

THE OPTIMISATION CONUNDRUM: ADDRESSING EFFICIENCY AND RISK, BY ROBOTISING HUMAN EXPERTISE.

DIGITISED EXPERTISE



Against a backdrop of limited resources the challenge to deliver faster and more efficiently, without exposing the organisation to unnecessary or additional risk, is one facing most organisations.

This challenge is exponentially more complex in the financial services sector, where taking calculated risk defines the business model, where regulatory compliance allows no margin for error and where operational risk management cannot be compromised.

Financial institutions are exposed to risk within each and every committed transaction.

Scenarios in this space are complicated, information is often imperfect, outcomes are not always predictable, and typically there are multiple solutions to a problem, add to this a constantly evolving landscape - competitors, customers, markets, and regulation and the scenario become infinitely more complex.

Identifying the solution that will yield the most favourable business outcome requires the skill of key individuals, who draw on expertise and experience, to weigh up all relevant information, actions and consequences, and make decisions that enable the business to thrive. As complexity and risk increases so does the organisation's reliance is on these human experts.

In the digital age the ability to make these decisions faster is key to remaining competitive and relevant.

The business dilemma lies in the fact that these expert resources are limited as such access to these experts is also limited, which inevitably delays processes and service delivery. Continually adding headcount is neither viable nor optimal.

Attempts to reduce reliance on human expertise and drive efficiencies through process automation systems, or bots driven by data logic, have proven ineffective in managing the complexities and risk of this space yielding sub-optimal results.



Against these headwinds how do financial organisations create efficiencies, to remain competitive, without compromising risk?

The solution lies in deploying next generation Artificial Intelligence (AI) to digitise key decision makers.



Merlynn Intelligence Technologies have developed a unique technology suite called TOM™. The application of the TOM™ technology allows for the creation of "Virtual Experts" that digitally replicate the decisions of the organisation's experts.

These Virtual Experts allow organisations to scale their expertise, alleviating access to human expert decisions. Instant access to expertise allows business to process and transact in real time (faster and more efficiently) without compromising risk. Real time decisions enable the organisation to react faster to mitigate risk, but also to enhance customer experience.

Next generation TOM™ is the only artificial intelligence technology with the ability to digitise expertise.

The technology is specifically designed to complement existing AI and RPA capabilities and investments.