

## News Release

**MEDIA CONTACTS:****Avanade: Suma Bobby**

Phone: +1 (905) 599-1434

Email: [suma.bobby@avanade.com](mailto:suma.bobby@avanade.com)**GOLIN: Michelle Weisz**

Phone: + 1 415.318.4326

Email: [avanadena@golin.com](mailto:avanadena@golin.com)

### **AVANADE AND BLUE PRISM TO HELP ORGANISATIONS LEVERAGE ROBOTIC PROCESS AUTOMATION TO DRIVE DIGITAL WORKPLACE TRANSFORMATION**

Companies like Williams Martini Racing will benefit from increased productivity, reduced costs and higher employee engagement

**NEW YORK**, June 7, 2017 – Leading digital innovator, [Avanade](#) and [Blue Prism](#), pioneers of robotic process automation (RPA) software, today announced that they are collaborating to help enterprises transform the workplace and empower the digital workforce of the future.

The powerful combination of [Avanade's digital capabilities](#) and Blue Prism's RPA platform will provide organisations the expertise needed to build scalable robotic workforces that can automate manual processes and workflows. By driving more efficient use of resources with RPA and by leveraging the power of the Microsoft ecosystem through Avanade, employees can increase their focus on business critical activities. Companies will also have the option to deploy on Microsoft Azure, enabling the highest level of continuity and scalability.

Williams is looking to become an early adopter and will leverage the relationship to manage their increasing volume of IT support administration tasks. By automating first line triage of IT helpdesk tickets being raised by end users, Williams predicts it could save up to 2.8 days per week of their IT workforce's time, freeing them up to focus more on people support and the resolution of higher value incidents critical to business performance.

"Avanade has been a trusted partner throughout our digital transformation journey," said Graeme Hackland, CIO of Williams Martini Racing. "As we work to improve efficiencies across our organisation, RPA implementations are a natural next step. The solution will allow us to be responsive and agile, enabling our technology teams to focus on high value, high skill areas."

"Our [recent research](#) shows that 92% of senior decision makers believe that process automation is becoming increasingly important to our clients across industries," said Craig Wood, Avanade Executive for Platforms and Offerings. "Avanade's proven ability to guide organisations through digital transformation, combined with Blue Prism's best of breed RPA technology, positions us well to deliver an augmented digital workforce."

"We are delighted to be collaborating with Avanade to bring the business benefits of RPA to a broad array of clients," said Alastair Bathgate, CEO and Co-Founder, Blue Prism. "Avanade's experience in problem solving for clients allows our teams to apply RPA technology pragmatically to a business problem, achieving tangible benefits quickly."



### **About Avanade**

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences delivered through the power of people and the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help fuel transformation and growth for our clients and their customers. Avanade has 30,000 digitally connected people across 24 countries, bringing clients the best thinking through a collaborative culture that honours diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com).

### **About Blue Prism**

Blue Prism Robotic Process Automation (RPA) software delivers the world's most successful digital workforce, which has executed over 1 billion transactions in our customers' datacenters. Blue Prism (AIM:PRSM) is trusted by a diverse range of highly successful organisations to operate in some of the most demanding administrative environments. Blue Prism's RPA software delivers a digital workforce for the enterprise to eliminate high-risk, manual, rules-based, repetitive tasks and execute business processes at scale to improve organisational efficiency and effectiveness whilst radically reducing operating costs. Blue Prism provides a scalable and robust execution platform for best of breed AI and cognitive technologies and has emerged as the trusted and proven RPA platform for the digital enterprise. Customers include BNY Mellon, Commerzbank, Nordea, ING, Westpac, Zurich, Aegon, Maersk, Siemens, IBM, Procter & Gamble, and Nokia. With offices in Manchester, London, Miami, Chicago, New York and San Francisco, Blue Prism is listed on the London Stock Exchange AIM market. For more information visit [www.blueprism.com](http://www.blueprism.com) and follow the company on LinkedIn and Twitter.

### **About Williams Martini Racing**

Williams is a leading Formula One team and advanced engineering company. Formed in 1977 by Sir Frank Williams and Sir Patrick Head, the company has secured 16 FIA Formula One World Championship titles since its foundation. The company's core competencies are the design and manufacture of Formula One race cars, and the deployment of this expertise in running the team's entries into the Grands Prix each season under the name WILLIAMS MARTINI RACING.

Williams Advanced Engineering is the division of Williams that harnesses Formula One derived technology, development pace and knowledge to deliver highly innovative products and services to the motorsport, automotive, aerospace, defense and energy sectors. Working in close collaboration, Williams Advanced Engineering helps its customers meet the sustainability challenges of the 21st century and improve their performance, market position and brand image.

Williams Heritage is a new division established in 2014 that focus on preserving Williams' historic assets and showcasing these to fans across the globe. This includes curating the Williams Grand Prix Collection, the largest private collection of Formula One cars in the world, public demonstration of Williams' classic racing cars, and the sale of select racing cars to private individuals.

###