

# Meet your speaker



**Oleg Royz**

Vice President - Global Digital  
Transformation / RPA

**Nielsen**

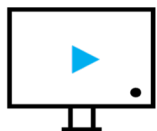


# NIELSEN RPA JOURNEY

UiPath Forward III Las Vegas

# NIELSEN MEASURES MEDIA AND CONSUMER

## TOTAL AUDIENCE



Video  
Ratings



Audio  
Ratings



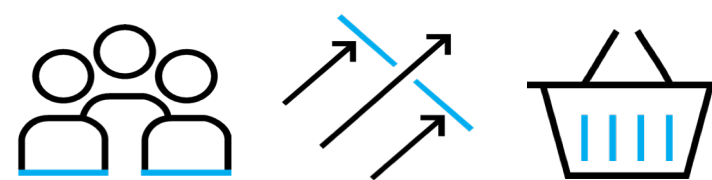
Text  
Ratings

### Content and Ads Ratings for:

- Who is Watching (Demo, Target)
- What (Sports, News)
- Where (In/Out of Home, Devices)
- When (Time of Day)
- How Much / Many (Frequency, Reach)

Measurement in 59 countries

## TOTAL CONSUMER



### Retail sales measurement, advanced analytical capabilities:

- Market Share
- Price, Volumes
- Loyalty
- Analytics (pricing, promotion, assortment)

Measurement in 100+ countries

# THE NIELSEN JOURNEY

*It is only the beginning !*

**Jan 2017**

RPA  
Marketplace  
Analysis

**June 2018**

COE Buildout  
and IT  
Alignment

**Jun 2019**

Engagement and  
Scale

365,000

hours of manual  
work automated

10 weeks

Average project  
duration

30+

functions  
engaged across  
40 countries

179

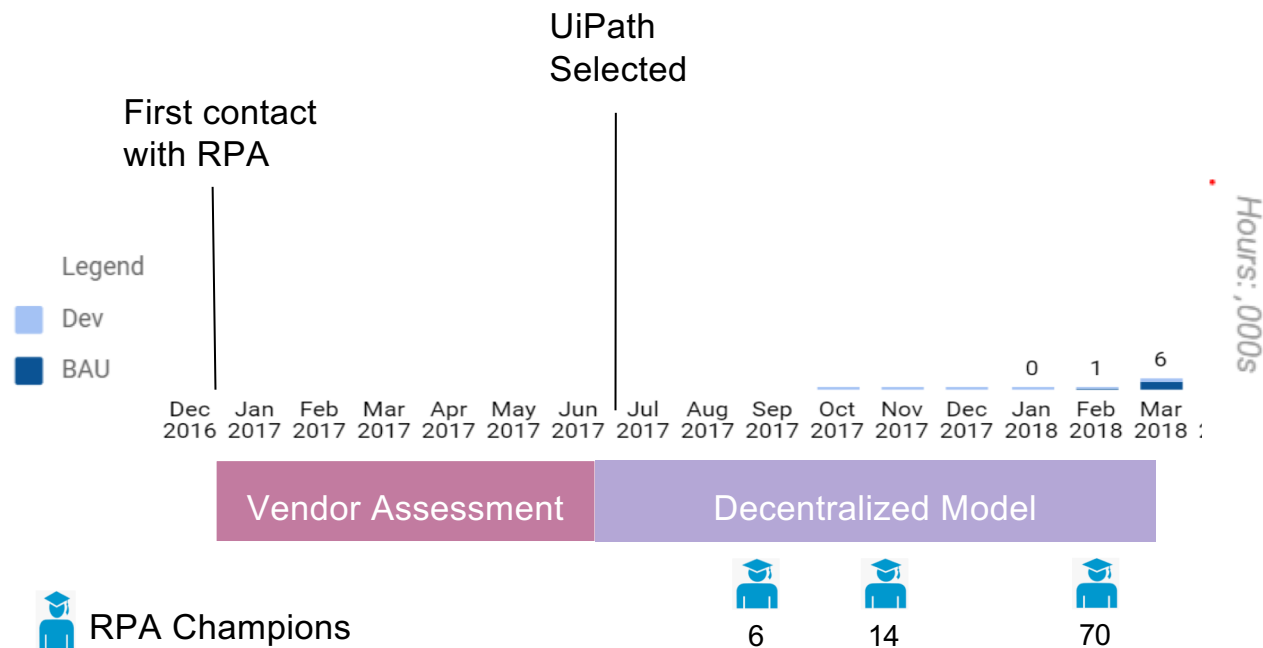
projects  
delivered



# RPA JOURNEY - EVANGELISM PERIOD

## Started With a Decentralized Model

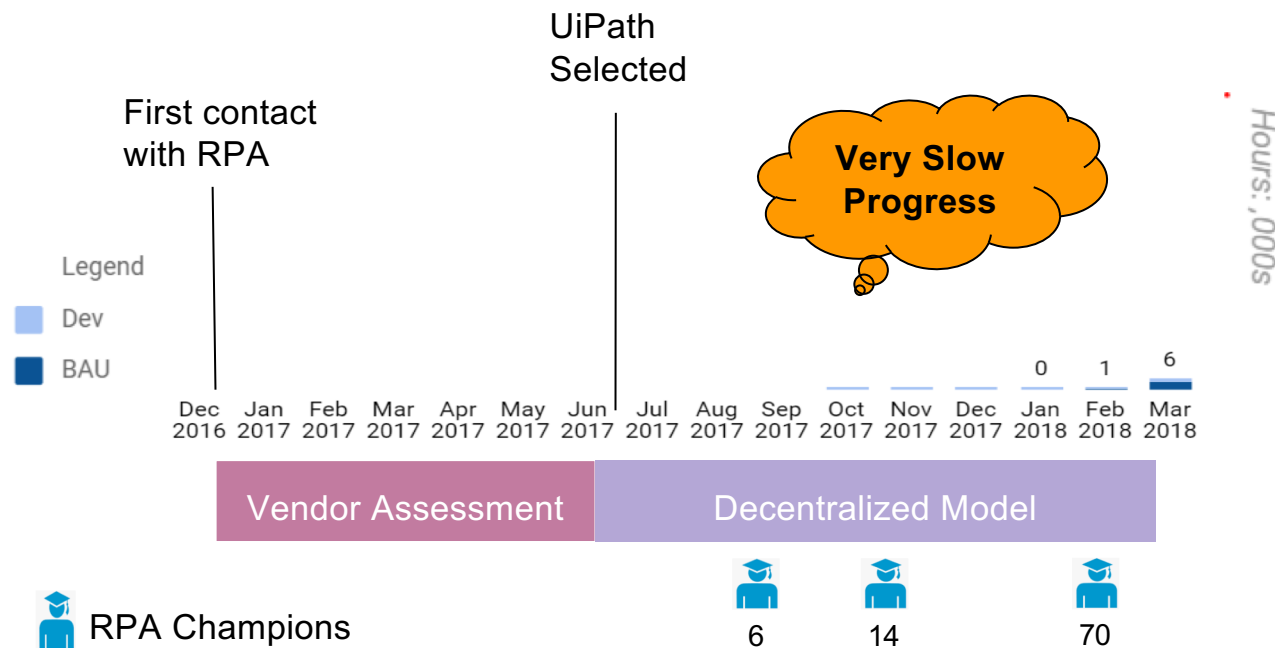
- Recruited “RPA Champions”
- Limited Central Coordination



# RPA JOURNEY - EVANGELISM PERIOD

Lots of Volunteers, But Still No Impact

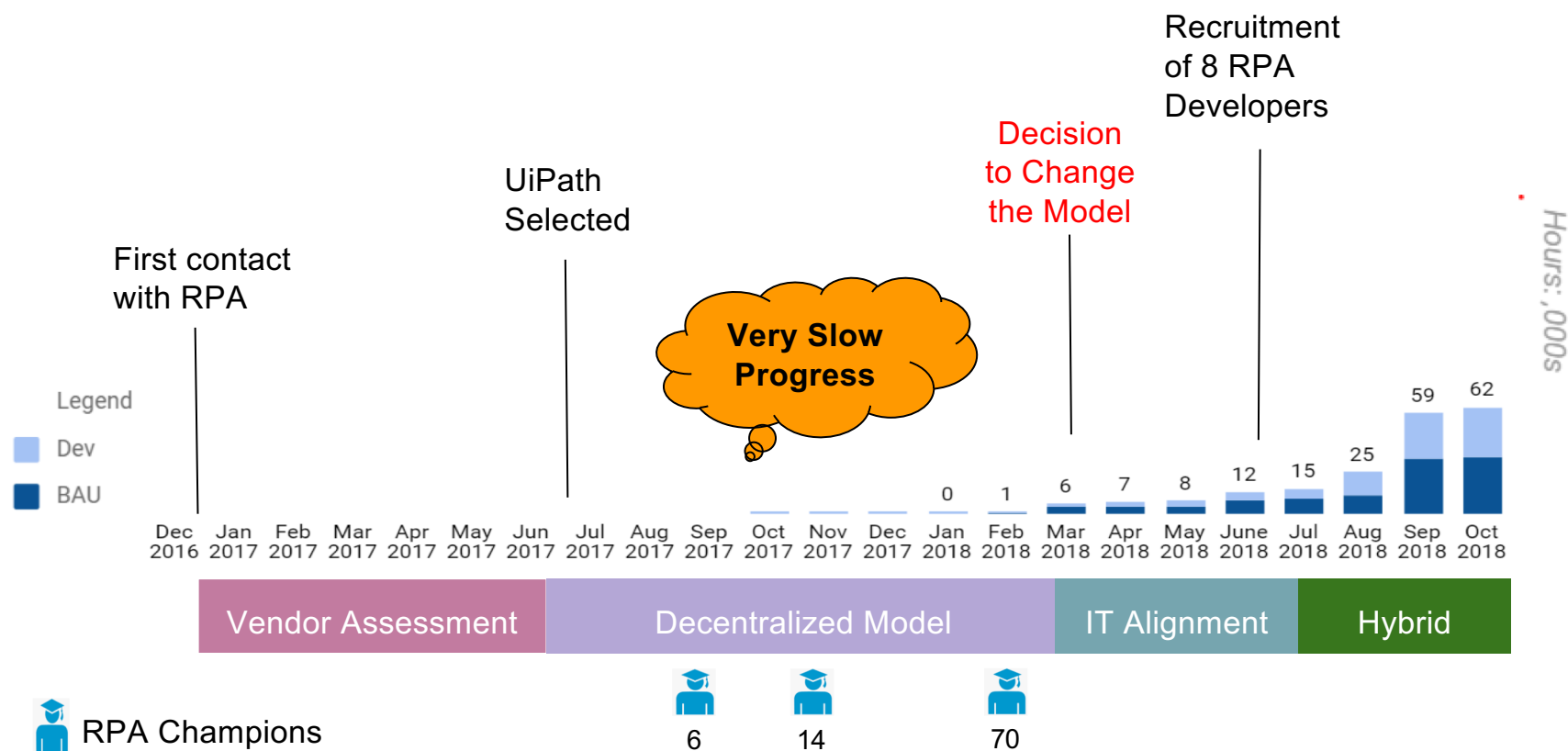
- No sustained commitment / priority
- Difficulties solutioning



# RPA JOURNEY - REVISION PHASE

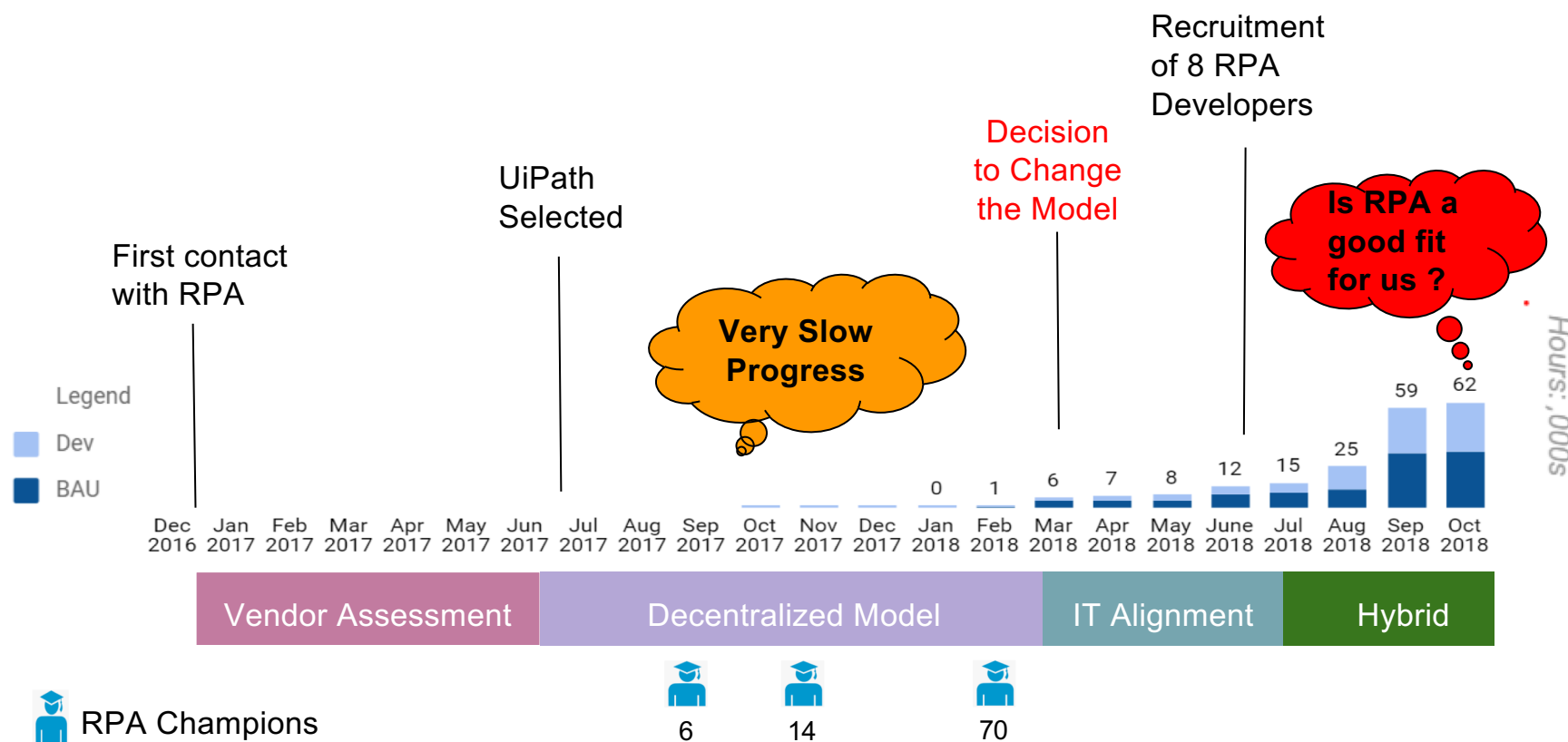
Change to a Hybrid Model :

- Formal Engagement Framework, from Ideation to BAU
- “RPA Champions” to act as process analyst
- Aligned IT from Constraint to Enabler



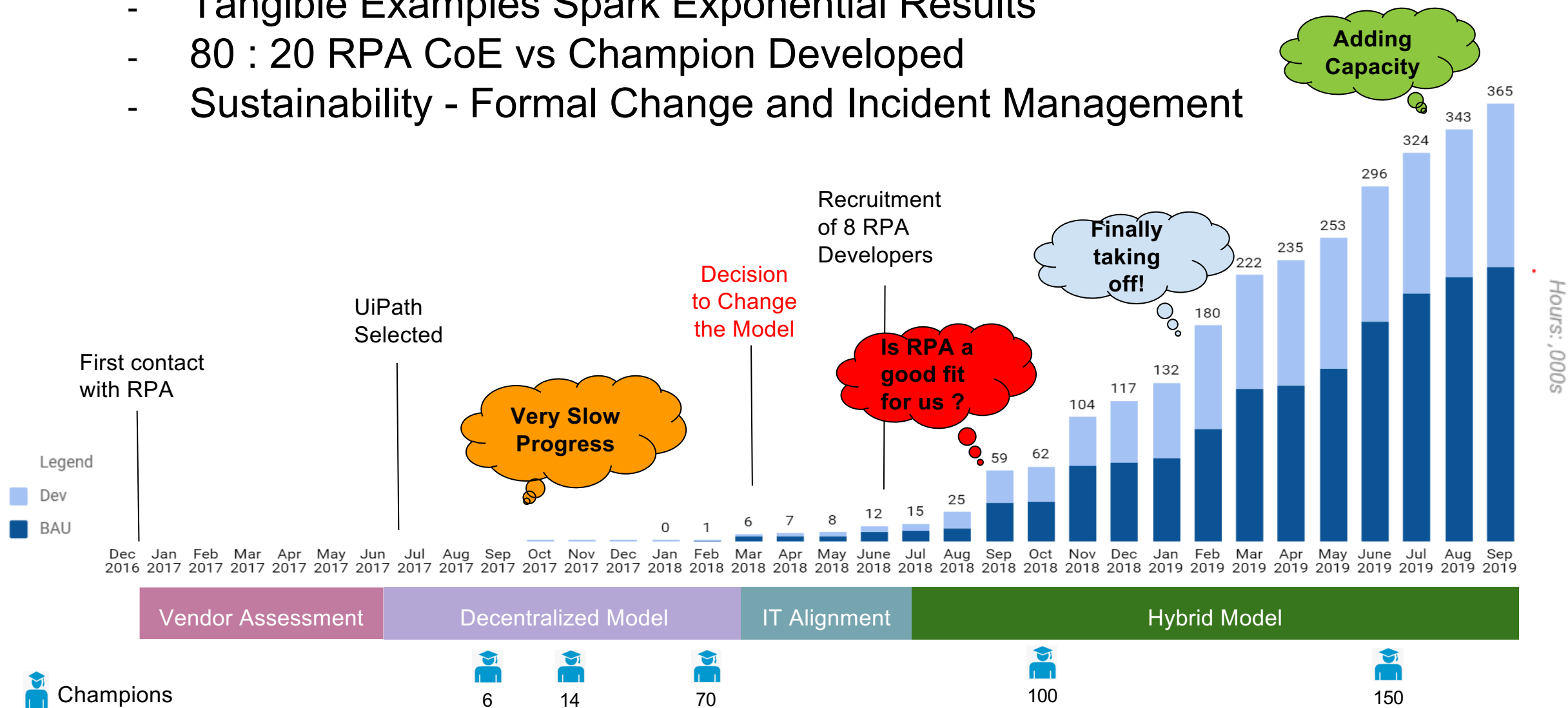
# RPA JOURNEY - DOUBT

- Are we picking the right projects?
- Switch Metrics from \$s to Hours



# RPA JOURNEY - SUCCESS

- Tangible Examples Spark Exponential Results
- 80 : 20 RPA CoE vs Champion Developed
- Sustainability - Formal Change and Incident Management





# KEYS TO SUCCESS



**COMMUNICATE**



**HYBRID  
ENGAGEMENT**



**HOURS ROI**



**TRUST**