

# Make Automation the Gift That Keeps Giving

How to leverage sustainable automation for long-term business transformation and growth

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# Executive Summary<sup>1</sup>

Enterprises continue to invest in business process automation technologies at a rapid pace. Gartner estimates that the market for RPA software alone will continue to grow at a 30% rate over the next 3-4 years<sup>1</sup>. The billion-dollar question (or rather the \$7 billion-dollar question – Gartner’s estimate for the market size of RPA software in 2022) that needs to be asked is this: **What percentage of this investment will bring sustainable competitive advantage?**

Most early investments are driven by immediate cost savings, which by itself can be valuable. However, for automation to produce sustainable advantage, these initiatives must take a mid- to longer-term view. The design and implementation must answer key questions around extensibility, cost-efficient maintenance, visibility, and, most importantly, sustainable investment strategies.

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## Key Questions to Consider

- 1 Are your automations extensible and expandable?
- 2 Can you maintain your Automations Economically?
- 3 Can automation be built into newly conceived processes without significant additional investment?
- 4 Does your automation solution provide enough visibility?

# Are your automations extensible and expandable?

...and can you adapt them as business processes change or as your business scales?

Despite automation now being commonplace in most progressive companies, it is primarily driven by short-term benefits. Business leaders target quick wins like effort reduction, savings, and incremental efficiency. The risk of this approach is that your company might end up automating tasks in silos – leading to fragmentation in the mid-term, and heavy technical debt in the long-run. This drives up automation's Total Cost of Ownership (TCO), making it difficult to adapt as your business processes change and your company scales.

Research suggests that companies in the early stages of automation adoption have different drivers than mature companies/automation leaders. **Eight percent of automation beginners cite reduced costs as a driver, while just one percent of leaders say the same<sup>2</sup>.** Instead, mature companies look at the broader benefits of automation, such as business transformation, innovation opportunities, TCO optimization, and growth.

In other words, initial motivations (and tactics) for automating processes aren't sustainable – companies must rethink their strategy, if they are to achieve an extensible and expandable automation landscape. This involves rethinking the automation lifecycles, broad-basing investments and leveraging HyperApps (a modular app for supercharging automation) to bring it all together.

Are your automations extensible and expandable?

## The benefits of automation can stand the test of time – and can help drive transformation.

Here's how automation could prove to be sustainable, turning the needle from high TCO to positive ROI:

25k

Hours of work saved per year

### Time & Cost Saving

In the average accounting department, a full-time employee will spend up to 30% of her time on avoidable rework.

Automation could address this, saving hours of work per year for a company with 40 full-time accounting employees<sup>3</sup>.

92%

Realized compliance improvements

### Compliance Adherence

Improved compliance is one of the most compelling long-term benefits of automation. 92% of companies have realized their expectations on this front, aided by error-free processes, better quality checks, and higher productivity<sup>4</sup>.

400%  
ROI

### Rewarding Results

Selecting the right use case for automation deployment can make a world of difference. One insurance broker automated the extraction of 200+ keywords and phrases from unstructured insurance quotes, converting them into an emailable PDF format. This led to a 400% ROI<sup>5</sup>.

These benefits do not emerge in a vacuum, which brings us to the next question. →



# Can you maintain your automations economically?

...and can business users test and validate them?

Traditionally, the lifecycle of an automation project would have just three stages:

**Design** → **Build** → **Deploy**

But this doesn't take into account its long-term potential or maintenance requirements.

Can you maintain your automations economically?

To be sustainable and economical in the long-term, companies should break down the automation lifecycle into seven clear stages:

## 1 Design with a difference

Combine design with an analytical assessment of automation readiness. Take stock of your entire IT and business process landscape to pinpoint automation use cases (current and projected) to design the necessary workflows.

## 2

### Build using a HyperApp platform

A HyperApp encapsulates all the various capabilities that are required to achieve successful business process automation, including design, build, deploy, monitor, and analyze. Using a platform that is developed with HyperApps versus stitching together multiple technologies and vendors from scratch has several advantages. You're able to structure your automations with reusable building blocks, allowing them to stay on track through changes like workforce restructuring or application and process changes. The ideal platform will allow you to prototype and test out new automations as the business evolves – ease-of-use, extensibility, and ease of modification and reuse are central to a sustainable automation platform.

### Test automations by business users before implementation

## 3

Test your automations across the widest range of scenarios possible to ensure sustainability. There must be detailed documentation on all tests, continually updating your database of test use cases to expand the automation's long-term viability. HyperApps support the testing and validation of complex automations without technical involvement, so your business users can adapt the automation landscape as their processes evolve over time.



Can you maintain your automations economically?

## 4

### Deploy in collaboration with business users

A common pitfall of advanced automation is that only technical users and/or data science professionals are involved in their deployment. As a result, there is a risk of overlooking business requirements and gaps in the non-functional aspect of the automation. HyperApps help to demystify the automation of complex business processes, simplifying deployment for business and technical users alike.

## 5

### Monitor both existing and new processes

Companies often make the error of monitoring new automation, ignoring how it interacts with, and impacts existing processes. For example, new inefficiencies might arise when you re-work processes and automate partially. Comprehensive monitoring will reveal these signals, creating a baseline for improvement and future projects.

## 6

### Manage emerging opportunities

A sustainable automation strategy necessarily involves incremental changes/transformations at regular intervals. Step to Stage gives you visibility into these opportunities – let's say you have automated the collection of data from unstructured documents via optical character recognition (OCR). The next step might be to connect this automation to a smartphone so that the data is shared automatically via notifications. These "emerging opportunities" will feed into stage one, creating a closed-loop cycle.

## 7

### Reshape your culture

As automation becomes a long-term reality for a company, it will impact its culture, people, and processes. At the very least, there will be redeployment of resources, giving rise to training and upskilling/reskilling requirements. In the long-term, you might need to revisit hiring strategies and scaling, so having a change management blueprint in place to tackle this is key.

# Can automation be built into newly conceived processes without significant additional investment?

...and does it support business transformation and innovation?

**Companies looking to future-proof their automation posture for new or updated processes need to consider two discrete aspects of automation investments**

## **Business-leaning automation management**

A centralized Center of Excellence, headed by the Chief Digital Officer (CDO) or even the Chief Information Officer (CIO), ensures that the IT organization is sufficiently empowered to drive business transformation (new products, new business models, territorial growth, etc.). Typically, aligning automation to newly conceived processes will delve into existing IT infrastructure, making IT representation mandatory in an automation COE.

## **Technology reinforcement**

To future-proof the underlying technology powering your automation, look to leverage the cloud. Cloud-based hosting is not only cost-effective, but it is also more sustainable, given its smaller hardware footprint and lower maintenance needs. Additionally, companies can implement a service-based architecture that lets you incorporate new automations (see stage six in the lifecycle) without complete reconfiguration.



Can automation be built into newly conceived processes without significant additional investment?

**Bolstered by business support on one hand and technology reinforcement on the other, companies are now ready to pursue a three-pronged investment strategy.**

## 1 Planning for investments in automation

The conversation must begin with a focus on sustainability and future-readiness. In other words, automation advocates (derived from the COE) can leverage the projected long-term gains from automation to build a continuous investment plan, that feeds into the closed-loop structure of the lifecycle.

## 2 Implementing your investment in automation

It is useful to take an app-based approach (powered by HyperApps), where a single platform solution helps oversee the entire automation project and incremental changes. This calls for the following prerequisites:

- **A design studio** - Your internal stakeholders can analyze and design automation from within the platform, with minimal manual efforts.
- **Coverage for all lifecycle stages** - one platform consolidates every stage of the automation lifecycle, reducing technology clutter and technical debt.

- **A good information layer** - This component should be able to reconcile incoming data from the enterprise and deliver relevant features for automation deployment.
- **In-solution testing capability** - You can test automations against modifications/changes to enterprise app interfaces, and data sources to ensure long-term viability.
- **Elastic scalability in deployment** - The platform will let you deploy automations at scale, on the public, or a private cloud (or even on-premise) in case of legacy dependencies.
- **Deep analytics** - The platform should be able to surface actionable insights on automation performance, gains, and inefficiencies, if any.
- **Optimization of human-in-the-loop** - Sustainable automation will involve very little human dependency and only at strategic/critical junctures. It will work to shrink human intervention incrementally over time through sophisticated cognitive processing, powered by artificial intelligence (AI) and machine learning (ML), thereby optimizing and improving the process over time.

## 3 Intelligently directing your ongoing investment in automation

On an ongoing basis, companies can leverage the automation platform as a business enabler, not just as a process optimizer. You should actually be able to prototype new business models and explore innovations using the platform. Let's say a retailer is looking to expand from brick-and-mortar business to e-commerce – an automation platform will allow the user to design digital processes and test against various e-commerce scenarios to ensure that the right workflows are in place for marketing, finance, transaction management, supply chain, etc.. The learnings from this then flow into new automation opportunities.

**At JIFFY.ai, we work to demystify advanced automation using HyperApps and unlock long-term benefits beyond bots or standalone task automation.**

# Does your automation solution<sup>7</sup> provide enough visibility?

...without creating a "black box"?

JIFFY.ai's automation solutions opt for an app-based approach to streamline processes, delivering benefits at scale, across short-, mid- and long-term projections. Our cognitive automation platform combines capabilities ranging from intelligent document processing, natural language processing and robotic process automation (RPA) to ML, AI, advanced analytics, configurable workflows, and Low Code/No Code development to support the end-to-end lifecycle management of automation.

## This lets you:

### Drive collaboration

between technical and business users during automation deployment.

### Integrate automation

with your existing processes with a few clicks, zero coding.

### Empower users

with greater visibility across verticals reducing fragmentation.

### Adapt to newly conceived business processes


without altering the underlying architecture.

### Easily generate automation

sustainability reports through a built-in data engine.

### Contain the total costs of automation ownership,

including deployment, integrations/change, monitoring, maintenance, and management to enable a more economical TCO.



Does your  
automation solution  
provide enough  
visibility?

JIFFY.ai's HyperApps are specifically designed to help enterprises automate and improve the most complex business processes with ease. You can add on features like advanced analytics and IT connectors, without creating a black-box that hinders visibility – particularly for your business users. In fact, JIFFY.ai's unique HyperApp approach means that your business users can view all existing automations in the enterprise, along with their correlations and key functionalities, to derive automation opportunities.

JIFFY.ai also cover automation testing, as well as automation-driven software development. This allows you to remain steadfastly focused on future innovations – and to prevent you from being bogged down by maintenance, routine fixes, and preventable effort waste.



As enterprises begin their automation journeys, or as they rethink the journeys they're already on, it is critical to invest in building a strategy for automation that is extensible and expandable as business evolves.

**JIFFY.ai can help you build or rethink your company's automation lifecycles and broad-based investments, as well as how you can leverage HyperApps to achieve sustainability, reliable ROI, and make automation the gift that keeps on giving.**

## About JIFFY.ai

Founded with the mission to radically change how enterprises automate complex business processes, JIFFY.ai puts the power of real-time innovation in business users' hands. JIFFY.ai delivers an app-based, cognitive automation platform that includes capabilities ranging from intelligent document processing, natural language processing, robotic process automation, and low Code/no Code development. JIFFY.ai are pioneers in web-based automation solutions and believe that Automation Accelerates Innovation™, empowering enterprises with AI-powered intelligent automation solutions.

Visit us online at [www.jiffy.ai](http://www.jiffy.ai).

1. Gartner Press Releases, 2018, [Link](#)
2. 2019, Global RPA Survey Results, TAKING RPA TO THE NEXT LEVEL, [Link](#)
3. Gartner Press Releases, 2019, [Link](#)
4. Deloitte Global RPA Survey, [Link](#)
5. How business process automation is delivering 400% ROI, [Link](#)