

Automation Sales Guidance *for the* *'Process and task mining' Platinum Demo*

Overview

Process mining uses log files to 'reverse engineer' how processes really run.

This demo uses an account closing example to illustrate how process mining and task mining help a bank meet regulatory requirements while also reducing process execution cost. Process mining can be applied to virtually any business process.

Process mining example

Analyzing processes in process mining starts with importing log files from the applications used in business processes.

In this demo, the account closing process aggregates logs from three systems: (1) a customer service system to take the customer's request, (2) a network access application to remove online access to the accounts and (3) core banking systems to liquidate and delete the account.

Process mining vs. process mapping

Mapping tools such as Blueworks Live allow you to document the 'ideal process' (i.e., the reference model). Process mining allows you to compare the reference model to the actual process.

What is task mining?

Task mining collects data from mouse clicks and keystrokes on the desktop. Task mining is a great way to identify areas that can benefit from Robotic Process Automation (RPA).

Benefits of process mining

- **See what happened:** Visualize how processes actually executed.
- **Identify outliers:** Pave the way to process standardization by detecting non-standard procedures.
- **Ensure conformance:** Identify non-conformant processes by comparing reference models with actual process execution.
- **Identify best candidates for process automation:** Validate the impact of automation initiatives before implementation.

Process mining prospecting tips

Look for organizations struggling to identify their next automation project. Discuss how process mining would help them define their automation roadmap.

Target processes supported by IT systems where there is still some manual work (such as reviews and approvals) performed outside the IT systems.

Find business owners who struggle with high turnaround times and growing cost pressure. Take note of potential processes to mine.

Contact your Blueworks Live clients and discuss how they can compare their documented processes with data-driven models in process mining.

Target regulated clients. Research new or existing regulations that present challenges to achieve and maintain compliance.

Explore companies that have a heavy reliance on manual processes, especially high volume, transactional/repetitive processes. Many of them will not have objective visibility into their business processes.

Target companies with business processes that are largely digitized. They will have plenty of data that can be used by process mining to provide valuable insights into opportunities for process improvement.

Find the people looking to drive a culture of continuous process improvement and desire a digital transformation.