

# Driving business value with innovative Artificial Intelligence solutions

**Capgemini and Celaton enable increased efficiency, shortened turnaround times and enhanced quality of your incoming content and queries**



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*As generic activities, such as data entry, reconciliation and compliance are phased out, organizations need to prepare for this fundamental transformation of knowledge.*

HfS, HfS Blueprint Report,  
Intelligent Automation 2016,  
**Tom Reuner**, October 2016

## **The challenge of processing unstructured and semi-structured content**

With the digital landscape continuing to expand at an almost uncontrollable rate, organizations are witnessing increasing volumes of unstructured and semi-structured content flowing in from customers, suppliers and employees – not only electronically, but via a range of traditional channels such as post and even fax.

Such high volumes of unstructured data, combined with the limitations of legacy ERP systems not able to deal with this growing variety of channels, organizations are faced with significant challenges in scaling their operations, enhancing their value proposition and increasing customer satisfaction

Addressing these challenges can be expensive and time-consuming.

**People matter, results count.**

### Capgemini and Celaton's AI service typically delivers:

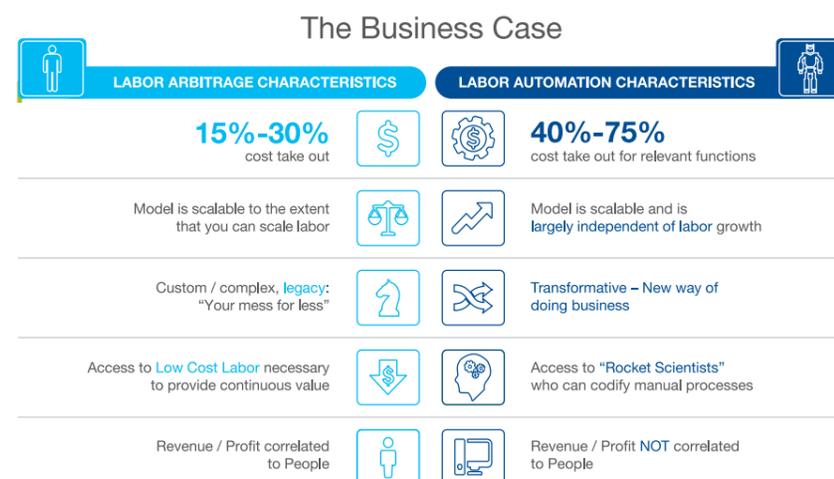
- **85% reduction** in manual processing of customer correspondence.
- **83% reduction** in processing time for customer cash back claims.
- **74% reduction** in average transaction costs for claims handling.
- **86% reduction** in invoice processing time.

### Improve profitability, shorten turnaround times and enhance quality

Your business can benefit from an artificial intelligence (AI) service that enables you to streamline the way you handle unpredictable, unstructured and semi-structured content that flows into your organization on a daily basis from your customers, suppliers and employees.

As recognized leaders in the field of AI, Capgemini and Celaton have come together to create a powerful AI service that takes machine learning to the next stage of delivery value and towards cognitive computing. Together, Capgemini and Celaton have established a market-leading position as thought leaders and practitioners in AI at a time when more and more customers are seeking guidance and expertise in the use of AI and modern, innovative automation tools to enable them to drive enhanced business value.

Celaton's inSTREAM™ software delivers competitive advantage through efficiencies that were previously out of reach, enabling you to significantly improve profitability, shorten turnaround times and enhance quality, leading to improved customer satisfaction and retention.



### Increase efficiency through reducing manual processing

With content arriving by email, social media, fax, post paper and other electronic data streams 24/7, our partnership with Celaton enables us to improve areas of your business where incoming documents and queries need to be processed.

inSTREAM minimizes the need for manual processing and ensures that only accurate, relevant and structured data enters line of business systems. Unique to inSTREAM is its ability to learn through the natural consequence of processing information and collaborating with people.

### The inSTREAM advantage

inSTREAM automates a number of steps in the process, including:

#### Capturing data and identifying meaning –

inSTREAM enables you to capture information from emails, attachments (in a range of file types), social media, web forms and other electronic data streams, identifying its meaning and intent by comparing it against previous experiential knowledge.

#### Extracting and verifying key data –

inSTREAM recognizes, extracts and verifies key data from your content, building references to key data by monitoring the actions and decisions of operators who collaborate with the process and referencing it against other systems and data sources.

#### Determining outcomes –

inSTREAM generates outcomes based on all information gathered, using previous experience and knowledge and business rules, triggering an action or submitting a personalized response in line with client business rules.

#### Supervised learning –

inSTREAM learns through processing and monitoring the actions and decisions of your human operators, referring "exceptions" to them to achieve continuous optimization.

#### Archiving –

inSTREAM can be configured to retain your source documents and data within its digital document archive.

#### Monitoring and integration –

inSTREAM monitors every process, from the moment a transaction is received to completion and upload as a structured data feed, and provides integration capabilities to enable data capture and the transfer or exchange of data with other systems.



### Our intelligent automation solutions unlock value in a wide range of areas, including:

- Data entry, validation and processing
- Automated formatting
- Multi-format message creation
- Web scraping
- Uploading and exporting
- Downloading and importing
- Workflow acceleration
- Reconciliations

### Why Capgemini?

Capgemini has in-depth business knowledge and experience across a range of global clients in the financial services, retail, distribution and transport, oil and gas, manufacturing, telecoms, media, entertainment and utilities sectors. Our ability to create and deliver business, technology and digital solutions that enable you to achieve competitive advantage and innovation is a capability and goal shared by Celaton, and form the basis our relationship.

The powerful partnership between Capgemini and Celaton simultaneously improves your productivity and your individual customer's experience. On average, our AI solution enables our clients realize a 74% reduction in operational costs. This saving alone is significant, but it is the ability to scale up operations without recruitment while still delivering consistent service levels that enables our clients to achieve consistent growth.





### About Celaton

Celaton's Machine Learning Technology enables organizations to deliver better customer service, faster and with fewer people. Based in the United Kingdom, Celaton was the first company to create and apply AI to streamline labour, intensive clerical tasks and decision-making in the processing of unstructured unpredictable content that organizations and governments receive by email, post, paper, fax and social media streams on a daily basis.



*Capgemini's global reach and credibility will have an impact on the perception and adoption of AI and I'm very excited that Capgemini's customers will soon be able to realise its significant benefits*

**Andrew Anderson**  
CEO of Celaton



## About Capgemini

With more than 190,000 people, Capgemini is present in over 40 countries and celebrates its 50th Anniversary year in 2017. A global leader in consulting, technology and outsourcing services, the Group reported 2016 global revenues of EUR 12.5 billion. Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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