

Technology Alliance Program

Microsoft Integration Adds Cognitive Services to Blue Prism RPA

*As a Microsoft Gold Certified partner, Blue Prism integrates Microsoft Cognitive Services with the Blue Prism platform to help organizations automate and scale business processes via artificial intelligence (AI), machine learning, and sentiment analysis, among other tools. This integration adds several critical skills for Intelligent Automation to Blue Prism's Digital Workforce – including **Knowledge & Insight, Learning, Visual Perception & Collaboration** – giving enterprises the ability to easily incorporate enterprise AI technologies into any Blue Prism process.*

Azure Reference Architecture, Accessible AI

Effective digital strategies require a connected enterprise that makes it easy to integrate AI with business operations to deliver value and true operational agility. And, as the market for RPA grows, the interest in what the technology can do and its ability to integrate with available enterprise ecosystems has grown along with it.

Microsoft Cognitive Services is a collection of Representational State Transfer (RESTful) intelligent application program interfaces (APIs) that allow systems to see, hear, speak, understand, and interpret needs by using natural methods of communication. These APIs – which include emotion and sentiment detection, vision and speech recognition, and language understanding, among others – make applications more intelligent, engaging, and discoverable.

As the pioneer of the most robust, secure, and highly scalable Digital Workforce, **Blue Prism** delivers an agile digital workforce that follows rules-based business processes with built-in compliance capabilities and governance that interacts with systems in the same way human users do – while also interacting with both traditional and leading-edge IT solutions such as business process management (BPM), optical character recognition (OCR), AI, machine learning, and front- and back-office productivity tools.

How Blue Prism & Microsoft Work Together

The Blue Prism/Microsoft technology partnership includes a certified cloud reference architecture for Microsoft Azure, as well as full integration with Microsoft's Cognitive Services – specifically Natural Language Processing (NLP)/Text Analytics, Language Translation, and Computer Vision/Visual Recognition – as well as Azure Machine Learning capabilities.

The **NLP/Text Analytics** integration includes:

- **Sentiment Analysis:** Allows enterprises to analyze text sentiment, then the returned data is formatted into specific, easy-to-use outputs.
- **Entity Analysis:** Organizations can analyze and find entities in any given text. An *entity* can be a proper name, or common nouns. This function will also find entity types, such as salience, mentions and other properties.

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- **Sentiment Entity Analysis:** Find entities and analyze sentiment values in any given text.
- **Syntax Analysis:** Analyzes text syntax and provides sentence tokenization, along with part of speech tags, dependency trees, and other properties.
- **Content Classification:** Classifies text into specific categories with a confidence score.

The **Translation API** detects multiple languages, translates text, and organizes results into a range of usable outputs, such as identification of source language, confidence scores, and more:

- **Detect Language:** Detect the language of a piece of text, detects Source Language, and assigns a Confidence Score.
- **Detect Multiple:** Identify an unlimited amount of text formatted in a wide range of languages, plus detects source language and develops a Confidence Collection that represents the actual detected language of the given text with a confidence score for input.
- **Translate Text:** Translates text into supported languages, then organizes into outputs of choice.
- **Translate Multiple:** Translates a Collection of provided text into any of the supported languages.

Our integration with Microsoft Cognitive Services also lets enterprises easily incorporate Microsoft's **Computer Vision** services – including Crop Hints, Face Detection, Read Document Text, Read Text, Get Image Properties, Label Detection, Landmark Detection, Logo Detection, Safe Search, and Web Search options – into any Blue Prism process.

Use cases for Microsoft Cognitive technologies with Blue Prism include handling email generated requests that require understanding context – such as responding to a complaint; automatically classifying any type of content; or extracting and understanding unstructured data for use in other business processes.

Summary

The Blue Prism/Microsoft integration offers easy access to “drag-and-drop” artificial intelligence for **instant connection to Microsoft Cognitive Services** so that enterprises can select and configure any of Microsoft's supported services while building a process within Blue Prism. Microsoft's cloud-based platforms are known for maximizing business agility. Blue Prism's integration with Cognitive Services takes that agility to the next level by adding intelligent automation. We create a literal bridge that connects everyday enterprise processes to Microsoft's AI services – yet uses a single interface for a seamless customer experience.

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. 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*. For more information about Blue Prism, visit www.blueprism.com, and follow us on [LinkedIn](#) and [Twitter](#).