



## Blue Prism and Loop AI Labs Join Forces to Empower Enterprises by Adding Cognitive Capabilities to RPA

**SAN FRANCISCO, CA – November 13, 2018** – Blue Prism (AIM: PRSM), provider of the world’s most successful Digital Workforce and Loop AI Labs, a Silicon Valley based company and a top-tier provider in the Cognitive Computing industry, today announced a partnership to jointly develop intelligent automation solutions.

This integration will bring the joint power of human-capacity Cognitive Computing and Robotic Process Automation (RPA) to customers across the globe. Combining these capabilities enables clients to evolve to Cognitive RPA and quickly create robots that learn from the human team instead of from a human created rule set. This is the first time that self-learning Cognitive RPA software robots **will support any language and any enterprise-specific lingo**.

“Loop Q understands concepts from all enterprise data in any language, and by leveraging its own continuous learning and reasoning capabilities, it boosts the existing benefits of Blue Prism’s RPA offering, complementing rule-based software robots with self-learning capabilities from the jobs performed by the actual employees,” states Loop AI Labs’ Chief Customer Success Officer Andrea Pitrone.

Pitrone continues, “Our cognitive RPA clients want to rapidly launch RPA within their digital transformation and start achieving the relevant correlated benefits as quickly as possible. At the same time, they want to reduce the time, cost, and complexity of maintaining a deployed RPA task force. Loop AI Labs’ **unsupervised, self-learning cognitive platform allows for extremely fast deployment on-premises in a matter of days rather than months**, and thanks to the continuous learning capabilities, clients also see a reduction in the maintenance costs.”

“From the outset, Blue Prism has been focused on the democratization of IT, but we realized we couldn’t do it alone,” said Anne McClelland, Vice President, Global Technology Partners for Blue Prism. “We’ve worked to build out one of the world’s broadest and most comprehensive technology ecosystems that provides easy access to best-of-breed software and service providers for RPA and AI. By adding Loop AI Labs and other great companies to the fold, we’re bringing more intelligent automation capabilities to the table that our enterprise customers can use to drive new efficiencies and innovations in order to stay relevant and competitive.”



## **About Loop AI Labs Cognitive Computing**

Loop AI Labs is one of the leading providers in the cognitive software industry with operations in Asia, Europe, and the USA. Loop Q, the unsupervised flagship product, serves Global 2000 along with other large enterprises. It helps augment workforce productivity and automate repetitive processes previously managed by humans in all departments, typically retrofitting the existing enterprise legacy systems. By embedding Loop Q's human capacity cognitive technologies, organizations can now understand and make decisions based on all of the data at their disposal, 90% of which is currently dark to computers. Loop AI Labs Cognitive Computing is headquartered in San Francisco, California, with offices throughout America, Europe, and Asia. For more information about Loop AI Labs, visit: [www.loop.ai](http://www.loop.ai).

## **About Blue Prism**

As the pioneer, innovator and market leader in Robotic Process Automation (RPA), Blue Prism delivers the world's most successful Digital Workforce. The company's intelligent digital workers provide business leaders with new operational capacity and intelligent skills to automate mission critical business processes, while meeting the requirements of the most demanding IT environments, where security, compliance and scalability are paramount.

Blue Prism provides a scalable and robust execution platform for best-of-breed AI and cognitive technologies and has emerged as the trusted and secure RPA platform of choice for the Fortune 500. Billions of transactions and hundreds of millions of hours of work are executed on Blue Prism robots from renowned companies including Aegon, BNY Mellon, Coca-Cola, Commerzbank, IBM, ING, Maersk, Nokia, Nordea, Procter & Gamble, Raiffeisen Bank, Siemens, Westpac and Zurich. For more information about Blue Prism (AIM: PRSM), visit [www.blueprism.com](http://www.blueprism.com) and follow the company on [LinkedIn](#) and [Twitter](#).

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