

The image is a promotional poster for the UiPath Fusion event in Madrid. It features a dark blue night sky as the background, with a city skyline at the bottom. The skyline includes several prominent skyscrapers, some of which are illuminated with red and blue lights. A large, colorful, wavy ribbon in shades of blue, orange, and pink loops around the central text. The text is white and centered. There are also small white stars and squares scattered across the sky.

UiPath

FUSION.

Agentic AI Meets ROI

MADRID



When ROI Meets AI: Delivering Agentic Business Output

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The ROI Boom does not feel like a Boom (yet)

1

AI feels bigger in
tech market

Most of our markets play
under heavy regulation

Operating under liability
constraints

Legacy Systems that slow us
down

2

Today's AI is mostly
supervised, not autonomous

AI increases productivity, with
human oversight

Enable Professionals to
produce more output

Human time remains THE
bottleneck

3

AI may rise welfare while
decreasing GDP

AI makes services cheaper,
consumers benefit

GDP goes down if price
reduces

Margins benefit lowering cost
of delivery BUT!

How to enable the ROI Boom as Boom now

1

Pilots Pilots
Pilots...don't deliver!

Many of the pilots are being executed in risk-free environments – **what's the impact in my end customer?**

We are still thinking on cost reduction

2

AI is going to take all the jobs

Task are decisions are different

Reduction/Elimination vs Productivity is different

The real threat short term are the junior roles – entry level

3

MIT says that 95% of agentic use cases have no ROI or P&L impact

Beginnings are expensive

Most of the production are desk-productivity related

Since they published this, what have we done?

What have we done since?

MIT (Proyecto NANDA)

July 2025

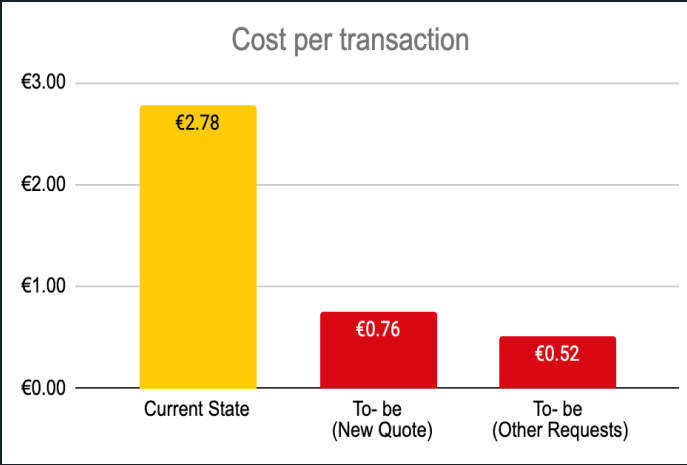
Executive Summary & Goal

Validates that 226K+ annual inbound quote emails can be reliably classified and structured using AI agents, reducing manual workload by up to 60% and lowering cost per transaction by more than 70%. The solution exceeds accuracy thresholds, delivers positive ROI within Year 1, and provides a scalable, replicable model for other Business Units.

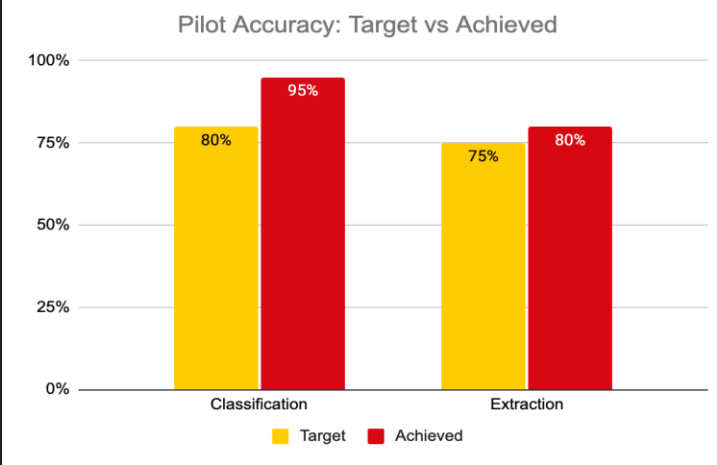
Impact

- ☐ ~73% cost reduction per email → €85K–€211K annual savings
- ☐ 127% Year-1 ROI with positive payback within 12 months
- ☐ Up to 60% manual effort reduction across 226K+ annual emails
- ☐ AI accuracy exceeds targets (95% classification | 80% extraction)

Cost per Email – Current vs To-Be



Accuracy – Target vs Achieved*



*Actual accuracy is higher: 8 deterministic fields (100% precise) add ~5–10% to overall performance.

Solution Overview

AI Agents

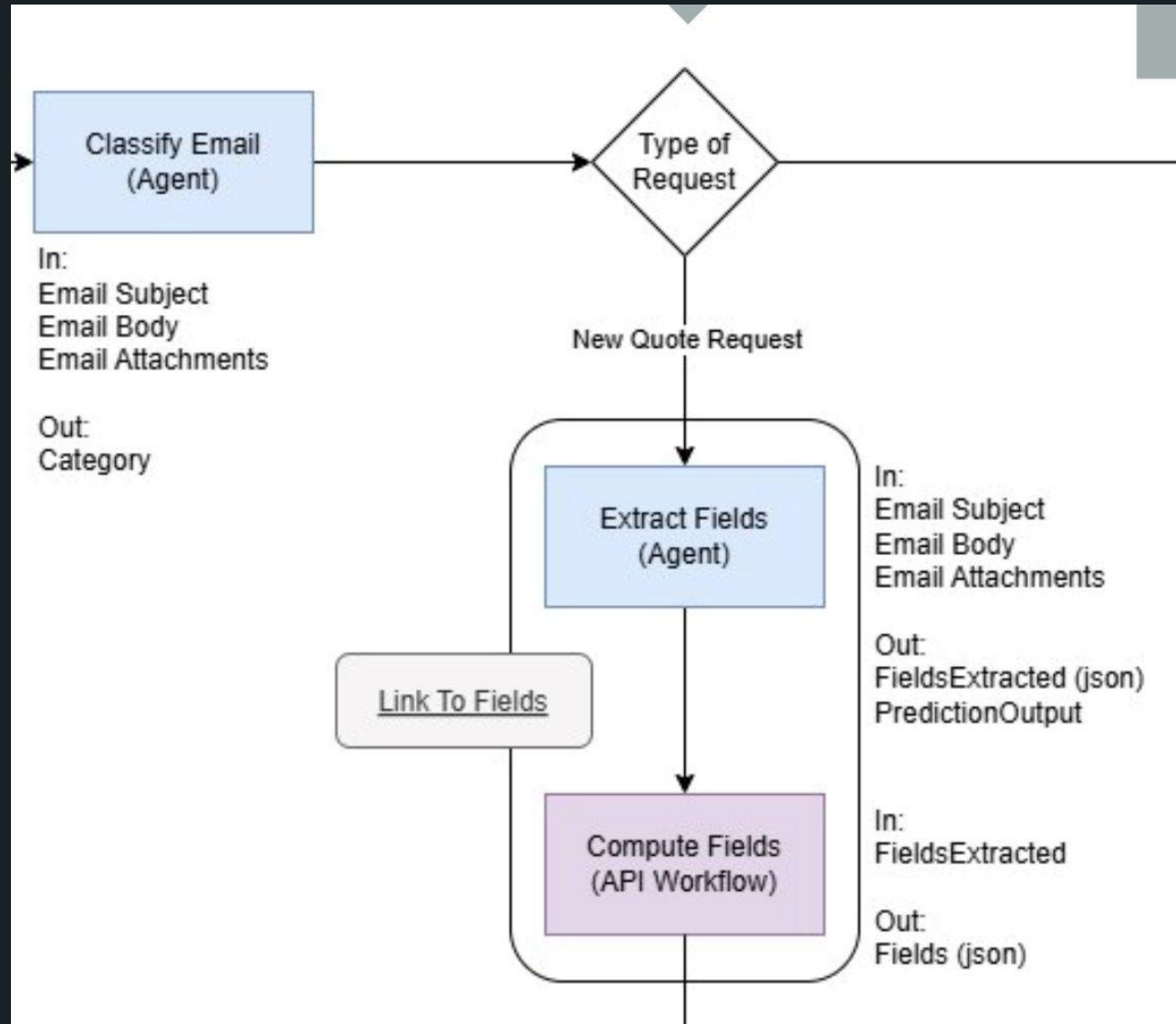
- Interpret unstructured quote emails (subject, body, attachments)
- Classify request type and extract ~50 structured fields
- Enable intelligent processing beyond rule-based automation

UiPath Maestro

- Orchestrates agents, human validation, and system integration
- Provides full visibility, traceability, and auditability
- Ensures governed, scalable execution end-to-end



Muuuuuch Better! - A case part of Core Operations



Tens of operators dedicated to read and classify emails that contain customer orders

Errors and delays impact customer impact, time to service and delay lead into cash conversion

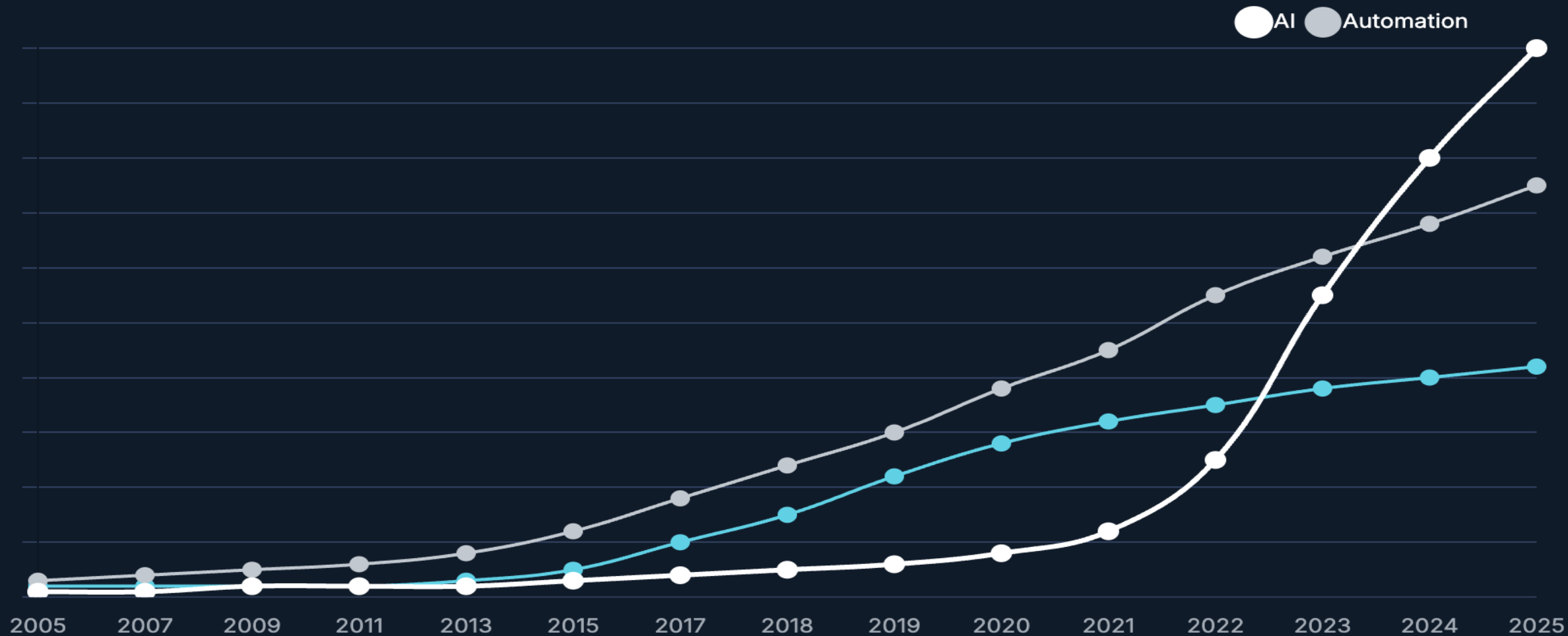
The real reason behind? Speed up critical services:

- Air / Ocean / Ground Freights
- Optimise Capacity Management Systems
- Reduce time and cost on Customs Paperwork & Payments

Is RPA dead? Looks rather like it's having a renaissance



Mention counts of selected words in earnings calls, by quarter



Source: McKinsey & Co.

1

Discovery & Baselining

Scope & As-Is Understanding

- 226K+ annual quote emails mapped end-to-end (intake → Quote Shop)
- Manual process of classification, extraction, and validation steps

Baseline Established

- 90% of emails are new quotes, 10% other requests
- 63 FTE supporting the process
- €2.78 current cost per transaction

2

Future State & Automation Modelling

Solution Design Reviewed

- Maestro-triggered workflow orchestration
- 2 AI Agents: 1 for classification and 1 for ~50-field extraction
- Human validation integrated before API execution

Effort Translation

- Manual steps mapped to automation levers
- 40–60% effort reduction scenarios modeled (similar process improvement benchmark)

3

Financial Modelling & Validation

Cost & Scenario Modeling

- Future cost per transaction calculated (€0.76)
- €200K+ annual savings indicate positive ROI within 1 Year Payback
- **How much revenue impact?**

Validation Anchors

- Based on pilot accuracy (95% classification | 80% extraction)*

***Actual accuracy is higher:** 8 deterministic fields(100% precise) add ~5–10% to overall performance.

Value comes in layers – Like an onion ...

- New products earlier
- Improve service delivery
- Improve reliability & resilience
- Improve support
- Improve design
- Reduce prices

Value to Customers

- Reduce TTM (Time to Market)
- Improve internal workflows
- Improve supply chain
- Reduce time & effort of compliance
- Reduce risk of brand issues
- Reduce errors
- Reduce legal risks

Value to Business

- Saved hours in Finance
- Reduce time for processing an invoice
- Reduce # of people touching a document
- Reduced waiting time for internal processes
- Remove manual steps, like copy-paste
- Reduced late fees
- Reduced legal fees

Value to Business Admin;

Value to COE;

- Effort / speed of building a robot
- Utilization of robots, error rates
- Out of the Box functionality
- Easy integration
- Low Maintenance effort



Etihad Airways is not just an

What are the next steps towards ROI?

ROI realization as an iterative search of critical process with impact in P&L

- **Short-term:** bounded productivity gains, hiring shifts, and welfare improvements that GDP (P&L) may not capture.
- **Medium-term:** training pathways and rising inequality among “corporations”.
- **Long-term:** true disruption only arrives when AI becomes autonomous.

Thank you

