Krista Software

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CONVERSATIONAL
PLATFORM
COMPANIES 2021

Awarded by CIOReview

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*The annual listing of 10 companies that are at the forefront of providing Conversational Platform solutions and transforming businesses*
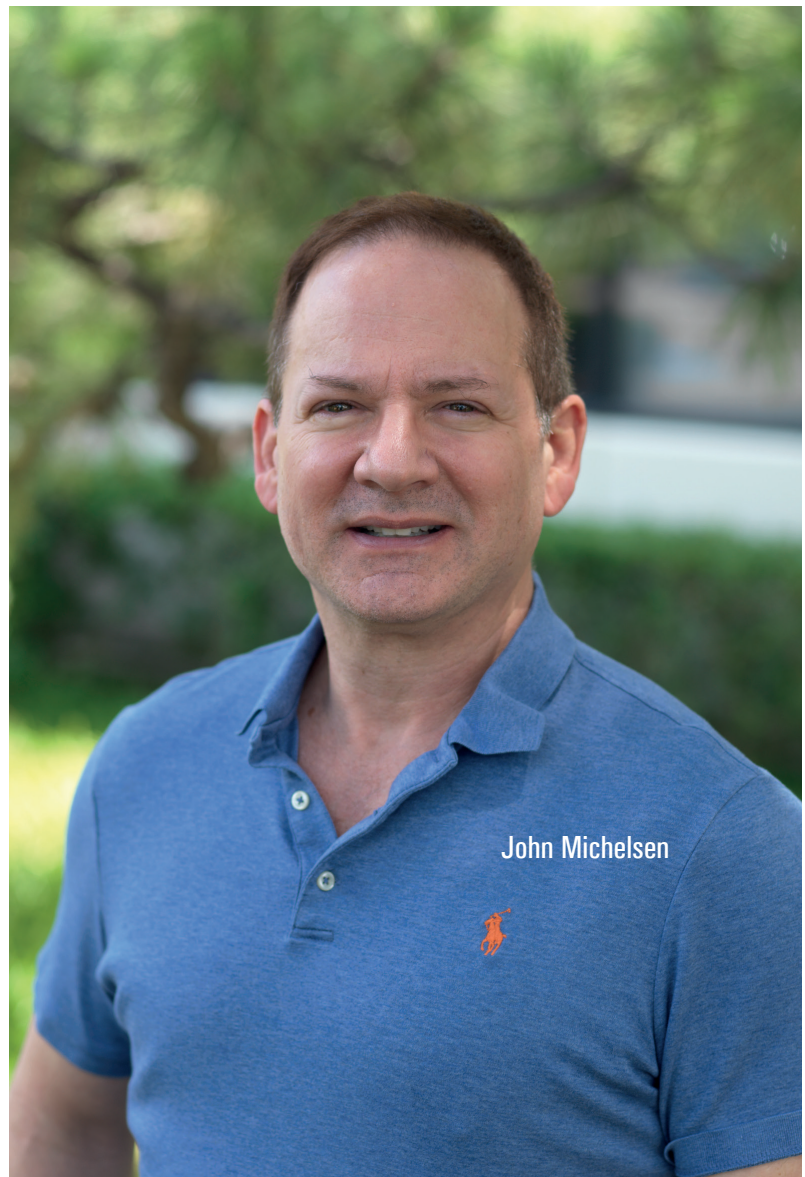
# Krista Software
## Fostering the Era of Intelligent Automation

**A**s alluring a technological innovation automation might seem, there is a polarizing debate around its ability to align with the changing business and workflow dynamics. On the one hand, we have those who perceive automation as a programming project, which is simply a recipe for disaster. Unlike any other programming task, automation requires much different and rigorous treatment. Development and testing aside, if every change to automation is a code change, it can never keep up with the business dynamics given the resources and programming acumen that it requires. On the other hand, we have the "minimalists" who challenge the notion of coding being a prerequisite for automation with a low-code or no-code approach. Granted, that this is a much simpler way to achieve automation, but its flexibility, scalability, and overall ability to deliver on the promise of executing tasks without the help of human intervention is undoubtedly iffy.

While the world squabbled over the better path to choose, Krista Software is a company that took a different route entirely.

Understanding that organizations need intelligent automation that integrates their people and systems with zero friction to achieve digital transformation at machine-level agility, Krista Software pioneered a concept never before seen. If simplicity is the ultimate sophistication, why not make automation as simple as a conversation?

Krista is a first-of-its-kind automation platform that uses conversation as its programming language. Krista empowers

John Michelsen

> ## Krista puts your business on autopilot and shifts the burden of producing outcomes from your people to machines

enterprises to leverage existing IT assets by building low-cost automation applications. It combines process automation, AI/machine learning, and natural language processing to implement automated business workflows across multiple users and systems. As a result, Krista is a well-learned platform that delivers transformative business outcomes and knows the processes, rules, and technologies involved in business workflows. "Krista puts your business on autopilot and shifts the burden of producing outcomes from your people to machines. Automation enables your people to stop moving data from system to system to more critical tasks and decisions," mentions John Michelsen, Co-founder & CEO, Krista Software.

Powered by an intuitive and user-friendly interface, automation with Krista is as easy as texting and instant messaging to ask for, say, change, update, or initiate actions in systems— just like asking a person. Michelsen adds, "Working with Krista does not require any coding. It is as easy as asking the system as if it was a human who'd respond to you."

By removing the technical barriers, Krista empowers domain experts to create and modify automation independently, enabling them to make changes in minutes instead of weeks–or longer for development resources. For instance, using Krista, an authorized employee can easily add a 10 percent discount for a particular product type by defining the terms and conditions without depending on IT resources.

From a security standpoint, Krista manages automation to prevent data or inside information from leaking. The platform provides role-based enterprise security to enforce restrictions based on user roles, geographic regions, as well as compliance and regulatory mandates. For example, in a scenario where all employees of an organization are connected to the HR systems, Krista can limit access to sensitive data—such as salary information— based on employees' roles. As a result, no access to the dataapart from HR and other authorized users.

Krista tracks every step of an automation initiative, rendering it ready for audit, progress tracking, and decision making. It can retrieve information on who completed each step and when. From a compliance standpoint, this saves hundreds of hours of documentation time. The difference in the effectiveness of an organization with such intelligent automation can't be overstated. "Krista's conversations are simple, with enough power, scale, and security to find any answer to any question inside the largest enterprises," adds Michelsen.

In many ways, Krista's commercialization is what the enterprise world needs to settle the code or low-code or no-code debate. The company enables automation as enterprises would expect: simple, cost-effective, and result-oriented. And the Krista platform that we see today is just the beginning! With an aim to seamlessly connect humans with systems, Krista Software is currently up-skilling Krista while simultaneously leveraging conversation language to build author automation. "I'm determined to deliver on our mission to stop making people understand technology, and make technology that understands people. That's what Krista is all about," concludes Michelsen. CR