

CHAPTER III CORPORATE IDENTITY

3.1 Corporate Information

Glee Trees Pte. Ltd. is a Singaporean based company founded in June 2016 that specializes in Robotic Process Automation (RPA), and Artificial Intelligence (AI). Their flagship product Gleematic is an intelligent RPA solution that enables the automation of business processes.

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3.2 Organization Structure

An organization structure is a framework of the relation on jobs, systems, and people making an effort to achieve a common goal, and refers to the internal relations of an organization (Ahmady, Mehrpour, & Nikooravesh, 2016). Figure 1 is a chart that shows the organization structure of Glee Trees .Pte .Ltd; showing the different departments that make up the company.

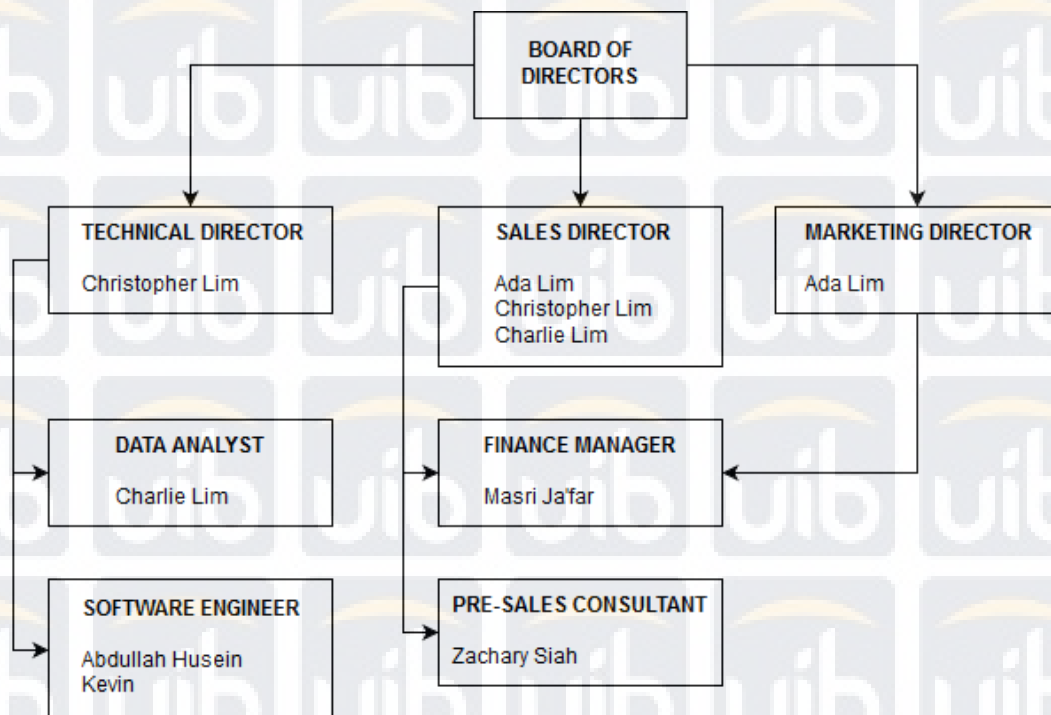


Figure 1 Glee Tree's organization Structure

At the top of the company are the board of directors; consisting of three main branches: the technical, sales, and marketing director. The technical director oversees the development of the software, working alongside the software engineers, and also a data analyst. The sales director oversees the sale of the company product, while anything that needs to be purchased is the responsibility of the finance manager. The pre-sales consultant specializes in handling the client by providing training, and proof of concepts before any actual purchase from the

client. Finally, the marketing director oversees the marketing of the company product by releasing documentations, and also articles regarding the product. The marketing director also handles the company's participation in a wide range of exhibitions, the finance manager also works under the marketing director for matters regarding expenses.

3.3 Operations Activity

Below is a process summary of Glee Trees' marketing, and sales activity:

1. Acquire potential clients through marketing, or through any third party companies (partnerships).
2. Send the potential client a Gleematic trial license for demonstration purposes, these trial licenses usually last for a month.
3. Analyze, and discuss with clients regarding the business process that they want to automate to determine whether Gleematic is applicable or not.
4. If applicable, Glee Trees will either send in someone from their team to setup the RPA script, or train the client on how to use Gleematic via on-site meetings; or through online means.

Gleematic's development process involves the technical director updating the product backlog; adding in new requirements sorted according to importance or urgency. The software engineers would then take a look at the product backlog at the start of each week, working on high priority tasks, and then report back to the technical director by the end of the week.

3.4 Systems in Use

For the marketing, and sales side of things; GleeTrees employees use a CRM software called Vtiger to manage license keys, and also to track customer support tickets. To manage meetings, and training sessions; GleeTrees employees use google calendars, or google docs among other things to share files, and schedules. The email client of choice among GleeTrees employees is Mozilla's thunderbird.

Gleematic's client is developed, and built using the Python programming language, supported by a wide range of libraries, and custom made modules. Gleematic's servers are hosted on Amazon Web Service (AWS) using their EC2 service; and runs on Ubuntu 14.04 machines. A management software called Odoo v9 is used to serve as the server backend for Gleematic; and like the client, is built using the Python programming language. So in essence, Gleematic robots connect to custom built Odoo instances that are hosted on Amazon EC2 servers.

Currently most of Gleematic's functions are available offline without needing to be connected to any of its servers. The servers are mostly used to host, and register online based license keys, and also for RPA script storage among other things. There are still more room to grow for Gleematic function wise; out of all of Gleematic's functions that are classified as intelligent; there is none that specializes in the detection, and classification of human faces. By utilizing the servers that Gleematic has, we can build a face recognition system that utilizes the servers' processing power to process the faces; and then feedback the results back to the Gleematic client, creating a fully functioning face recognition system.