Fortress IQ

Dentsu: Better Processes for Happier Clients with FortressIQ

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>
> – **Max Cheprasov**, Chief Automation Officer, **dentsu**

dentsu

Dentsu, headquartered in London, is a global network of brands that offer best-in-class media, digital, and creative communications services. It thrives on innovation and an entrepreneurial spirit, which also powers its Automation Center of Excellence and that team's mission to elevate human potential across the organization.

Led by Max Cheprasov, Chief Automation Officer at dentsu, the Automation Center of Excellence had been exploring how Artificial Intelligence (AI) could be used to boost business performance. As the team started realizing how task automation could give employees more time for strategic thinking and complex problem solving, they found FortressIQ.

Company	**Dentsu**
Website	dentsu.com
Headquarters	London
Industry	Media, Advertising, Communications
Employees	45,000
Goals	Boost busines performance and elevate human potential by modeling, then automating, impactful processes that span internal organizations.

CHALLENGE

- · **Accelerate process automation improvements**
- · **Automate process insight discovery and gather more granular details**
- · **Map processes that cross organizational boundaries**

Dentsu knew that eliminating boring and repetitive tasks would make teams more efficient, productive, and happy. It would also give them time to engage in the more strategic and rewarding aspects of their roles, thus elevating every employee's potential and increasing client satisfaction in the process.

The team had traditionally relied on business analysts and consultants to identify and map processes, but their innovative mindset pushed them to find a modern way to not just uncover process automation opportunities, but document and model the processes directly impacting clients.

It was a straightforward use case. But once the team discovered FortressIQ, they quickly found it could dig for opportunities that crossed any number of internal teams and systems.

SOLUTION

- **Automatic discovery of opportunities for process automation**
- **Identification of organizational best practices**
- **Detailed process insights across systems and apps without worker disruption**

Dentsu chose FortressIQ due to its uniquely differentiated product and cutting-edge process insights discovery, which it used to automatically discover and map various business processes. Those insights were then used to optimize and automate processes to increase productivity and allow more time for higher value tasks, which would lead to better client experiences and improved business results.

As FortressIQ surfaced more insights on more processes, dentsu discovered how distinct teams used tools and applications differently. So, instead of simply mapping processes with FortressIQ, the company started identifying the optimal version of a process and further optimized it for faster and smarter ways to serve clients. Those best practices could then be automated and pushed out to every corner of the business.

"FortressIQ is meticulously designed to allow close to surgical precision of data mining to accurately quantify and isolate processes, no button choice, or mouse click is spared," said Benjamin Nabulsi, Process Data Scientist at dentsu.

Dentsu now uses FortressIQ to automatically discover, map, and document processes and sub-processes across multiple agencies, departments, and teams faster and more accurately than traditional methods or process mining software. It further provides comprehensive process insights with 100% recall, even across web apps, legacy systems, and virtual desktops. FortressIQ even adds screenshots in detailed process definition documents (PDD)—all with zero worker disruption.

RESULTS

- **Detailed documentation of over 2,200 processes to accelerate process improvements**

- **Quantification of tasks and auto-generated PDDs to improve operational intelligence**

- **Faster dissemination of best practices to improve worker productivity and increase client satisfaction**

FortressIQ provided a treasure trove of data and detailed results that far surpassed what any manual team could have accomplished. The insights covered more than 19 million events across 17 specialized applications, and resulted in over 80 auto-generated PDDs.

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The detail automatically and intelligently captured by FortressIQ adds to the value for dentsu. This included quantification of times and user counts; instant comparison of processes across locations, clients, and teams; and a deeper understanding of how unique files are used across tasks. The PDDs also replace **standard operating procedure (SOP)** documents to give visibility into how processes are actually performed. This increase in operational intelligence for dentsu was unparalleled, and the vast reduction in automation rework added even more benefits for its broader automation initiative.

"FortressIQ helps us accelerate process mining and process discovery, exponentially improving our ability to identify new opportunities for automation and process reengineering," added Cheprasov. "Additionally, the time and motion analyses led to improved SOPs, compliance, and training."

Given the remarkable benefits, dentsu added FortressIQ to its Hyperautomation technology stack, a strategic component of the company's Automation Center of Excellence. The company intends to continue using FortressIQ for other teams across the globe, as well as comparing processes and using automation to fill gaps or find opportunities for even more improvements.

About FortressIQ

FortressIQ delivers real-time, end-to-end process insights for the modern enterprise. It leverages computer vision and artificial intelligence to add human-level observability to any application, with zero integration and universal compatibility. FortressIQ's automated process discovery enables enterprises to uncover insights and analytics previously unattainable with traditional methods, so that they may confidently make decisions and strategically implement them across the enterprise. These capabilities assist in improving employee experience, system optimization, process redesign, value engineering, and augmented intelligence. Founded in 2017, FortressIQ is backed by Lightspeed Venture Partners, Boldstart Ventures, Comcast Ventures, Eniac Ventures, M12 and Tiger Global. To learn more, please visit us at www.fortressiq.com.t

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