

Driving Digital Transformation with Innovative Technologies

Accelerate your digital transformation journey

bpmNEXT



Princeton Blue

Consulting, Technology, Solutions

April 19, 2017

ENABLING DIGITAL TRANSFORMATION



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About Princeton Blue



Exclusively focus on Digital Transformation through BPM, Rules and Cognitive



Founded in 2006

Delivered 350+ successful BPM and Rules projects

Improve User Experience and Operational Efficiency

BPM, Rules and Cognitive Thought Leadership

FORRESTER[®]

The Forrester Wave[™]:
BPM Service Providers,
Q4 2016

Gartner[®]

Who's Who in BPM
Consulting and System
Integration

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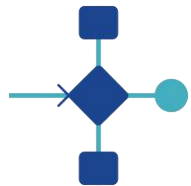
Gartner®

Who's Who in BPM
Consulting and System
Integration

Enabling Digital Transformation



Powered by



Business
Process
Management



Business Rules

AI

Cognitive and
Machine Learning

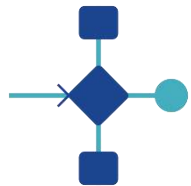


Cloud or
On-Premise

Enabling Digital Transformation



Powered by



Business
Process
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Business Rules

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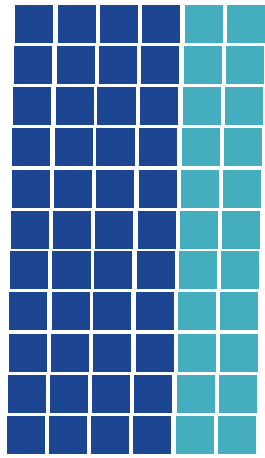
Cloud or
On-Premise

Cognitive Customer Service

The Power of Cognitive Computing, Business Rules and BPM



The Data Universe



CRM



Operations



Email



Chat



Twitter



Facebook



Intranet



Call Center



Mobile Apps



News



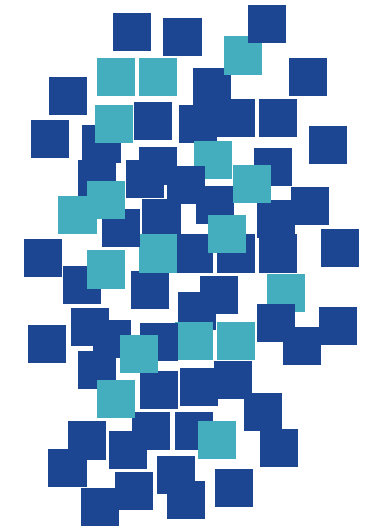
Blogs



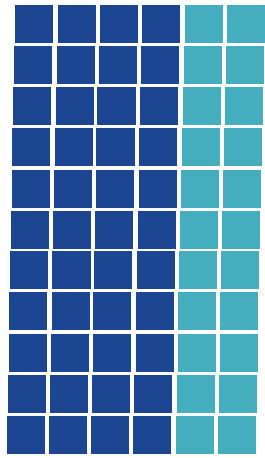
Forums

Business Operations

Unstructured Data



The Data Universe



CRM



Operations



Email



Chat



Twitter



Facebook



Intranet



Call Center



Mobile Apps



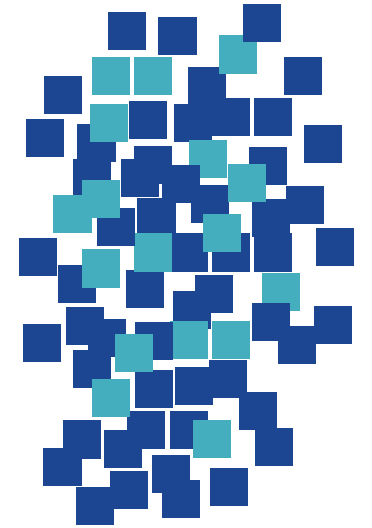
News



Blogs



Forums



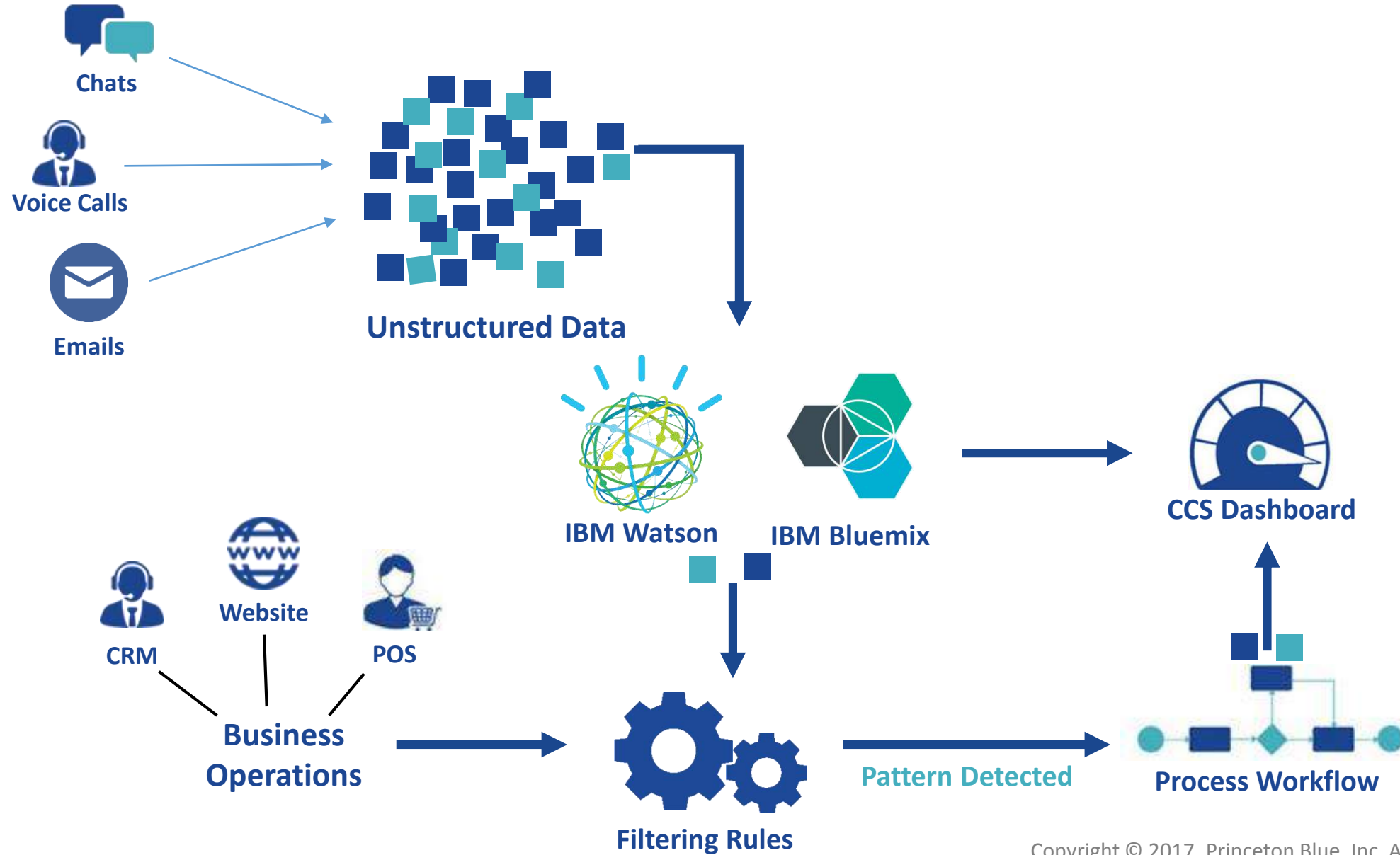
Business Operations

Unstructured Data

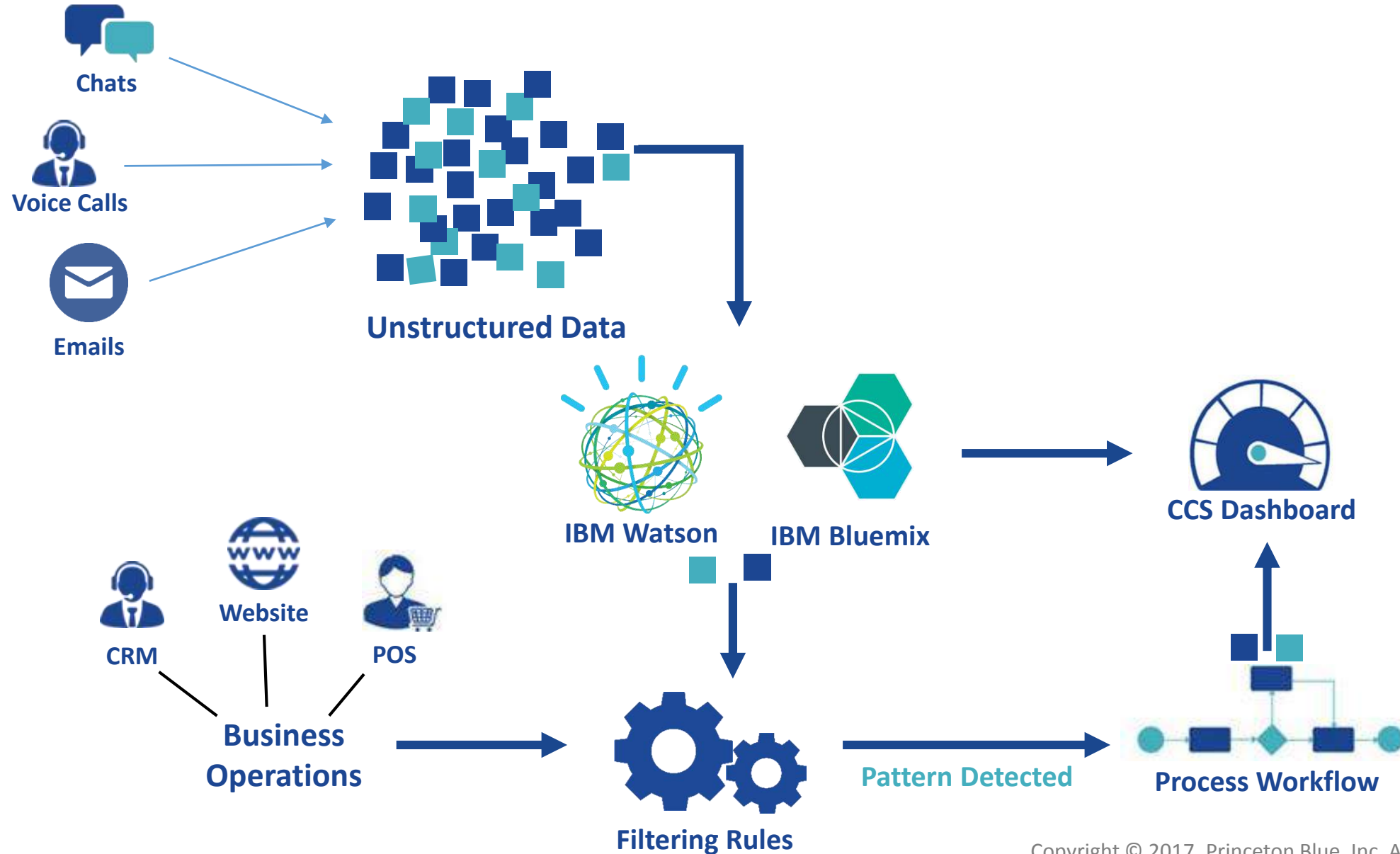
10% - 20%

80% - 90%

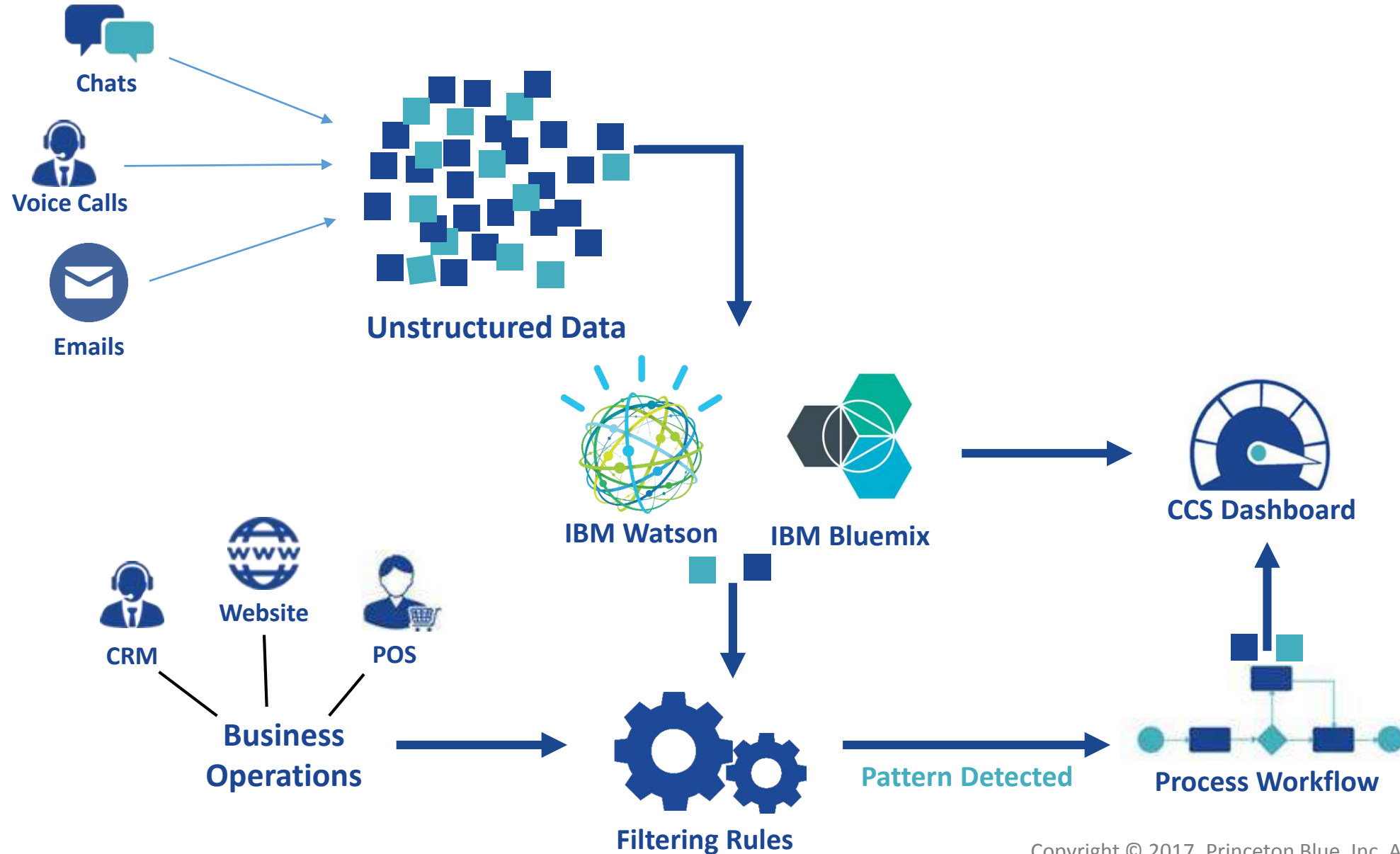
Cognitive Customer Service



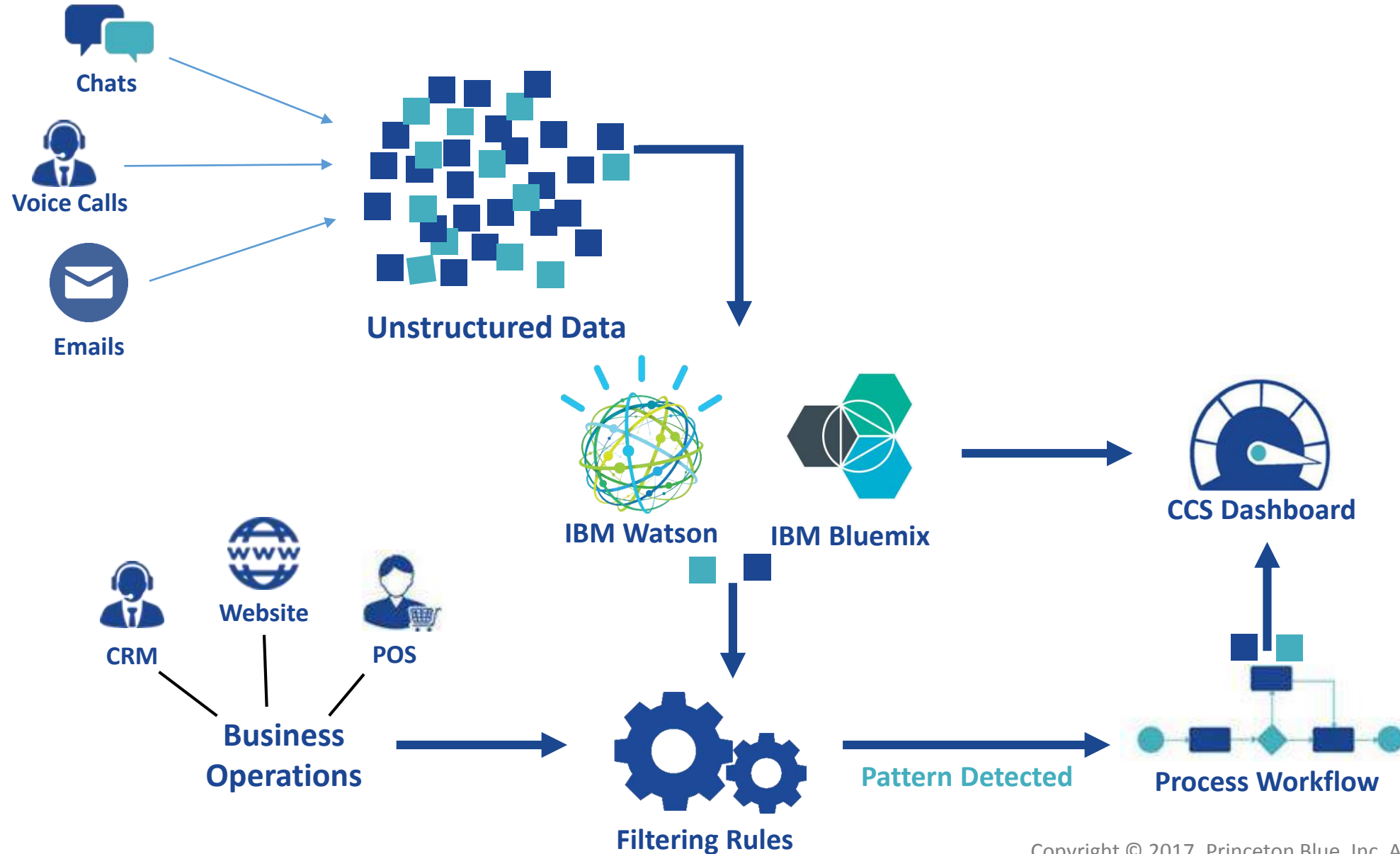
Cognitive Customer Service



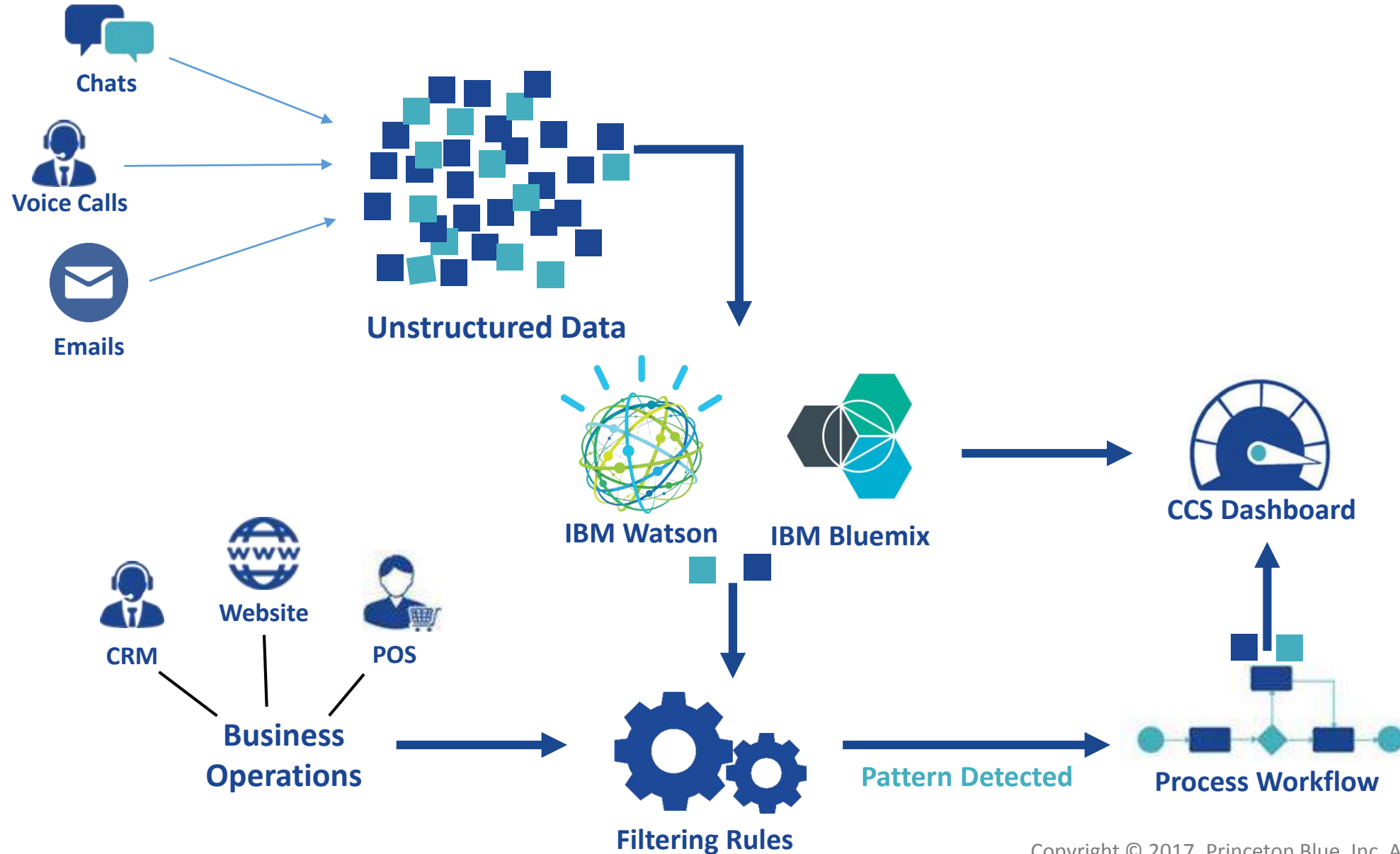
Cognitive Customer Service



Cognitive Customer Service



Cognitive Customer Service



Cognitive Customer Service (Telco)



Bruce

5Gnetwork

Cognitive Business

Cognitive Customer Service (Telco)

Bruce

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Calls for charge dispute



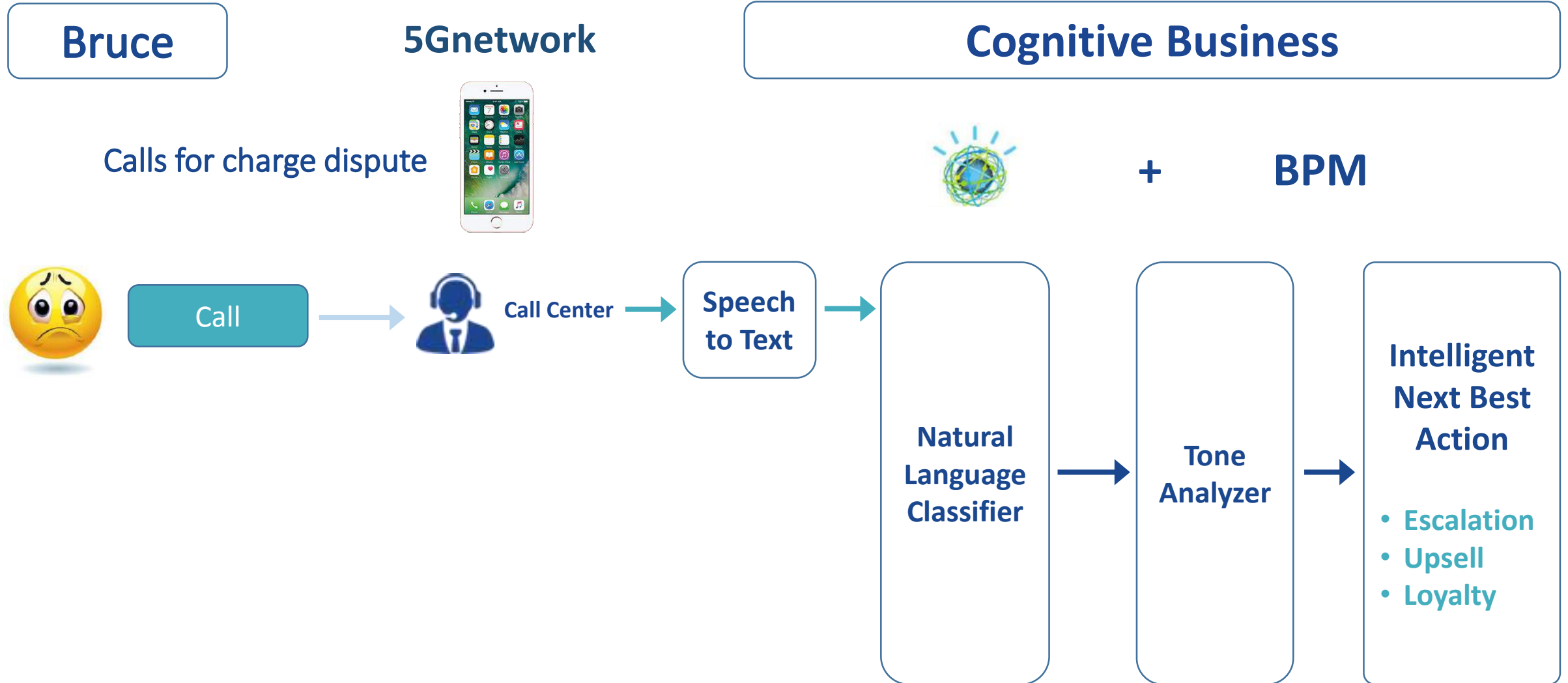
Cognitive Business



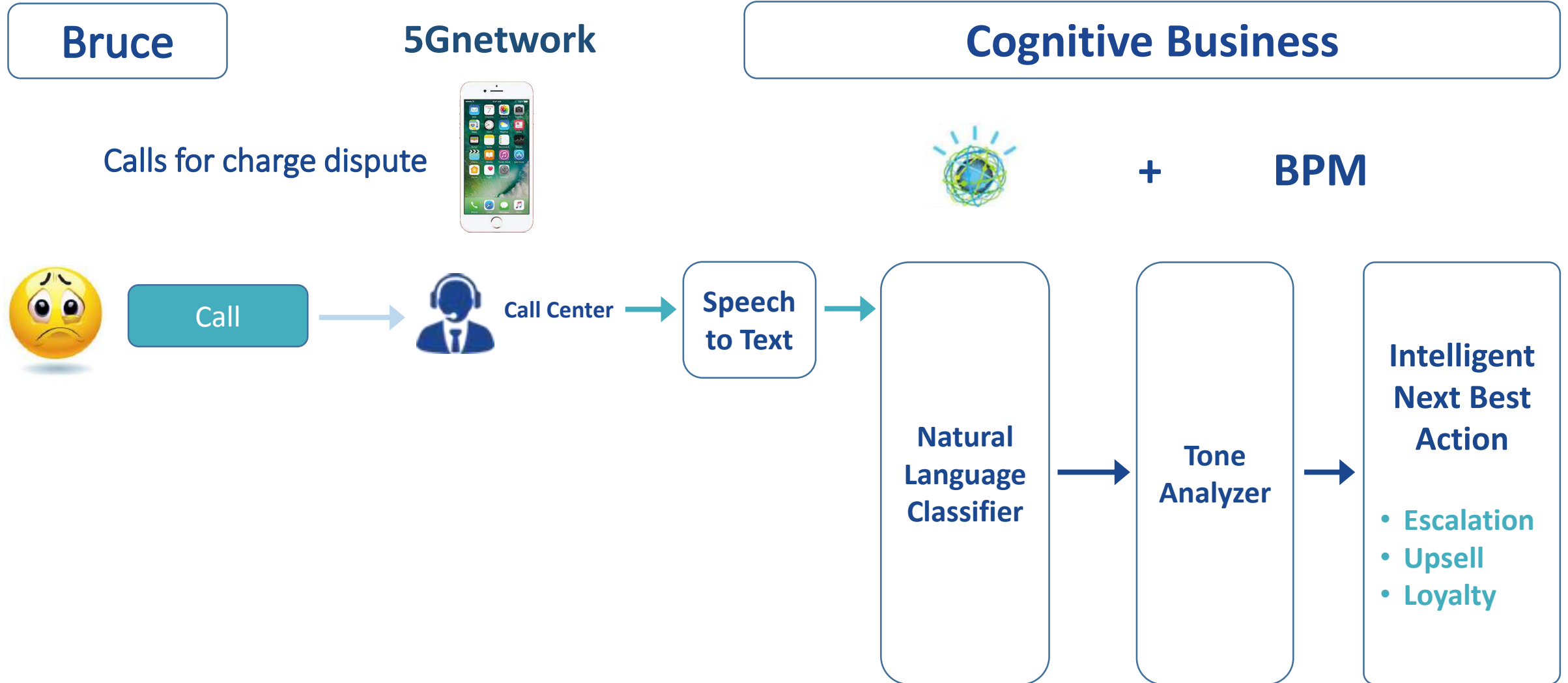
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BPM

Cognitive Customer Service (Telco)



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Cognitive Customer Service (Telco)

Bruce

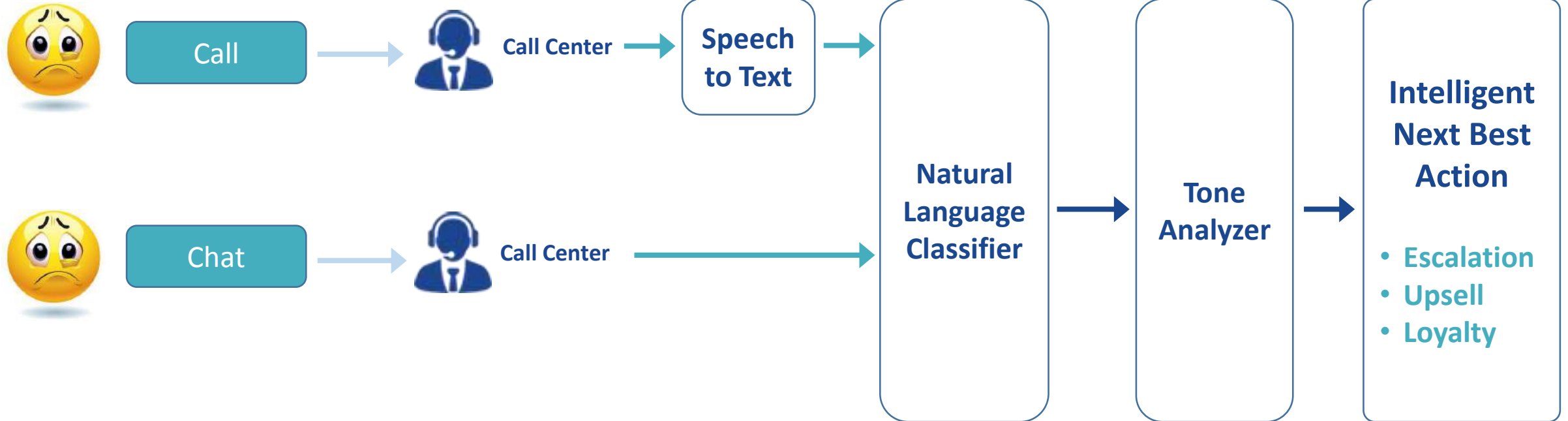
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Cognitive Business

Calls for charge dispute



+ BPM



Cognitive Customer Service (Telco)

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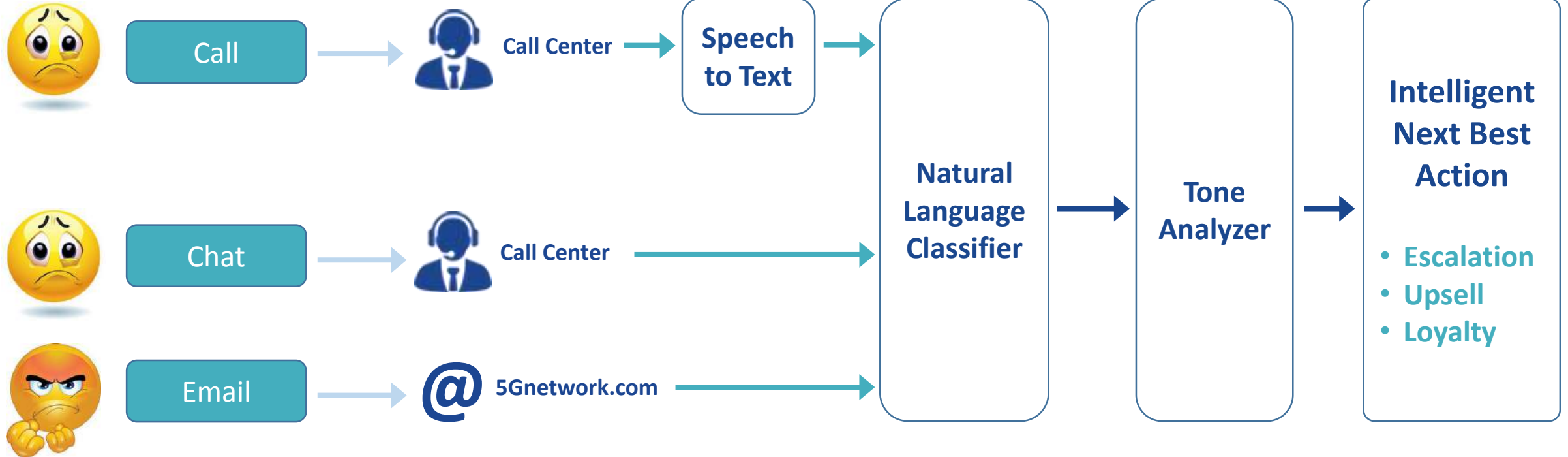
5Gnetwork

Cognitive Business

Calls for charge dispute



+ BPM



Cognitive Customer Service (Telco)

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Cognitive Business

Calls for charge dispute



+ BPM

