redhat.

BRAVO.AI TRANSFORMS FRONT-LINE WORK MANAGEMENT WITH RED HAT PROCESS AUTOMATION MANAGER

b bravo.ai

Bravo.ai provides innovative artificial intelligence (AI) platforms for managing labor-intensive business operations. To support its new work management application, the company sought a flexible and scalable—yet stable and cost-effective—business process management (BPM) platform. Working with Red Hat and Matrix, its local partner, Bravo deployed Red Hat Process Automation Manager. The company can now efficiently process transactions, helping customers easily schedule and manage work processes while saving time and money. As a result, customers' staff can work more effectively.

SOFTWARE

Red Hat® Process Automation Manager (formerly Red Hat JBoss® BPM Suite)

Tel Aviv, Israel ●

HEADQUARTERS
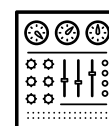
BUSINESS MANAGEMENT SOFTWARE

BENEFITS

- Achieved 90% increase in customer employee satisfaction

- Decreased management work intervention by 78%

- Increased transaction processing productivity by 55%

"*Red Hat knows how to work with start-up companies, a very rare trait for enterprise vendors. Being agile is critical. We simply defined and described our business requirements, then worked with Matrix and Red Hat to set and configure the system within a supportive environment.*"

ASAF ASHKENAZI
CO-FOUNDER AND CEO, BRAVO.AI

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TRANSFORMING WORK MANAGEMENT

Founded in May 2016, Bravo.ai operates with a vision to transform work management for front-line staff in industries such as hospitality, retail, healthcare, and maintenance by better connecting brand values and resource planning for more effective execution by managers and workers.

"If a hotel light bulb needs changing, finding someone to replace it quickly is an unnecessarily complicated process. Moreover, when you execute these procedures thousands of times, they tend to break," said Asaf Ashkenazi, co-founder and CEO of Bravo.ai. "Operators are forced to micromanage, creating massive inefficiency that affects employee retention, service quality, and company finances."

Bravo created a user-friendly application to register and automatically assign tasks for flexible, accurate, and reliable workforce management. To build this app, the company developed its own language and AI software engines but needed business process management (BPM) software to manage its data.

"We needed a platform that would easily integrate with our logic and AI components," said Ashkenazi. "Flexibility and performance were also key criteria."

ADOPTING FLEXIBLE, SCALABLE PROCESS MANAGEMENT

Bravo spent two months researching and comparing many potential solutions before choosing to deploy Red Hat Process Automation Manager, based on its versatile capabilities and robust performance.

Process Automation Manager lets enterprise business and IT users document, simulate, automate, manage, and monitor business processes and policies. With this tool, business and IT users can collaborate more effectively to change business applications faster and more easily. It features a comprehensive business process model and notation (BPMN) editor, support for remote sessions, and Representational State Transfer (REST) compatibility.

The open, Java-based architecture of Process Automation Manager also supports wrapping with additional logic layers for stable, high-performance integration. Hosted on Amazon Web Services (AWS), Bravo's deployment can scale as customer needs grow, without requiring a high initial investment. Remote application programming interfaces (APIs) simplified integration between the company's new Red Hat software and its existing software.

To achieve these new capabilities, Bravo worked with local IT partner Matrix, as well as expert Red Hat support teams.

"Matrix understood our objectives in regards to deploying Red Hat Process Automation Manager, and Red Hat knows how to work with start-up companies, a very rare trait for enterprise vendors. Being agile is critical," said Ashkenazi. "We simply defined and described our business requirements, then worked with Matrix and Red Hat to set and configure the system within a supportive environment."

After piloting its new app at the David Citadel Hotel in Jerusalem, Bravo is now in negotiations with several leading hotel chains to adopt the solution.

HELPING CUSTOMERS OPERATE EFFICIENTLY

A SIMPLIFIED USER EXPERIENCE

Bravo aims to keep its app experience as simple as possible for end users. Managers can easily assign jobs for employees to access. Training for any type of user takes less than 15 minutes. Integrating the app with customers' existing workflow solutions takes a maximum of two days, after which customers gain significant improvements in efficiency.

Using the app, customers can solve even the most complicated work procedures, saving time and ensuring optimal service for their own customers. As a result, Bravo's research has indicated a 30% increase in customer satisfaction, and a 90% increase in customers' employee satisfaction.

"We've used our extensive experience with cognitive science to ensure our app is easy for people to use," said Ashkenazi. "Process Automation Manager is incredibly easy for our team to learn, despite our product's complex back end."

TIME AND MONEY SAVINGS

Bravo has helped its customers reduce management intervention for work assignments by 78% and the number of late service calls by 59%. The company estimates that its customers can save as much as US$11,000 per month by adopting its app to streamline business processes. These improvements are supported by the app's Process Automation Manager foundation.

"As the app's infrastructure, Process Automation Manager provides high performance and stability. We have not had a single issue in over a year and can continue to scale up seamlessly to help our customer achieve further financial and time savings," said Ashkenazi.

FASTER, RELIABLE PERFORMANCE

Bravo expects its new work management app to process tens of thousands of transactions per month—a 55% increase in productivity.

High reliability is also provided by Process Automation Manager to support Bravo's new service. Since deployment, the company has not experienced any stability issues with its Red Hat software. "Working closely with Red Hat helped ensure we made the solution as reliable and high-performing as possible," said Ashkenazi.

EXPANDING TO NEW INDUSTRIES

With its software already in use in the hospitality industry, Bravo is targeting new verticals that might also benefit from its innovative work management tool, such as retailers, healthcare organizations, construction sites, and security companies that could benefit from faster, more efficient labor-intensive work by employees and contractors.

"We have a scalable, reliable, and flexible solution that can expand as our business focus grows," said Ashkenazi. "We have found working with Red Hat and Matrix to be a highly enjoyable and productive experience, so we are certain that as our company evolves they will be right by our side."

ABOUT BRAVO

Bravo.ai, a startup based in Israel, has developed the latest tool to digitally transform blue-collar, labor-intensive service work. It uses artificial intelligence to optimize and model manual labor and let men and machine easily work together. The result is elastic workforce management that is clear, accurate, reliable, and highly scalable. The tool can easily be deployed for hospitality, retail, event management, security, and healthcare, as well as many other traditional, less digitized verticals.

ABOUT RED HAT

Red Hat is the world's leading provider of open source software solutions, using a community-powered approach to provide reliable and high-performing cloud, Linux, middleware, storage, and virtualization technologies. Red Hat also offers award-winning support, training, and consulting services. As a connective hub in a global network of enterprises, partners, and open source communities, Red Hat helps create relevant, innovative technologies that liberate resources for growth and prepare customers for the future of IT.

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