



The Institute of
Chartered Accountants
of Pakistan

CA
PAKISTAN



CPD HOURS: 3

03 March
Friday

06:00 PM

Webinar on

FINANCE AND AUDIT AUTOMATION with Data Analytics & Artificial Intelligence

An Initiative of Digital Assurance & Accounting Board

Event details

Participation Fee: PKR 500/- exclusive of tax.
(Payment to be made online on ICAP website)

Registration will be made on first come first serve
basis and are subject to payment only.

Registration:

<https://member.icap.org.pk/online-registration-for-seminar-workshop/>

Who should attend

- CEO's & CFO's
- ICAP Members
- Finance, Business, Audit and IT Professionals
- C-Suite Executives
- Finance Students



Overview:

Finance and audit automation with data analytics and AI involves the use of technology to streamline and improve the accuracy of finance and audit processes. This can include tasks such as data collection and analysis, financial reporting, risk management, and fraud detection.

The use of **data analytics and AI** allows organizations to make **data-driven decisions**, identify **trends and patterns**, and uncover insights that may not be detected through manual means.

The good news is that using **RPA and automation tools**, all of us can make our own bots to essentially automate any task you no longer wish to do. Think about the bank reconciliations you prepare every month or the painful hours you spend trying to reconcile supplier accounts or the time it takes to prepare cash flow statements. With a few simple skills, all of you can make your own bots and focus on more important things.

The not so good news is that if you refuse to digitally upskill yourself, someone else will and you will be regarded as redundant. As the concept of AI has emerged, a lot of tasks have been automated.

Digital Assurance and Accounting Board brings you a webinar on “**Finance and Audit Automation with Data Analytics & Artificial intelligence**” to upskill our Finance professionals in the area of automation. Keynote speakers from around the world will be invited to share their insights and give demo on the **practical use of RPA and AI tools**.

About the Webinar

The **digital transformation** has revolutionized the way businesses operate and has created new challenges and opportunities for accountants and auditors. It is important to understand the impact of **digital transformation on the accounting and auditing industry**, to adapt and thrive in this rapidly changing landscape.

From emerging technologies to new skills, this Webinar will provide insights and best practices for staying ahead in a digital world. **Robotic Automation Process (RPA)** is an integral and the most demanding element amongst many fast-paced industries, business functions and even digital campaigns.

Automation, RPA and AI has evolved over the past few years, becoming more sophisticated and capable of handling complex tasks. The benefits for finance professionals include:

1. **Increased efficiency and accuracy:** RPA can automate repetitive, time-consuming tasks, reducing the risk of errors and freeing up time for more strategic work.
2. **Improved compliance:** Automation and AI tools can help ensure compliance with financial regulations by automating compliance-related tasks.
3. **Cost savings:** Automating routine tasks can reduce labor costs and improve operational efficiency.
4. **Better data analysis:** AI can help gather and process large amounts of data, providing finance professionals with more accurate and timely information to make informed decisions.
5. **Increased productivity:** Automating routine tasks can help finance professionals focus on higher-value activities and increase overall productivity.

In order to **stay competitive and agile**, businesses and accountants must realize the **implications of RPA** on the finance and accounting world. It is essential to **change, evolve, and adapt** to the advancements of digital technology to stay competitive.

AGENDA:

Time	Program	Speakers
6:00-6:05 PM	Recitation and National Anthem	MOC: Mr. M. Zaid Kaliya , CFO, TATA Pakistan
6:05-6:10 PM	Opening Note on Finance and Audit Automation with Data Analytics & Artificial intelligence	Ms. Khursheed Kotwal , Chairperson, Digital Assurance and Accounting Board, ICAP
6:10-6:20 PM	Welcome Address about the Digital Board	Mr. M. Ali Latif , President, ICAP
6:20-6:35 PM	Guest of Honor "How Digitization and Automation is Impacting the Finance Function"	Mr. Alnoor Bhimani , Professor, The London School of Economics and Honorary Dean, LUMS
6:35 -6:50 PM	Key Note Speaker "Repetitive Performance Automation, Artificial Intelligence & Block Chain Technologies Developments & the Role Finance Professionals can Play"	Mr. Nadeem Hussain , Coach, Planet N
6:55-7:50 PM	<p>Panel Discussion on Importance & Need for Intelligent Automation</p> <p>Key Themes:</p> <ol style="list-style-type: none"> 1. Introduction, understanding and benefits of Robotic Process Automation (RPA) and its Evolution. 2. How Blockchain Technology will Transform the Audit & Finance 3. RPA Technology overview and different types of RPA tools. 4. Integration with other Finance Technologies and Systems. 5. Future Trends and Advancements in RPA Technology. <p>Q & A Session</p>	<p>Moderator:</p> <p>Mr. Farrukh Najam Data Engineer, Meta</p> <p>Panelists:</p> <p>Mr. Zubair Ahmed Sobani, Founder and CEO, ThinkVentures,</p> <p>Mr. Syed Asif Zaman, Managing Partner, Ahmad Alagbari Chartered Accountants</p>
7:55 – 8:10 PM	Talk on "Role of a CFO in a Digital Organization and Successful Practices to Cultivate and Sustain the Right Culture, Organization, Infrastructure and Processes"	<p>Mr. Tarik Bouarfa CFO, Middle East, Microsoft Corporation</p> <p>Mr. Shabkhez Mahmood Chief Operating & Commercial Officer Aion Digital & MENA Partner, Outvise</p>
8:10– 8:35 PM	<p>Real-time Demonstration of RPA and AI Tools</p> <ul style="list-style-type: none"> • How to conceive Finance transformation journey and appropriate selection of tools? • How companies have benefitted and approached to it - used cases, hotspots? 	<p>Mr. Oscar Marin AI and Automation Leader, EY</p> <p>Mr. Ali Qamar, Partner Consulting, EY</p>
8:35-8:40 PM	Vote of Thanks	Mr. Asad Feroze , Vice President, ICAP



Key Learnings:

1. Introduction to **Automation tools** and its evolution.
2. Understanding the benefits of **Automation and Artificial Intelligence** for finance professionals.
3. **RPA technology** overview and different types of **RPA tools**.
4. Use cases and case studies of implementation of **AI in finance**.
5. Best practices for planning and implementing **AI and Automation in finance**.
6. Future trends and advancements in the world of **Automation**.
7. Q&A session for attendees to ask questions and clarify doubts.

About Digital Assurance and Accounting Board:

The Digital Assurance and Accounting Board (DAAB) of ICAP was established by the Council in 2018 with the objective to serve the public interest, to contribute policy recommendations and to provide support towards embedding technology-based solutions in accounting, assurance and other businesses.

Since its inception, Digital Board aims to ensure most efficient and effective response towards the emerging technologies within the accounting and auditing profession. Including technology and its impact on audit, digital disruptions and impact on business decisions and that how AI is impacting audit function within the profession.



Keynote Speaker
Mr. Nadeem Hussain
 Coach,
 Planet N



Guest of Honour
Mr. Alnoor Bhimani
 Professor, The London School
 of Economics,
 Honorary Dean at LUMS



Special Talk
Mr. Shabkhez Mahmood
 Group Chief Operating
 & Commercial Officer
 Aion Digital & the MENA
 Partner of Outwise



Special Talk
Mr. Tarik Bouarfa
 CFO, Middle East & Africa Multi
 Country Microsoft Corporation



RPA and AI Demo
Mr. Oscar Marin
 Process AI and Automation
 Leader, EY



RPA and AI Demo
Mr. Ali Qamar
 Partner Consulting, EY



Panelist
Mr. Zubair Ahmed Sobani
 Founder and CEO,
 ThinkVentures



Panelist
Mr. Syed Asif Zaman
 Managing Partner,
 Ahmad Alagbari
 Chartered Accountants



Moderator
Mr. Farrukh Najam
 Data Engineer,
 Meta



MOC
Mr. M Zaid Kaliya
 CFO, TATA PAKISTAN