation,
Nykredit





















"I got insight in the RPA status and great inspiration for new approaches and market needs"

Partner, **Deloitte**













05 YOUR 50+ INDUSTRY EXPERT SPEAKERS



















PUBLIC SECTOR

 <p>Janne Viskari, Director General, Population Register Centre, Finland</p> 	 <p>Adam Grønlykke Møllerup, Head of Direct Payments, The Danish Ministry of Environment and Food</p> 	 <p>Anna Eriksson, Chief Information Officer, Lantmäteriet</p> 
 <p>Simon Wang Thellesen, Head of RPA Centre of Excellence, SKAT, The Danish Ministry of Taxation</p> 	 <p>Vesa Hagström, Chief Digital Officer, Migri</p> 	 <p>Juha Koljonen, ICT Director, Finnish Government Shared Services Centre for Finance and HR</p> 
 <p>Mikkel Folmø, Head of Analytics, City of Copenhagen</p> 	 <p>Sami Aherva, Director, Stara Logistics, City of Helsinki</p> 	 <p>Laurits Søgaard Nielsen, Head of Machine Learning Centre of Excellence, SKAT, The Danish Ministry of Taxation</p> 

ENERGY AND MARITIME






















 <p>Jakub Wozniak, Head of Process Automation, A.P. Moller – Maersk</p> 	 <p>Amer Mohammed, Head of Digital Innovation, Stena Line</p> 	 <p>Stein P Aannerud, Head of RPA, Statoil</p> 
 <p>Peter Loof Helth, Head of the Robotics Excellence Centre, Ørsted</p> 	 <p>Henrik Göthberg, Director Group Financial Systems, Vattenfall</p> 	

MANUFACTURING AND HEALTHCARE









 <p>Anders Munck, Head of Corporate IT, Carlsberg Group</p> 	 <p>Fredrik Frimodig, Group Chief Information Officer, Dometic Group</p> 	 <p>Soren H. Ruskjaer, Director, Digital Process Automation, Novozymes</p> 
 <p>Jon Eklöf, Director Innovation and Digital Transformation, GKN Aerospace</p> 	 <p>Frida Hanson, Project Lead Automation, Essity</p> 	 <p>Claus Buus Søgaard, Senior Project Manager, Arla Foods</p> 
 <p>Alexander Hübel, Director Digital Transformation, Ericsson</p> 	 <p>Tony Richard Christensen, Senior Manager, Project & RPA, Danish Crown</p> 	 <p>Marianne Horsager, Manager, Robotics Excellence, Grundfos</p> 

06 YOUR 50+ INDUSTRY EXPERT SPEAKERS

RETAIL, SERVICES AND OTHERS

 <p>Dr Timo Laine, Chief Information Officer – CRM, SOK Corporation</p> 	 <p>Tove Hejbøl Lindquist, Process Excellence Director, Copenhagen Airport</p> 	 <p>Nabeel Babree, Head of Business Process Excellence, Telenor</p> 
 <p>Anders Kristensen, Senior Manager, Group Process Excellence, Dansk Supermarked Group</p> 	 <p>Fredrik Sandqvist, VP Head of Innovation and Service Excellence, Coor Service Management</p> 	 <p>Dr Anne Håkansson, AI Researcher and Network Leader for Future Smart Society, KTH</p> 
 <p>Henrik Olsen, Head of Business Architecture, DSV</p> 	 <p>Allan Pedersen, Business Change Manager, DSV</p> 	 <p>Marlene Franke Mozer, Director of Reporting, Controlling and BCM, DSV</p> 
 <p>Per Arne Nilsen, Head of Robotics, Business Transformation, Telia</p> 	 <p>Janne Veng, Head of Performance Automation, PostNord</p> 	

THE EXPERTS

 <p>Jake Howard, Director, Sales & Business Development, UK & EMEA, Softomotive</p> 	 <p>Rory Gray, Vice President Sales , UK/IRE/Nordics, UiPath</p> 	 <p>Darius Heisig, General Manager EMEA, Kryon Systems</p> 
		 <p>Michael Friis, Vice President, Head of Nordics, EPAM</p> 



07 AGENDA AT A GLANCE

SUMMIT DAY 1: TUESDAY 24 APRIL 2018				SUMMIT DAY 2: WEDNESDAY 25 APRIL 2018			
AM	Keynotes			Keynotes			
	RPA Speed Swap						
	Morning refreshments and Tech Spotlights in the exhibition area						
	Streams: tailor your programme to support your business objectives			Streams: tailor your programme to support your business objectives			
	Getting started with RPA: The business case and the journey	Advanced RPA: Scaling up to realise the full business value	AI: Moving from RPA to cognitive systems	Getting started with RPA: The business case and technology options	Advanced RPA: Best practice processes and governance	AI: Combining AI with RPA to leverage the full business benefit	
Lunch and debate RPA and AI futures: what innovations are possible and how will they affect the business landscape?			Lunch and AI Dragon's Den				
PM	Interactive Discussion Groups (IDGs) choose 3 from your stream (or choose to swap rooms!)			Interactive Discussion Groups (IDGs) choose 2 from your stream (or choose to swap rooms!)			
	Getting started with RPA	Advanced RPA	Artificial intelligence	Getting started with RPA	Advanced RPA	Artificial intelligence	
	Power Insight Session			Power Insight Session			
	Afternoon refreshments						
	Getting started with RPA: Technology options	Advanced RPA: Scaling up to realise the full business value	AI: Moving from RPA to cognitive systems	Plenary panel			
	Keynote						
	Knowledge capture						
Drinks Reception on 25th Floor			End of summit				
Summit dinner							

08 EXCEPTIONAL BENCHMARKING EXPERIENCES

Case conversations

The perfect blend of practice and perspective. You will hear focused case studies followed by an opportunity to discuss and evaluate different approaches to the common challenges with a room full of delegates within your Stream. Prepare yourself to walk away with better rounded knowledge on each topic.



Interactive Discussion Groups (IDGs)

Benefit from your fellow delegates' lessons learnt in these relaxed, interactive sessions. Choose from a range of hot topics relevant to you, whether you're just getting started with an RPA pilot or combining your bots with AI and go into depth on each issue with the guidance of an expert facilitator.



Collaborative discussions

A more relaxed approach to the traditional panel discussion, allowing for greater delegate participation throughout the session so you get exposure to more approaches, more tips and more strategic roadmaps for robotics and AI.



Panel discussions

A briefing from a small group of subject experts followed by a question and answer session open to all delegates.



Knowledge capture

A chance for you to capture the key takeaways from all of the day's plenary sessions, facilitated by the chair.



Message board

Add your key takeaways to the virtual message board for your stream and see what your peers have written too, contributing to our Nordic RPA and AI Summit Playbook.



09 WORKSHOPS: MONDAY 23RD APRIL 2018

Workshop leaders include:  Symphony

RPA MASTER CLASSES

9:00 WORKSHOP A

How to rapidly scale up RPA to enhance the benefits across your organisation

Which standard processes are top companies using for the implementation and scaling up of RPA across complex international operations?

Your master class leaders will walk you through the 'how to' on a practical level, considering issues such as:

- Creating a modular approach to robotic deployment that can be used on each project, rather than starting from scratch each time
- How to reuse objects effectively to speed up the process
- Best practice communication and cooperation with a new department
- Approaches to estimating and setting out a realistic timeline for process change
- Finding bottlenecks and identifying best practices to align the work of your developers and analysts

Workshop hosted by **Symphony**



RPA CRASH COURSE

9:00 WORKSHOP B

How to get started with RPA

This introduction will give you an overview of how to begin your RPA journey, giving you the chance to ask your most pressing questions throughout the workshop.

You will walk away with the answers to the key questions of RPA set-up, including:

- How do you start?
- What requirements do we need to set it up? What is the minimum effort?
- What are the costs associated with RPA?
- Which vendors to approach
- What do you need?
- How can you start quickly? Should you get help from a service provider?

Workshop leaders include:

Stine Høiberg Rasmussen, Senior Consultant, Infrastructure and Business Innovation, Nykredit

11:00 Morning refreshments



10 WORKSHOPS: MONDAY 23RD APRIL 2018

RPA MASTER CLASSES

11:30 WORKSHOP C

How to prevent robots from crashing: RPA system maintenance at scale

It's the fear that keeps RPA leaders up at night: the robots crashing, just when you were starting to build up employee trust. It starts with a system upgrade buried deep within the silos of a vast organisation.

In this pragmatic master class, you will be taken through best practice approaches to reducing the risk of robotic system failure, including an evaluation of the suitability of following methods:

- Using a monitoring system to detect upgrades throughout the business: how effective is this approach and what technology options are available?
- Processes and governance models to make the business responsible for warning the robotics team of an upcoming system upgrade
- The human side: building relationships throughout remote parts of the business to encourage effective communication on system changes
- Ensuring your approach is sustainable in light of staff turnover and new deployments throughout the business
- Building a contingency plan to protect the business in the case of catastrophic system failure

Per Arne Nilsen, Head of Robotics, Business Transformation, **Telia**

13:30 Lunch

14:30 WORKSHOP E

Managing your pipeline: identifying and prioritising processes for robotic automation

You will gain a toolkit for seeking out inefficient processes that can be improved by robotic automation, using limited analytical resources.

Among the major topics to be covered at the master class are:

- Detecting low hanging fruit throughout a large, complex business: what are the technology-based solutions to this challenge and how can you exploit them in your business? Which other approaches are working for Robotics teams?
- Determining whether RPA is the right fix for a process when there is insufficient process documentation to work with
- How to decide whether to automate a process 'as is' or improve the process first
- Prioritising RPA initiatives across the business as internal demand for RPA starts to outweigh your resources
- Managing the iterative process of consulting the business on what can be automated and what work needs to be done in order to enable the automation

Darius Heisig, General Manager EMEA, **Kryon Systems**



16:30 Close of workshops

RPA CRASH COURSE

11:30 WORKSHOP D

Running a successful RPA piloting programme

A practical overview of the main considerations you will need to work through during your RPA piloting phase. The main topics we will work through include:

- How to efficiently analyse processes across your organisation to identify a pipeline of potential candidates for automation
- Examples from different industries: which pilots have laid the most solid foundations for an RPA rollout?
- The business side: which projects will help to create the greatest internal confidence in robotics, in the areas where cooperation will be needed the most?
- What frameworks can you use for setting realistic goals and timeframes for a pilot project?
- Technology selection for a pilot: differentiating between the vendors and assessing subscription and licencing options to minimise financial risk
- Bringing the relevant department on board with the project, gaining trust from the leadership and employees
- Approaches to mapping and redesigning processes for an RPA pilot, especially in cases where you have very little documentation
- Delineation of roles for the pilot: IT, the business, the vendor and other external service providers

14:30 WORKSHOP F

Creating and maintaining a culture of ownership in your RPA team

Learn from Danica's experiences of setting up and running a successful robotics function across the organisation in this practical workshop. You will hear about how it works from the strategy down to the operational level and discuss which approaches will be most suited to your organisation.

Our main discussion points include:

- In RPA, everyone should be a part of DevOps
- Leveraging existing capabilities within the organisation: one size does not fit all
- Refactoring is never optional! Make it work, make it beautiful and make it work again

Workshop leaders include:

Eva Liljegen, Chief Consultant, Process Development, **Danica Pension**

11 SUMMIT DAY ONE: TUESDAY 24TH APRIL 2018

8:30 **Registration and refreshments**

8:50 **Chair's opening remarks**

Eva Liljegren, Chief Consultant, Process Development, **Danica Pension**

9:00 **EXECUTIVE STRATEGY PANEL**

How organisations are leveraging RPA and AI to ensure they remain competitive in the long term

- Where does the true business value lie? Are industries focusing on cost savings or are we looking to RPA to underpin growth?
- How do intelligent automation and other cognitive systems fit into the digital agenda?
- What return should business leaders expect from robotics deployment and in what timeframe?
- Building a strategic roadmap versus taking an exploratory, agile approach to RPA and AI: what benefits are organisations seeing from each approach?

Speakers include:

Fredrik Frimodig, Group Chief Information Officer, **Dometic Group**

Janne Viskari, Director General, **Population Register Centre, Finland**

Anna Eriksson, Chief Information Officer, **The National Land Survey, Sweden**

Jenny Dahlström, Senior Vice President, Deputy Head of Business Support and Development, **Handelsbanken**

Panel hosted by: **Rory Gray**, Vice President Sales, UK/IRE/Nordics, **UiPath**

9:30 **RPA speed swap**

Make new contacts and gain new insights, all in 10 minutes! Share one top tip and one key challenge on your RPA journey with your peers from other companies in the Nordics. Delegates will be allocated a random 'speed swap' group on registration, and will join their group for this fun networking exercise to ensure they meet new faces.

9:40 **BIG IDEA KEYNOTE**

Robotics and AI: where is it going in the future and what should you add to your roadmap?

- Could the automation potential for non-cognitive robotics go way beyond highly repetitive processes? What benefits will businesses be seeing from these systems in 5 years' time?
- What's coming next with connectivity and the customer experience, and how will it influence RPA and cognitive technology development?
- When will we see true disruption from robotics? Will the robots realistically take 40 – 80% of jobs as reported in the media?

10:10 **CASE STUDY**

Industrialisation of RPA combined with BPM: the lessons learnt and the business benefits

- How to leverage available and new digital capabilities improving the customer experience, enhancing efficiency and reducing costs
- How BPM and robotics in combination supports the change initiatives across Danske Bank
- Which applications of the combined system have we tried and what business benefits are we seeing from them?
- Our robotics journey ahead

Susanne Skaarup, Department Manager Process Automation, **Danske Bank**

10:20 **Morning refreshments and Tech Demo #1 in the exhibition area**

12 SUMMIT DAY ONE: TUESDAY 24TH APRIL 2018

Getting started with RPA: The business case and the journey

Chair: **Jakub Wozniak**, Head of Process Automation, A.P. Moller - Maersk

10:50 COLLABORATIVE DISCUSSION Determining what RPA can realistically do for your business

- Assessing the greatest inefficiencies in your operations: is RPA the best solution to your problems?
- Considering your competitive landscape: what are the risks of falling behind if you do not invest in a robotic system?
- Assessing your potential for low hanging fruit and scope for long term improvement through RPA-driven digital transformation
- Where should RPA fit into your digital agenda, to support the strategic objectives of the business?

Marianne Horsager, Manager, Robotics Excellence, Grundfos

Anna Lagerhed, Project Manager RPA, Skanska

11:20 Opportunity to change streams

11:25 PEER PERSPECTIVES RPA journey: practical advice for starting up quickly

- Having a roadmap versus starting by doing: what has worked well and what are the pitfalls of these approaches?
- Practical advice on the initial governance issues to solve: setting up robot user profiles, operational responsibilities and capacity planning
- What capabilities and support will you need from the business, to get you started? Will you need an external consultant to achieve your goals?
- Which use cases resulted in the greatest benefits in our organisation and which activities were fruitless?

Stein P Aannerud, Head of RPA, Statoil

Advanced RPA: Scaling up to realise the full business value

Chair: **Susanne Skaarup**, Department Manager Process Automation, Danske Bank

10:50 CASE STUDY Finding the right supplier for your RPA software

- The selection process and the differences we found between the major vendors
- Subscription and licensing options: ways to get started without too much economic risk
- Assessing your upfront and on-going infrastructure and support requirements with each vendor
- How to determine if a solution is scalable and suitable for the requirements of your business

Henrik Olsen, Head of Business Architecture, DSV

Allan Pedersen, Business Change Manager, DSV

Marlene Franke Mozer, Director of Reporting, Controlling and BCM, DSV

11:25 PEER PERSPECTIVES Economic management of large-scale RPA maintenance

- How much effort are companies dedicating to maintain and to upgrade the robotic technology?
- Different approaches to keeping track of system updates across complex undocumented infrastructure to prevent the robots from crashing
- Best practice incident handling, from the technical and internal communications perspectives

Eva Liljegren, Chief Consultant, Process Development, Danica Pension

AI: Moving from RPA to cognitive systems

Chair: **Henrik Göthberg**, Director Group Financial Systems, Vattenfall

10:50 PANEL The AI business case: the benefits versus the risks of moving to cognitive systems

- What level of automation is possible with intelligent systems?
- What value and insights can you unlock from your unstructured data? What business benefit can be drawn from it?
- Key risk factors involved in adopting cognitive technologies before they reach a state of maturity
- Developing and retaining AI talent to avoid risking future reliance on support from outside Scandinavia

Mikkel Folmø, Head of Analytics, City of Copenhagen

Jon Eklöf, Director Innovation and Digital Transformation, GKN Aerospace

Amer Mohammed, Head of Digital Innovation, Stena Line

- ### 11:25 PEER PERSPECTIVES
- Creating reliable virtual assistants that enhance the customer experience
- The use case and business strategy behind our chatbot projects and the benefits we were looking to achieve
 - Determining the best development framework for a chatbot: developing your own versus using a vendor's product
 - The differentiation between vendor offerings and the options available for the Nordic languages
 - Approaching the customer communication side of chatbot implementation: different options for different use cases
 - Process reimagining to improve the customer experience through the rollout of the combined RPA and chatbot tools
 - How the chatbots are performing against targets and future plans for their development and use
- Asko Mustonen**, Head of Robotics, If P&C Insurance

Message board

Add your key takeaways to the virtual message board for your stream, to contribute to our **Nordic RPA and AI Summit Playbook**.

12:00 Lunch

13 SUMMIT DAY ONE: TUESDAY 24TH APRIL 2018

13:15 INTERACTIVE DISCUSSION GROUPS (IDGS)

Select your top three topics from the list on the next page. When you join your selected group, you will experience a lively discussion among your peers, sitting around a round table, exploring the possibilities and practicalities within your chosen subject. Your conversations will be guided by an RPA industry leader who will challenge the group to think differently, sharing their experiences and facilitating discussion among participants.

GETTING STARTED WITH RPA:

A. Pilot project lessons learnt: the dos and the don'ts of the experimental phase

- Selecting the right process for a pilot: what your peers have done and what they would do differently
- Using this phase for trialing different RPA tools and external partners, and best practice in investigating and testing a new system
- Resourcing the pilot and ways of working with the business to win long term support for RPA

Stine Høiberg Rasmussen, Senior Consultant, Infrastructure and Business Innovation, **Nykredit**

Michael Friis, Vice President, Head of Nordics, **EPAM**

B. How to layer RPA on top of ERP, BPM and other business systems

- Taking advantage of RPA's abilities to connect legacy systems with new applications
- Making the setup work for your company: key considerations
- Why you can't just use objects 'off the shelf' and what work is involved in the systems integration
- Managing the processes and system access issues

Tony Richard Christensen, Senior Manager, Project & RPA, **Danish Crown**

C. Mid-sized firms: driving value out of RPA with a lower volume of transactions

- In which areas of the business are medium sized firms driving the most value out of RPA?
- Improving RPA rollout efficiency in the face of a lack of process documentation
- What kind of time frame is realistic for mid-sized companies to reach the break-even point with robotics?

Senior Representative, **Danish Crown**

ADVANCED RPA:

D. Scaling up RPA: industry experiences of the decentralised and Centre of Excellence models

- What benefits are companies seeing from these different models?
- What mandates and capabilities are required in order for these structures to function efficiently?
- How can companies scale up and expand each of these models?
- What is the role of external partners in the structure? Is anyone fully outsourcing the RPA function and what results are they seeing from this arrangement?

Frida Hanson, Project Lead Automation, **Essity**

E. Cyber security for RPA systems: measures you need in place to prevent infiltration

- How to build an effective network and safety nets around an RPA system to contain a virus
- Examining the security implications of installing RPA system updates: what checks need to be done before accepting them?
- How to approach cyber security in cloud based RPA systems
- Balancing security measures against the risks of left being behind on new technologies and updates that could protect your system

Jake Howard, Director, Sales & Business Development, UK & EMEA, **Softomotive**

F. Applying RPA to judgement-driven business control actions: value adding through RPA in these activities

- What are the outer limits of this technology in terms of intelligent decision making?
- How to minimise risk when rolling out RPA into areas that require judgement rather than following simple rules
- Do we need additional tools to do this?

Emin Tarık Baki, Business Analyst in Robotics Process Automation, **NN Group**

Sami Aherva, Director, Stara Logistics, **City of Helsinki**

G. RPA pipeline: efficient methods for prioritising initiatives

- What processes are your peers using to identify the most valuable RPA projects within a large business?
- Assessing the business benefits when a project goal falls outside of FTE reduction?
- Taking a strategic view of project prioritisation: which initiatives will help to underpin your company's future direction?
- Future outlook: where to look for the most profitable new RPA projects throughout the business?

Adam Grønlykke Møllerup, Head of Direct Payments, **The Danish Ministry of Environment and Food**

ARTIFICIAL INTELLIGENCE:

H. Combining virtual assistants with RPA: overcoming the challenges

- How to link the back-office robot to chatbot conversations? Do you need a logged-in version of the chatbot to do this?
- Creating a roadmap for RPA and chatbot processes that are linked together
- Overcoming other complicating factors involved in combining these systems, such as data privacy legislation

Einar Michaelsen, Nordic Automation Manager, **Santander Consumer Bank**

I. Data requirements and preparation to underpin a successful AI deployment

- What data science/analytics capabilities are required to deploy artificial intelligence solutions?
- How much data do you need to implement machine learning and predictive capabilities?
- Preparing your data for intelligent automation and machine learning programmes

Dr Anne Håkansson, AI Researcher and Network Leader for Future Smart Society, **KTH, The Royal Institute of Technology**

J. Applying Natural language processing (NLP) technologies to improve your business

- What data could be unlocked by NLP within your organisation?
- What insights could you expect to draw from it?
- Enhancing RPA with NLP capabilities: where to start
- Adding predictive capabilities to NLP and RPA for cost savings in the customer service area

K. Approaches to addressing the RPA and AI skills shortage

- What competencies do you need to achieve the goals on your roadmap?
- RPA and AI competency and experience: how to tap into the talent pool
- How to make different people work together, from process analysts to software developers and data scientists
- Outsourcing robotics and AI or hiring in an external partner: will these approaches solve your problems?

L. Using artificial intelligence to improve production quality

- What business benefits can be achieved in the production area, with currently available AI technologies?
- Use case example: the strategic roadmap and business outcomes of Carlsberg's Beer Fingerprinting project
- Setting up the internal capabilities, external stakeholders and a realistic budget for similar projects

Anders Munck, Head of Corporate IT, **Carlsberg Group**

14 SUMMIT DAY ONE: TUESDAY 24TH APRIL 2018

15:15 Power Insight Session

Don't miss this engaging session where top vendors have five minutes each to share their new upcoming features and capabilities, using the most imaginative means possible: video, audio technology demonstrations, robots and audience participation as props!

15:35 Afternoon refreshments

Getting started with RPA: Technology options

Chair: **Jakub Wozniak**, Head of Process Automation, **A.P. Moller - Maersk**

16:00 CASE STUDY

Running a successful RPA piloting programme at Electrolux

- How to efficiently analyse processes across your organisation to identify a pipeline of potential candidates for automation
- What frameworks can you use for setting realistic goals and timeframes for a pilot project?
- Approaches to mapping and redesigning processes for an RPA pilot

Olga Szlachta, Project & Change Manager (RPA), **Electrolux**

16:30 Track closed

Advanced RPA:

Scaling up to realise the full business value

Chair: **Susanne Skaarup**, Department Manager Process Automation, **Danske Bank**

16:00 PEER PERSPECTIVES

Infrastructure to successfully virtualise the workforce at scale

- The best strategies for utilising robots across a large-scale deployment, to minimise licensing costs
- Requirements for upgrading underlying RPA infrastructure
- Common pitfalls companies have faced when scaling up RPA
- Positioning RPA within the enterprise architecture: handling the IT and management issues

Jacob Honoré, Head of RPA, **City of Copenhagen**

16:30 CASE CONVERSATIONS

The robots are coming! How to succeed in RPA change management

- Setting up change management for an RPA rollout: should it be managed centrally or locally?
- How is RPA changing the work within organisations and the people aspects you should take into consideration when starting a programme
- Successful approaches for building trust and cooperation with stakeholders from different parts of the business
- Communicating your success stories across an international organisation with different departments and processes to win ongoing support

Janne Veng, Head of Performance Automation, **PostNord**

Tove Hejbøl Lindquist, Process Excellence Director, **Copenhagen Airport**

AI:

Moving from RPA to cognitive systems

Chair: **Henrik Göthberg**, Director Group Financial Systems, **Vattenfall**

16:00 THOUGHT LEADER Q&A

It all starts here: AI research to inspire your next digital transformation

- You will be walked through exciting new technologies and discuss the potential business benefits, including:
- The differences between machine learning, neural networks and deep learning, and how they are being applied by businesses around the world
- Predictive programming: how Hollywood is using it and the wider business potential for this technology
- What's new in augmented and virtual reality and how businesses can tap into it
- Future technologies: washing machines communicating with microchips in your clothing, and other tech that will change business and society – how will your company adapt?

Dr Anne Håkansson, AI Researcher and Network Leader for Future Smart Society, KTH, **The Royal Institute of Technology**

16:30 CASE STUDY

Smart data analytics to improve processes and increase revenue

- Which analytical tools and methods we have used to improve processes and how they have been leveraged to improve processes
- How have we combined predictive analytics with robotics to improve the customer experience
- Internal use cases we have found for unlocking unstructured data to improve business performance
- Overcoming the data challenges to underpin advanced analytics

Lars Holmquist, Head of Smart Data, **DFDS**

Message board

Add your key takeaways to the virtual message board for your stream, to contribute to our **Nordic RPA and AI Summit Playbook**.

17:00 **KEYNOTE**

Automation at Ericsson – high ambitions and a bumpy road

- Overcoming the challenges of combining people and robots in a digital workforce
- Ensuring transformation and benefit realisation in a major RPA implementation
- Innovating with AI as a user interface and other future plans for digital transformation at Ericsson

Alexander Hübel, Director Digital Transformation, **Ericsson**

17:30 **KNOWLEDGE CAPTURE**

Your biggest takeaways from today's keynote sessions

Facilitated by **Eva Liljegren**, Chief Consultant, Process Development, **Danica Pension**

17:40 **Nordic RPA and AI drinks reception**

Intelligent Automation Nordics Networking Drinks

Enjoy a relaxing beer or wine as you join the rest of the speakers and delegates on the 25th floor of the Radisson Blu Scandinavia. Breathtaking views and great company will be the perfect end to a busy day one, leaving you refreshed for the final day of the summit!



15 SUMMIT DAY TWO: WEDNESDAY 25TH APRIL 2018

9:00 **Chair's welcome back**

Alexander Hübel, Director Digital Transformation, **Ericsson**

9:10 **KEYNOTE; RPA and AI in the public sector: the Migri experience**

- The strategic objectives of the service bots project and other intelligent systems at Migri
- How the bots are performing against targets and expectations
- Lessons learnt from combining RPA with AI systems
- The future of public sector organisations and how robotics and artificial intelligence fits into this picture

Vesa Hagström, Chief Digital Officer, **Migri**

9:40 **KEYNOTE; Implementing a virtual assistant and combining it with RPA for an enhanced customer experience**

- The strategic objectives behind the virtual assistant project
- Lessons learned from the implementation
- The customer uptake and results we are seeing so far, and future plans

Julia Aymonier, Chief Information Officer, **Ecole hôtelière de Lausanne**

9:40 **CASE STUDY; RPA journey: moving from proof of concept to industrialised robotics**

- The context, strategy and objectives of the RPA program
- Our approach to ramping up robotics across the business and identifying the right processes to automate
- How the robots have performed against targets at this stage of the journey and what is coming next

Session hosted by Automation Anywhere and **Einar Michaelsen**, Nordic Automation Manager, **Santander Consumer Bank**

10:30 Morning refreshments and Tech Spotlight #2

Getting started with RPA:

The business case and technology options

Chair: Jakub Wozniak, Head of Process Automation, **A.P. Moller - Maersk**

11:15 **PEER PERSPECTIVES**

Lessons learnt from the piloting phase

- Selecting the right pilot projects: what considerations should you take on board so this can create a basis for your future programme?
- Do you need to improve and align your business processes before you automate?
- Approaches to creating a proof of concept in preparation for an operational rollout
- How to handle key tasks and appoint new work before the set-up of a formal RPA team

Anders Kongaa Kristensen, Senior Manager, Group Process Excellence, **Dansk Supermarked Group**

Jakub Wozniak, Head of Process Automation, **A.P. Moller - Maersk**

Advanced RPA:

Best practice processes and governance

11:15 **PANEL**

Governance structures for scaling up RPA

- Segmentation of roles and responsibilities: who drives the initiatives? What roles should IT and the business play and why?
- Covering the costs: creating an effective internal funding model for cross-departmental robots
- Digital employees: setting them up within the organisation and enabling them to do as much as possible 24/7
- Strategies for getting people from across the business to take responsibility for managing their departments robots
- Protecting the system from uncontrolled modifications and employee fraud: what controls and audit trails do you need in place to manage these risks?

Morten Andersson, Head of Risk, Analysis and Processes, **PFA Pension**

Marko M. Honkanen, Head of Global Process Management and Enterprise Architecture, **Outokumpu**

AI:

Combining AI with RPA to leverage the full business benefit

Chair: Henrik Göthberg, Director Group Financial Systems, **Vattenfall**

11:15 **CASE STUDY**

Combining cognitive systems with your robots to take automation to the next level

- What business advantages can come out of combining self-learning, analytical tools with robotics? How can it improve the customer journey?
- How do you prepare for the linking of cognitive systems with your RPA?
- Can you plug AI tools into existing processes or do you need to teach your developers new capabilities?
- External support, organisational changes and capabilities you will require to implement intelligent automation or machine learning on top of your robots

Mattias Fras, Head of AI Strategy and Innovation, **Nordea Bank**

16 SUMMIT DAY TWO: WEDNESDAY 25TH APRIL 2018

11:45 Opportunity to change streams

11:50 CASE STUDY

First steps into robotisation: how we run RPA and ensure acceptance in the organization

- How RPA has been implemented as a tactical tool to handle growth and how we run RPA at KLP
- Successful strategies for gaining co-operation and acceptance in the organisation
- Going forward, is RPA an integrated part of our future operating model?

Tore Skeide, Senior Vice President, Pension Services, KLP

11:50 COLLABORATIVE DISCUSSION

Best practice process optimisation for RPA

- Thinking from the whole process point of view, what do we need to hit our targets?
- The robotic process versus human processes: how do they differ and why?
- Rethinking and redesigning your processes before you build a robot
- Taking advantage of RPA as an opportunity to improve the customer journey, removing their pain points throughout your processes
- The balance between small successes and big failures when choosing the right candidates

Margit Møller, Robotics Product Owner, Nykredit
Peter Loof Helth, Head of the Robotics Excellence Centre, Ørsted

11:50 CASE STUDY

Intelligent process automation in the public sector: combining RPA and machine learning

- The system/architectural landscape for RPA and machine learning
- The organisation and synergies involved in the collaboration between the machine learning and process automation departments
- A vision for the future, including RPA supercharged by in-house machine learning models and 3rd party cognitive services to increase productivity and quality of service

Simon Wang Thellesen, Head of RPA Centre of Excellence, SKAT, The Danish Ministry of Taxation
Laurits Sogaard Nielsen, Head of Machine Learning CoE, SKAT, The Danish Ministry of Taxation

12:20 Opportunity to return to main session

12:25 PANEL

Pushing out your RPA platform beyond the breakeven point

- At what stage should you expect to break even on the upfront investment in systems, training and resources?
- What will determine the profitability of an RPA program in your organisation? Is success dependent on a particular volume of transactions, level of process documentation or organisational structure?
- After your initial wins, where can you find the extra value in your robotic systems?
- Measuring the value of business improvements that fall outside of the traditional FTE cost saving model

Juha Koljonen, ICT Director, Finnish Government Shared Services Centre for Finance and HR

Sami Aherva, Director, Stara Logistics, City of Helsinki

Marko M. Honkanen, Head of Global Process Management and Enterprise Architecture, Outokumpu

Message board

Add your key takeaways to the virtual message board for your stream, to contribute to our **Nordic RPA and AI Summit Playbook**.

12:55 Lunch

17 SUMMIT DAY TWO: WEDNESDAY 25TH APRIL 2018

14:00 INTERACTIVE DISCUSSION GROUPS (IDGS)

Select two of your preferred topics from the list below. Groups will rotate after 30 minutes of discussion.

ARTIFICIAL INTELLIGENCE:

M. AI definitions: what they could mean for your organisation?

- What are the generally accepted definitions of AI, machine learning, neural networks and deep learning?
- What are the differences between these technologies and how can companies make the most of them?
- What are the risks involved in adopting these technologies – how real is the fear surrounding them

N. Digitalisation of the customer experience and marketing: taking the leap towards customer facing AI

- Moving to a model where IT is led by brand (Adtech/ Martech)
- Transitioning from traditional data centres to the cloud, to enable AI and machine learning in the Marketing area
- Organisational changes to support the move to AI: moving from a Projects model into DevOps
- Lessons learnt from trailing customer facing AI pilots

Dr Timo Laine, Chief Information Officer – CRM, **SOK Corporation**

O. Creating a strategic vision and roadmap for RPA and AI

- Analysing how robotics fits into the company's process improvement and/or digital agenda
- Who to involve and consult in creating an overall RPA and AI strategy
- The benefits and drawbacks of bringing in external consultants for guidance on your roadmap
- Defining a realistic scope and objectives for RPA at the corporate level

Lisa Paulsson, Chief of Digital Services, **Marginalen Bank**

ADVANCED ROBOTIC PROCESS AUTOMATION:

Q. RPA governance in Financial Services: making the robots audit proof

- How to set up RPA to comply with your AML and fraud programmes: do we need to treat robots like any other employee within the relevant processes and systems?
- Practical steps for ensuring that robots do not allow money laundering or other kinds of fraud to occur
- Using RPA, machine learning and NLP to improve AML processes: what are the possibilities and risks involved in doing this with the currently available technology?

R. Taking RPA deep down into your core business processes: what are the possibilities?

- What can be done within core business functions using current RPA technologies?
- Stakeholder management for creating a digital operating environment
- Approaches to minimising the business risk involved in taking RPA into core operations, including the technical and governance challenges
- What can we learn from highly automated industries using physical robots?

Soren H. Ruskjaer, Director, Digital Process Automation, **Novozymes**

S. HR automation: what is possible using today's available technology?

- On-boarding new employees: building a solid workflow for a self-service catalogue
- Industry experiences of automating within the recruitment area: how good are robots at short-listing the best candidates?
- Opportunities and potential pitfalls involved in robotising Learning and Development tasks and other areas within HR

Nabeel Babree, Head of Business Process Excellence, **Telenor**

GETTING STARTED WITH RPA

T. The implications of GDPR on RPA: how to ensure compliance

The new data privacy law comes into play for businesses in EU states on 25th of May 2018, governing what information you can keep on your computer for what purpose. This IDG will discuss:

- How to keep data in RPA servers under the new rules
- What are the implications for robotics in the cloud?
- The reporting requirements for the GDPR that robotics teams will need to follow
- Managing the end-to-end process of handling personal information, avoiding a siloed view of personal data

18 SUMMIT DAY TWO: WEDNESDAY 25TH APRIL 2018

15:15 Afternoon refreshments

15:45 **KEYNOTE**

Future possibilities with Building Information Modelling, AI and Extended Reality for Facility Management

- What makes each of these technologies attractive from a Facility Management perspective?
- The use cases being explored by Coor Service Management and the outcomes we are hoping to achieve from them
- How the different technologies will work together to create shared data and smooth processes
- The roadmap ahead for developing the necessary infrastructure and capabilities to bring our plans into reality

Fredrik Sandqvist, VP Head of Innovation and Service Excellence, **Coor Service Management**

16:15 **KNOWLEDGE CAPTURE**

Your biggest takeaways from today's keynote sessions

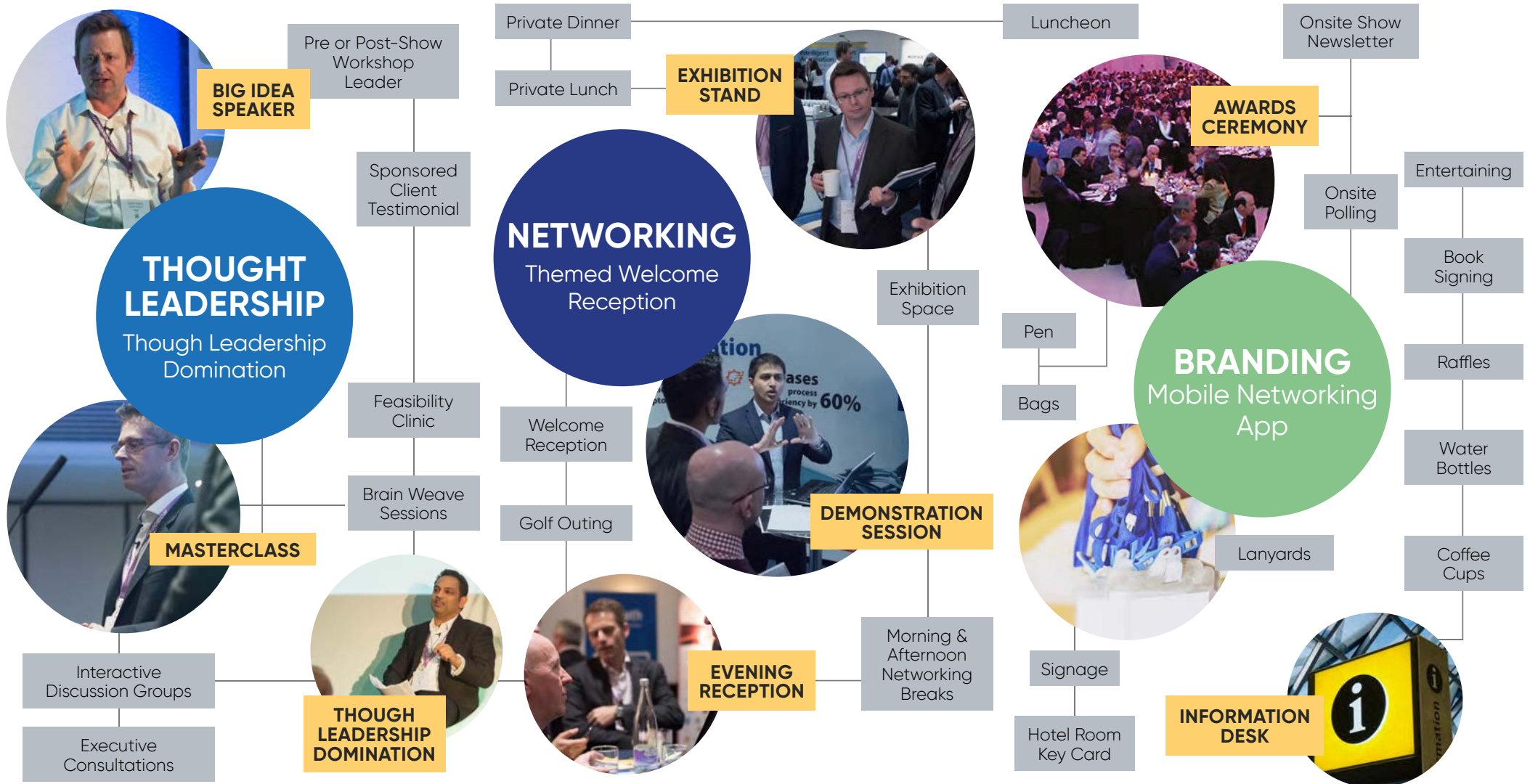
Facilitated by **Alexander Hübel**, Director Digital Transformation, **Ericsson**

16:25 End of summit



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