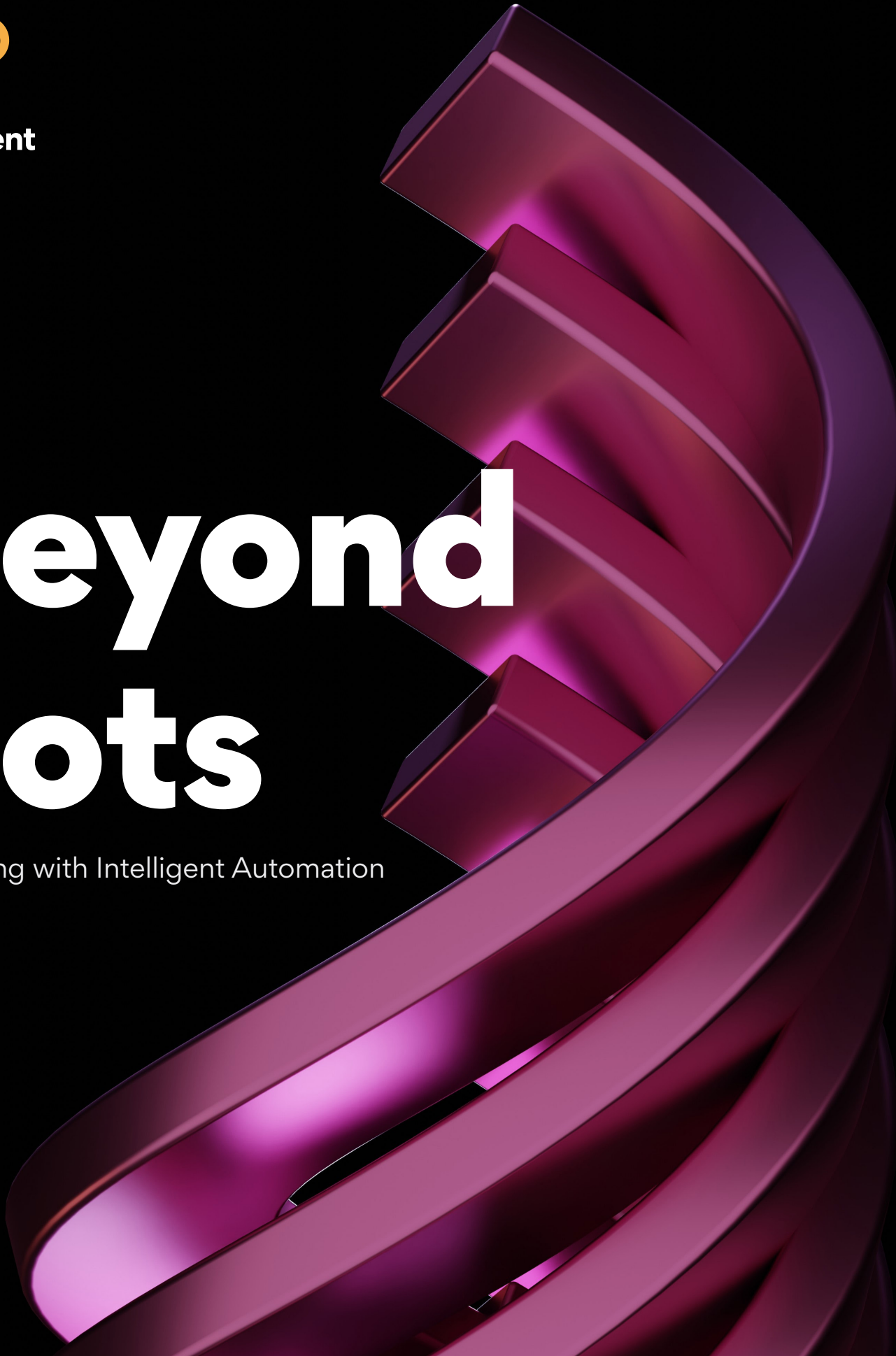# Beyond Bots

Innovating with Intelligent Automation

Market Forces

A multiplicity of market forces is rapidly converging to create a groundswell of change for how organizations operate. Distributed teams. Digital acceleration. Economic headwinds. Fierce competition for business and talent. Unprecedented amounts of data. These realities are pushing companies of every size and stripe to adopt and implement more automation to optimize work and ultimately create better experiences — both internally for employees and externally for customers.

Whether you are a bank or fintech building innovative digital solutions for customer credit decisioning and loan origination, a healthcare provider pushing the boundaries of virtual and remote patient care, or an industrial manufacturer orchestrating complex digital supply chains — **automation is the cornerstone of long-term competitiveness for any modern enterprise**.

Automation has long been an elephant in the room, stirring debate about future displacement of human workers, from developers to delivery drivers. However, automation is helping to minimize human involvement in arduous repetitive tasks, liberating people to engage in higher value-creating projects. There is no getting around the increase in automation, and that includes at the highest level of leadership. According to an HFS research survey, more than 70% of the fortune 2,000 executives say that automation is now an increased priority with stronger C-suite sponsorship.[1]

The need for automation is underpinned by two prevailing market needs. The first is the drive to achieve a competitive advantage in a world where consumers have endless choices, and their preferences change on a whim. Automation enables companies to provide superior customer experiences that not only attract customers but advance the principles of growth marketing to retain and convert them into loyal, lifetime brand advocates. It also empowers companies and teams to innovate and bring products and services to market faster while keeping a close eye on threats and opportunities.

Secondly, automation is essential for achieving operational excellence. It enables businesses to unlock value by operating more efficiently and breaking down functional and departmental silos. Automation also improves processes, increases throughput and reduces the need for re-work caused by errors — all resulting in higher margins. It enables higher value work. While we are in a cycle of layoffs in the tech sector, the retention of top software engineers and data science talent has never been more important. Operational excellence eliminates the drudge work that slows down resource-strapped IT teams. It empowers employees to upskill and engage.

Technology Drivers

The urgent priority to automate is the result of conceptual and technological evolution spurred by the current market environment. Task automation is nothing new, and while it has changed and improved, its practice emerged more than 20 years ago.

The push to automate business operations has been underway for decades using process management and more recently, robotic process automation (RPA). However, things move fast, and RPA has hit an inflection point. The conversation has now shifted towards intelligent automation or what Gartner calls hyperautomation, which is automation combined with other technologies.

85% of Gartner clients report that they will increase or sustain hyperautomation investment strategies over the coming year.[2]

One thing is clear: traditional RPA has hit a ceiling. Here is why: RPA traditionally has been about automating individual tasks. This was important and paved the way for future innovation, but even if you apply AI (artificial intelligence) or ML (machine learning) to task automation, you will eventually be hit with diminishing returns.

When you build and deploy more and more RPA bots, it becomes hard to maintain a large portfolio of bots that are constantly aging. Layering AI on the automation of any number of repetitive individual tasks doesn't scale strategically because you are still just automating ad hoc tasks.

Too often, the cost of maintaining all the bots offsets the savings from the automation. Additionally, the mandate for automation has shifted from just cost savings to driving tangible top and bottom-line business results.

However, as Adrian Bridgwater opines[3]. This doesn't mean the end of RPA; it's just about an evolution.
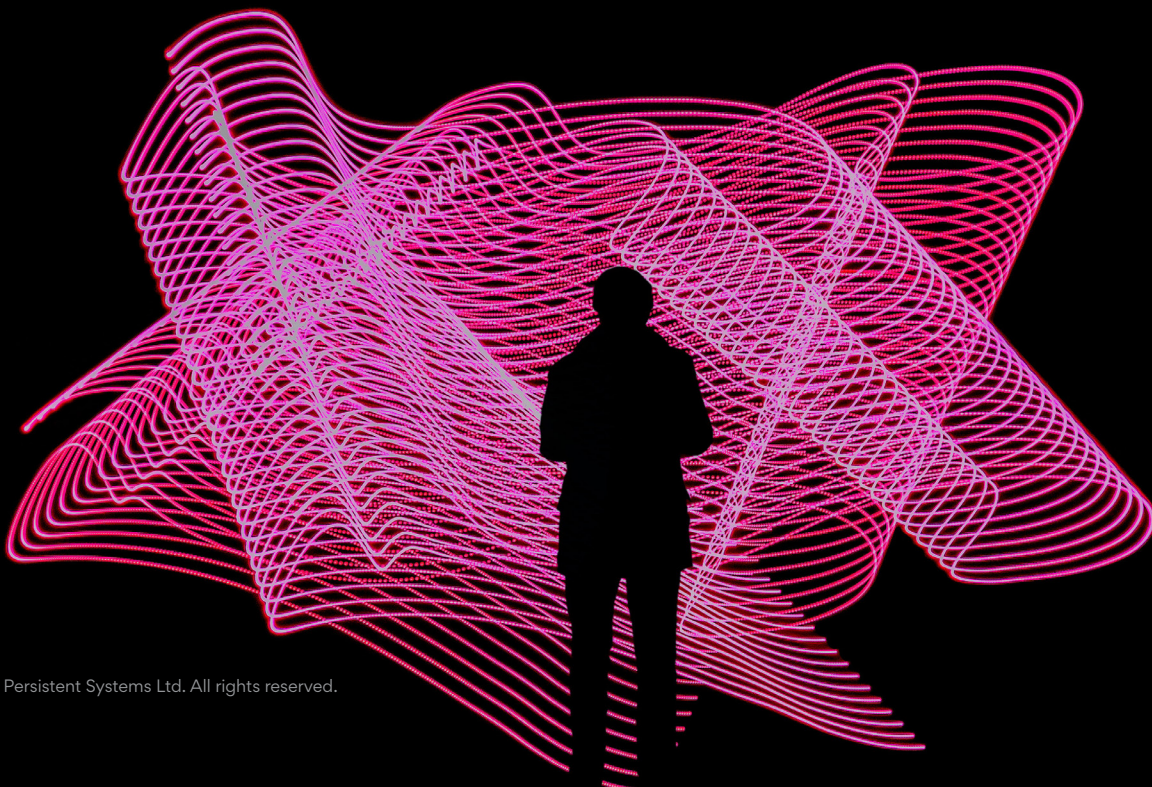
Enter the Era of Intelligent Automation

What is intelligent automation? Intelligent automation is synonymous with hyperautomation. It uses multiple technologies to automate and simplify traditional, complex business processes.

Tools for business process management and robotic process automation were the first generation of solutions. Now intelligent automation combines business process management, robotic process, low code, AI and ML, creating natural language processing, optical characteristic recognition and conversational AI. Low code is of particular importance, being the fuel that enables much of the application to be developed in as little as one-tenth of the time compared to more traditional development methods.

There is no doubt that Automation delivery will intensify to deal with the burden of absorbing operational business tasks that don't have the manual bandwidth to be executed.[4]

Future Proof Your Business

A key component for intelligent automation is data — the fuel for all digital innovations. Yet businesses must address complicated, siloed IT systems and data sources.

Digitization generates huge amounts of data, which represents an opportunity and challenge. The opportunity is to leverage data to improve decision-making across the business. The challenge is that data management, access, integration, and security create complexity for transformation initiatives. This is an important consideration since automation plays a significant role in digital engineering and app modernization.

At this crossroad for automation and business operations, success hinges upon partnering with a service provider that can helps you plan, develop and build a long-term intelligent automation roadmap. It requires a mindset that takes individual task automation to a new level and is built upon human-led transformation that connects data engineering, design thinking and bleeding edge technology.

To future proof your business, ensure resiliency and to be able to respond to changing conditions — you need a partner that specializes in the full scope of digital capabilities. You need a partner with a long track record of both digital engineering and using intelligent automation to help build and implement solutions for global enterprises. Persistent has multi-industry knowledge and robust low-code platform alliances to help you build high impact, future proof enterprise grade applications in weeks, not months and years.

A large U.S. bank improves overall efficiencies by automating the loan origination business process

The Challenge

Keeping pace with its rapid growth, the bank required an enterprise-grade platform to automate processes across all lines of business.

They needed a digital platform that could adapt quickly to ongoing regulatory updates with minimal impact on business operations.

The Solution

Persistent automated their loan origination business process at scale. An integrated loan origination platform allowed the client to add new loan products easily. The automated know your customer (KYC) solution was delivered within two months to help the bank meet regulatory commitments.

The Outcome

The bank realized an 85% reduction in loan origination decisioning time. This enabled them to serve more customers and process about $50 billion in loans annually.

Significant improvements in operational efficiencies helped the client deploy new loan products 66% faster.

A leading US hospital improves operational efficiencies and reduces billing time with a digital front door.

The Challenge

The hospital needed a better way to manage scheduling appointments, bill payments, and maintaining health records as well as controlling operations and having visibility into data analytics and reporting.

The Solution

Persistent built a digital front door on a low-code platform with a single cohesive application and integrated it with existing internal and third-party systems.

The Outcome

The solution ensures 100% data accuracy in accessing patient records, 30% improvement in external user participation, and 40% reduction in billing processing time. 2,000 patients — 7% of all ambulatory encounters — are engaged through virtual visits every month.

A leading agriculture cooperative firm increases its user base by 500% with a modern IT platform and mobile app

The Challenge

The client needed help to achieve its mission in helping farmers build a profitable business by connecting them to a global market. It was looking to streamline the registration process and the management of cooperative customers to provide real-time visibility of the harvesting status.

The Solution

Persistent implemented a single hub application that provided customers access to all activities around agronomy, animal nutrition, and grain for their accounts. Using a low-code development platform we built the solution in 12 weeks.

The Outcome

The client realized a 500% increase in its user base and a cost saving of $900,000 over 1 ½ years. The solution improved farmers' efficiency in transitioning from harvest to the next and achieved a 60% improvement in productivity.

Why Persistent for intelligent automation initiatives?

A winning combination of digital engineering expertise, strong client relationships, resilient employees, and operational excellence.

Industry recognition including ISG Star of Excellence Intelligent Automation 2021 and Forrester leader for Digital Business Automation Providers.

Deep partnerships across the ecosystem with market leaders such as Appian, Outsystems, UiPath, Software AG, Microsoft, and Unqork.

Skills in adjacent technology, such as ISVs and hyperscalers which power a digital mosaic that integrates multiple technologies .

Well-established product engineering background with platform-focused market accelerators and connectors that are configurable and speed up time-to-market.

Multiple Automation Centers of Excellence that enable consistent, high-quality development, delivery and support.

About the Author

Preetpal Singh
Senior Vice President
Intelligent Automation Business

For the past 24+ years Preetpal Singh has been helping large enterprise customers across industry verticals develop strategies and drive successful business transformation leveraging cutting edge technologies.

Preetpal is a recognized figure in the Intelligent Automation space and has been representing Persistent leadership in various industry events. A Computer Science engineering graduate from a premier institute in India, Preetpal has been inspiring new age thinking helping organizations react to and shape digital disruptions, keeping up with future market trends. Preetpal is also a sought after trusted advisor providing valuable insights and thought leadership to customers and technology partners.

At Persistent, Preetpal heads the Intelligent Automation business that is focused on delivering new age solutions applying design thinking and leveraging the power, speed and flexibility of Hyperautomation platforms.

References

[1] Automation is Back with a Bang!

[2] The Gartner 2022 Predictions: Hyperautomation (Inclusive of RPA & Low Code)

[3] Robot Retirement, That's Your Lot Bot

[4] What Does 2023 Hold in Store for Intelligent Automation?

[5] Persistent wins prestigious ISG Star of Excellence and four more awards for best-in-class CX

About Persistent

Our business is built on 30 years of design-led digital engineering excellence, along with a product mindset and deep industry knowledge. Our proven intelligent automation frameworks, accelerators and intellectual property — strengthened by our vast partner ecosystem — have fueled the successes of some of the world's largest organizations.

We recruit diverse, world-class talent from around the world, immerse them in a culture of innovation, and grow their expertise not only in software, but also in enterprise integration and transformation. Our employees continuously enhance their knowledge through our award-winning Persistent University.

Because we're a truly global company, with a local presence in 18 countries, we're always right where our clients need us to be — uniting a boutique mentality with enterprise scale to ensure a bespoke experience for every organization we work with.

Above all, we continue to set the standard when it comes to fast, flexible service delivery — committing to outcomes and making them happen no matter how complex the client needs or requirements. Simply put, client focus and satisfaction are at our core. It's why we earned the prestigious ISG 2020 Star of Excellence Award for "exceptional customer-centricity in the delivery of core technologies across all geographies and industries."[5]

All of this adds up to industry-leading financial growth fueled by longstanding and new client relationships alike. This, in turn, has led to tremendous shareholder value. Of course, that value is only one measure of success: underlying our growth is a deep commitment and deliberate, disciplined approach to meeting the highest environmental, social and governance (ESG) standards.

Persistent

See Beyond, Rise Above

persistent.com/IntelligentAutomation