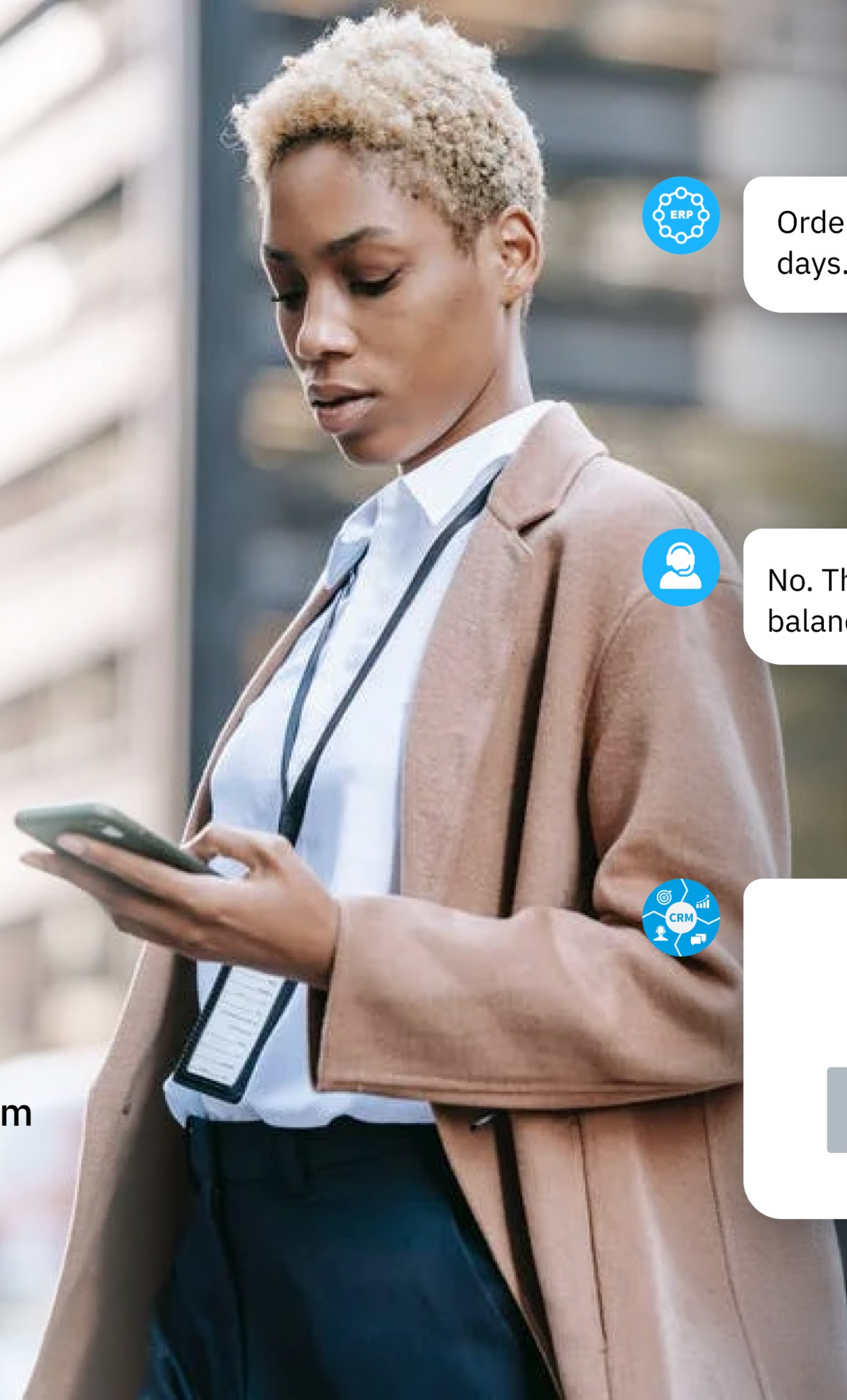




The Future of Intelligent Automation

Technology that understands people™



Order # TSK-08947 will ship in 45 days.

Can this order be expedited to ship earlier?



No. This customer's outstanding balance exceeds the maximum.

Please send this customer's 6-month order history.

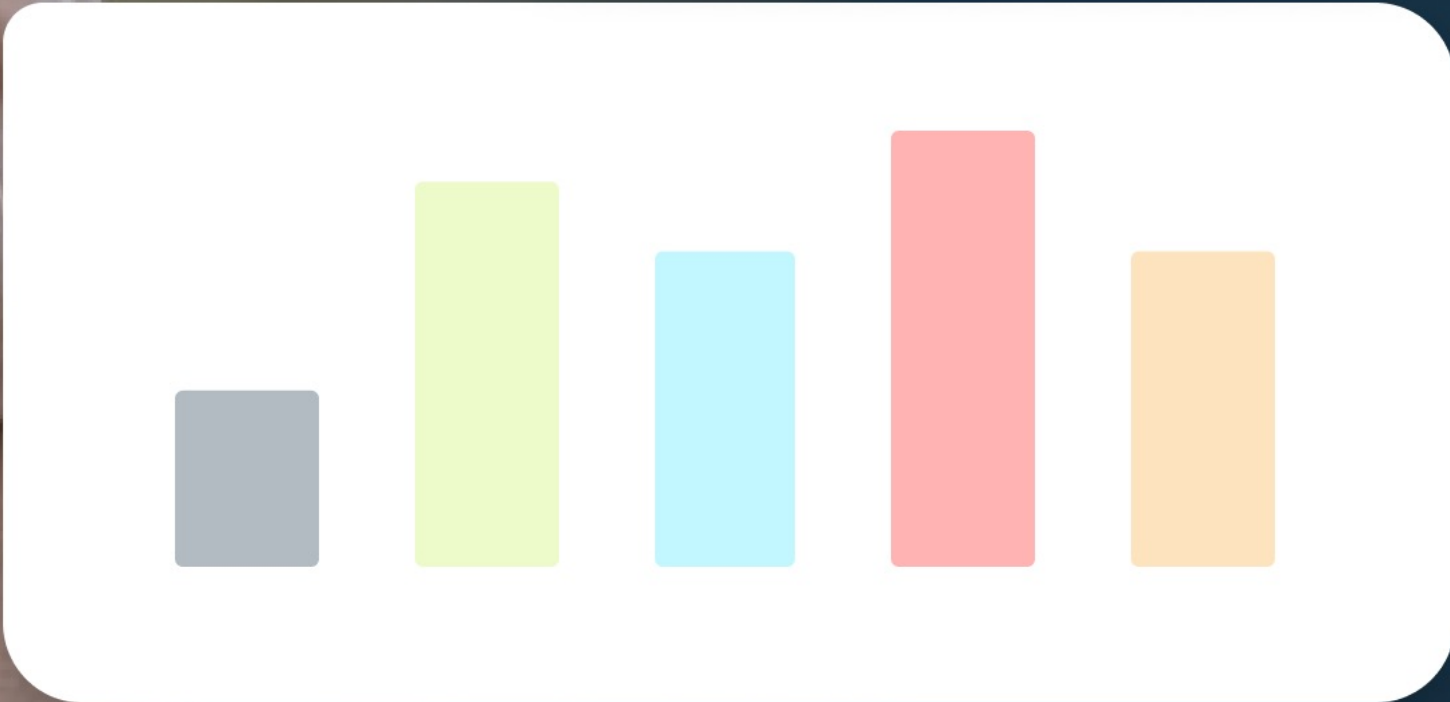


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“This is the solution I have been waiting for my whole career.”

20-year Technology Executive



Krista

Intelligent Automation is Digital Transformation at Machine Speed

Turn employees into creators of automation, and have the automation adapt to the employee.

Craig Le Clair, Forrester

Digital transformation is building or optimizing business models using modern digital technologies. Today, the speed at which your company transforms depends on your ability to change your systems and change your people. CPU performance doubles every 24 months to enable ever-increasing computing power for automation, machine learning and artificial intelligence. However, people's capacity to change moves at the pace of human evolution.

Why is your digital transformation dependent on your people changing faster than humanly possible? You will not reach your agility goals when your people must constantly keep up with changing processes, rules, and technology.

Task-level automation products like robotic process automation (RPA) automate predictable, repetitive tasks containing little variation. Many of these projects lower labor costs by shifting human labor to digital. However, inevitable variability causes many projects to have a high total cost of ownership due to brittle script maintenance and 'hardcoding' business processes, thus reducing agility.

For digital transformation at machine speed, you need Intelligent Automation that integrates your people and systems with zero friction. That's Krista.

Intelligent Automation (IA) combines the "doing" from process automation, the "learning" from machine learning, the human connection of Natural Language Processing, and the "thinking" from Artificial Intelligence to expand automation capabilities by orders of magnitude.

Krista delivers transformative business outcomes, knowing the processes, rules, and technologies instead of your people, so your business adapts faster, more efficiently. Once Krista manages the process, your people are no longer your bottleneck to transformation.

Krista is technology that understands people. She provides a unique, conversational interface that your people already know how to use.

It's time to train your machines and have the automation adapt to your people.

Analysts on intelligent and hyperautomation

By 2024, organizations will lower operational costs by 30% by combining hyperautomation technologies with redesigned operational processes.

69% of what a manager currently does will be fully automated by 2024.

By 2023, organizations will be able to run 25% more autonomously.

Intelligent Automation (RPA Plus AI) Will Release \$134 Billion In Labor Value In 2022.

Digital workers will perform a higher percentage of your work. As this happens, your need to coordinate work among humans and these "robots" will increase.

Turn employees into creators of automation, and have the automation adapt to the employee.

Sources:

Gartner Top 10 Strategic Technology Trends for 2020
Digital Workplace Trends You Can't Ignore, Gartner
Gartner Top Strategic Technology Trends for 2021

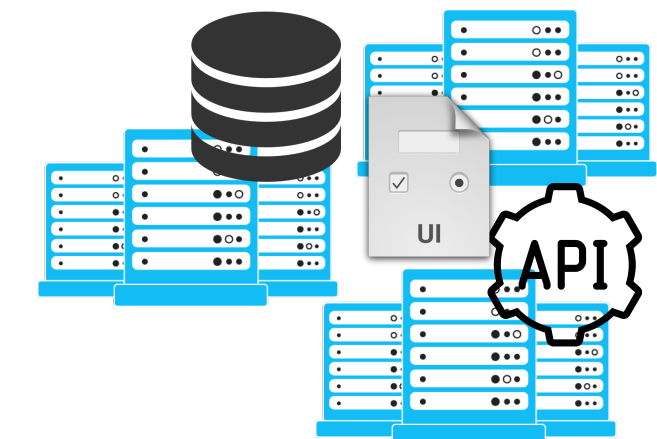
Intelligent Automation Will Release \$134 Billion In Labor Value In 2022, Forrester
Design Automation To Respect Employee Psychology
Intelligent Automation Platforms Take Aim At Workforce Orchestration

Krista is a modern Intelligent Automation platform that orchestrates and manages digital business processes across people and systems in an easy-to-follow conversational format.



People and Systems

- Customer Experience
- Order to Cash
- Salesforce Automation
- Human Resources
- Employee On/Offboarding
- Security Incident Management
- Field Operations Management



Collaboration Tools

Slack, Microsoft, G Suite

Enterprise Automation

RPA, LCAP, Enterprise App Dev
B2B, EAI, SOA, REST



Krista democratizes technology

Business process owners don't need coding skills to build automation

Krista provides an intuitive no-code studio for business people to build intelligent automation. Removing technical skill requirements and empowering domain experts enables process owners to create and modify automations independently. Krista removes technical barriers so people can make changes in minutes instead of waiting for weeks – or longer – for enterprise IT development resources.

You make requests of people all the time, ask your systems the same way

Process owners understand what they need from people and systems. But today, most processes execute by people navigating countless complex systems and chasing after other people to produce an outcome.

Krista connects to your backend systems, enabling your people to ask for, change, update, or initiate actions in systems just like asking a person. Once integrated, Krista provides conversational access across multiple systems instead of people navigating siloed or disparate apps in use today. Integrating and conversationally personifying systems using a natural language integration model increases usability.

The screenshot displays a vertical workflow in the Krista Studio interface. It begins with a trigger event: "Conversation starts when Search for hot customer". Below this is a search input field containing "hot customer". The workflow then proceeds through several actions, each preceded by "and then":

- lookup bugs in backlog**: A dark action card with a green checkmark icon.
- lookup stories in backlog**: A light action card with a green checkmark icon.
- Dev Status Bugs**: An action card with the text "Open requests (defects & stories) in JIRA Backlog for Company Name". Below the text are two list view options: "List of Bugs" and "List of Stories".
- Inform a Person**: An action card with the text "Hot customer details". Below the text is a variable input field labeled "hot customer".

Navigation icons (up/down arrows, plus, minus, and share) are visible on the right side of the workflow steps.

Ask for an Update or Status

Automations are simple to build using Krista Studio. A process owner simply describes a desired outcome as a conversation between their people and systems.

For example, determining how to handle a certain customer could require understanding of their status, open orders, or feature requests and informing the sales and support teams. Krista finds all of the relevant information and informs the teams on how to communicate with a specific customer.

Krista connects your existing tools

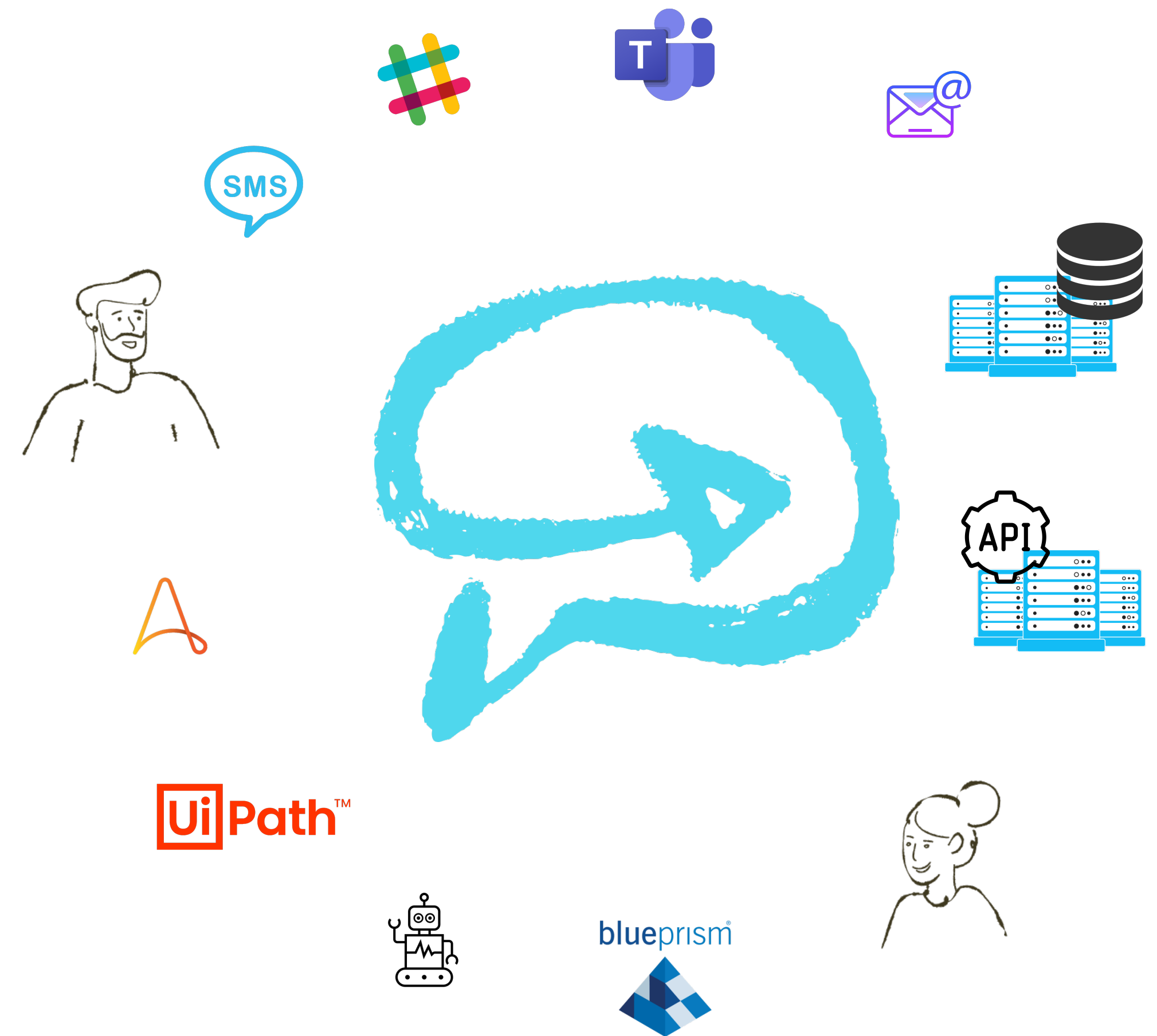
Krista bridges people and systems

Collaboration and communication platforms have poor automation capabilities. Automation platforms have poor communication and collaboration capabilities. Your business needs seamless integration for both because your most valuable business outcomes require transforming and improving digital processes amongst people and systems.

Krista integrates people and systems by allowing your people to work inside their current collaboration tools. In addition, Krista leverages existing systems of record, RPA scripts, EAI platforms, and service frameworks, so you don't have to change the existing IT systems when building new automation.

Krista combines human-to-human workflows with your systems to automate entire business processes. Krista includes people in data entry steps, actions, approvals, decisions and facilitates escalations when required people are unavailable.

Krista automation understands, enforces, monitors, and orchestrates business rules inside of automated processes. Krista gives your organization abilities to measure, document, and improve digital processes at higher velocity and agility at lower costs.



If you can text, you can use Krista

User experiences your people already use and understand

Krista is technology that understands people, and people already understand Krista. Krista automations are conversations among people and systems. Your people converse with Krista similar to texting and instant messaging, instead of logging in disparate supporting IT systems.

They mimic texting conversations that your employees already have with each other, so they already know how it works. People embrace change that looks and feels like more of the same, eliminating expensive change management programs.

With Krista, you can access 100s of IT systems in a single conversational interface your people already understand. The conversational interface is independent of back-end systems, so users won't resist when underlying systems change or update. Decoupling the underlying systems enables you to make changes without users knowing or resisting something new as you transform your business. Removing user resistance and IT bottlenecks increases agility and speeds your digital transformation.



“Our employee reporting significantly improved, which led to better resource utilization.”

The screenshot displays the Krista interface, which is designed to look like a standard messaging app. On the left, a vertical sidebar contains navigation options: 'AI' (with a notification badge) and 'OC' (with a notification badge). Below this, a list of channels and chats is shown:

- Incident Response** (For managing incidents)
- Alert Management** (9:23pm)
- Employee Information** (Hey, this is pretty cool platform... 4:40pm)
- CHATS** (+)
- Krista** (To help you understand What happed... 10:51am)
- Chad Hancock** (Can you help me figure this out? May 16)
- Jesse Johnson** (bug logged. Should be done... May 8)

The main chat window is titled 'Alert: System access - privilege abuse' and shows a conversation with 'System: System ABC'. The alert details include:

- System:** System ABC
- User:** [Matthew Smith](#)
- Date:** 3/29/21
- Time:** 9:45AM CDT
- Description:** A user was detected leveraging a platform to which their role does not correspond.

The chat history shows a sequence of messages:

- System: How would you like to handle this alert? (Buttons: All Clear, Create an Incident)
- System: Okay, I'll create an incident for this alert. The incident number is PA-20210329-5
- User: Request data from IT. What do you need from IT?
- User: I need any information regarding Matthew Smith's access to System ABC (JS)
- User: Request data from IT. How long do you want to give IT to respond? (Dropdown: 1 hour) (JS)
- System: Request data from IT. Okay, I'll forward your request to IT and bring back their results of the following:
Description: I need any information regarding Matthew Smith's access to System ABC
How long do you want to give IT to respond? (Dropdown: 1 hour)
- System: Request data from IT. IT has responded to your request with the following information.
Matthew Smith was granted access privileges following a confirmation with his manager. John Doe in IT authorized the request. An audit of the access Matthew used is attached. (Attachment: Audit log.txt)

At the bottom right, it shows 'No comments' and a back arrow.

Krista provides data for dashboards and compliance

Enforce security with role-based data privileges

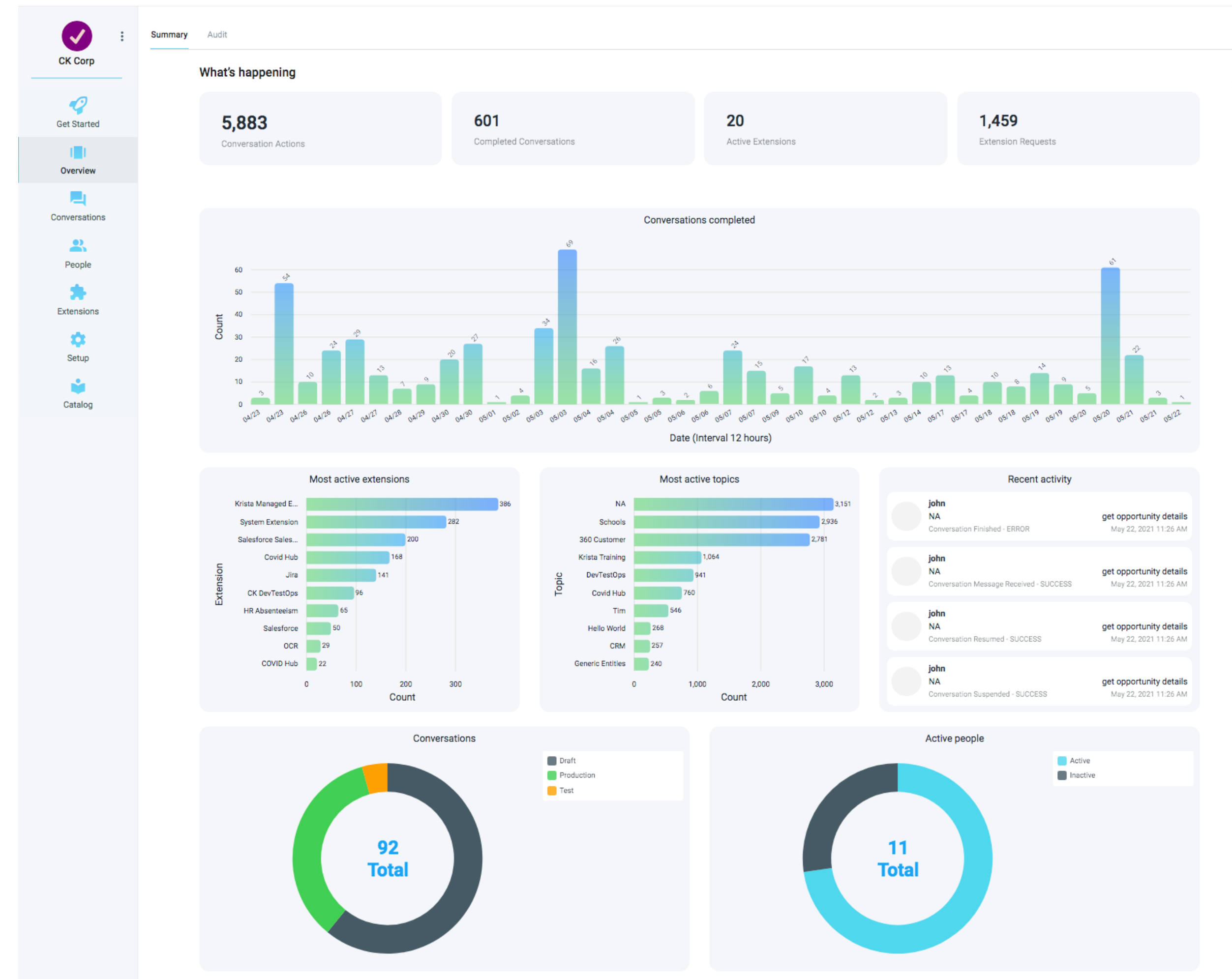
Krista manages data access by role to prevent PII data or inside information from leaking. Krista enforces data security and access by user role and geographic region based on your specific compliance and regulatory mandates. For example, the correct role-based data privileges are required when building enterprise dashboards and metrics for company KPIs or customer dashboards.

Automates compliance auditing and documentation

Krista automatically logs and documents each step in every automated process. Since Krista orchestrates and stores automation data, employees can query the data using a Krista conversation. As a result, your teams can instantly produce custom documentation, dashboards, or reports to meet compliance mandates, audits, or update a managed customer.



“We would spend over 100 hours to track people down and view logs, then manually build a compliance report.”



Krista makes machine learning as simple as "Ask Krista"



Ask a System

Ask for information or to perform actions on your ERP, an automation script (like RPA), a rules engine, or any other system.



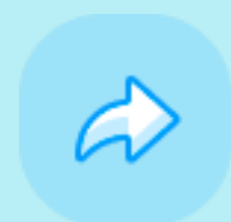
Ask a Person

Ask for information from one or more people to use in an automation or decision.



Make a Decision

Define business rules inside Krista so you are not dependent on your people to ensure compliance.



Inform a Person

Provide needed information to a person or your whole team.



Ask Krista AI

ML-based predictions or anomaly identification to remove costly human and system bottlenecks.

The simplest way to use powerful artificial intelligence

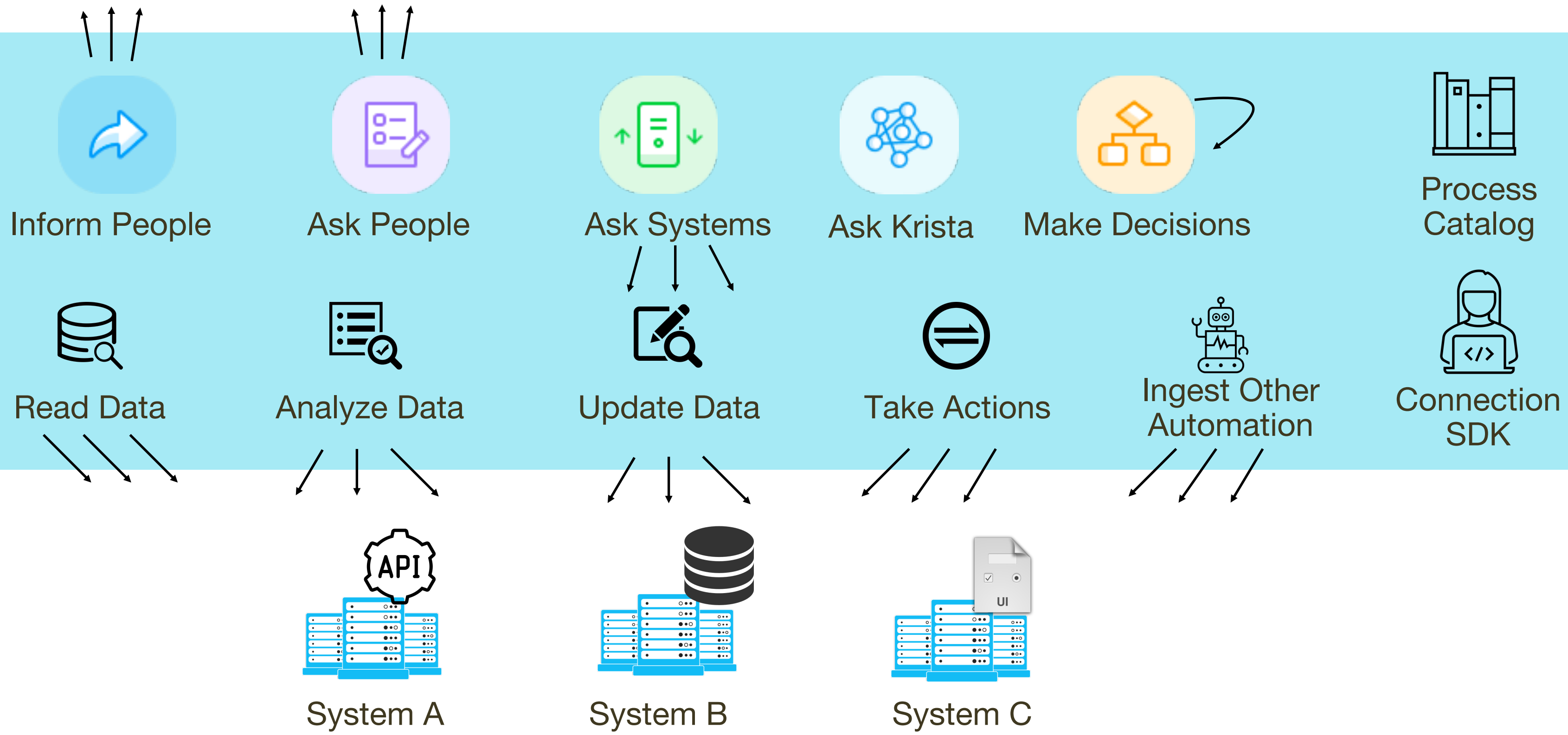
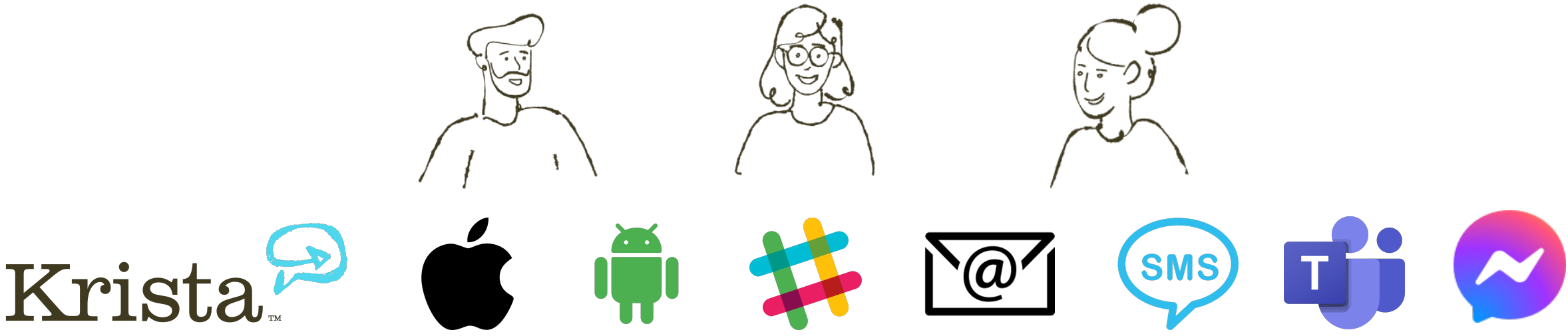
Intelligent Automation promises to make machines perform more tasks and free people to perform work that machines cannot. Many machine learning technologies exist, yet integrating them into your fabric of systems, people, and processes is a challenging, time-consuming, tech-heavy investment. As a result, most projects never see production.

Krista puts machine learning 'on the bottom shelf.' Creating a sophisticated model is as simple as asking Krista to answer a question. You provide Krista access to the data needed to train its models and she learns as she goes.

Your employees understand natural language conversation, so they never need a training session

Krista automatically trains its Natural Language Understanding (NLU) system directly from your people's words and phrases when describing your processes. The various data and requests your employees ask become the training input and strengthens context to and from your automations. Krista provides your teams with powerful NLU by listening to and learning from people conversing with automations.

Krista architecture



Krista provides a 360-degree customer view

1 Conversation started to determine if this **customer on the HOT list**.

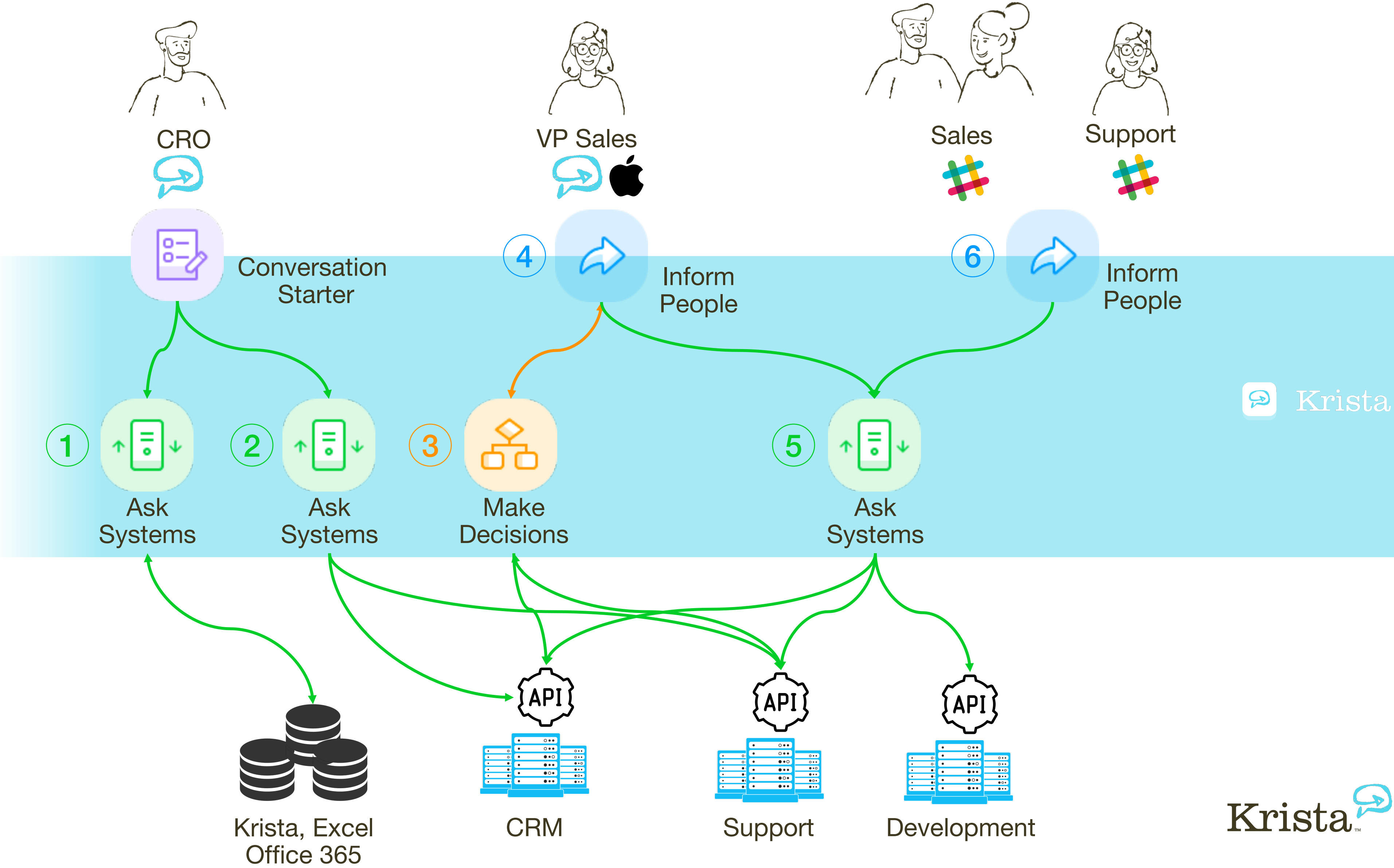
2 Can I put a customer on the HOT list? Have they been on the list in last 3 years?

3 Krista conversation consolidates disparate data to **make important decisions**.

4 **VP Sales approves** customer statuses based on 360-degree customer view.

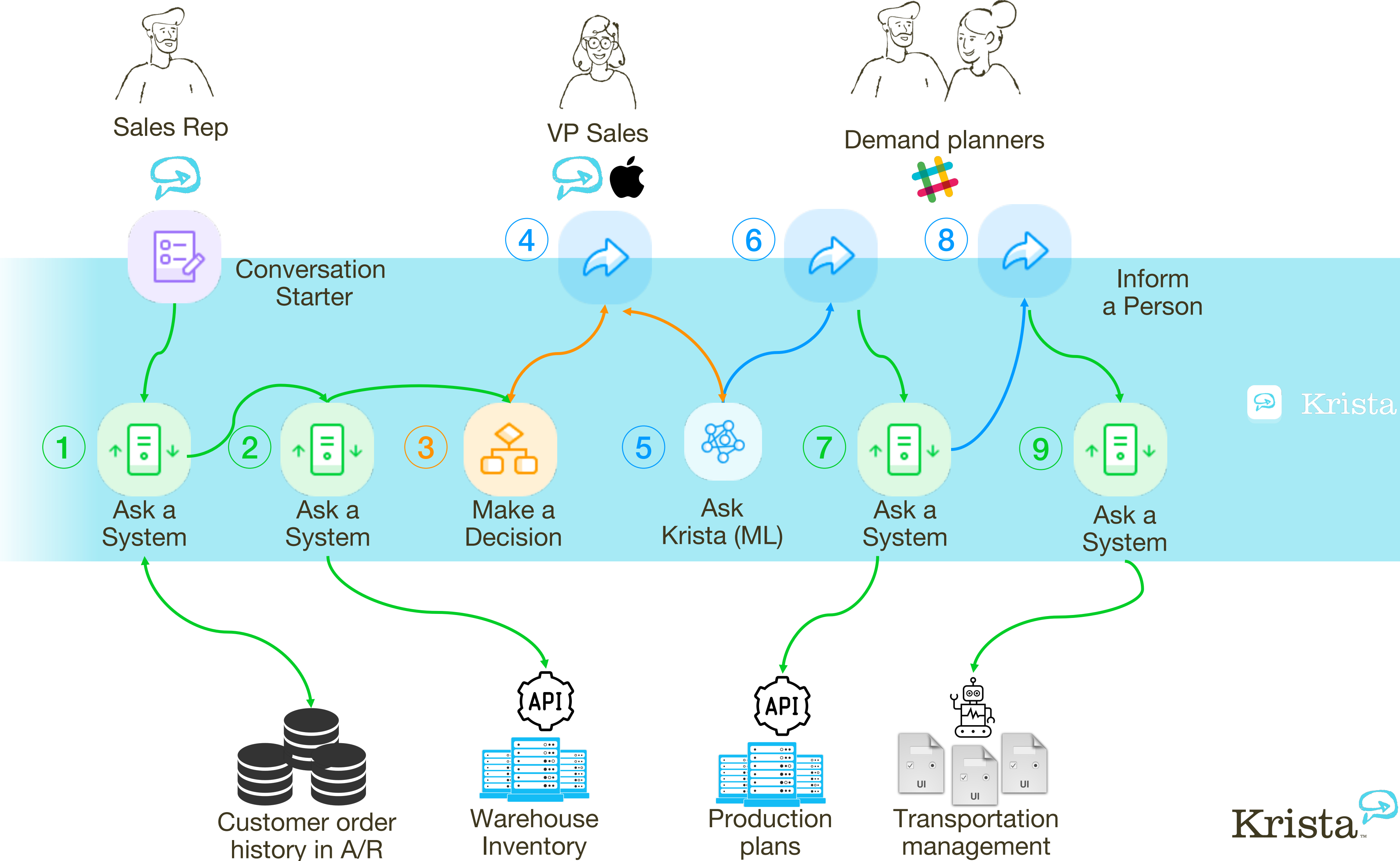
5 Sales and support are informed of new hot customer.

6 CRM, support & development status is consolidated to provide a complete **view of the customer** from the **company perspective vs department**.



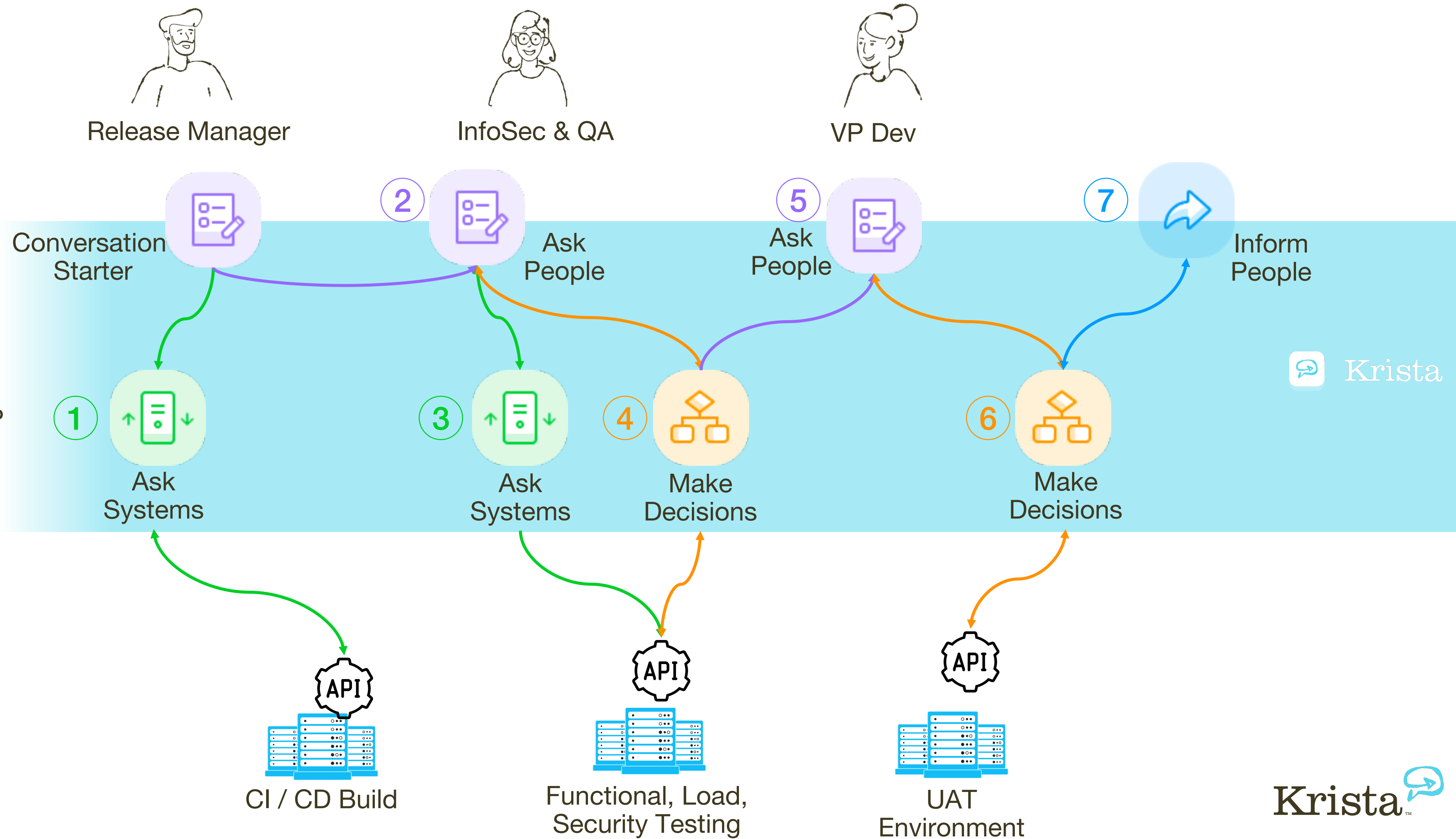
Krista orchestrates order management

- 1 Conversation started to expedite order for Tier 1 customer
- 2 Krista checks Inventory and Accounting systems for customer status
- 3 Krista informs VP Sales about order. **Uses ML to review order** history, AR status. Approves expedite.
- 4 Demand planners notified about expedited order.
- 5 Demand planner reviews manufacturing plans, allocates production, existing inventory, & schedules shipping.
- 6 Order confirmation **sent back to sales team.**
- 7 Transportation management system updated with expedited order.



Krista orchestrates release management

- 1 Release Manager asks Krista for build status
- 2 Release Manager asks Krista to **notify QA and Infosec** to test in next 2 hours.
- 3 **QA & InfoSec have 2 hours** to perform validations in QA labs.
- 4 QA & InfoSec **Go / No go** decision is made.
- 5 Release Manager requests VP to push to UAT
- 6 VP reviews collated **dashboards in Krista** to make decision on publishing to UAT.
- 7 **Krista** informs stakeholders, **documents decisions**, and ends conversation.



Conclusion

Krista converges AI and process automation capabilities into a single Intelligent Automation solution that your people already understand how to use.

Krista manages end-to-end processes by orchestrating your people, workflows, and the underlying systems into an easy-to-follow conversation. Krista personifies back-end systems that become simple to converse with, like a "person" on your team.

Intelligent Automation is Sustainable Automation

- **Democratizes technology, enabling process stakeholders to create or improve automations without IT resources.**
- **Create automation as fast as you can write requirements using an intuitive conversational code-free authoring tool.**
- **Start quickly by utilizing an extensive pre-built automation catalog.**
- **Redeploy IT resources for innovation since delivery times, maintenance, and training needs significantly decrease.**

- **Retire countless custom apps and their backlog to reduce your IT support costs.**
- **Realize increased productivity by simplifying the corporate desktop and making processes more human-centric.**
- **Automate compliance and regulatory documentation.**

Krista makes process automation conversational so that your employees can use the tools they are already comfortable with. As a result, your IT department reduces its backlog, and your employees no longer resist changes in IT or processes. In the end, you get the only managed, self-service platform that puts your people before your technology.

Krista is technology that understands people.



Krista

Krista's mission has always been to make technology that understands people. Through innovative thinking, our team has been able to transform the way that teams interact with their corporate apps. The future of intelligent automation is here, and it all starts with one simple conversation. For more information, visit us online at KristaSoft.com.

Web: KristaSoft.com

Twitter: [@KristaSoft](https://twitter.com/KristaSoft)

LinkedIn: [/Krista-Software](https://www.linkedin.com/company/Krista-Software)