JIFFY.ai

3 Challenges Holding Back RPA Success and How to Address Them

Despite funneling billions of dollars into robotic process automation (RPA), there have been inconsistent outcomes. According to Forrester, RPA was slated to grow from $250 million in 2016 to nearly $3 billion this year, indicating an incredible growth pace. And there have been some good results – for many companies, RPA has successfully eliminated highly repetitive, basic tasks. It has also reduced the risks of errors in volume-based processes. But in the long term, RPA has a greater chance of becoming a white elephant of sorts, leading to repeated expenditure if organizations want to see sustained and growing improvements.

A Deloitte report found that just 3% of organizations have been able to scale the benefits of RPA. In what is popularly known as the RPA death spiral, implementations struggle to live up to the business' overarching digital vision after a point. Beyond the short-term quick wins, the challenges of maintaining RPA scripts, updating them with exceptions, scaling RPA with additional computing resources, and the lack of alignment with business needs outstrip the advantages of basic process automation.

It is important to anticipate potential road-blocks early on in an automation project, and course-correct on time. Here are three challenges that can significantly hinder success and our perspectives on how to address them.

1. A Lack of Centralized Management and Governance

When RPA is deployed to address a specific business use case or an isolated pain point, it typically isn't designed for scale. The RPA resides in a business silo, working perfectly well as long as it is within those set constraints. When one tries and replicates this model across verticals and business processes (particularly complex ones), what's left is a multitude of automation silos working

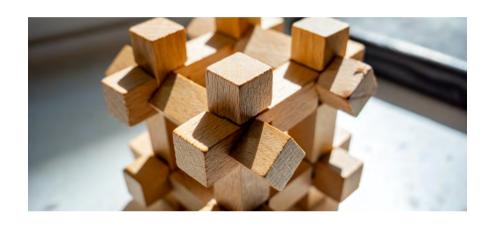independent of one another – functional, but with a high degree of technical debt and very low sustainability.

At JIFFY.ai, we recognize the need to **complement RPA with an intelligent automation platform that provides a breadth of integrated technologies**. This stretches beyond only RPA and goes on to include machine learning, intelligent document processing, and analytics to manage the end-to-end lifecycle of complex process automation, which is at the core of our JIFFY.ai platform. Further, effective integration would help keep the organization's ownership and maintenance costs in check, thereby making automation more sustainable in the long term.

The platform must also provide a centralized view of all the automated processes in the organization, their stakeholders, the humans in the loop, exceptions, and dependencies. Depending on a user's role, they should be able to manage and tweak complex workflows to meet business needs or define policies / regulations to govern automated processes across the enterprise. These capabilities are at the heart of the JIFFY.ai platform, purpose-built for organizations looking to graduate from traditional, quick-wins-oriented RPA implementations to a future-focused journey.

2. Legacy RPA Does Not Provide Reusable or Extensible Components

Another deterrent to RPA success is the lack of reusability or extensibility. Creating automation scripts from scratch for every

business case, testing and implementing them, and ensuring that they are maintained requires a lot of effort – over time, it may simply not be worth it as the organization grows in complexity. Even if there are modular components in an RPA project, the chances are that technical intervention is required to make RPA reusable for new business processes emerging in the organization. Once again, there will inevitably be sunk investments in RPA, often risking a lifetime of vendor lock-in if the necessary expertise isn't available in-house.

To address this, **organizations need automation that's natively designed for reusability**, with an inherently modular architecture. For example, JIFFY.ai's HyperApp approach lets users create automated workflows through a drag-and-drop interface and configure complex exceptions. Multiple HyperApps can integrate with each other on the JIFFY.ai platform and power multiple business use cases across the enterprise, taking care of each specific and modular task. This also addresses challenges around management and governance, as seamless integrations enable a single pane of visibility – not to mention eliminating the need for script maintenance, complex exception configurations, and manual onboarding of new computing resources.

3. Organizations Aren't Looking Beyond Traditional RPA

As Andy Walter, Former Global IT & Shared Services VP, Procter & Gamble, said, RPA is neither robotic nor is it process-oriented – it is only just automation.

In other words, traditional RPA is intrinsically short-sighted and cannot go beyond the basic job of effort reduction that it is assigned. And that's precisely why RPA projects begin to stutter at a certain point. As McKinsey explains, it might be technically possible to automate 30% of tasks for most occupations, but that doesn't imply a 30% cost reduction. This is because a human employee is involved in myriad tasks every day, and to create perfect RPA-based efficiency, enterprises would have to completely restructure the organization and its processes.

That's why it is so important to look beyond RPA towards technologies that can enhance its capabilities. For instance, AI and machine learning algorithms can help RPA engines get smarter with time and with every process cycle. Workflow integration enables business users to configure RPA without asking IT for help. And crucially, data analytics is needed to monitor automation performance, remove bottlenecks, and find opportunities for improvement in the business processes themselves.

An important consideration here is to keep technology sprawl in check when going beyond RPA. An integrated approach, backed by an intelligent automation platform is a smarter idea, rather than opting for different point solutions that have to be stitched together after deployment. Without effective integration, technology debt and the risk of shadow IT will continually mount as organizations seek to automate business processes – which will increase the total cost of owning (TCO) of your automations and maintenance overheads.

At JIFFY.ai, we help leading organizations understand how to automate better and maximize their investment not just in the first 12 months but for the long term. Our HyperApp approach and the JIFFY.ai AUTOMATE platform introduce much-needed centralization, reusability, and business user readiness to enterprise automation plans.

To learn more or to set up a demo, please email us at **marketing@jiffy.ai**.

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