

## Intelligent Automation Improves Business Outcomes and Simplifies Work

- A typical enterprise uses 397 apps.<sup>1</sup>
- The average employee switches between 35 job-critical applications more than 1,100 times every day.<sup>2</sup>
- 49% of respondents to a McKinsey survey state they are at least somewhat burned out.<sup>3</sup>

### Too Many Steps; Too Many Apps

Enterprise employees are overwhelmed with a burgeoning list of apps in the workplace. A typical enterprise uses 397 apps on average. These apps are involved in many business processes across multiple teams and departments, many with separate user interfaces and terminology. Employees must memorize complicated processes across apps, forcing typical knowledge workers to switch between 35 job-critical applications more than 1,100 times every day. The current app overload adds to workflow chaos, eroding productivity and causing employee burnout.

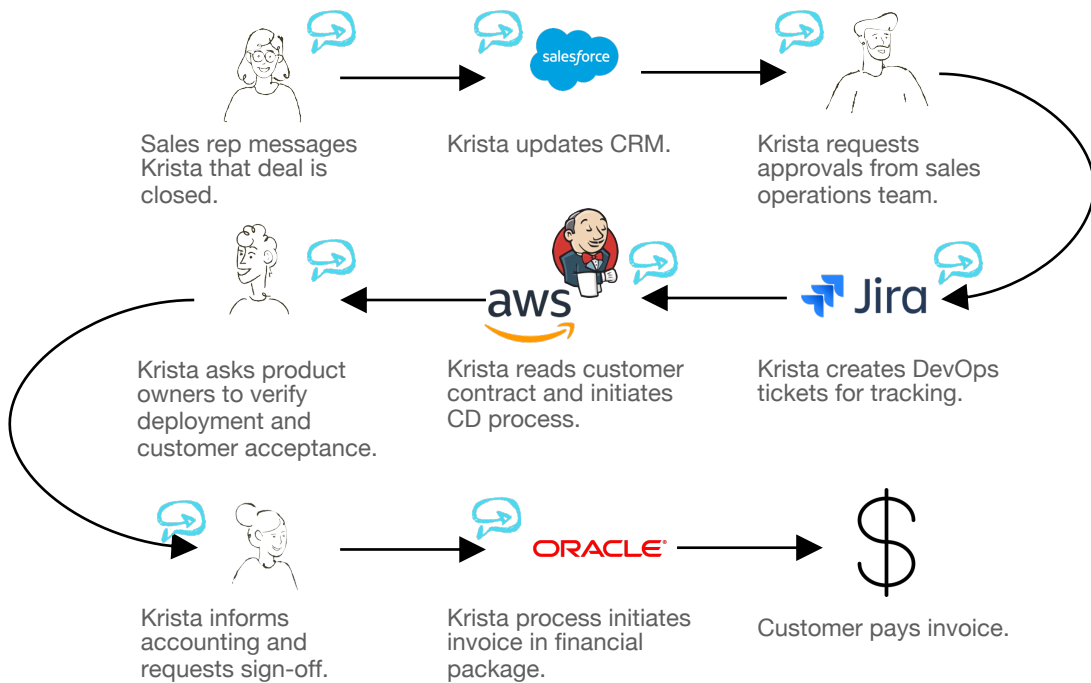
### Krista Automates and Improves Business Outcomes

Krista Intelligent Automation combines human workflows, native integration, and machine learning to optimize complete business outcomes. Krista saves valuable time and labor costs for your customer service, finance, sales, and human resource teams by simplifying workflows in an easy-to-follow user interface and involves people only as needed.

Krista connects your people, internal apps, and AI to automate end-to-end business outcomes instead of forcing employees to remember the steps or people involved. Once connected, Krista's natural language processing helps employees quickly find answers in a format they already understand. Automating processes in consistent, automated workflows with intelligent automation frees your people from constant app switching and allows time to spend on more complex issues. Most importantly, automating this and other processes in a platform provides centralized performance, audit, and compliance reporting.

1. [Netskope](#)
2. [TechRepublic](#)
3. [McKinsey & Company](#)

# Orchestrate Processes Across People, Apps, and AI



## Automated Outcome Orchestration Example:

- Krista Converses with your People:** Your teams message with Krista like a friend. Salespeople are not required to learn and stay up to date on CRM or order management systems.
- Krista Updates your Systems:** Krista owns the process and updates the CRM after receiving a message from the sales team member.
- Krista Notifies Sales Operations:** Krista immediately notifies the operations team to validate terms and conditions.
- Krista Orchestrates DevOps into the Delivery Process:** Krista notifies next team and creates support tickets for tracking and compliance.
- Krista Initiates Continuous Delivery:** Krista reads the contract information, initiates a deployment build for the new customer, and updates support systems.
- Product Owners Validate Onboarding:** Krista asks the next team to validate the customer can successfully connect and documents approval step for future audits.
- Krista Notifies Accounting:** Krista messages accounting that a new customer has been deployed and SOX audit steps have been completed and logged.

Typically, this is an entirely manual process consuming valuable time that degrades customer service. But with automation, it becomes a simple sequential operation. Orchestrating and automating complete business processes across people, apps, and AI significantly reduces resolution times while simultaneously reducing the potential for errors. As a result, Krista helps minimize the time employees spend reading emails and updating separate systems so they can move on to more meaningful work.

# Example Processes to Automate



## Sales Support and Order Management

Krista orchestrates the delivery of an order across sales operations to DevOps for deploying and finally to accounting for invoicing.



## Finance and Accounting

Krista reads inbound EDI or paper invoices, validates via AI, and then matches invoice to PO ensuring no maverick buys occur.



## Human Resources

Krista directly answers inquiries from employees about vacation or benefit related questions.



## System Generated Security Alerts

Krista correlates alerts to combine duplicates so security analysts can work on highest priorities.



## Phishing Attempts

Krista can automate resolutions and quarantine devices when connected to security systems.



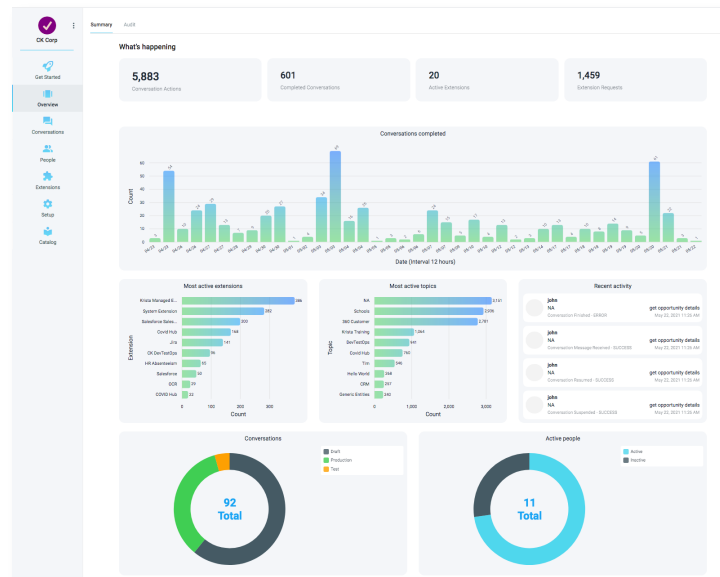
## Requests for Information

Krista's NLP enables her to answer many other questions when connected to internal apps and data sources.

## What is Krista?

Krista is a modern intelligent automation platform designed to leverage existing IT assets in business workflows. Krista's unique informal approach enables business process owners to quickly build new workflows without waiting in line for expensive IT or development resources. Creating automation in Krista is simple. It is just like describing a conversation between your people and your systems.

Krista's simple approach allows anyone to develop and create workflows around their own business needs. AI-led workflows empower your sales, customer service, field operations, finance, or IT professionals to increase internal and external customer satisfaction. Krista intelligent automation eliminates maintenance and upkeep required from traditional UI-based record and playback automation platforms or hard-coded bots. Krista's automations are beautifully simple, with enough power, scale, and security to find any answer to any question inside the largest enterprises.



Krista Software develops the AI-led intelligent automation platform, Krista. Krista enables companies to automate complete business processes by elegantly orchestrating people, apps, and AI. Krista uses natural language processing and machine learning to personify legacy systems allowing people to "Ask Krista" for a business outcome.



# Krista