

INTETICS TRANSFORMS THE DATA VALIDATION PROCESS USING RPA AND GOOGLE CLOUD PLATFORM



“Thanks to cooperation with Intetics, we managed to transform our approach and deliver a better service to our clients. Innovative solutions by Intetics, client-tailored approach and team flexibility made this partnership successful.”

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OBJECTIVE

Reduce time spent on manual data classification and validation. Create software solution to teach AI to classify data.

CHALLENGE

The client, a Netherlands-based company offering music tracking and monetization solutions, approached Intetics with the request to implement Robotic Process Automation and Cognitive technologies to improve the data validation process.

SOLUTION

The client launched a music events' tracking service and had a well-tailored process of information gathering and validation. The service allowed end-users indicating usage of online music and tracking songs rating. Yet, with the increasing demand for service manual processing became a challenging task. This triggered the idea of implementation of robotic process automation.

To adapt and integrate RPA solution, Intetics RPA

development team started with the analysis of the current manual process.

The result showed what manual work took most of the time. Among those are:

- Translation of the event descriptions written in different languages.
- Semantic analysis of the translated descriptions
- Keywords extraction
- Classification of data.

The result defined the development strategy, the scope of the project and the set of functions for the AI to learn. The Intetics RPA development team launched the automation activities with the integration of Google Cloud Translation API. This accelerated the process of text and keywords, translation and identification. Using Google API allowed cutting costs on translation services.

Implementation of the cognitive service became the next step on the project. The client wanted to increase the efficiency of keywords analysis and classification. To meet this request, Intetics developed a software robot integrated with several cognitive services and having UI automation capabilities. This improved work efficiency by 77% compared with

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before-held manual activities.

Having combined all these into one solution, the Intetics RPA team delivered the client a solution that runs the data processing in the following way:

- Data extraction
- Data preparation– translation to English
- Keywords extraction
- Data classification and validation

Trying to avoid the risk of malfunctioning, the Intetics RPA team has created exception-handling scenarios. For example,

in case the robot failed to classify or validate data, it would generate an exception case and send it to the RPA Controller.



RESULTS

As the result, the client received the solution that trained the robot to rapidly work with data. This increased the client's team productivity and enhanced the service quality. The approach to task automation allowed decreasing the time spent on manual work by 67%.



QUICK FACTS

- ✓ 77% of time spent on manual work saved
- ✓ 43,7% data verification quality increase
- ✓ 80% of translation costs saved