



How Businesses can Leverage **RPA** to Emerge Stronger After a Crisis

EXECUTIVE SUMMARY

As the world opens back up for business, we are entering what is predictably a global recession. History stands testimony to the fact that some companies will come out of this stronger. Every kind of organization, from leading content management solutions to those in healthcare and pharmaceutical companies, law firms as well as insurance companies, sales offices and more can benefit from the move to hyper-automation. This is why businesses need to prepare for it now.

RPA in hyper-automation is the way forward and here is why:

Heightened collaboration between humans and technology: Hyper-automation is not just about implementing various tools to handle a range of tasks. It is a technology that requires a heightened collaboration with humans too.

Assists with a strong BCP: The whole idea behind having a business continuity plan (BCP) in place is to be prepared in cases of massive disasters – natural or manmade. RPA in hyper-automation helps immensely with this.

Reduction in margin of errors: To begin with, hyper-automation has the ability to get past complex IT infrastructure and ensure that functions are carried out in an organized manner. The immediate result is the reduction in the margin of error, all of which is audit-ready.

Robotic behaviour imitating humans: With this software, robots will be able to imitate human behavior and be able to handle complex cases that were earlier dependent on human intervention. Robotic behaviour imitating humans: With this software, robots will be able to imitate human behavior and be able to handle complex cases that were earlier dependent on human intervention.

WHITEPAPER

2020 has not been kind on businesses. It has fundamentally changed how businesses across the world operate. It has pushed for an evaluation of business practices and operational efficiencies when faced with a crisis of massive proportions. Covid-19 and the resultant global lockdowns are perhaps as massive as it can get. As the world opens back up for business, we are entering what is predictably a global recession. History stands testimony to the fact that some companies will come out of this stronger.

One of the primary reasons they will be able to do this is because they have incorporated technology that enhances their productivity as well operational efficiency ensuring business continuity even during a crisis.

BREAKING DOWN HYPER-AUTOMATION

The concept of automation has been around for a long time now, aimed primarily at boosting efficiency as well as productivity of a company. It has reduced a waste in materials and man power as well as ensured uniform standards of quality and safety. The next stage of automation has been the inclusion of technologies such as Artificial Intelligence (AI), Natural Language Processing (NLP) as well as big data analytics. All of these are being combined with automation to create infrastructure that will help deal with complex requirements and enhance business processes. This coming together of automation and intelligence is hyper-automation.

The concept of hyper-automation also goes by names such as cognitive or smart automation and is poised to be frontrunner of the 4th Industrial Revolution. It can be seen making in-roads into every aspect of a business with some path-breaking results. There are numerous factors that drive the use of hyper-automation in enterprises - primarily the enhancement of operational as well as service performance. With this technology businesses can improve on customer experience offered and employee engagement. The result is newer avenues of costs savings and the development of newer revenue streams based on analytical insights.

At this point, it is important to understand that hyper-automation is not a standalone automation technology. The term combines Robotic Process Automation (RPA), AI, and other automation technologies. It builds on the success that RPA has had in easing automation, realizing outcomes quicker and has become the best way to apply AI where needed to better business operations. In fact, in Gartner's Report titled RPA Renaissance Driven by Morphing Offerings and Zeal for Operational Excellence report, by 2024, RPA will help organizations lower operational costs by 30 per cent, by bringing together hyper-automation technologies and redesigned operational processes.

By bringing together AI tools with RPA, hyper-automation enables any repetitive task to be executed by business users. It, in fact, goes a step further and works on automating the automated - ie., it helps a business by dynamically discovering business processes that can be automated and creates bots for the same. Such is the dynamic nature of hyper-automation.



❖ Automation and Hyper-Automation

Automation as a term, brings to mind robotic process-based systems. Hyper-automation, on the other hand, is about an entire ecosystem of technology-based tools which combine and create new ways to get work done. With hyper-automation, low value tasks can be performed with perfection, with the use of tools such as Machine Learning (ML) and advanced AI ensuring that output is perfect and human intervention is not needed. The resultant work place is thus well informed, agile and has the ability to utilize data and insights for precise decision-making.

Hyper-automation is not just about implementing various tools to handle a range of tasks. It is a technology that requires a heightened collaboration with humans too. The reason is that humans are those decision-makers who use the technology for the interpretation of data and accordingly apply logic where needed. An example can be cited here. When looking at social media and customer retention, any business can depend on the tools that will make use of RPA and ML and create reports that are based on data secured from social platforms. These reports will provide a ready base of information for the marketing team, who in turn will use the insights to shape campaigns, promotions as well as incentives that can be introduced into a business plan.

When we first think about the term automation, terms like robotic process automation come across our mind. However, hyper automation considers an ecosystem of technologically advanced tools and combines them to create a new way to work. With this technology, low value tasks are optimally performed with automation tools, machine learning and advanced artificial intelligence so that outputs can be produced automatically and run efficiently with reduced human intervention. It can create a workplace that is always informed, agile and able to use data and insights for quick and accurate decision-making.

❖ Key Components for Hyper-Automation

With that understanding, let's delve into the key components of hyper-automation.

Artificial Intelligence Capabilities: Within AI capabilities is ML, NLP, intelligent optical character recognition (OCR) as well as AI computer vision. All these features help robots read, see and also process more work.

Advanced Process Mining Tools: These are platforms that take an in-depth look at how various teams function and assess which processes can be automated.

Workforce Engagement: This is the capability to address a cross-section of functional as well as technical executives right from the grassroots level upwards, and in the process recognize the value that automation brings to the table. This leads to contribution towards hyper-automation.

Advanced Analytics: An in-depth analytical capability that allows for tracking, measuring and documenting business outcomes that are a result of automation, thereby enabling continuous growth.

THE IMPACT OF HYPER-AUTOMATION

❖ Creation of the 'digital worker'

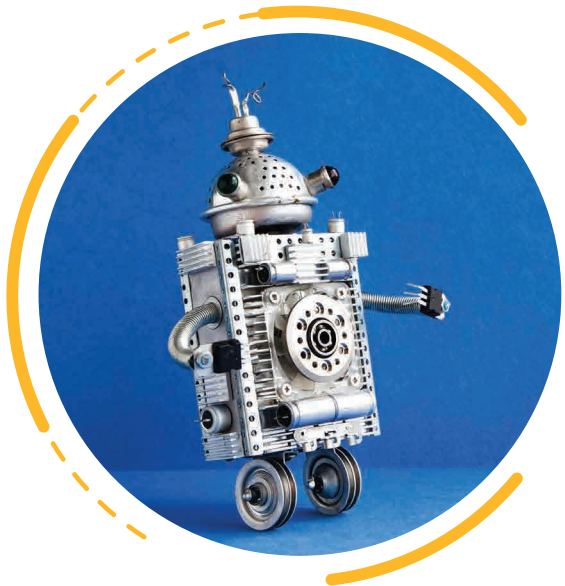
Hyper-automation makes for a quick way to engage everyone in business transformation. Automating complex work that is dependent on knowledge inputs from people leads the way in this approach. Up-skilling with RPA will help in the creation of intelligent 'digital workers' that take over repetitive tasks improving employee performance.

These 'digital workers' are catalysts of change in the world of hyper-automation. They are able to draw a connect between numerous business applications. They function with structured as well as unstructured data, analyze and are capable of decision-making. They discover processes as well as find new automation opportunities. The power of AI is what stands as a differentiating factor for digital workers and sets them apart from standard automation approaches.

One of the key impacts of hyper-automation for a business is the ability to create digital twin of the organization (DTO). This is a helpful measure that allows for hitherto unseen interactions between processes, functions, and key performance indicators to come to the forefront. Being able to see business value creation as it is happening will help an organization leverage intelligence and be first movers for new opportunities.

❖ Facilitating Business Continuity

The whole idea behind having a business continuity plan (BCP) in place is to be prepared in cases of massive disasters - natural or manmade. From the fallout of Covid-19 we all know how a sudden change in circumstances can lead to a negative free fall of businesses. But the truth is that BCPs are not just for large catastrophes. There are minor issues that can be disastrous for a business and which also need to have contingency plans in place. Some of these issues can be related to employee errors or application issues which can lead to delays in response times. There is, in fact, a study by Gartner that says that an average of 80 per cent of mission-critical application service downtime is the direct result of a manmade error or a process failure. It is precisely in these situations that intelligent automation can help in facilitating business continuity. Here is a look at why intelligent automation is the need of the hour for any kind of business.



❖ The Primary Driving Factors

Organizational mainframes are a deeply integrated component of IT infrastructures today. It is expected to interoperate with multiple resources, many of which are added on at a regular pace, while being part of a complex, multi-tiered system. The demand on it is round the clock, 24/7. Scheduled maintenance checks which were once a regular feature, are no longer the norm, simply because even a small window of downtime is not acceptable. This means that IT teams need to work on upgradation, repairs and the incorporating of newer applications in real time, while the systems are still functional.

Complicating this requirement further is the fact that the Internet, when connected to the mainframe exposes the system to external threat. But, this is an essential requirement since transactions can only be facilitated with external systems located outside an enterprise, such as those related to distribution and supply chains. The threats then are huge.

Such a working situation can be complex to handle and the chances of errant programming or human error is high. Complex operation systems make it difficult for the system to adapt and respond in a dynamic IT environment. These factors can lead to a dip in quality of performance and overall network downtime.

❖ Traditional Approaches Are No Longer

Traditional data protection methods such as those of back-ups on servers, recovery methods as well as mirroring have long since ceased to ensure business continuity. For example, if an important database is corrupted because of a wrong application entry, traditional recovery methods would back up the contaminated data, without actually solving it. In fact, it would further exaggerate the problem.

With manual system management a thing of the past, the chance of error when handling complex systems in a situation like this can increase. Working on them manually will lower reaction time and this leads to even larger issues with performance. Furthermore, manual processes don't lend themselves easily to auditing and this makes them a compliance risk.



Furthermore, manual system-management is no longer a viable business practice. Complexity has grown to a point that even the most skilled IT professionals are not capable of handling. This opens the door to even greater risk of human error. Manual procedures can also slow reaction times, which can lead to issues with performance. Lastly, manual processes are incredibly difficult to audit, making them a compliance risk.

❖ How Intelligent Automation can Save the Day

To boost a company's business continuity there is a need to boost both manual system-management processes as well as their existing disaster recovery methods in order to ensure a more comprehensive cover. Intelligent automation is what can save the day. An intelligent automation platform makes use of software that performs and manages IT service management workflows. Since this platform is based on artificial intelligence, they are capable of making decisions that do not require human intervention. Though, it has to be remembered that the decisions made are based on human inputs and business policy.

There are several benefits to intelligent automation, all of which ensure business continuity. To begin with, it has the ability to get past complex IT infrastructure and ensure that functions are carried out in an organized manner. The immediate result is the reduction in the margin of error, all of which has an audit-ready trail that can be traced for compliance sake. Some of the additional benefits also include:

- Lesser IT infrastructural changes that may fail in the long run.
- Reliable service quality even through changing conditions.
- Immediate detection and removal of contaminated data.
- Mainframe personnel skills will continue to remain intact.
- Recovery times, if at all, will be quicker.



HOW RPA WILL BOOST HYPER AUTOMATION

The RPA market is quickly evolving and market forces say that it will hit a CAGR of 20.3 per cent between 2019 and 2025. This, of course, may be slightly affected by the current Covid-19 crisis, but if anything, its importance in these times has been amplified. This growth level is influenced by how RPA organizes and enhances legacy processes which in turn results in a high return on investments (ROI) made.

Here are some of the RPA trends that are closely being observed in 2020:

❖ RPA will be complementary technology

The great part about RPA is its ability to work well with existing technologies that are in use. Its adaptive abilities in any changing circumstance ensures that it learns quickly and reworks a process to fit in, rather than be replaced completely. No business functions on the basis of completely redesigning work flows for every new change, and so the ability to automate processes and enhance their efficacy is a great advantage. RPA helps ensure productivity.

❖ RPA now be a comprehensive offering

2020 is the year automation market is poised to see organizations move from specific point solutions to more broad-based and comprehensive offerings. It will grow to become the single point that will deal with all integration challenges and ensure top-notch feature enterprises. RPA implementation is not about short-term projects for better cost efficiency. Its true benefit will be seen only when it is integrated into processes right from the get go.

❖ RPA – the driving force behind hyper-automation

World over, organizations are seeing the benefits of incorporating AI and ML into an RPA framework for intelligent automation.

Organizations across the globe are realizing the benefits of incorporating AI and ML within RPA framework to result in intelligent automation. Hyper-automation is all about understanding in depth, the range of automation mechanisms available, how they connect with each other and how best they can be combined or made to work together in a coordinated manner. With this software robots will be able to imitate human behavior and be able to handle complex cases that were earlier dependent on human intervention.

❖ RPA will transform the job market

As with all automation related worries, that RPA will take away jobs, has been debated hotly. Contrary to popular beliefs that RPA will result in humans being replaced, trends foresee that there will be large scale collaboration between machines and humans. This in turn will result in the creation of more jobs, particularly for process experts who will help augment user interfaces and also solve business-related issues. A study by Forrester predicts that the RPA market will touch \$2.9 billion by 2021 which only indicated an exponential growth on the horizon.

HOW CAN BUSINESSES IMPROVE OPERATIONAL EFFICIENCIES

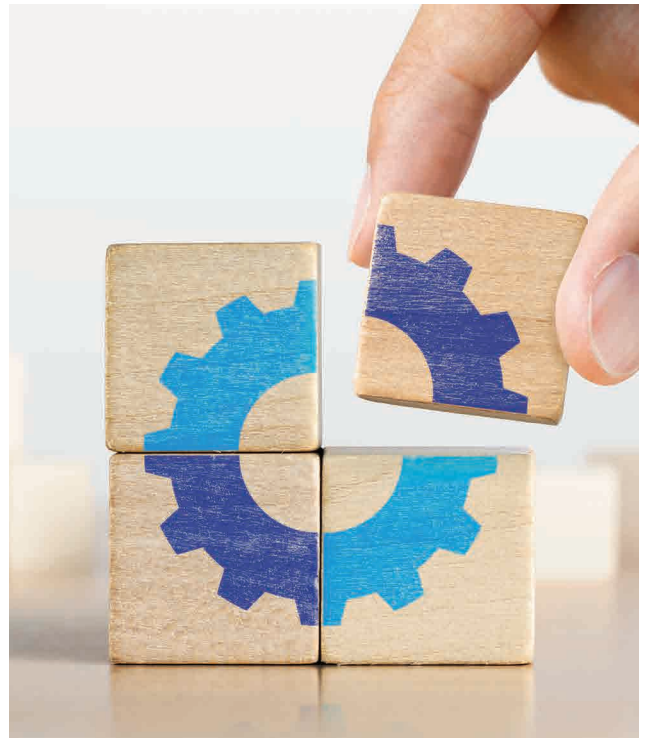
That every business should work on operational efficiency is a given. What this essentially means is an organization that manages its time, resources as well as funds in an appropriate manner. Productivity is evaluated on the basis of an organization's ability to enhance its profits. These same parameters can be applied to individual processes. In order to be able to measure the profit generated from an improvement in operations, it is essential to understand how an organization is working on its inputs and outputs on the basis of three essential strategies:

Reduction in expenditure: Being able to secure the same output for lesser input would be an important aspect.

Better quality for lower expenditure: Being able to achieve better outputs that are compliant as well as free of errors for the same input.

Quicker turnaround: The ability to reach a faster output in shorter time frames, even in the case where more inputs are required. This could be in the form of technological updates or marketing strategies. Organizations today are making the most of hyper-automation and are able to strategize on three levels to ensure multiple outputs.

well as insurance companies and sales offices and more can benefit from the move to hyper-automation. This is why businesses need to prepare for hyper-automation now.



CONCLUSION

Research by Gartner states that there are several processes that are needed to replace humans and the kind of work they do. Hyper-automation therefore works as a combination of several automation processes in a single offering.

As a business explores this hyper-automation, workforces can enhance their knowledge on the latest in business and marketplace information to enhance their skill sets. No longer will the work force be bogged down by repetitive tasks and they will be work towards increasingly creative solutions. The benefits for a business from hyper-automation are immense.

REFERENCE

- ❖ <https://www.techradar.com/news/why-businesses-must-prepare-for-hyper-automation-now>
- ❖ <https://www.uipath.com/blog/rpa-process-mining-emerge-strong-post-recession>
- ❖ <https://www.uipath.com/company/rpa-analyst-reports/2020-gartner-rpa-hyperautomation-predictions>
- ❖ <https://www.automationanywhere.com/hyperautomation>
- ❖ <https://www.expresscomputer.in/rpa/automation-will-be-the-bridge-of-resilience-for-india-inc-in-this-time-of-crisis-says-study/55665/>
- ❖ <https://www.jolttag.com/blog/hyperautomation-and-the-rpa-renaissance>
- ❖ <https://www.gartner.com/smarterwithgartner/gartner-top-10-strategic-technology-trends-for-2020/>
- ❖ <https://techobserver.in/2019/12/29/robotic-process-automation-in-2020-autonomous-things-hyper-automation-to-dominate/>
- ❖ <https://ayehu.com/using-intelligent-automation-to-facilitate-business-continuity/>
- ❖ <https://www.managedoutsource.com/blog/how-the-new-trend-of-hyper-automation-helps-in-business-growth/>
- ❖ <https://www.thestar.com.my/tech/tech-news/2020/06/01/the-future-is-now-companies-need-to-future-proof-their-business-with-technology-say-experts>
- ❖ <https://www.dailyo.in/technology/hyperautomation-robotic-process-automation-artificial-intelligence-employment/story/1/32944.html>
- ❖ <https://cio.economictimes.indiatimes.com/news/strategy-and-management/the-mix-of-ai-rpa-is-turning-business-process-automation-smart/69596000>



About Suyati Technologies

Suyati is a digital-first and CX focussed company striving to engineer great experiences for digital customers. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition.

With our niche and rich expertise in CMS, CRM, e-commerce, and Marketing Automation, we help companies across the globe leverage their best on web and cloud through our platform integration, data analytics, and customer engagement services.

Get Free RPA Consultation

Learn more: www.suyati.com
Get in touch: services@suyati.com

