

# INTELLIGENT AUTOMATION REFERENCE CASE



# The Challenge

Publiq is responsible for UiTdatabase, the **biggest database for events** in Flanders and Brussels. Every year, more than 28,000 organizers enter more than 215,000 activities in this database, whether there are concerts, exhibitions, film, sporting events or else...

However, Publiq receives one weekly report per cinema in Flanders, via gmail, with detailed schedule per film. In each mail, **specific information** needs to be added **into the database**.

Currently, the data extraction from the mail is done manually. It is a weekly **repetitive and time consuming tasks**.

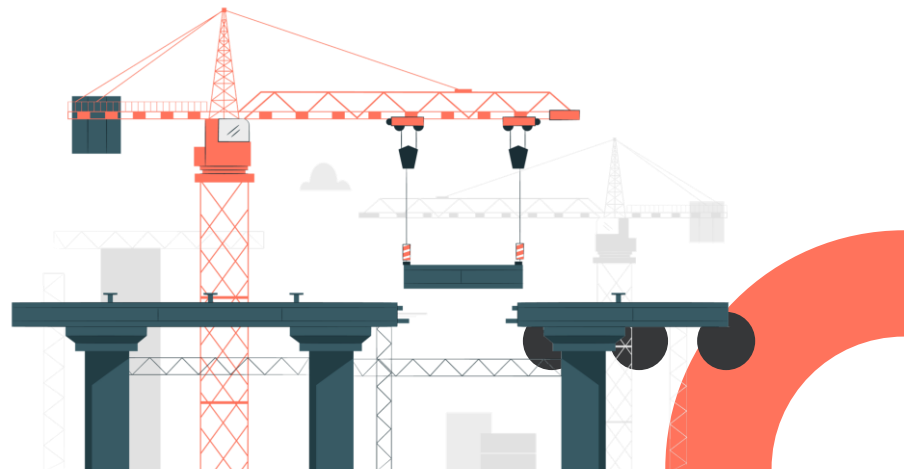




# The Solution

To help executing this weekly task, Algorhythm made use of **Intelligent Automation (IA)**, a combination of process automation and machine learning to accelerate and facilitate a business process.

Our solution used both Document AI from the Google Cloud Platform (GCP) to **extract information** from the mails, and the Google Workspace environment to extract, transform and load (ETL) the data into the database using both Google App Script and AppSheet. The overall solution was englobed within a **fully automated** flow that ensures for faster processing.





“Intelligent automation to  
reduce process cycle time  
& increase consistent  
decision-making”

# The Result

Thanks to the intelligent automation flow, the film intake process within Publiq has become more effective, with faster data reading, processing and ingestion. A fully automated flow allow for easier maintenance and a reduce in time of human effort.

The solution allowed for an original time of 2-3 hours/week to be **reduced to a time of less than 1 minute/week**. Our solution was developed for one type of email but is scalable to all film emails.

