AFINAL, O RPA
ESTÁ MORTO?

UM POUCO SOBRE MIM

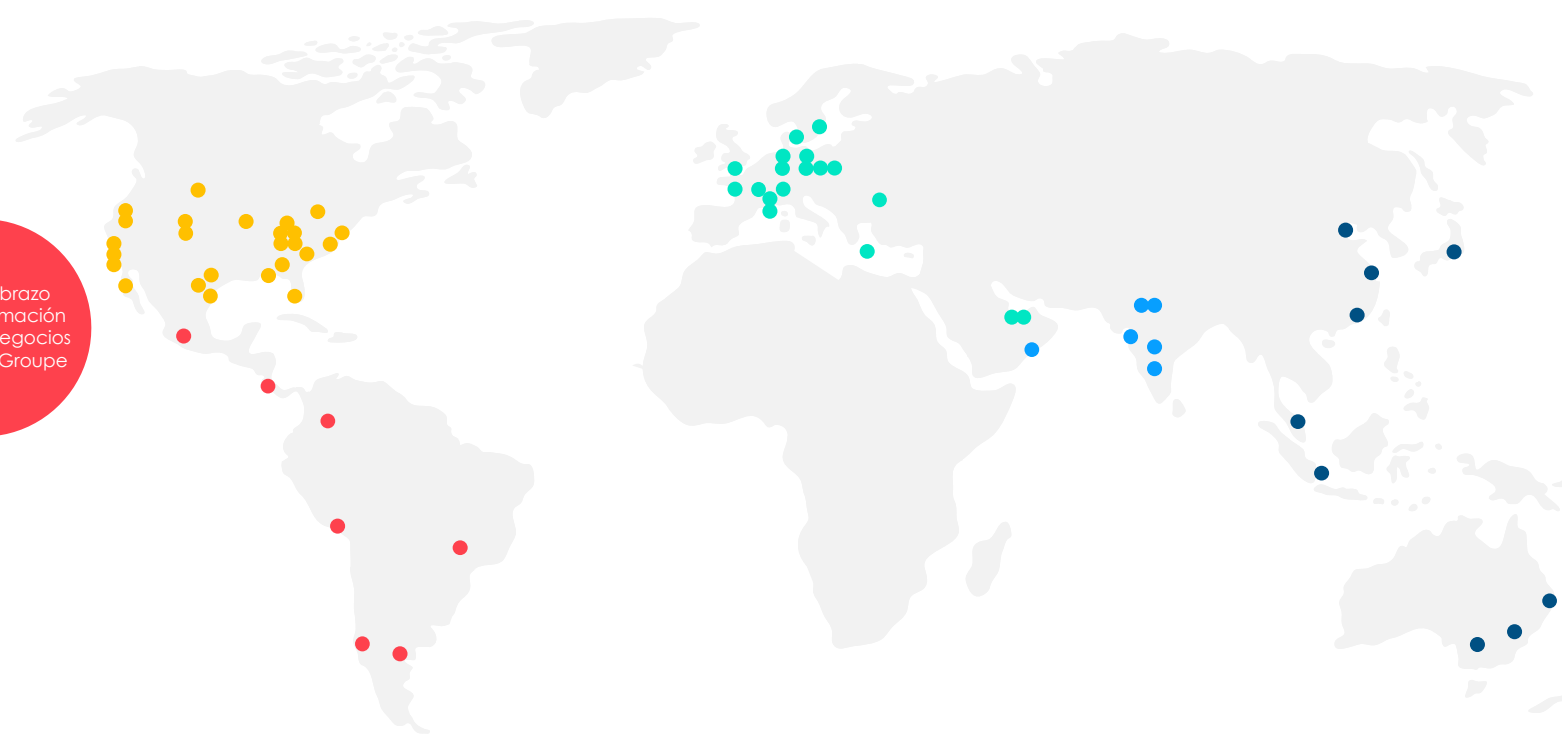## Gilberto Strafacci

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Apoio empresas em sua Transformação Digital por meio da Tecnologia, Metodologia e Gestão de Projetos.

Chief Growth Officer da Practia Global no Brasil, Vice-presidente do Setec Consulting Group e Cofundador da startup Biomassa do Brasil.

Cientista de Dados, Especialista em Inovação e Gestão, Engenheiro pela Escola Politécnica da Universidade de São Paulo. Certified Master Black Belt, Certified Scrum Master, Certified Agile Coach, Certified Kanban Professional, Certified Agile Trainer, Certified RPA COE Manager, RPA Developer e RPA Business Analyst, Certified Manager 3.0, Certified LEGO Serious Play Facilitator.

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A MORTE DO RPA

FORBES > INNOVATION

Why Process Automation Initiatives Fail (And How Yours Can Succeed)

Suresh Sambandam Former Forbes Councils Member

Forbes Technology Council

COUNCIL POST | Membership (Fee-Based)

Exhibit 1: Polling question from HfS Summit in Chicago "Buyers, how satisfied are you with your RPA projects?"

We are still evaluating our options	25%
We struggle to scale our deployments	22%
Our partners did oversell, but not deliver on the promises	19%
We didn't anticipate the impact on adjacent processes and workflows	17%
We are struggling to find the talent that can really understand and implement RPA, leading to delivery issues	11%
We chose the wrong product	3%
Our expectations were fully achieved	3%

ALGUNS DADOS
CONTEXTO BRASILEIRO*

30% a 50% das iniciativas RPA falham no início*.

70% das empresas possuem (em algum grau) licenças subutilizadas*.

58% das demandas partem das áreas de negóciosA tecnologia muitas vezes é colocada na frente dos objetivos de negócio

38% das empresas tem nenhuma ou apenas uma automação concluída com sucesso.

* Pesquisa Practia Brasil com 67 clientes entre 2021 e 2022

ALGUNS DADOS
CONTEXTO BRASILEIRO*

30% das empresas não possuem um COE minimamente estabelecido.

35% das empresas não possuem orçamento aprovado para iniciativa de RPA
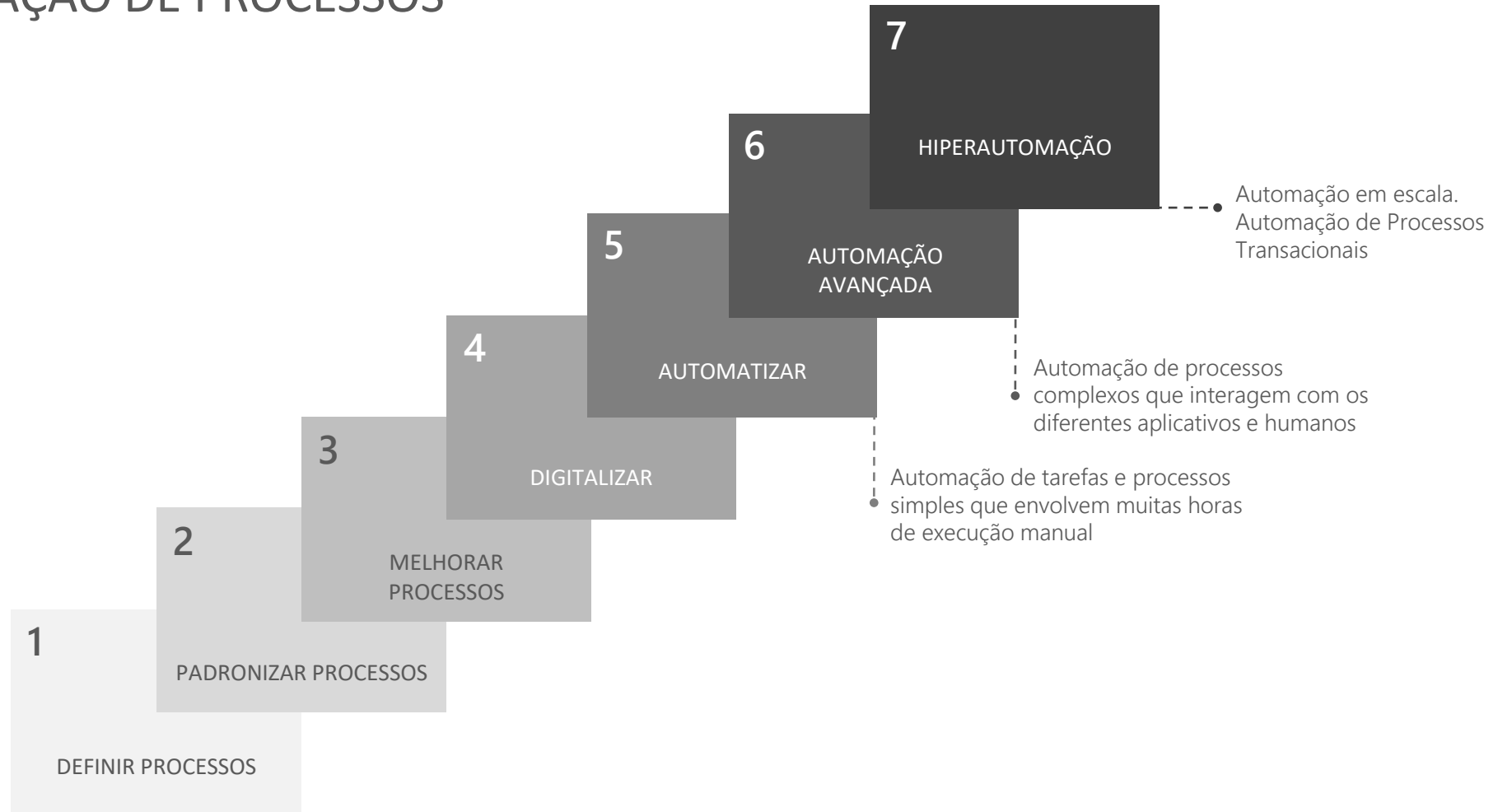
15% das empresas relataram que a área de TI possui forte resistência ao RPA

68% das empresas relataram que não possuem equipe conhecimento suficiente para suportar a iniciativa de RPA.
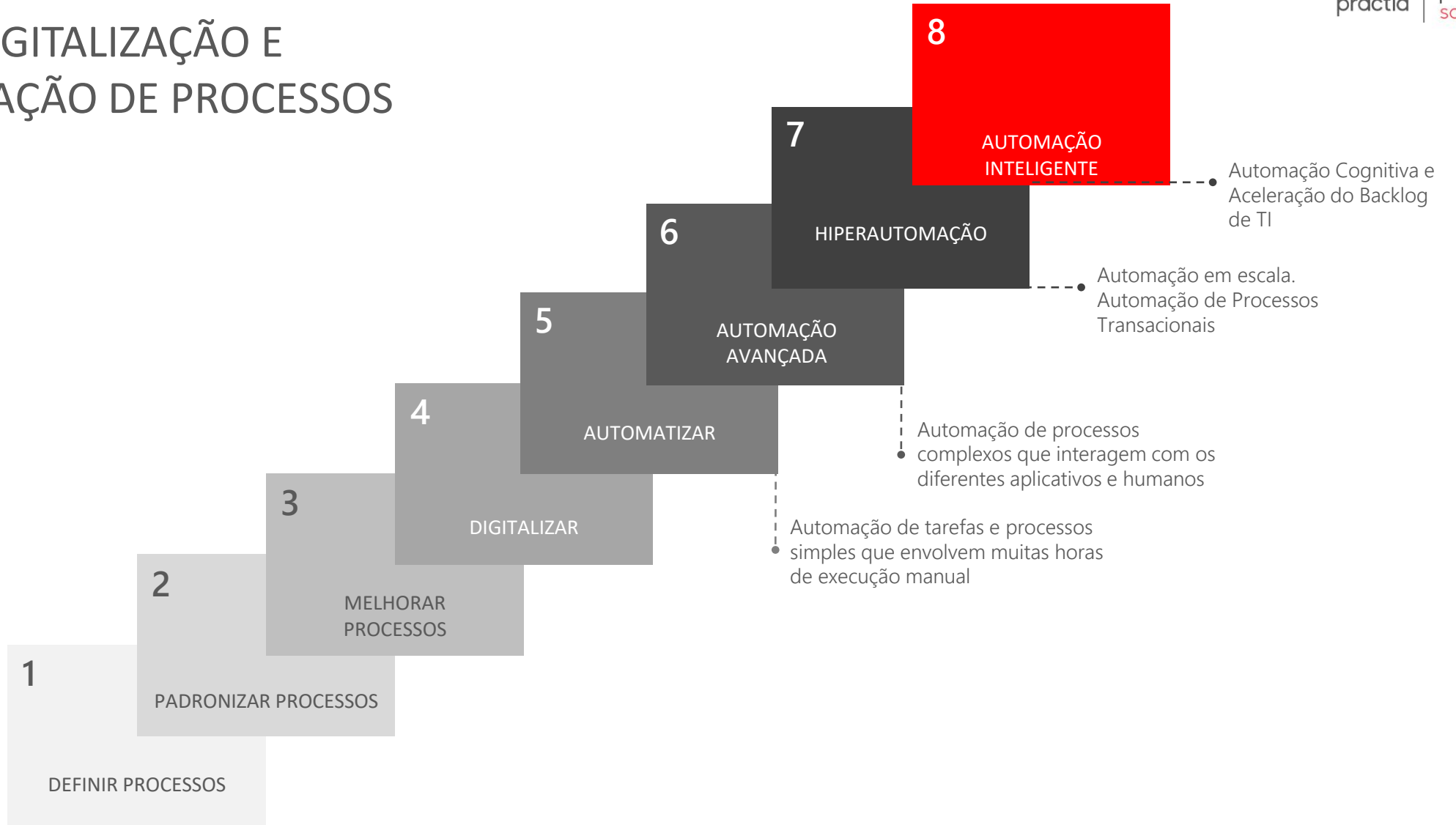
* Pesquisa Practia Brasil com 67 clientes entre 2021 e 2022

E SEU RENASCIMENTO

ESCALAR A DIGITALIZAÇÃO E TRANSFORMAÇÃO DE PROCESSOS

7 HIPERAUTOMAÇÃO

6 AUTOMAÇÃO AVANÇADA

5 AUTOMATIZAR

4 DIGITALIZAR

3 MELHORAR PROCESSOS

2 PADRONIZAR PROCESSOS

1 DEFINIR PROCESSOS

Automação em escala. Automação de Processos Transacionais

Automação de processos complexos que interagem com os diferentes aplicativos e humanos

Automação de tarefas e processos simples que envolvem muitas horas de execução manual

ESCALAR A DIGITALIZAÇÃO E TRANSFORMAÇÃO DE PROCESSOS

8 AUTOMAÇÃO INTELIGENTE

7 HIPERAUTOMAÇÃO

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5 AUTOMATIZAR

4 DIGITALIZAR

3 MELHORAR PROCESSOS

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Automação Cognitiva e Aceleração do Backlog de TI

Automação em escala. Automação de Processos Transacionais

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Automação de tarefas e processos simples que envolvem muitas horas de execução manual

ESCALAR A DIGITALIZAÇÃO E TRANSFORMAÇÃO DE PROCESSOS

8

7

AUTOMAÇÃO INTELIGENTE

Automação Cognitiva e Aceleração do Backlog de TI

6

HIPERAUTOMAÇÃO

Automação em escala. Automação de Processos Transacionais

5

AUTOMAÇÃO AVANÇADA

4

AUTOMATIZAR

Automação de processos complexos que interagem com os diferentes aplicativos e humanos

3

DIGITALIZAR

Automação de tarefas e processos simples que envolvem muitas horas de execução manual

2

MELHORAR PROCESSOS

1

PADRONIZAR PROCESSOS
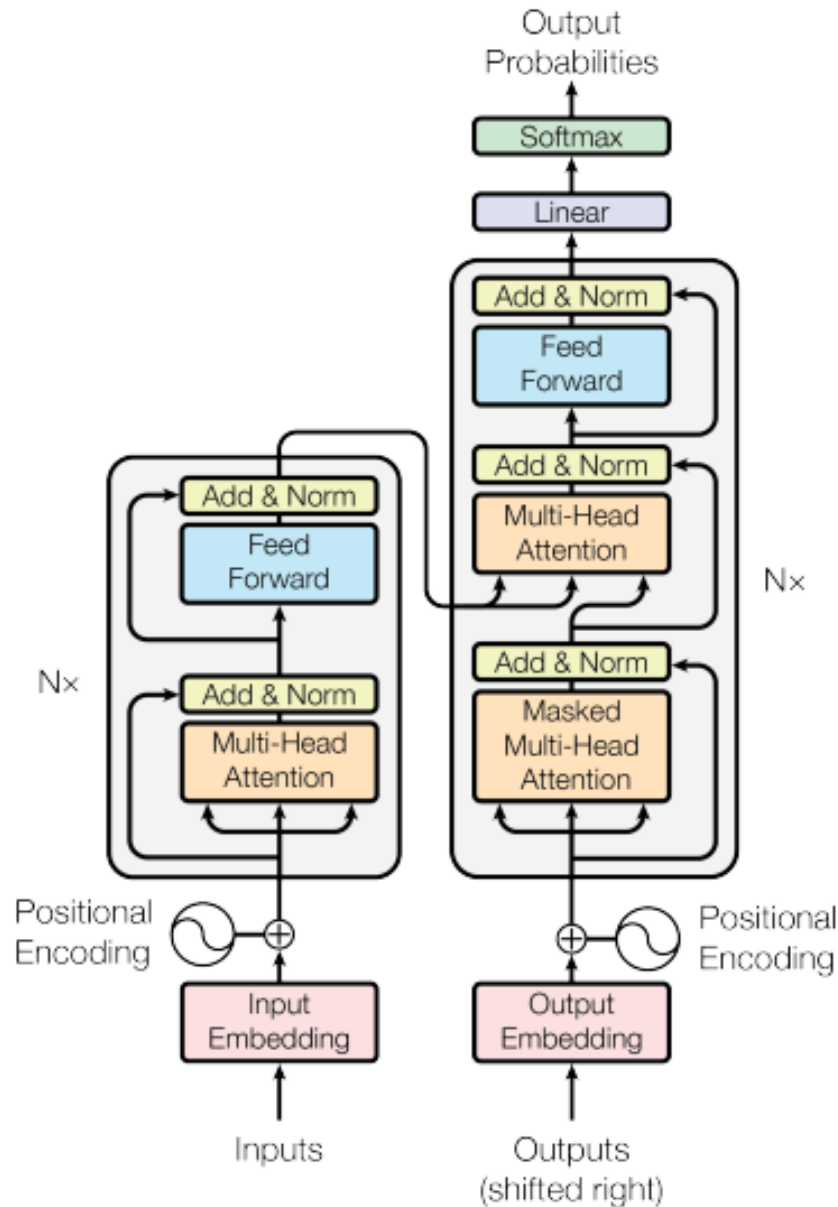
DEFINIR PROCESSOS

IA GENERATIVA

Figure 1: The Transformer - model architecture.

GPT é uma sigla que significa "Generative Pre-trained Transformer", que é um modelo de linguagem de inteligência artificial desenvolvido pela OpenAI. O modelo é baseado em redes neurais e é capaz de gerar texto natural com base em entradas de texto. Ele é treinado em um grande corpus de texto para aprender a prever a próxima palavra em uma frase ou sequência de palavras.

O Transformer do GPT é uma arquitetura de rede neural que é usada no modelo de linguagem GPT (Generative Pre-trained Transformer). O Transformer é uma técnica de processamento de linguagem natural que foi introduzida em 2017 por Ashish Vaswani e outros pesquisadores. **A ideia por trás do Transformer é permitir que as redes neurais processem sequências de entrada completas, em vez de lidar com uma entrada por vez.**

Attention Is All You Need

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Abstract

The dominant sequence transduction models are based on complex recurrent or convolutional neural networks that include an encoder and a decoder. The best performing models also connect the encoder and decoder through an attention mechanism. We propose a new simple network architecture, the Transformer, based solely on attention mechanisms, dispensing with recurrence and convolutions entirely. Experiments on two machine translation tasks show these models to be superior in quality while being more parallelizable and requiring significantly less time to train. Our model achieves 28.4 BLEU on the WMT 2014 English-to-German translation task, improving over the existing best results, including ensembles, by over 2 BLEU. On the WMT 2014 English-to-French translation task, our model establishes a new single-model state-of-the-art BLEU score of 41.0 after training for 3.5 days on eight GPUs, a small fraction of the training costs of the best models from the literature.

1 Introduction

Recurrent neural networks, long short-term memory [12] and gated recurrent [7] neural networks in particular, have been firmly established as state of the art approaches in sequence modeling and transduction problems such as language modeling and machine translation [29, 2, 5]. Numerous efforts have since continued to push the boundaries of recurrent language models and encoder-decoder architectures [31, 21, 13].

[*]Equal contribution. Listing order is random. Jakob proposed replacing RNNs with self-attention and started the effort to evaluate this idea. Ashish, with Illia, designed and implemented the first Transformer models and has been crucially involved in every aspect of this work. Noam proposed scaled dot-product attention, multi-head attention and the parameter-free position representation and became the other person involved in nearly every detail. Niki designed, implemented, tuned and evaluated countless model variants in our original codebase and tensor2tensor. Llion also experimented with novel model variants, was responsible for our initial codebase, and efficient inference and visualizations. Lukasz and Aidan spent countless long days designing various parts of and implementing tensor2tensor, replacing our earlier codebase, greatly improving results and massively accelerating our research.
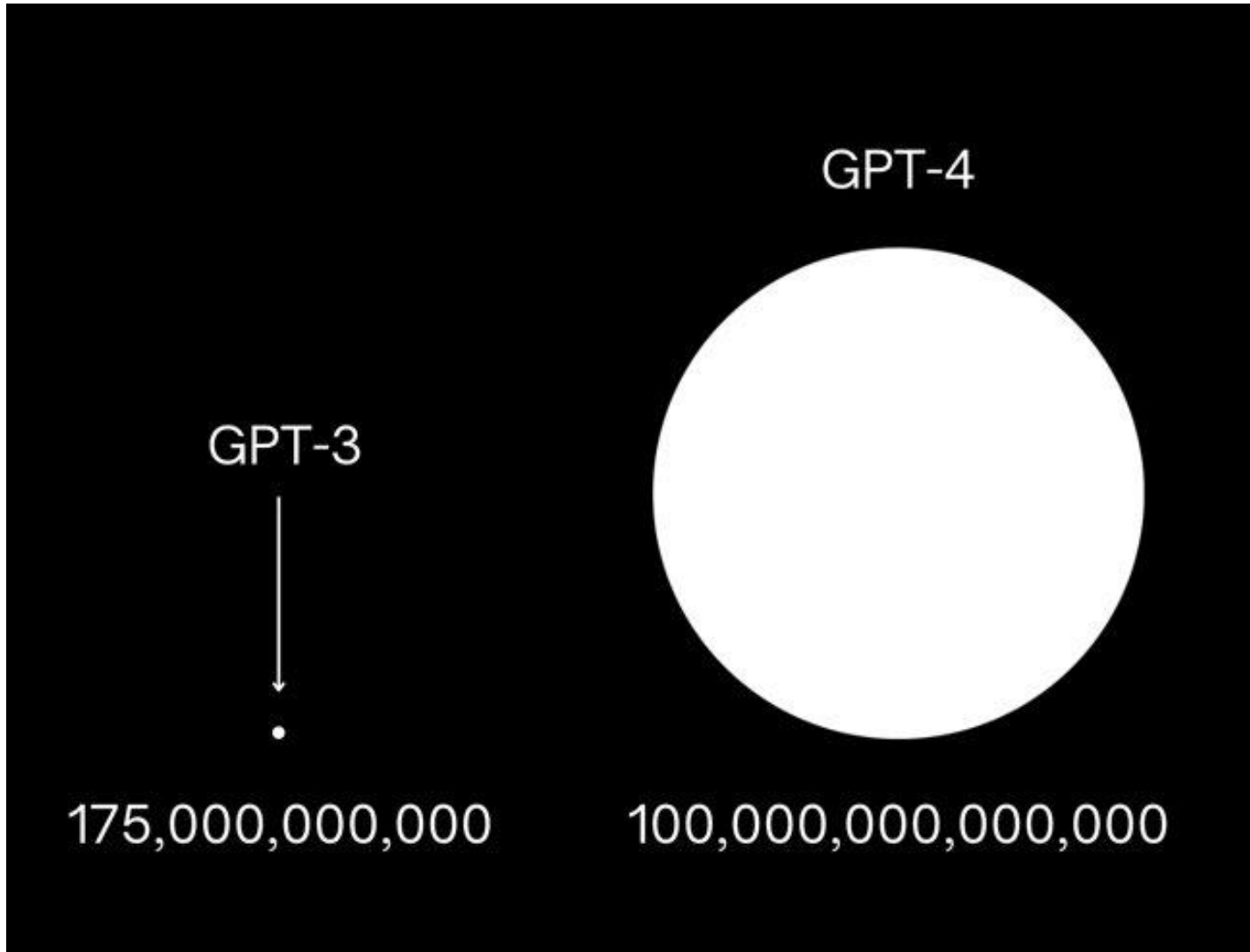
[†]Work performed while at Google Brain.
[‡]Work performed while at Google Research.

O **Transformer do GPT** é composto por várias camadas de codificadores e decodificadores que permitem ao modelo aprender a entender a estrutura e a semântica da linguagem natural. Os codificadores são responsáveis por codificar a sequência de entrada em uma representação numérica que pode ser facilmente processada pela rede neural, enquanto os decodificadores são responsáveis por gerar a saída com base na representação codificada.

Uma das principais vantagens do Transformer é que ele é **capaz de lidar com sequências de entrada muito longas,** o que era um problema para as técnicas de processamento de linguagem natural anteriores. Além disso, o Transformer do GPT é pré-treinado em um grande corpo de texto, o que significa que ele pode gerar texto natural de alta qualidade com base em entradas de texto mínimas ou inexistentes.

LLM (Modelos Grandes, muito grandes)

A principal diferença entre GPT-3 e GPT-4 é que GPT-4 ainda não foi lançado, enquanto GPT-3 é a versão mais atualizada do modelo. A versão GPT-3 é considerada uma das maiores realizações da inteligência artificial até o momento, com a capacidade de gerar texto que é quase indistinguível do texto humano. Mesmo recente, espera-se que o GPT-4 seja ainda mais avançado e sofisticado do que seu antecessor em termos de performance e capacidade de entendimento.

Sparks of Artificial General Intelligence: Early experiments with GPT-4

Sébastien Bubeck   Varun Chandrasekaran   Ronen Eldan   Johannes Gehrke

Eric Horvitz   Ece Kamar   Peter Lee   Yin Tat Lee   Yuanzhi Li   Scott Lundberg

Harsha Nori   Hamid Palangi   Marco Tulio Ribeiro   Yi Zhang

Microsoft Research

Abstract

Artificial intelligence (AI) researchers have been developing and refining large language models (LLMs) that exhibit remarkable capabilities across a variety of domains and tasks, challenging our understanding of learning and cognition. The latest model developed by OpenAI, GPT-4 [Ope23], was trained using an unprecedented scale of compute and data. In this paper, we report on our investigation of an early version of GPT-4, when it was still in active development by OpenAI. We contend that (this early version of) GPT-4 is part of a new cohort of LLMs (along with ChatGPT and Google's PaLM for example) that exhibit more general intelligence than previous AI models. We discuss the rising capabilities and implications of these models. We demonstrate that, beyond its mastery of language, GPT-4 can solve novel and difficult tasks that span mathematics, coding, vision, medicine, law, psychology and more, without needing any special prompting. Moreover, in all of these tasks, GPT-4's performance is strikingly close to human-level performance, and often vastly surpasses prior models such as ChatGPT. Given the breadth and depth of GPT-4's capabilities, we believe that it could reasonably be viewed as an early (yet still incomplete) version of an artificial general intelligence (AGI) system. In our exploration of GPT-4, we put special emphasis on discovering its limitations, and we discuss the challenges ahead for advancing towards deeper and more comprehensive versions of AGI, including the possible need for pursuing a new paradigm that moves beyond next-word prediction. We conclude with reflections on societal influences of the recent technological leap and future research directions.

Inteligência artificial geral é a capacidade hipotética de um agente inteligente de compreender ou aprender **qualquer tarefa intelectual** que um ser humano possa.

A alegação central do nosso trabalho é que o GPT-4 **atinge uma forma de inteligência geral, de fato mostrando faíscas de inteligência artificial geral** (AGI).

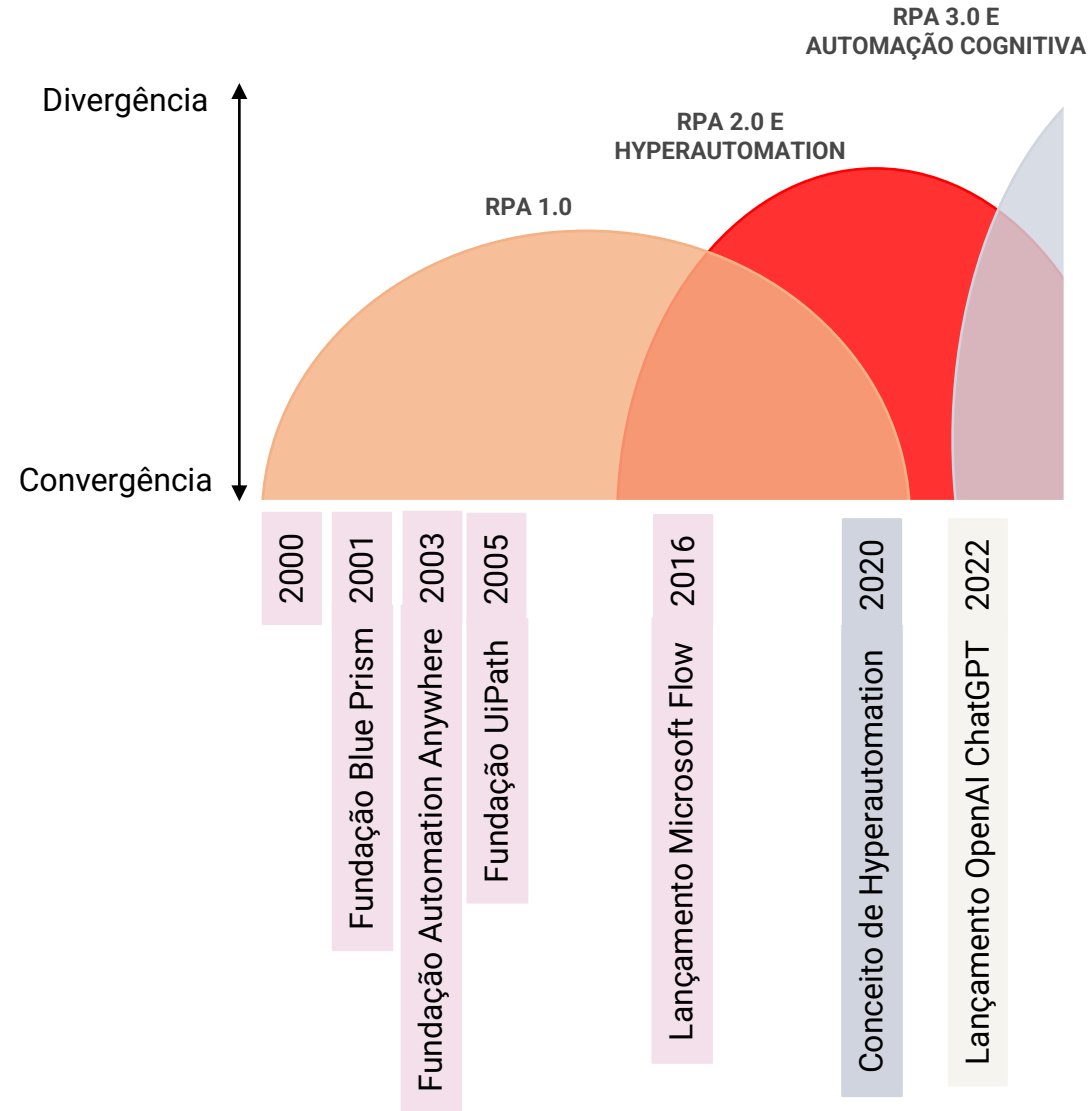Isso é demonstrado por suas capacidades mentais básicas (como **raciocínio, criatividade e dedução**), sua gama de tópicos nos quais ganhou experiência (como **literatura, medicina, e codificação**) e a variedade de tarefas que é capaz de realizar (por exemplo, **jogar, usar ferramentas, explicar-se**, ...).

Ainda há muito a ser feito para criar um sistema que possa se qualificar como um AGI completo...

TERCEIRA ONDA DO RPA

TERCEIRA ONDA
Automação Cognitiva

Critério	RPA	CPA
Tipo de Processo a Ser Automatizado	Processos Repetitivos e com regras simples	Processos Cognitivos (tomada de decisão)
Nível de Personalização	Baixo	Alto
Forma de Interação com Usuário	Interfaces Simples com poucas opções ou sem interface	Interfaces Avançadas com respostas mais fluídas
Complexidade das Regras de Negócio	Regras Simples e Definidas	Regras Complexas (Generativas)
Tecnologias Envolvidas	Ferramentas de Automação Tradicionais	RPA + Inteligência Artificial
Impacto em FTE	Substituição de FTEs	Otimização de FTEs
Tipo de Automação mais Comum	Não Assistida (Substituição)	Assistida ou Não Assistida, dependendo da complexidade

As 10 maiores necessidades dos usuários
para uso de Copilot

1

Recap a meeting
– let Copilot keep track of key topics and action items so you can stay focused during the meeting and avoid listening to the recording after.

→ Draft an email with notes and action items from meeting

2

Summarize an email thread
– get quickly caught up to a long, complex email thread.

→ Click on the Summarize icon

3

Draft email
– personalize the tone and length.

→ Draft an email to [name] that informs them that Project X is delayed two weeks. Make it short and casual in tone.

4

Summarize a document
– get right down to business by summarizing long documents and focusing on the relevant sections.

→ Give me a bulleted list of key points from file

5

Tell me about a topic/project
– provide insights and analysis from across multiple sources to get up to speed quickly.

→ Tell me what's new about topic organized by emails, chats, and files?

6

Give me some ideas for …
– boost your creativity with ideas for your work such as agendas, product names, social media posts, etc.

→ Suggest 10 compelling taglines based on file

7

Help me write …
– jumpstart creativity and write and edit like a pro by getting a first draft in seconds.

→ Generate three ways to say [x]

8

What did they say …
– when you vaguely remember someone mentioning a topic, have Copilot do the research.

→ What did person say about topic

9

Revise this content
– when you've got a rough draft of an idea, turn it into usable text and then vary the length and tone.

→ Rewrite with Copilot

10

Translate a message
– with business becoming increasingly international, it's important to be able to read or write messages in other languages.

→ Translate the following text into French:

IMPACTOS

DOIS TIPOS
DE IMPACTO

Gen+AI tem dois tipos de impacto nas iniciativas de Automação de Processos: **um impacto no desenvolvimento, como ferramenta de apoio para desenvolvedores** e analistas, e um impacto **nos usuários finais e nas funcionalidades**, através da integração da IA Generativa com a RPA, melhorando a experiência do usuário.

IMPACTO INTERNO

Copilotos podem ser utilizado como uma **ferramenta de apoio para desenvolvedores e analistas** na identificação de processos de negócios e na documentação de fluxos de trabalho. Isso pode ajudar a acelerar o processo de desenvolvimento e aumentar a eficiência da equipe.

IMPACTO EXTERNO

Soluções de IA podem ser utilizadas para melhorar a experiência do usuário final, permitindo que eles interajam com os sistemas através de **chatbots e outras interfaces de linguagem natural**. Isso pode tornar a automação de processos mais fácil de usar e aumentar a adoção pelos usuários. Novos casos de uso podem ser viabilizados e no futuro os desenvolvedores cidadãos terão muito mais facilidade em desenvolver.

ETAPA	TAMANHO DO IMPACTO	EXEMPLO DE IMPACTO
Identificação de oportunidades de automação	**Altíssimo**	Novos casos de uso Viabilização de casos de uso descartados
Documentação e preparação dos processos	Alto	Copilotos podem ser utilizado para revisão de documentação, síntese e análise de processos.
Desenvolvimento das automações	Alto	Copilotos podem ser utilizado para desenvolver e refatorar automações, provendo partes de código e propostas de integração, permitindo que os desenvolvedores construam automações mais rapidamente e com maior precisão.
Testes	Médio	Copilotos podem ser utilizado para propor cenários de testes além de identificar pontos de risco que não estão cobertos.
Sustentação	Médio	Copilotos podem ser utilizado para criação de árvores de decisão quando da ocorrência de falhas em produção bem como construção de manuais de usuários.
Gestão COE	Baixo	Copilotos podem ser utilizado para auxiliar na criação de documentos, procedimentos e processos do COE com base nas boas e melhores práticas do mercado.

EFEITO NO POTENCIAL DE AUTOMATIZAÇÃO

Automation Potential ▢ High ▢ Moderate ▢ Low

	Operations					Go-to-market		Support					
Functions	R&D / Design & Innovation	Procurement	Supply Chain Planning	Manufacturing	Warehouse & Transport	Sales	Marketing	Customer Service	IT	Finance & Accounting	Human Resources	Real Estate & Facilities Management	Legal
Processes	Consumer & trends research	Source to contract & SRM	Sales and operations planning	Manufacturing strategy	Inbound/ outbound planning	Customer segmentation and targeting	Portfolio optimization & brand equity	Intake & verification	Enterprise architecture	Budgeting & forecasting	Talent strategy	Document management	Intellectual property
	New product/ prototype development	Procurement requisition	Demand planning	Bill of materials management	Route optimization	Account planning	Media monitoring and marketing	Log in & opening applications	Application development & management	Decision support	Diversity & inclusion	Payments & receivables	Contract management and terms
	Testing & technical svcs.	Travel	Supply planning	Plant maintenance	Logistics execution	Direct sales / field force management	Front end innovation	Customer contact	Provisioning	Record to report	Workforce planning	Reconciliation & dispute management	Governance
	Quality assurance	Spend analytics	Production planning	Production scheduling	Freight settlement	Channel / partner management	Creative services	Diagnostic & resolution of customer issues	IT service management	Credit	Talent acquisition	Lease administration	Litigation
	Product phasing & lifecycle mgmt.	Category Management	Network optimization	Production execution	Yard / dock management	Digital commerce	Digital marketing management	Self-service	Database development	Billing, collections & A/R	Talent onboarding & staffing	Compliance/ FASB13 reporting	Labor & employment
		Inventory management		Engineering	Inventory mgmt. / warehouse automation	Order entry and management	Marketing spend management	Field services	Network configuration	Accounts Payable	Performance management	Facilities management scheduling	M&A
				Safety, health & environment	Labor management	Sales ops: Sales incentives	PR & communications	Analytics and reporting	Infrastructure operations	Tax	Talent dev. / succession planning	Utility billing processing	Risk management
				Quality assurance		Sales ops: Pricing desk	Licensor management		Service desk	Treasury	Learning scheduling	Utility consumption monitoring	Regulatory compliance
						Sales ops: Enablement			End user services	Internal audit	Learning delivery	Space & occupancy data management	
						Sales ops: Reporting and analytics			IT security	Payroll	Labor relations	Workspace optimization	
											Total rewards	Security access management	
											Time & attendance		
											HR reporting		

Reporting & analytics

Data management

Our Intelligent Automation Practice
Our Capabilities – PS HOW Framework

Intelligent Automation, AI in Action
Continuous focus on value, speed, and quality

Leap forward when Automation fit is certain

Design

Learn   Build

Sustain

Test

Customer Lens
Business Lens
Capability Lens

Dive into & refine Automation value propositions

Prioritize Automation value propositions

IGNITE & HUNT

Ignite the case for Automation
Hunt for Automation ideas

Assess **transformation focus areas**, identify and **prioritize journeys** to transform, establish quick-wins and **prepare organization for execution**

SHAPE & INCUBATE

Shape Automation ideas into value propositions
Incubate the value propositions into an Automation plan

Iteratively **shape and refine Automation opportunities**, **begin incubating** solution concepts while **scaling value propositions that have been proven**

BUILD & SCALE

Build & Scale, turning Automation value propositions into outcomes

Iteratively **realize prioritized Automation opportunities** through Agile journey, launching and scaling teams with **ongoing change management**

SUSTAIN

Sustain Automation momentum

Sustain and enhance the experience and efficiency of the Automation Platform through **operations tranquility** and **provide a feedback loop to enhance the value to the business**

Our Intelligent Automation Practice
Our Services

IGNITE & HUNT

Ignite the case for Automation
Hunt for Automation ideas

SHAPE & INCUBATE

Shape Automation ideas into value propositions
Incubate the value propositions into an Automation plan

BUILD & SCALE

Build & Scale, turning Automation value propositions into outcomes

SUSTAIN

Sustain Automation momentum

IGNITE **Intelligent Automation Strategy**

Create a bold, rigorous, and creative vision for the future of the business with Intelligent Automation consistent with your DBT strategy.

Deliver a practical, feasible, ready-to-execute high-level strategy.

Mobilize not only the most senior decision makers but also the managers who will lead the change.

Create a cultural change movement ready to progress to Hunting for value.

HUNT   SHAPE & INCUBATE **Automation Discovery**

Determine where to play with Intelligent Automation and how to win. Hunt and Identify large pools of business value.

Hunt for end-to-end process ideas considering all Intelligent Automation technologies (RPA, IDP, ML, NLP, AI/GenAI).

As soon as value is identified, shape & Incubate it Pursue no-regret opportunities at speed, minimizing cost of delay, and accelerating time to production.

HUNT **Process & Task Minning**

HUNT with technology to look for Automation Business Value.

SHAPE & INCUBATE **Process Design**

Leverage our Process Experts to standardize and simplify your processes to optimize results. Design Automated processes for your new Businesses, bringing efficiencies from the start to your new business launch.

BUILD & SCALE **Automation Delivery**

Leverage our expertise and teams to deliver Automations (RPA, IDP, ML, NLP, AI/GenAI) with continuos focus on value, speed and quality.

BUILD & SCALE **Infrastructure**

Ensure that your infratructure meets your needs now and in the future. Scale securely while maintaining resiliency.

BUILD & SCALE **Design Authority**

Leverage our Solution Architects to guide your delivery teams. Ensure development consitency, quality and adherence to Best Practices.

BUILD & SCALE **Training Academy**

Build your own automation team and capabilities.

SUSTAIN **Operations Managed Services**

Sustain and enhance the experience and efficiency of your Intelligent Automation Processes through operations tranquility and provide a feedback loop to enhance the program.

Our Operations Managed Services support ongoing Intelligent Automation momentum that keeps our client's business running while they transform.
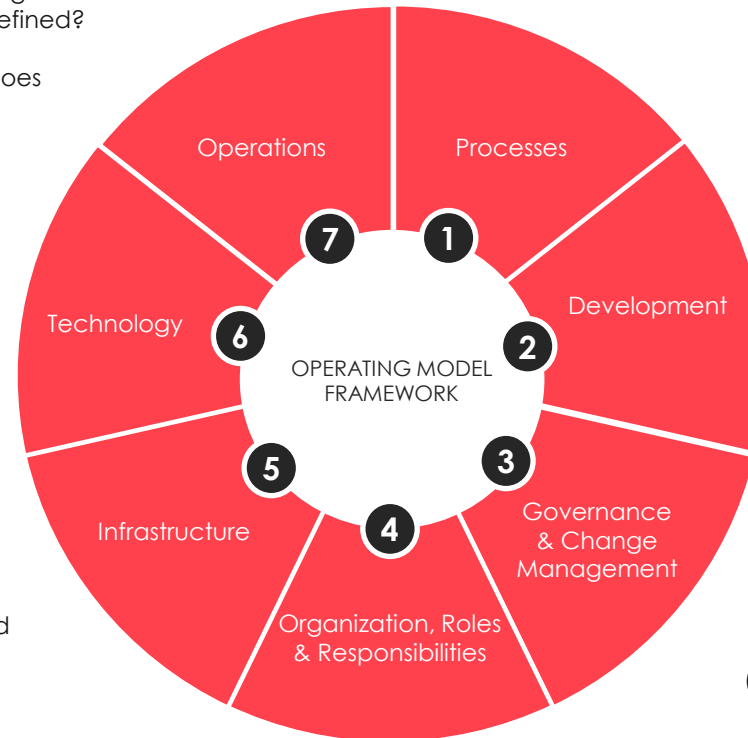
We can enter at any point.

HUNT   SHAPE & INCUBATE   BUILD & SCALE   SUSTAIN
Operating Model & Program Health-Check
Architect an Intelligent Automation Operating Model to enable your program to scale. Identify improvements to your existing Operating Model through our Program Health-Check.

Our Intelligent Automation Services
Operating Model & Program Health-Check

7
- What is the operations process? How is the execution and monitoring of automated processes managed?
- What is the incident management process? How do we manage break/fixes & enhancements? How are the resolution levels defined? What are the roles and responsibilities? What are the SLAs?
- What are the needed tools to manage the operation? How does the operation communicate benefits to the organization?

6
- What are the technologies that the organization should use? (RPA, IDP, NLP, AI/GenAI)
- How are the selected technology products configured? How do we get support from the vendor?
- What resources are available to train the organization?
- How is the deployment to the dev, test, and production environments performed and controlled?

5
- What are the infrastructure requirements? Should the organization use cloud, on-premise, or hybrid?
- What are the communications requirements?
- How will the organization monitor the infrastructure and communications? What alert, logs, and monitoring tools should the organization implement?
- What are the security requirements? How do users get authenticated?

4
- What is the structure of the Intelligent Automation organization? What capabilities, functions and roles are needed?
- How do we structure the responsibilities within the IA organization and with the different stakeholders?
- How does the organization develop and retain staff? How will the organization grow as the IA program scales?
- Should the roles be internal, external, or a combination? What are the criteria?

1
- What is the methodology to analyze processes and design a To-Be process for automation?
- Does the organization have a process improvement department?
- How does the organization identify opportunities? What are the criteria to identify candidate processes for automation?
- How are the benefits, efficiencies, and automation results measured?

2
- What methodologies are used in the organization to start an IA project?
- How are the UAT and End-to-End testing performed?
- Is there a process to be followed to move a project into production?
- How are the Best Practices enforced in every Automation?
- What is the quality assurance policy in the organization?

3
- What is the demand generation process? How will the processes be prioritized?
- What is the change management and communication process?
- What project management methodology is used in the organization?
- How are the benefits, efficiencies, and automation results measured and communicated to the organization?
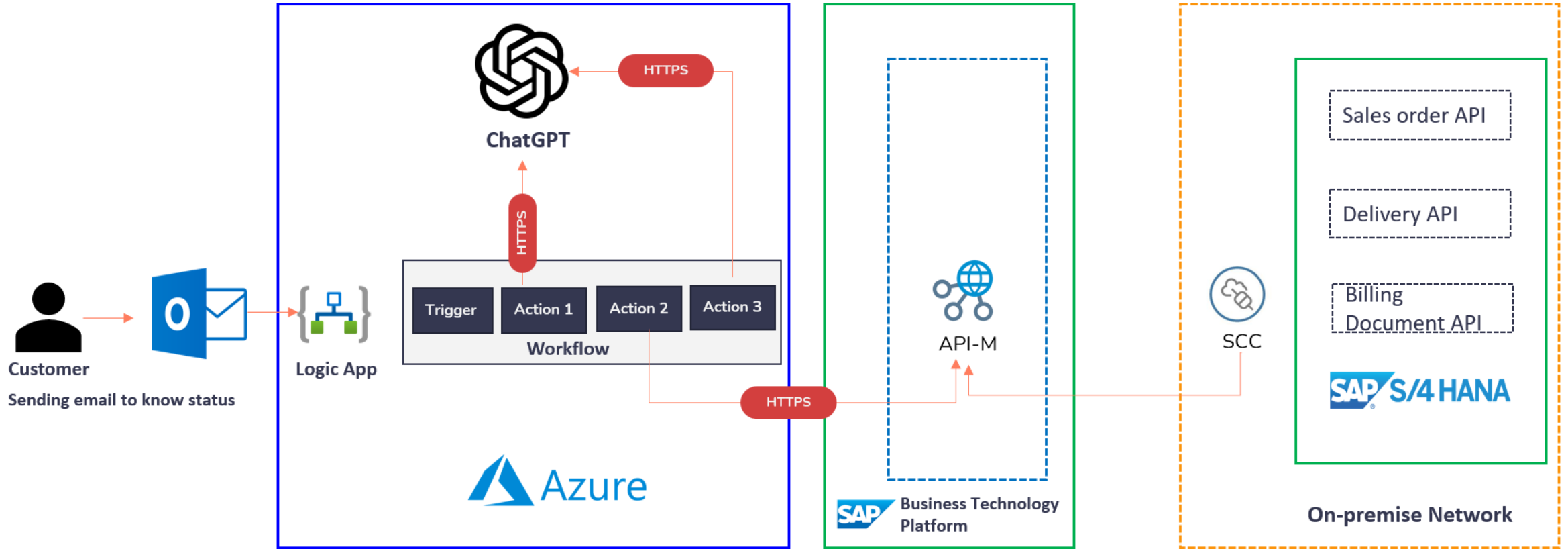- What are the contingency plans?

OPERATING MODEL FRAMEWORK

Operations
Processes
Development
Governance & Change Management
Organization, Roles & Responsibilities
Infrastructure
Technology

EXEMPLO

USO DO CHATGPT PARA GERAR CONSULTAS

Imagine o seguinte: você é um fornecedor e **sua caixa de entrada está lotada de e-mails sobre pedidos de compra.** Seu especialista em suporte ao cliente está se arrastando pelo sistema SAP como um caracol em um dia chuvoso. É lento, é tedioso e você está pronto para arrancar os cabelos.

É aí que a integração da **Microsoft, OpenAI e SAP se destacam**. Com uma boa engenharia de prompt, você pode usar o ChatGPT para gerar contexto no formato JSON a partir de consultas de clientes que podem ser usadas como entrada para API e integrar-se perfeitamente ao sistema SAP para recuperar informações no formato JSON/XML e gerar textos significativo a partir desse JSON/XML .
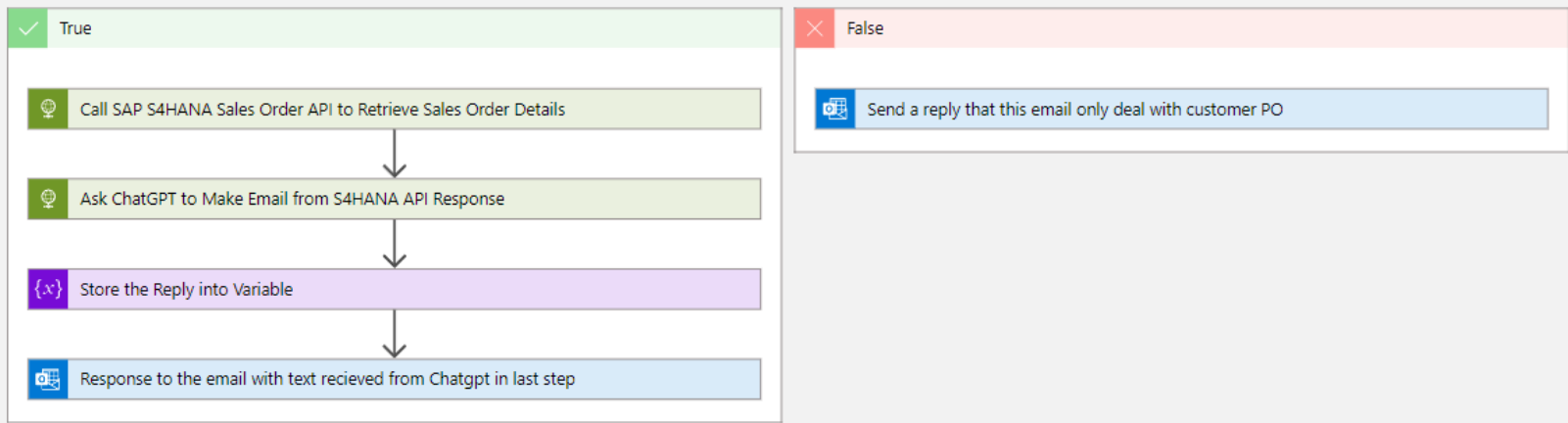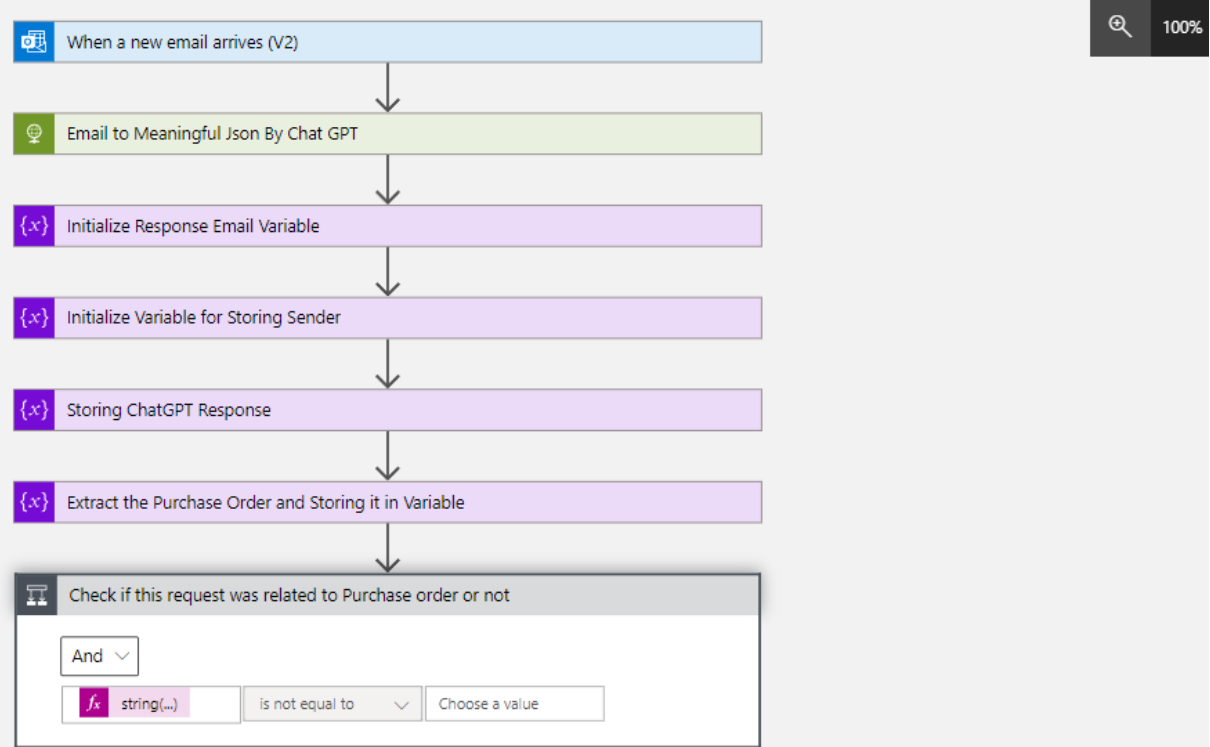
Em poucas horas, você pode ter um **sistema de suporte ao cliente** totalmente funcional que pode responder a consultas com respostas significativas por e-mail.

USO DO GEN+AI PARA GERAR CONSULTAS

Customer

Sending email to know status

Logic App

Trigger | Action 1 | Action 2 | Action 3

Workflow

HTTPS

ChatGPT

HTTPS

Azure

HTTPS

API-M

SAP Business Technology Platform

SCC

Sales order API

Delivery API

Billing Document API

SAP S/4 HANA

On-premise Network

**Action 1: Ask ChatGPT to convert email into meaningful JSON

**Action 2: Extract order from JSON and Query SAP System via API

**Action 3: Ask ChatGPT to turn JSON received from SAP into meaningful Email and Finally reply to customer

USO DO GEN+AI PARA GERAR CONSULTAS

Fluxo de integração usando o **Microsoft Azure Logic App**

"Vamos implantar RPA"

"Vamos resolver problemas de negócios"

Vamos conversar?

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