



# THE AUTOMATION ADVANTAGE BOOK

## VIDEO TRANSCRIPT

Why is AI-driven intelligent automation so essential today?

Gayathri Pallail, Managing Director for Automation Strategy and Deployment at Accenture and co-author of The Automation Advantage:

We now find ourselves in an environment with the constantly changing needs of people, customers and suppliers testing operations and systems as never before.

Intelligent automation has the power to bring an exponential level of predictability, stability and speed to systems.

To ensure that business emerges stronger than ever, there is an imperative for every organization is to invest in the technologies, infrastructure and culture to enable them to swiftly respond and adapt to change, and then scale and grow.

Rajendra Prasad (RP), Global Automation Lead at Accenture and co-author of The Automation Advantage:

After the pandemic compressed a decade's worth of tech transformation into months, technology—including intelligent automation—became more critical than ever.

The power of automation is continuing to accelerate change.

It is helping companies reap the benefits that AI, data and cloud can bring to ignite the innovation of our technology, processes and people.

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