

**Award Category – Cross Category: Start-Up (CC-SU)**

**OrangeWorkforce – OrangeFIN Asia Sdn Bhd**

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### **1. Brief Profile of Organization**

OrangeFIN Asia Sdn Bhd (“OrangeFIN”) was established in 2018 and was awarded MSC status for Research and Development (R&D) works in Robotics Automation and Artificial Intelligence (AI) related Intellectual Property. OrangeFIN offers software driven robotic workforce with artificial intelligence (machine learning) capabilities that can handle complex, high-volume, repeatable tasks that are traditionally done by humans.

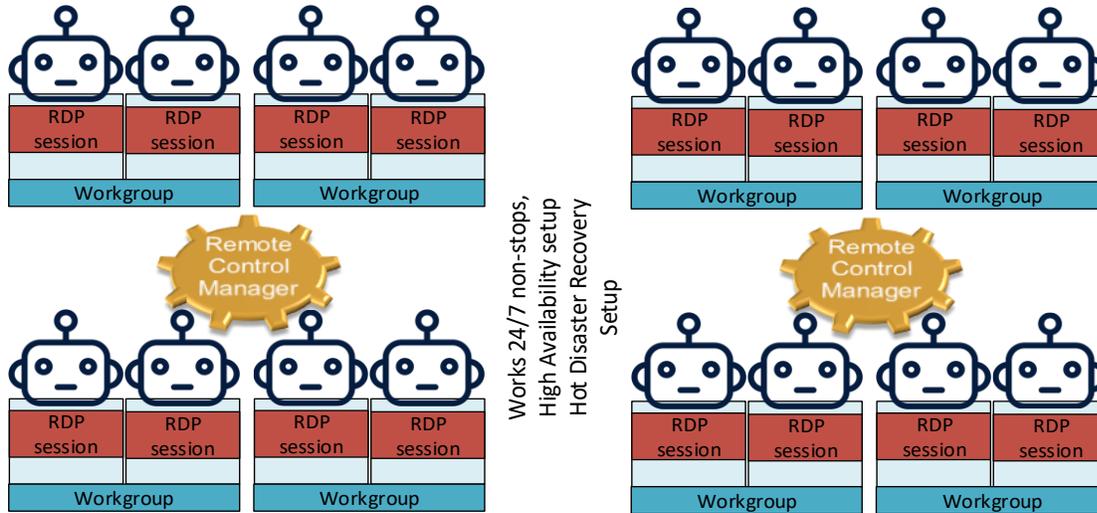
OrangeFIN focuses in helping Financial Institutions and Small and Medium Enterprises (“SME”) automate intensive manual operations to help lower the cost of operation. Processes such as cheque clearing, Reporting and other IT and backend operations rely heavily on human resources and can cause operational costs to increase. With automation, these processes can be handled by the software robot, reducing the number of human resources performing these tedious, mundane and repetitive tasks.

OrangeFIN also has its own OrangeFIN Academy center to train people from all walks of life to equip with RPA knowledge and certified as professional OrangeWorkforce RPA specialist. They build the ecosystem for people to use OrangeWorkforce RPA and to digitalize the workforce to improve the lifestyle and productivity.

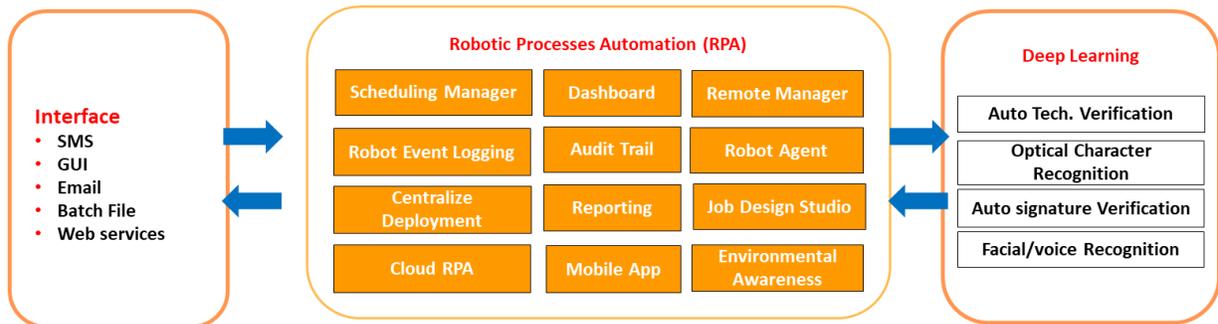
## 2. Synopsis of Solution

### OrangeWorkforce – A Self-Sustainable Robotics Process Automation Solution

What is OrangeWorkforce?



OrangeWorkforce was built with the concept of a “Workforce Augmentation”; which is turning the human workforce into a Digital workforce with Robotic Process Automation (RPA). RPA, as a disruptive innovation, significantly alters the way industries and businesses operate. This disruptive solution is an important part in today’s world, as the need for inter-connectivity, real-time updates, and adapting to ever-changing environments; with RPA, multiple tasks can be performed better, faster, and cheaper.



OrangeWorkforce is a light-weight Self-Sustainable Digital Workforce that is able to work on various interfaces such as execution application, email, API/ Web services and many more to automate the human repeatable work. OrangeWorkforce’s Job Design Studio runs on a web application for user’s ease to configure the process flow/task of the OrangeBots. All the activity of the OrangeBots perform can be tracked in the Robot Event Logging module. From the web application, users can also schedule tasks from the scheduling manager, allowing users peace of mind as they will not have to bother remembering to enable OrangeBots every time.

We also provide periodic upgrades/releases of functions to all our customers, giving them full benefit and exclusivity to use and apply these latest functions and features.

In addition to the OrangeBots, OrangeAI is one of the modules in OrangeWorkforce that contains Artificial Intelligence features, allowing the OrangeAI to act as the brain for the OrangeBots. The OrangeAI can be trained to make decisions and recognize numbers and alphabets using the latest machine learning capabilities. It also gives the OrangeBots the sense of awareness of its surroundings.

In December of 2019, we launched our 1<sup>st</sup> cloud platform, OrangeCloud, which is an Essential Technology Option that allows organizations to work with us remotely with no limitations on district, especially during a pandemic. Support, Version Upgrade, and Implementation via secured cloud platform.

### **3. Uniqueness or Business Model**

We offer 4 types of business models, namely:

a. On Premise

- On Premise is normally used by Financial Institutions who have strict policies about hosting anything in a Cloud environment. This is to ensure full security and no access to the external environment of the organization.

b. Cloud (OrangeCloud)

- Our OrangeCloud platform is used widely by Small and Medium Enterprises (SME) who usually have a tighter budget when it comes to investing in hardware servers or virtual machines. With OrangeCloud, customers can experience the latest features and functions as compared to those who have invested in the on-premise model, this is due to easy deployment into the Cloud platform. Whereas on-premise customers requires our technical engineers to be onsite to install the latest features and functions.

c. Perpetual License

- Our perpetual license allows customers to own the OrangeWorkforce license, never having to worry about the expiration of the license, jeopardizing the automated tasks, causing organizational wide dysfunction. Customers can also choose to subscribe to the yearly maintenance which entitles them to the latest features and function releases, patches, and fixes. We recommend perpetual licenses for processes that are vital to the organization's operations, as the importance of the continuance of the process is crucial to the survival of the organization or its day-to-day operations.

d. Subscription License

- We also offer a subscription model, whereby customers subscribe for a monthly use of the OrangeWorkforce. This is recommended for short term automations such as proof of concept or testing of new processes to be automated before implementing it in a live environment.

### **Uniqueness**

OrangeWorkforce is a Self- Sustainable Digital Workforce with Artificial Intelligence (AI) Capabilities and Situation & Operation Awareness, which can handle complex, high-volume, repeatable tasks traditionally done by humans. 10 or more Robots form an OrangeWorkgroup, 2 or more OrangeWorkgroups form an OrangeWorkforce and it able to be working 24/7 nonstop with High Availability. It is unique because of its self-awareness, mobile monitoring, self-sustainability, load sharing features, with cloud platform (OrangeCloud) and mobile monitoring application.



**Self-Recovery** – OrangeBots' ability to Auto Restart itself in case Windows service goes down.



**Mobile Monitoring** – OrangeBots' activity & status can be monitor by using OrangeMobile in real time.



**Hive Maintenance** - OrangeBots 'ability to perform Health Check & Housekeeping on Hard Disk Space, Working Files, Excel Files, Output Files, Temp Files, Settings, Windows OS Settings, Browser Setting, Hard Disk De-fragmentation and provides a Health Check Notification & Report.



**Load Sharing** – OrangeBots' will share the workload with each other which in the same workgroup.



**Self-Aware** – OrangeBots' ability to know its own network, CPU, storage, and memory capacity.

## OrangeWorkforce Components

### 1. Job Studio Designer

– Provides function such as new job creation, configure task scripting for new job and publish the new job for scheduler to run. Users can create new jobs for OrangeBots using Job Studio Designer and also can create new jobs for OrangeBots using the job template that is ready on the OrangeWorkforce website.

### 2. OrangeBots (The Robots)

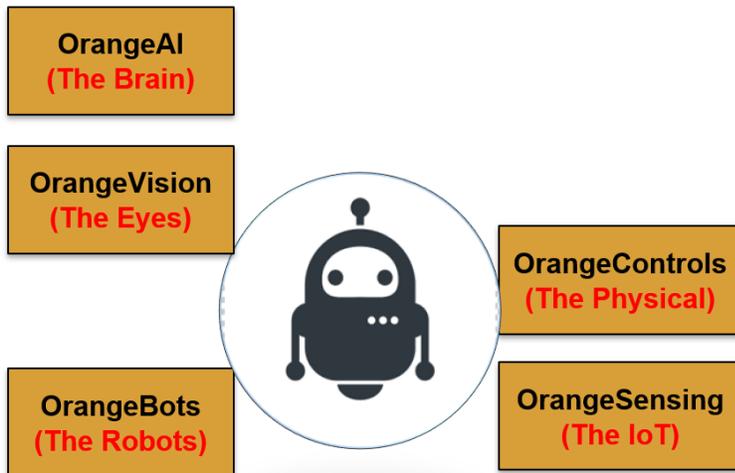
– Software Robot that does the work and can automate mundane rules-based Operation processes, enabling Operation users to devote more time to higher-value tasks. OrangeBots can work for 24 hours per day non-stop, based on the job and schedule that user created.

### 3. Control Center

– Centralized control and monitoring of OrangeBots. Control Center consists of information like OrangeBot's name, status, job schedule, job history, server's name, IP address, CPU usage, memory usage, storage usage, network usage and remaining job listing.

### 4. OrangeMobile

– Mobile application that allow users to monitor and check the OrangeBot's job schedule, job status, job history, remaining job listing, server's CPU usage, memory usage, network usage, storage information and received job status notification via mobile phone.



OrangeWorkforce consists of 5 modules that can be used for more than just a Robotic Process Automation. The 5 modules are OrangeAI (the brain), OrangeVision (the eyes), OrangeBots (the hands and legs), OrangeControl (controlling the physical world), and OrangeSensing (connecting to the internet of things or IoT).

With these 5 modules, OrangeWorkforce can be used to not only control systems and software, but to also penetrate into controlling the physical world.

### **OrangeAI (The Brain)**

- The brain of OrangeWorkforce.
- OrangeAI is in charge of the OrangeBots awareness and decision-making.
- OrangeAI uses machine learning capabilities to analyze its environment using either pre-determined rules and search algorithms, or pattern-recognizing machine learning models, and then make decisions based on those analyses.

### **OrangeVision (The Eyes)**

- Mimics the human eyes as OrangeBots look for the content it needs in the pages from scanned documents, files, PDF & emails. It also acts to notice the differences between the information receive and collected.
- Uses OCR (optical character recognition) and object-detection to recognize printed or written text characters by a computer.

### **OrangeBots (The Robot)**

- OrangeBots are the ones that carry out the actual configured tasks and processes for the humans.
- Software Robot that does the work for OrangeAI and OrangeVision.
- OrangeBots performs RPA (Robotic Process Automation) with added artificial intelligence (machine learning) capabilities that can handle complex, high-volume, repeatable tasks that is traditionally done by human. These tasks can include queries, calculations and maintenance of records and transactions.
- OrangeBots can automate mundane rules-based Operation processes, enabling Operation users to devote more time to higher-value tasks.

### **OrangeControls (The Physical)**

- The control of physical devices API using OrangeWorkforce, such as controlling a drone or a physical robot.
- Doing physical task with Digital Workforce.
- It can control any physical devices that are connected to a network or internet.

### **OrangeSensing (The IoT)**

- Connecting with IoT (Internet of Things) and provides a sense of self to OrangeBots.
- Gathering devices usage data for analysis.

#### **4. Client Reach**

OrangeWorkforce is developed, maintained, supported, and managed by OrangeFIN's professional team. Customers will not have to worry about obsolescence as we have the full control to enhance and customize.

RPA can be implemented in every organization, but many only use it sparingly. With our knowledge, experience and know-how, we can help organizations utilize one OrangeBots to fulfill at least 3 humans' workload; to assist, supplement, and enhance the human workforce. We aim to provide a Self-Sustainable Digital Workforce that can be shared across the organization to achieve greater cost savings.

We believe that by 2025, every company will have its own Digitalized Workforce to eradicate manual, mundane, tedious, resource taxing tasks that yield little benefit to the organization's overall productivity and efficiency.

OrangeWorkforce is actively being implemented in financial institutions and Small & Medium Enterprises (SMEs) in processes such as Customer Service Automation, Business Process Outsourcing, Bill of Lading Automation, Accounts Receivable & Accounts Payable Reports, Regulatory Reporting & Reconciliation, Monitoring & Repairing IT Service, Using A.I (Artificial Intelligence) for Cheque Clearance, Updating KPI Dashboard Tracking & Report Generation, and many more.

Our customers who have implemented OrangeWorkforce before the Movement Control Order (MCO) have been able to continuously run its daily operations without the negative impact of the MCO.

## **5. Execution, Team Composition, Implementation**

Our team comprises of local technical talents who have built the OrangeWorkforce solution from scratch, giving our team the full flexibility and ability to enhance, customize, and maintain the solution with ease. OrangeWorkforce also requires little technical knowledge to implement, allowing users the full control to automate more of their own processes.

## **6. Quality & Application Technology/Investment Viability**

### **Quality & Viability**

OrangeWorkforce is a Robotic Process Automation solution that can be easily plugged into any industry, department, or organization, and can be configured to perform any task as required by the customers, based on the step-by-step configuration. There will also be monthly version upgrades and releases containing new features and functions that enhance the current version. Even with the new releases, all previously implemented processes can still be used in the latest version, this is to achieve “backward compatibility” and reduce the changes of the processes script configuration.

As the product creator and owner, we have the full freedom to build, implement, customize, and enhance the product according to current trends and needs. OrangeWorkforce can also be implemented easily with minimal technical skills as we are constantly looking for new technologies and methods to further ease the use of our solution for our customers, ensuring the lifelong support of the product.

### **Investment Viability**

We believe that every organization should have its own OrangeWorkforce to increase productivity and efficiency throughout the entire organization. We rely on our customers to provide us with their comments and feedbacks to enhance our OrangeWorkforce to be more user-friendly and easier to be implemented. With this, we are confident that our OrangeWorkforce will stand the test of time.

## **7. Unique Selling Proposition**

OrangeBots (which are the hands and legs that does the automation) supports a “buddy system” in a group of 10 or more OrangeBots (OrangeWorkgroup), whereby if OrangeBots1 is not responding, OrangeBots2 will restart OrangeBots1 or OrangeBots1 will restart itself (self-sustainability). Moreover, the built-in self-recovery feature will resume jobs after the OrangeBots restarts. Job loads are shared within the OrangeWorkgroup, which minimizes delayed scheduled jobs. Each OrangeBots has an environmental awareness feature to ensure all jobs are carried out smoothly. Inefficient alerts such as low memory availability, network disruption, storage running low, or CPU utilization abnormality of the operating system will be reported via the OrangeWorkforce dashboard or email notification. OrangeCloud allows businesses to continue remotely regardless of district and with the combination of Mobile Monitoring, OrangeWorkforce can be managed on-the-go.

### **Business Automation**

- Automate various types of complex and repetitive business processes and quickly replaces manual operations in an unattended manner.

### **Process Centralized Configuration**

- Can quickly realize, design, release, and execute instructions for various business processes through the Job Studio designer.

### **Control Center**

- Control and dispatch center to manage all OrangeBots. Consists of statistical analysis of task execution and results, various analysis, view, report, and search engine functions. Control Center is available in 2 options which are on premises or on cloud platform. OrangeCloud is the cloud base control center OrangeBots

### **Task Execution Backtracking**

- Provide on-demand back-tracking function for each task execution process to meet the requirements of supervision, auditing and compliance.

### **Smart UI Application Adaptation**

- Provides efficient application adaptability, and innovative graphic text recognition.

### **Text Automation**

- Supports decompression, reading, copying, merging and calculations required for processing. Support bulk documents reading and enrichment for data processing.

### **Multitasking Robot**

- Both user and OrangeBots can work simultaneously without interrupting one another's task.

**Data Automation**

- OrangeBot's ability for data creation, deletion, modification, merging, indexing, filtering, analysis and calculation.

**OrangeBots Monitoring**

- Real-time monitoring of all OrangeBots' execution tasks through the Control Center and OrangeMobile.

**OrangeMobile**

- Real-time monitoring of all OrangeBots's execution task through the mobile application in iOS and Android platform

## **8. Local Contents Statement**

OrangeWorkforce is the first Malaysian RPA software company that is locally developed, maintained, supported, and is managed by OrangeFIN's professional team. Customers will not have to worry about obsolescence as we have the full control to enhance and customize our OrangeWorkforce solution.