



Mindfields Automation Summit 2023

**How to Enhance
Productivity in the
Digital Era**

ATTENDEE INFORMATION PACK

20 September 2023, Crown Sydney, Barangaroo

Welcome!

This pack has been designed to provide you with detailed information about MAS 2023 such as:

1. Why this theme
2. Agenda
3. Key takeaways
4. Speaker details
5. Attendee personas

Please feel free to contact us at info@mindfieldsglobal.com in case you need any further assistance.

We look forward to hosting you at MAS 2023.

Warm regards,
Team Mindfields


INTRODUCTION

Mindfields is the first automation specialist in Australia and New Zealand

Mindfields is a Hyperautomation and Artificial Intelligence (AI) advisory and implementation firm with a presence in Australia (Sydney, Melbourne, Perth), India, and the US. Founded in 2006, Mindfields was the first mover in RPA space and the first to implement UiPath and Automation Anywhere platforms in Australia and New Zealand.

Mindfields is recognised as Thought leader, Trusted Client Advisor and Innovator.

Mindfields has been always a ahead in the curve to advise its client on how to be competitive within ethical framework and bring the total cost of ownership (TCO) down. Following mantras are driving Mindfields growth:

1.  MIND OVER ~~BOX~~ BOT
2. Automating the Automation
3. Innovation with business outcomes



The Australian Financial Review has frequently recognised Mindfields as a thought leader in the RPA space.



World renowned research firm recognises Mindfields as one of the leading RPA consulting and service providers*.



Ranked by Deloitte amongst the top 20 fastest growing Australian firms in the 2017 Asia Pacific Technology Fast 500™.



IDC has quoted Mindfields as one of the implementation partners to most of the automation tools.



HFS' latest ranking on the Top 10 RPA Service Providers, has positioned Mindfields #2 on the Voice of Customer segment.



Forrester covered Mindfields as one of the leaders in their RPA report in 2023.



About Mindfields Automation Summit (MAS) 2023

“Our vision is to enable colleagues, community, and clients to ‘Grow for tomorrow’ by adopting emerging technologies within a responsible and ethical framework”

Mindfields Automation Summit (MAS) is a premier invitation only annual thought-leadership event organised to achieve its vision with leading thought leaders under one roof to provide insights to the community on the contemporary challenges and opportunities in the domain of AI and Automation. It is now in its fourth edition in the past five years.

- ▶ **MAS 2018** – Staying ahead with Intelligent Automation in the Digital Economy
- ▶ **MAS 2019** – Embedding Automation for Success
- ▶ **MAS 2022** – Responsible Automation and Digital Transformation – The pandemic and beyond
- ▶ **MAS 2023** – How to Enhance Productivity in the Digital Era

This event also presents a valuable networking opportunity for attendees to connect with Hyperautomation leaders and acquire practical knowledge that can accelerate their organisations' digital transformation.



MAS 2023 Theme

How to Enhance Productivity in the Digital Era

Current challenges:

In today's rapidly evolving business landscape, organisations face the ongoing challenge of boosting productivity to remain competitive. Some of data points are as follows:

- ▶ Gartner has predicted that productivity will be top 5 key priority for CEOs by 2025.
- ▶ The Productivity Commission's report highlights that Australia experienced a significant 3.5 percent drop in average output per hour worked in 2022, marking the fastest decline on record.
- ▶ In Australia, economic output per person – a general measure of prosperity – is about 7 times higher than at Federation (122 years ago).¹ This transformation is ultimately a function of human ingenuity: of being more productive – working smarter not harder.

Relationship between productivity and digital investments:

- ▶ The productivity growth is at the lowest point in 2023 and unit labour cost is at the highest point in the respective time period.
- ▶ The investment in AI and automation has grown by 7 times in last 8 years.

Why lower productivity is becoming a key challenge in Australia:

- ▶ Lowest unemployment rate
- ▶ Small population base which limits pool of potential workers
- ▶ Higher inflation-high labour cost
- ▶ Low adoption of technology.

CEO Strategic Business Priorities for 2023 and 2024 – Top 10

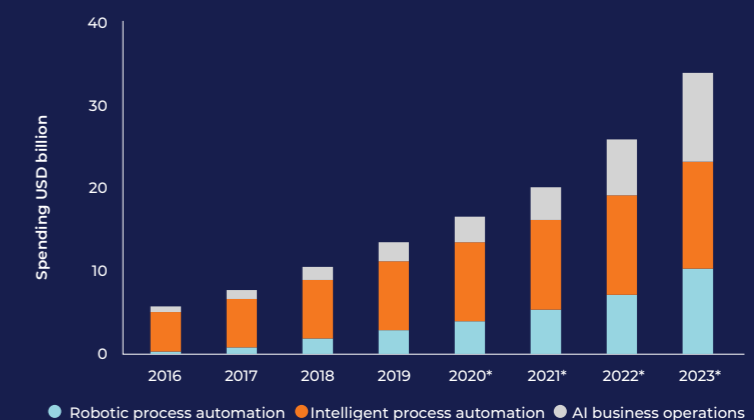
Summary of top 3 mentions, coded responses



Australia: Productivity and unit labour costs



Source: Macrobond, AMP



Main driver for the investment in AI and automation opportunity

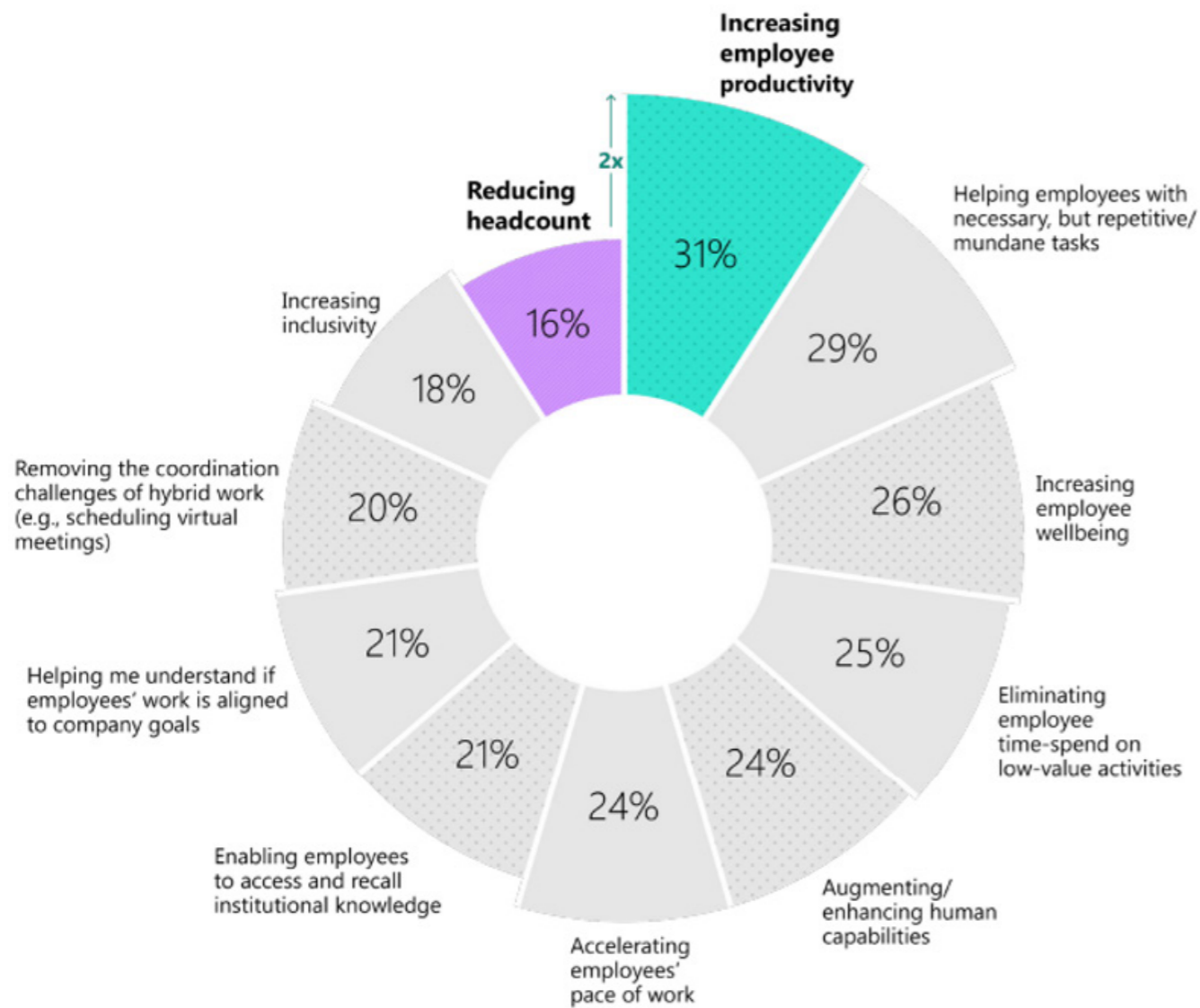
The main driver for organisations to leverage AI and Automation is to enhance productivity

Our summit aims to sharpen the mindshare on the transformative potential of technology, particularly Automation and Artificial Intelligence (AI), in driving productivity gains and staying competitive.

Insights will be shared on how whole ecosystem from Government to regulators to end users can address productivity challenges.

Speakers will include:

- ▶ Senior policy makers
- ▶ Thought leaders
- ▶ Senior executives from end user organizations
- ▶ Visionary leaders from technology providers
- ▶ Private Equity and Venture Capital Leaders.



MAS 2023: Who will be attending?

Attendance would be from the following:

- ▶ Senior policy makers
- ▶ Senior executives and decision makers particularly:
 - CFO
 - CEO
 - Head of Innovation
 - Head of Strategy
 - Head of Automation
 - CIO
 - CTO



MAS 2023: Key discussion points and insights for takeaways

Presentations, fireside chats and discussions would provide insights on how productivity can be enhanced in the digital era. It would provide insights into the following:

- ▶ **Definition** – How should productivity be defined and standardised.
- ▶ **Vision** – What should the organisation's vision for productivity and who should drive it – 'Business or Tech.'
- ▶ **Culture** – Why culture plays an important role in adoption and adaption of digital initiatives.
- ▶ **Technology** – How full potential of technologies can be attained/achieved.
- ▶ **People** – How to plan for future of workforce, training and upskilling.
- ▶ **Ethical** – How to balance productivity initiatives within Responsible frameworks.
- ▶ **Regulations** – What regulatory framework should be designed to balance expedite productivity initiatives and ethics principles.
- ▶ **Lessons learnt** - What lessons have been learnt while strategising and implementing productivity initiatives.
- ▶ **Business case** - What variables both monetary and non-monetary should be use for business case for productivity enhancement.

Mindfields Automation Summit (MAS 2023)

Agenda

11:30Am – 12:00pm	Registration	
12:00pm – 12:05pm	Welcome and opening remarks	Mohit Sharma
12:05pm – 12:30pm	Lunch - First course	
12:30pm – 12:50pm	Unlocking the potential of AI for Australian industry	Ed Husic
12:50pm – 1:00pm	Lunch - Second course	
1:00pm – 1:15pm	Fireside chat	Ed Husic
1:15pm – 1:40pm	How scaling up AI is fueling productivity in the public sector	Marek Ruckinski
1:40pm – 2:05pm	Scaling an intelligent automation capability for employee and customer good	Abhi Kadian
2:05pm – 2:35pm	Where the smart money is heading: backing AI start-ups that will make a difference	Josh Sharp Alezeia Brown Dan Coughlan
2:35pm – 2:50pm	Break Q&A	Paul Smith Mohit Sharma
2:50pm – 3:15pm	Doing better with less in the digital era: unleashing the power of hyperautomation	Eric Cheng
3:15pm – 3:40pm	Where technology is in enhancing productivity	Dr Kim Oosthuizen Andrew McMullan
3:40pm – 4:05pm	How generative AI technology is positioned to fuel the world's next phase of productivity	Phil Barlow
4:05pm – 4:30pm	Enhancing business operations through digital transformation	Helen Comninou
4:30pm – 4:50pm	Restrategizing productivity as world evolves from automation to GenAI	Mohit Sharma
4:50pm – 5:00pm	Closing remarks and vote of thanks	Mohit Sharma
5:00pm – 6:30pm	Networking and drinks	

Summary of MAS Event

Date:	20 September 2023
Time:	12:00pm – 6:30pm AEST
Location:	Sydney
Venue:	Crown Sydney, Barangaroo
Dress code:	Business formal
Lunch:	12:30pm – 1:15pm, 2 course meal*
Networking and drinks:	5:00pm – 6:30pm

*Please share your dietary restrictions, if any, via registration page



Our Sponsors

Diamond



Speakers



Hon. Ed Husic MP

Federal Minister for
Industry and Science



Paul Smith

Technology, Media and
Telecommunications Editor,
Australian Financial Review



Marek Ruckinski

Deputy Commissioner –
Head of Data and Analytics,
Australian Taxation Office



Andrew McMullan

Chief Data & Analytics Officer,
Commonwealth Bank



Eric Cheng

Digital Solutions Architect,
Komatsu



Dan Coughlan

Investment Manager,
AirTree Ventures



Josh Sharp

Private Equity,
Pemba Capital Partners



Abhi Kadian

Head of Robotics & Intelligent
Automation, Westpac



Dr Kim Oosthuizen

Innovation Principal:
Customer Transformation Advisor,
SAP Australia



Phil Barlow

Director Partner Technology
& CTO, Global Partner
Solutions, Microsoft ANZ



Alezeia Brown

Investment Manager,
Main Sequence



Helen Comminos

General Manager Business
Operations, Avid Property Group



Mohit Sharma

Founder & Executive Chairman,
Mindfields

About Mindfields

01



THOUGHT LEADER

Building knowledge data base to be thought leaders in adoption of emerging tech

Clients rely on us whilst choosing the best emerging solution to Grow for tomorrow

We are a thought leader and enabler for community, colleagues and clients. To help our clients grow we focus on research based advisory services which our clients trust, challenging status quo, being a thought leader and pioneering innovation.

02



TRUSTED ADVISOR

Clients trust our objectivity, knowledge and experience and look to us for guidance

03



INNOVATION

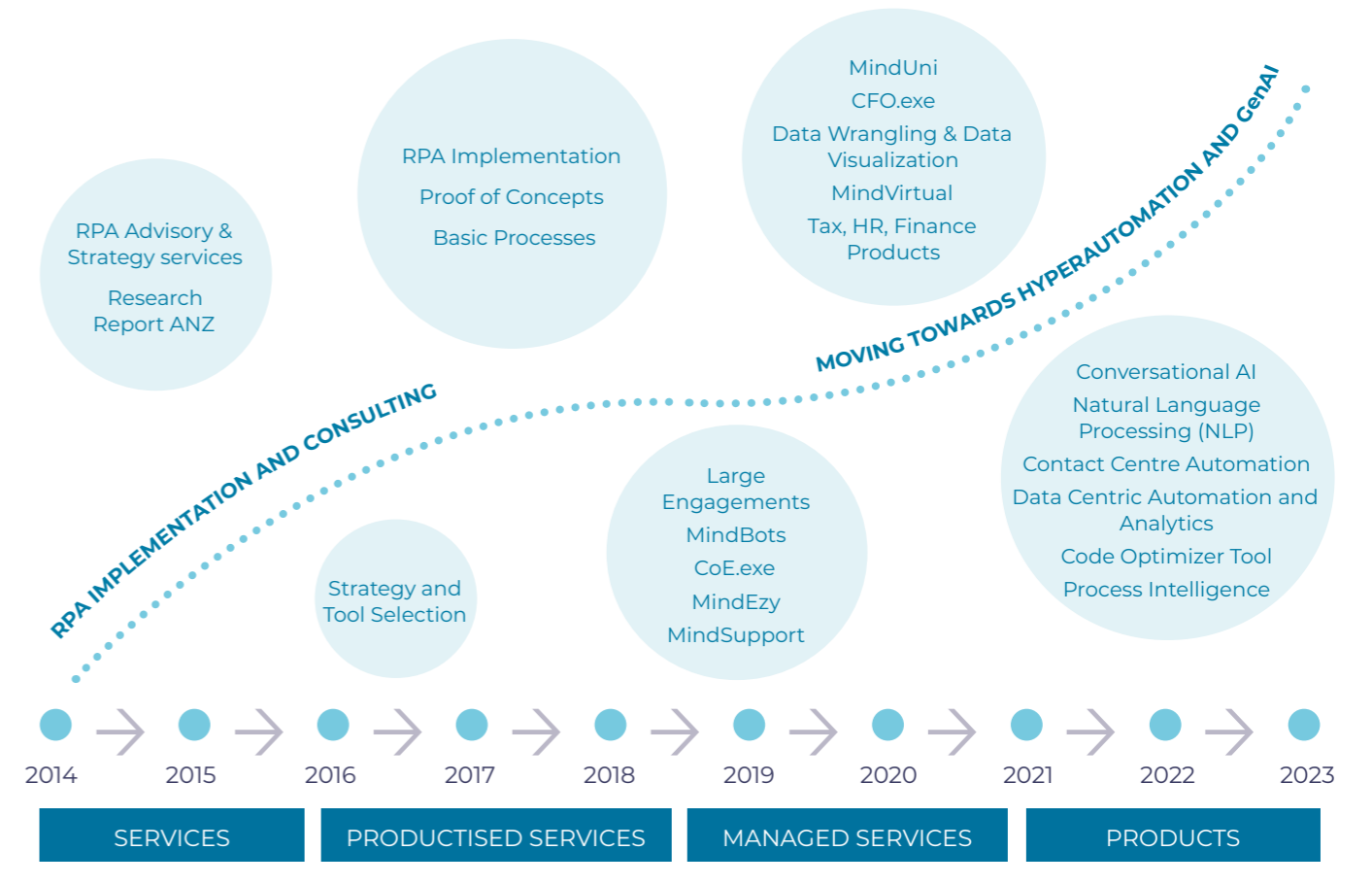
We are early adopters of new technologies with a focus on continuous innovation, advancement and reducing implementation cost



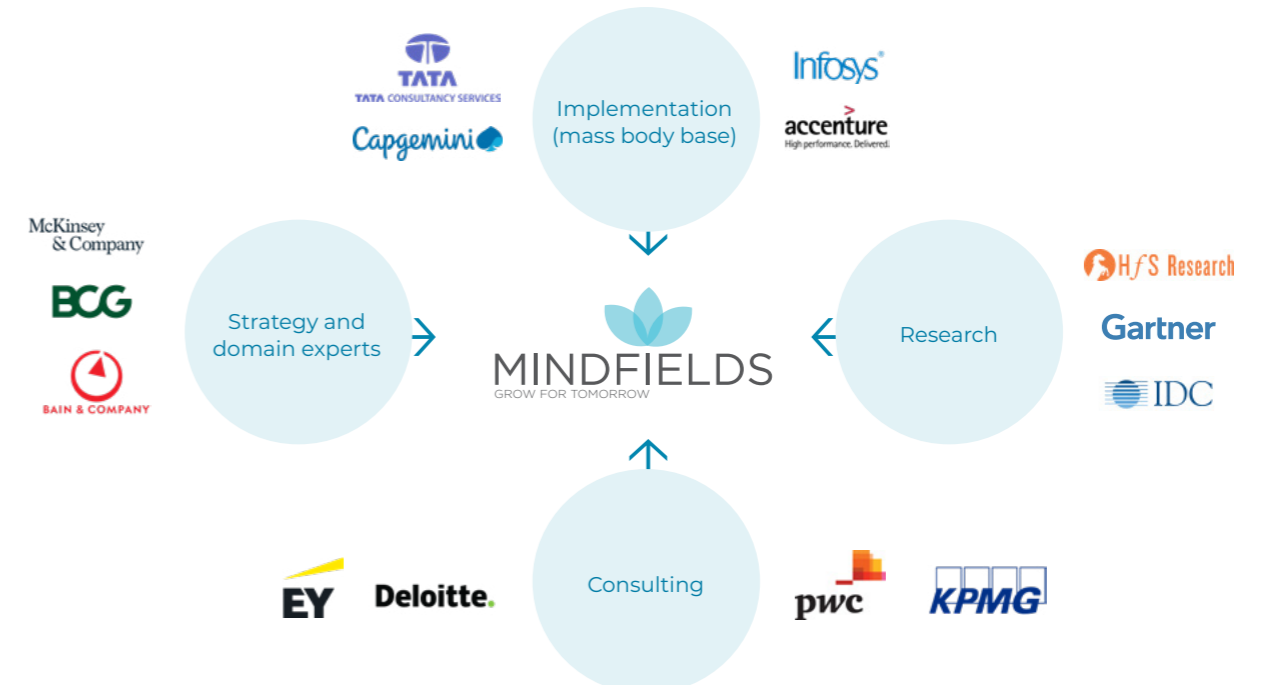
Our core values support our selection of clients, colleagues and partners

<p>Be Bold Think differently than the herd</p>	 	<p>Stay Focused Say no to deviations and distractions from vision</p>
<p>Learn to Unlearn Continuously evolve and adapt to grow</p>	 	<p>Advance Human Race Enhance human superiority</p>
<p>Self-Disruption Innovate to grow, without clinging to past success</p>	 	<p>No Bulls**t Be transparent and talk straight</p>
<p>Have Fun Celebrate the challenges</p>	 	<p>Exceed Expectations Strive for excellence</p>

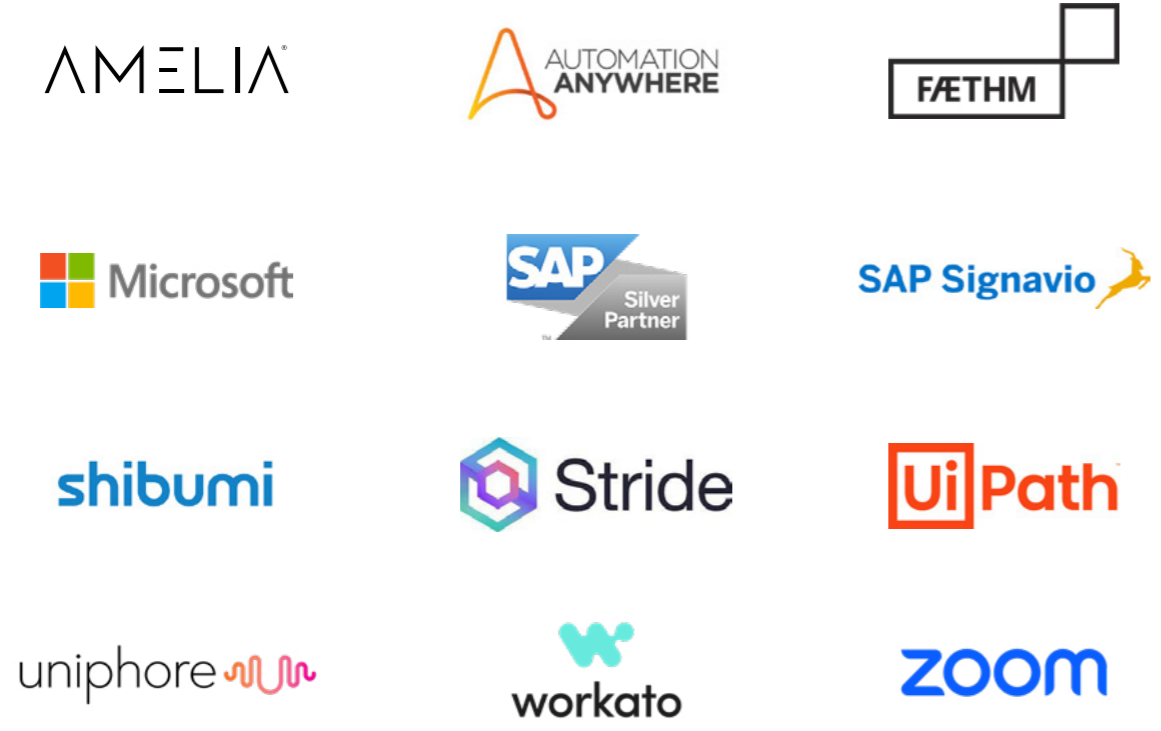
We continuously evolve our offerings embedded with responsible hyperautomation to proactively meet client needs



Amalgamating models of different firms, we provide end to end expertise in hyperautomation



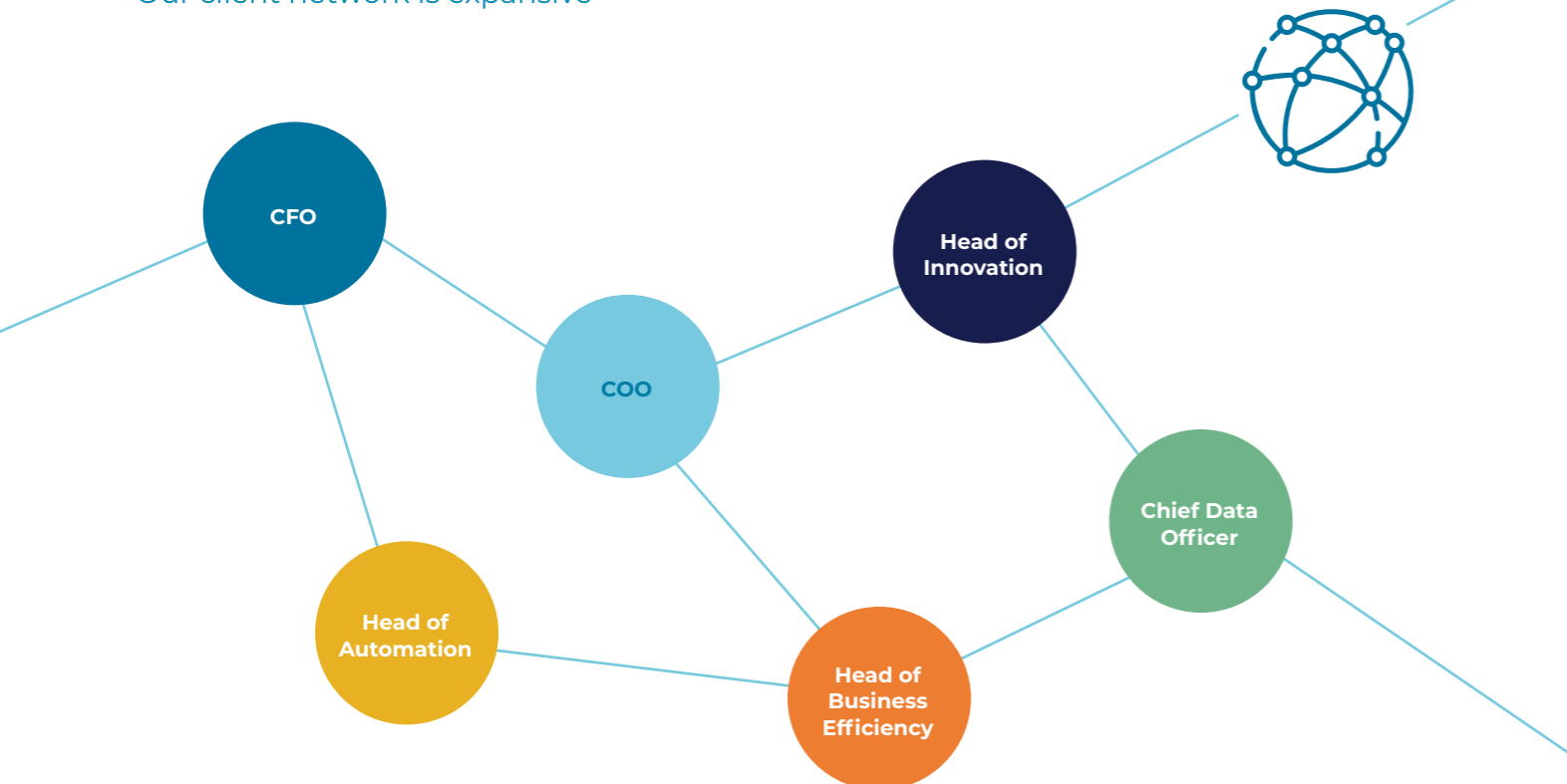
Our Partners



Mindfields 50+ Global Industry Leaders (S&P 250, ASX 50) Served



Our client network is expansive



About Mindfields

Mindfields is recognised as a thought leader, trusted client advisor, and innovator in hyperautomation industry with presence in Australia, India and the US. Founded in 2006, Mindfields was the first mover in the RPA domain and the first to advice and implement AutomationAnywhere and UiPath platforms in Australia. Mindfields provide advice to evaluate and scale up emerging technologies best suited to clients' requirements. Mindfields vision is to enable community, colleagues and clients to 'Grow for Tomorrow' by optimally implementing emerging technologies.

To learn more about Mindfields, visit www.mindfieldsglobal.com

To stay up-to-date on Mindfields Global news, follow us on LinkedIn and Twitter.

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