The Rise of Digital Intelligence

Discover the critical insight needed to enable true digital transformation

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Table of contents

Executive overview

Today's companies are challenged to find new and innovative ways to improve their business processes, customer experience, and competitive advantage. In this day and age, that typically means leveraging transformative technologies to achieve those goals. However, choosing the "right" technologies has left many companies in the dust as they try to maintain their relevance in an ever-changing digital environment.

Proof of this, according to former Accenture CEO Pierre Nanterme, is that "Digital is the main reason just over half of the companies on the Fortune 500 have disappeared since the year 2000." Those companies ceased to exist because they couldn't keep up with a rapidly changing technological environment. For some, they chose the wrong tools. For others, they automated the wrong processes that didn't have the business impact they expected. While others automated areas of their business—fixing what wasn't broken. Most of all, they didn't know how to leverage their data to improve their processes to better serve their customers and remain relevant.

Companies are challenged to understand the impact of implementing new technologies such as business process management, enterprise content management, business intelligence, process mining, customer relationship management, customer journey mapping, artificial intelligence, robotic process automation (RPA), service delivery automation, and/or process analytics—the list goes on and on. Knowing where and how to leverage these technologies has become a real challenge for most companies.

Digital Intelligence: A key factor in the future of work

From an individual's perspective, "Digital Intelligence" is the sum of one's social, emotional, and cognitive abilities, created by their interaction with information technology. In essence, their digital literacy, skills, and ability to cope in the digital age. In business, Digital Intelligence is a holistic view of an organization's business processes, people, and the information that drives them from a variety of critical perspectives.

According to Forrester, a leading IT analyst firm, companies are "increasingly relying on digital intelligence technology platforms that integrate the breadth of data, analytics, and experience optimization capabilities they need." Based on these criteria, companies need to look for Digital Intelligence solutions that deliver modern, instantaneous engagement analysis with an array of hyperautomation tools beyond those of traditional digital solutions. Hyperautomation tools like RPA and applications built on AI and machine learning allow companies to model and visualize how functions, processes, and key performance indicators interact to provide ongoing intelligence about the organization to drive significant business value.

As we move through the next decade, Hyperautomation tools with Digital Intelligence will help organizations increase their ability to understand and optimize their performance through greater visibility into how their people, processes and interactions with technology impact their business outcomes.

" The same old processes and issue-based approaches no longer provide advantages. If you want to build the future, you need a different way of working.

↳ Source: PwC Website on their BTX Digital Services

Digital Intelligence defined

Digital Intelligence in a business context is the ability to acquire and apply new knowledge and skills related to a company's people, processes, and technologies. It takes into consideration the what, where, when, who, and why of how we conduct business and the impact technology can have on improving performance and operational efficiency.
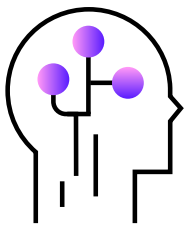
According to Imed Boughzala, Chair on Digital Intelligence for Businesses and Society at Institute Mines-Telecom Business School in France, "Digital Intelligence is not about the use of digital technologies to the exclusion of human ability; rather, it is about the relative strengths of both people and technology and how we can capitalize on those strengths." He believes that as we interact with different digital technologies, we are building our Digital IQ. Unlike one's personal IQ, which is commonly viewed as a genetically determined intelligence, Digital IQ in a business enterprise is a measure of an organization's proficiency in deeply understanding exactly how its business operates through a transparent, end-to-end view of the processes and content that drive it.

For service companies, understanding their processes and content may result in a substantial cost savings by understanding the use of field support and eliminating the dispatch of multiple contractors to the same site for service. In healthcare, it may be understanding the way doctors, nurses and other staff execute the process of diagnosing and treating patients in the emergency room—a life or death proposition. Or in Finance, it may mean not overwhelming staff with mundane manual data entry to feed processes while overlooking their fiduciary duty to manage risk that could result in a damaged reputation or worse yet costly fines. Regardless of industry or process, businesses can be more efficient doing their work if they understand where their vulnerabilities exist.

Digital Intelligence gives you the insight you need to understand how your processes work under different business conditions. It could be when certain customers and vendors are involved, when different team members or departments perform certain functions, or how different levels of resources are utilized. By understanding your processes, you can gain a deeper understanding of how your business really works—and what you need to do to improve your business outcomes.

Digital Intelligence helps transform work and processes

Today, Digital Intelligence is facilitating a fundamental shift in the way companies work—a shift that transforms people, work, and processes while enabling new skills and worker experiences not governed by traditional limitations.

International Data Corporation (IDC), a global provider of market intelligence and IT advisory services, calls this the "future of work" even though we are seeing these changes being implemented today.

It's only through a better understanding of the way your people and customers work with data and processes that allows companies to improve productivity and the customer experience for competitive advantage. Forbes refers to this phenomenon as return on experience (ROX). Forbes states, "With growing customer expectations, the new return on investment is now return on experience. With improvements in technologies, it is now simple to see and improve the value of customer interactions."
By understanding transactions from end to end, including the time and information that's required to complete a transaction, companies can improve customer interactions and boost their return on experience.

> " As more complex digital transformation technologies are deployed, the ability to monitor operations across every facet of the organization becomes increasingly important.
>
> ↳ Source: Top 10 Artificial Intelligence Trends for 2020, by Ryan M.Raiker, MBA, 2019

The path to Digital Intelligence

Most companies are at a crossroads when it comes to the intersection of their people, processes, and content. However, it's impossible to improve what you don't understand.

Most organizations have begun the process of digital transformation, but many aren't seeing the anticipated results. The reason they fail is a lack of tools to discover and accurately analyze where automation will provide the most value. For process improvement to truly impact customer experience and profitability, strategies must be based on facts. Today's modern enterprises are using Digital Intelligence solutions on the front-end to identify the highest value opportunities for transformation to ensure their strategies succeed.

Facilitating a digital transformation doesn't mean you need to totally reinvent the wheel — but it does mean you may need to change your thinking when it comes to your processes, how you handle content, and how your people interact with both. You may think the big obstacles are cost, the time required to make changes, or maybe a lack of technical resources. However, with today's technology, the key, gating factor is establishing a workable digital strategy. Today it's easy to facilitate change and improve your operations with the help of Digital Intelligence.

Maximizing the value of enterprise processes

Understanding your processes and the data that flows through them is key to achieving results.

Without an in-depth understanding of what's going on inside your processes, regardless if they are new account openings, a customer applying for a line of credit, filing a claim, or documents related to logistics, it is impossible to facilitate the changes required to improve them.

In addition, understanding where information originates, such as online forms, e-mail messages, or texts, is also critical to implementing an effective solution. This insight is key to reducing process friction and greatly increasing the speed and accuracy of your processes. Once you've uncovered the points in the process where automation can add the most value, you can apply intelligent automation to help you realize your process improvement goals. With Process Intelligence technology, organizations can analyze and model their processes to identify opportunities for improvements, improve compliance, and assess the performance of both human and digital workers within their processes.

> " Insights-driven businesses have an edge on the rest of us: Their digital intelligence (DI) practices synchronize digital analytics with digital interactions to continuously deliver optimized customer experiences at scale.
>
> ↳ Source: Forrester, The Digital Intelligence Playbook For 2020, by James McCormick, December 31, 2019

Processes "touch" many different systems where business owners need to track and manage the decisions being made, impact on customer service, and operational productivity. This means you probably have a record of just about every aspect of any of your processes. You just need the right tools to recreate an end-to-end view of process execution. Traditional business intelligence tools, dashboards, and reports can't create this for you. This is where Digital Intelligence comes into play.
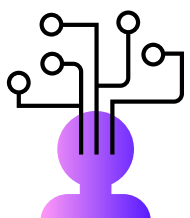
When properly ingested, merged, and analyzed, this wealth of data can be used to discover patterns and insights that illuminate paths to better customer experiences and new operational efficiencies. By applying advanced artificial intelligence and machine learning, you can predict and forecast processes into the future, while optimizing business operations through real-time monitoring. This is the value Digital Intelligence brings to business processes.

However, Digital Intelligence doesn't rely on process insight alone. A deep analysis of your content and how it is being handled is crucial to Digital Intelligence. The ability to liberate meaning from your content by turning unstructured content such as images, emails, text, and business correspondence into structured, actionable information helps organizations accelerate their digital transformation by complementing intelligent automation platforms like RPA.

Digital workers are transforming work

The growing use of digital workers is changing the way work is done around the globe. According to new IDC research, "the contribution of digital workers — such as software robots and AI — will grow by over 50% by 2022".

Today, RPA software robots can be quickly designed and deployed to automate mundane repetitive and structured tasks that staff would otherwise be responsible for such as copying and pasting data between multiple applications. But when it comes to understanding and extracting information from unstructured content, such as documents, images, or email messages, RPA falls short. Digital Intelligence is the key to identifying how best to use RPA. It helps make sense out of operational data so the best opportunities for RPA are identified — while equipping digital workers with the skills and understanding needed to process content intelligently.

The rise of the citizen developer

While most people responsible for improving a company's processes may not have the programming skills to affect change, there is a new generation of software tools that do not require a developer to build effective processing solutions. These are artificial intelligence (AI) enabled tools designed to raise your Digital Intelligence with simple point and click functionality. Referred to as "no code" solutions, these tools allow for faster, broader adoption of changes to processes and the training of robotic skills in robotic process automation.

These tools are changing the way work gets done by teaching the new "digital workforce" to handle tasks typically done by humans. Equipped with the skills and understanding needed to make intelligent business decisions, these tools leverage OCR, machine learning, and artificial intelligence to help businesses automate their content-based processes. Because of this, organizations are able to automate complex content-based processes involving structured and unstructured content without requiring individuals who have specialized knowledge and experience with the technology.

Digital Intelligence delivers significant benefits

Digital Intelligence provides visibility into people, processes, and content to give organizations greater understanding of how work really gets done.


In its truest sense, Digital Intelligence allows companies to gain valuable, yet often hard to attain, insight into their operations that enables true business transformation. With access to real-time data about how their processes are working and an understanding of the content that fuels them, companies can gain actionable insight for optimizing the way people work–and how technology can help make decisions to streamline their processes and improve results. Digital Intelligence empowers companies to impact their businesses where it matters the most–in customer experience, competitive advantage, visibility, and compliance.

What is your Digital IQ?

All of your processes play a significant role in the success of your company and your customers.

Processes drive engagements with customers externally and content feeds your internal processes with the necessary insight and context to make decisions. The greater your Digital IQ, the more equipped you are to transform your business and make the critical decisions required to improve your bottom line.
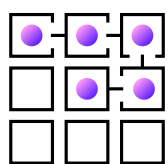
Take our Digital IQ Test: 10 Steps to identify the Digital Intelligence of organizations embarking on a digital transformation journey

↳ www.abbyy.com/what-is-your-digital-iq/

You will learn exactly where you sit in the spectrum of digital readiness and what is required for your company to excel in your digital transformation. Your results will show you where you stand in customer experience, operational excellence, use of technology, and use of data as illustrated in the chart below.

	Lagging	Performing	Leading	Transforming
Definition	Falling behind industry norms or business needs	Operating close to industry norms or business needs	Championing industry norms or business needs	Disrupting the industry norms or business needs
Customer experience	• No voice of the customer • No insight into the customer journey • Important but receives little funding	• Limited voice of the customer • Limited insight into the customer journey • Investment grows and supported by the organization	• Customer analytics drive strategy • Digital presence with cross channel capabilities • The unified customer experience (360-degree customer view)	• Omni Channel capability • Customer self-help enabled (moving towards zero contact) • Customer experience is core to the culture
Operation excellence	• Low level of process standardization • Limited insight into employee and vendor behavior and performance	• Moderate level of standardization with improvement programs in place • Moderate insight into employee and vendor behavior and performance	• High level of process standardization with continuous improvement initiatives in flight • Taking action on employee and vendor behavior and performance	• High level of process standardization with continuous improvement initiatives in place • Employees are strategically thinking about operations
Technology	• Manual and some applications to document processes • Content is collected and scanned into applications • Automation discussions, but no plan to execute	• Manual analysis with process mining tool pilots in flight • Manual scanning with content capture pilots or tools in flight • Low automation adoption with target RPA pilots in flight	• Integrating process intelligence tools into business units and tech stack • Integrating content intelligence tools into business units and tech stack • Investment in the enterprise automation strategy	• Process and content intelligence tools are monitoring success and additional opportunities • RPA and AI initiatives implemented • Integrated and connected smart systems
Data	• Data used in a generic manner • Data usage does not affect business / project success or failure	• Inappropriate usage or non-usage of data may result in business or project under performances or even failures	• Data usage helps in success and/or better performance of business and projects • Data does not drive the growth strategy of the company	• Data is used as an asset and is central to business strategy • Data is reused/recycled/revalued in the business cycle to drive new business and projects

Raise your Digital Intelligence with ABBYY

Enterprises can raise their Digital Intelligence and accelerate their digital transformation by complementing intelligent automation platforms like RPA, BPM, and others with ABBYY technologies that help them understand and create context from their business processes and content.
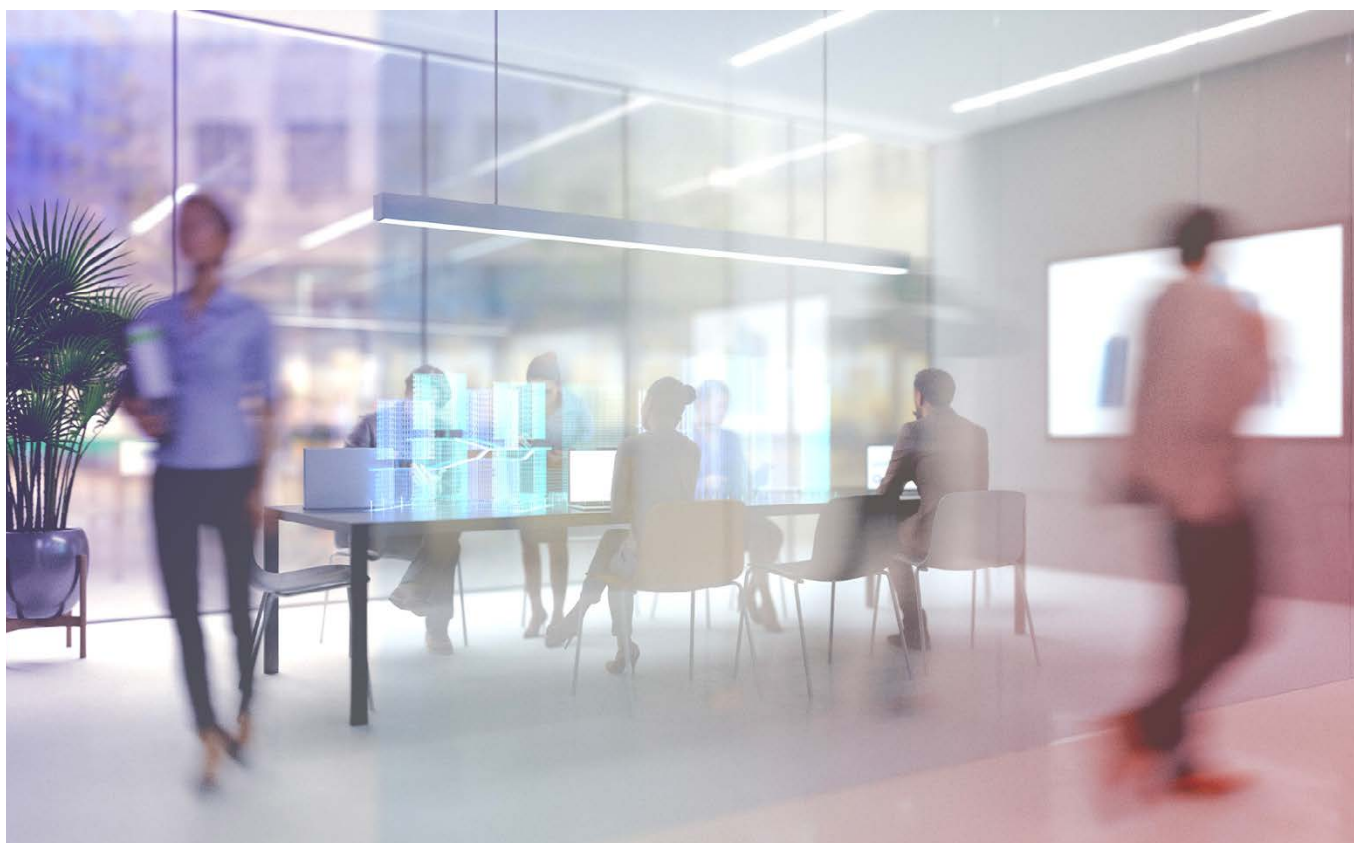
ABBYY Process Intelligence solutions provide end-to-end visibility into processes and how they are performing, while ABBYY Content Intelligence solutions enable digital workers to learn how to turn unstructured content into structured, actionable information. This combination of insights delivers Digital Intelligence—illuminating paths to process optimization, improved customer experience, reduced operating costs, and increased market competitiveness.

The key components of the ABBYY Digital Intelligence platform:

ABBYY Timeline

Process Intelligence for critical visibility into your operations

ABBYY Timeline is the only end-to-end Process Intelligence platform built to transform your entire business. It supports Digital Intelligence initiatives by allowing businesses to use the information contained within their systems to create a visual model of their processes, analyze them in real time to identify bottlenecks, and predict future outcomes to facilitate decision-making of technology investments. It is also the ideal tool to assess pre-implementation prototypes as well as manage and control post implementation performance.

ABBYY Vantage

A Content Intelligence skills platform for the digital workforce

ABBYY Vantage is a key component in a comprehensive Digital Intelligence environment, providing Content Intelligence that captures meaningful data, relationships, and insights from documents, forms, and correspondence to improve business outcomes. It helps organizations and the new citizen developer accelerate their digital transformation by complementing intelligent automation platforms like robotic process automation (RPA) and business process automation (BPA) with trained cognitive skills to understand content and perform like humans.

ABBYY FlexiCapture

Intelligent data extraction for more efficient processing

Digital Intelligence starts with a comprehensive platform for acquiring, processing, validating, and delivering the right data into critical processes. ABBYY FlexiCapture is an Intelligent Document Processing platform built for the needs of today's complex digital enterprise. FlexiCapture brings together the best natural language processing (NLP), machine learning, and advanced recognition capabilities into a single, enterprise-scale platform to handle every type of document—from simple forms to complex free-form documents.
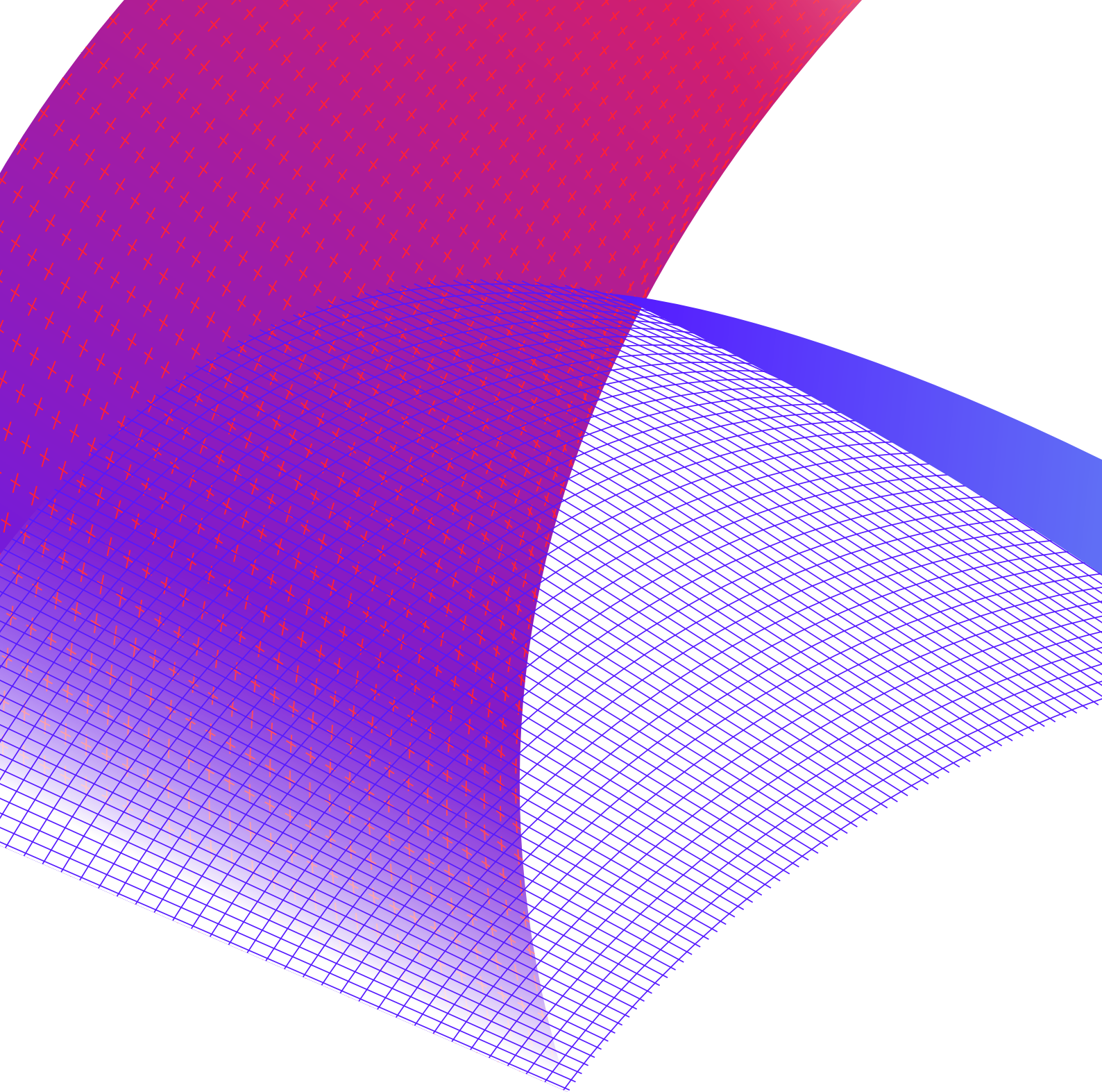
ABBYY Digital Intelligence helps the modern enterprise:

- ⊘ Remove manual processing friction from document-intensive processes.

- ⊘ Rapidly reveal how every occurrence of every process is executed, including even the most ad-hoc, variable workflows.

- ⊘ Easily identify, quantify, and target the highest-impact process instances for digital transformation or automation initiatives.

- ⊘ Deliver 100% process visibility based on actual operational data, making it easy to identify the smartest opportunities for RPA.

- ⊘ Capture content from documents entering through any channel, in any format and automatically extract, understand, and deliver meaningful information for processing.

- ⊘ Leverage customer-provided data to accelerate transactions, make smarter decisions, and provide quick, accurate responses to your customers.

- ⊘ Automatically generate a foundation for data-driven decisions with quantifiable process metrics, including cost, duration, and volume.

- ⊘ Simply and quickly pinpoint the root cause of non-compliant, unusual, or high-cost processes.

- ⊘ Easily define complex scenarios and automatically detect them as they occur, triggering remediation efforts.

- ⊘ Use early stage data to predict process outcomes and proactively plan or act.

Talk to ABBYY today!

If you're looking to achieve greater control and visibility over your digital transformation, you need to talk to ABBYY today. Give us a call and learn how our Digital Intelligence solutions can streamline your processes, maximize productivity, improve customer experience, and provide a competitive advantage—all while greatly reducing your operating costs. Let us help you assess your next project. For more information and office locations, visit us on the web at

www.abbyy.com

ABBYY