Work Like Tomorrow.™

The Case for a Single-Vendor Approach to Automation:

5 Reasons Integration is Key to Business Resiliency and Capacity
Insights from a 2020 commissioned study conducted by Forrester Consulting

KOFAX

Navigating the New Normal

The global disruption caused by the pandemic has created a double-sided problem for business leaders: **demand reduction** and **shortage of workforce capacity**

Demand reduction:
Consumers are going out less and cutting back on spending as a protective measure against uncertainty.

Shortage of work capacity:
Organizations must do more with less. Demand spikes and customer outreach can overwhelm existing workforces. Knowledge workers, in particular, struggle to focus on higher-value initiatives in this chaotic environment.

Question:

How can organizations deliver the level of service customers still expect while keeping costs in check and optimizing operations?

Answer:

By expanding capacity through digital technologies and building in operational resiliency that positions the business to thrive in the New Normal and weather future disruption.

The Current State of Automation

For the second consecutive year, organizations are making considerable headway automating key front- and back-office operations:

- **58%** of organizations have deployed automation technologies to digitize information
- **52%** are using it to automate front-desk interaction
- **49%** have implemented automation for fulfillment and verification
- **45%** use it to perform rules-based tasks
- **44%** use automation for business spend management
- **44%** automate back-office tasks
- **38%** automate decisioning
- **30%** use it to automate Accounts Payable (AP) and orchestrate workflows

But it's a balancing act.

On one side, rapidly innovating and responding to the current challenges to meet customers' demands.

On the other, keeping costs in check.

The Law of Unintended Consequences

Cobbling together a variety of solutions from different vendors can end up doing more harm than good.

Why?

The depth of integration is usually limited, and this can be a huge hurdle to realizing the full business benefits of automation.

Forty -five percent of Forrester study respondents reported having deployed a patchwork of automation solutions from several vendors.

Nearly all **(98%)** reported that a non-integrated automation approach created challenges such as

- high technical debt **(46%)**
- delays in successful outcomes **(35%)**

"An unintended consequence of acting quickly to solve the problem at hand is the creation of automation silos."

Why Integrated Intelligent Automation?

To date, many organizations have invested in specific technologies like **RPA**, based on their promise of managing specific tasks like data entry. However, unlocking the ability to automate at scale means looking at broader processes and operations.

The end goal for any digital transformation:
See the benefits across the entire business, from the front office to the back office.

How to get there?
A combination of complementary technologies that provide digital capacity that supports people in getting work done.

The Power of Intelligent Automation

The fastest and most efficient way to drive automation end-to-end—from process discovery and business process management to digital workforce management and analytics.

Underpinning it all is powerful artificial intelligence and machine learning, helping organizations accelerate ROI— from greater efficiency to reduced risk to better customer and employee satisfaction.
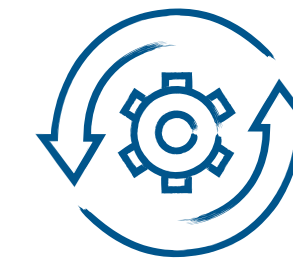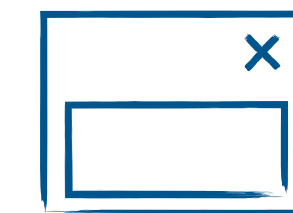

Process Discovery
Identify automation opportunities from analyzing patterns and tasks
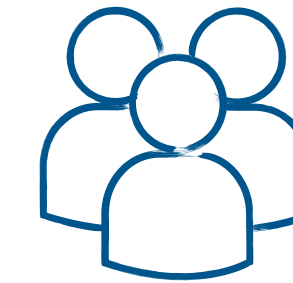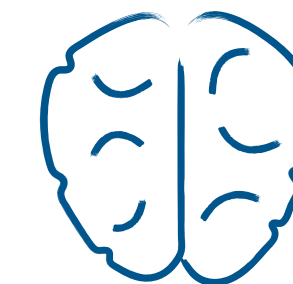
Business Process Management
Build and run automations in collaboration with your applications and people

RPA
Perform repetitive manual actions efficiently in collaboration with your applications and people

AI and ML
Understanding, classification and exraction (text, chat, voice and visual)

Advancd Analytics
Measure automation impact and calculate ROI

Making the Case for a Single-Vendor Approach

99% of Forrester study decision-makers say there's considerable value in having a single automation vendor and platform for their journey to intelligent automation.

Let's dig deeper into why.

Single-Vendor Benefits Snapshot

Your customers have a better experience.
54% of respondents

Automation enables your organization to deliver a more personalized customer experience and respond more rapidly to customers' questions and needs. The result is improved satisfaction, loyalty and revenue.

Your employees are more engaged and productive.

Increased employee productivity
52% of respondents

Improved employee experience
43% of respondents

Rather than performing the same tasks day after day, employees can focus on projects that add value to the organization and can spend more time improving the customer experience.

Operational efficiency goes up and costs go down.

Improved operational efficiency

52% of respondents

Reduced operational expenses

42% of respondents

The intelligent automation of business processes and workflows reduces the time and resources needed to complete manual tasks, and cuts down on the number of errors.

Your business is more resilient.

Better security and compliance

51% of respondents

An efficient workforce comprised of the right blend of human and digital workers creates a flexible and agile organization that can swiftly and appropriately respond to changing market conditions. Better compliance and transparency positions your business to promptly respond to any potential issues.

Tips for a Smooth Path to Intelligent Automation

✓ **Identify your desired business outcomes.** A broader goal *(as opposed to "task automation," for example)* can encourage a more wide-ranging effect on how the larger organization responds and prioritizes needs.

✓ **Make business outcomes the measure of success**, not completion of a technology project. For instance, driving straight-through onboarding for 80 percent of mobile customers is a business outcome.

✓ **Digital workforce management is essential.** A common layer that governs and manages digital and human workers will enable organizations to scale with greater ease. Almost 50% of decision-makers surveyed expressed a desire to expand automation from a single team or department and scale across departments.

✓ **Conduct an objective evaluation of existing automation technology** and strategies within your organization. This knowledge will help you ensure process continuity across departments.

✓ **Select an automation partner** that has the pre-integrated functionality to meet needs today, and where you see your organization in the long term. This ensures the smoothest path on the journey to end-to-end digital transformation.

Learn More

Read the ***Kofax 2020 Intelligent Automation Benchmark Study: Part 1: Successful Automation Requires an Integrated Vendor Strategy*** for a closer look at the study results and recommendations for your organization.

For more information, contact us at info@kofax.com or visit kofax.com.

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