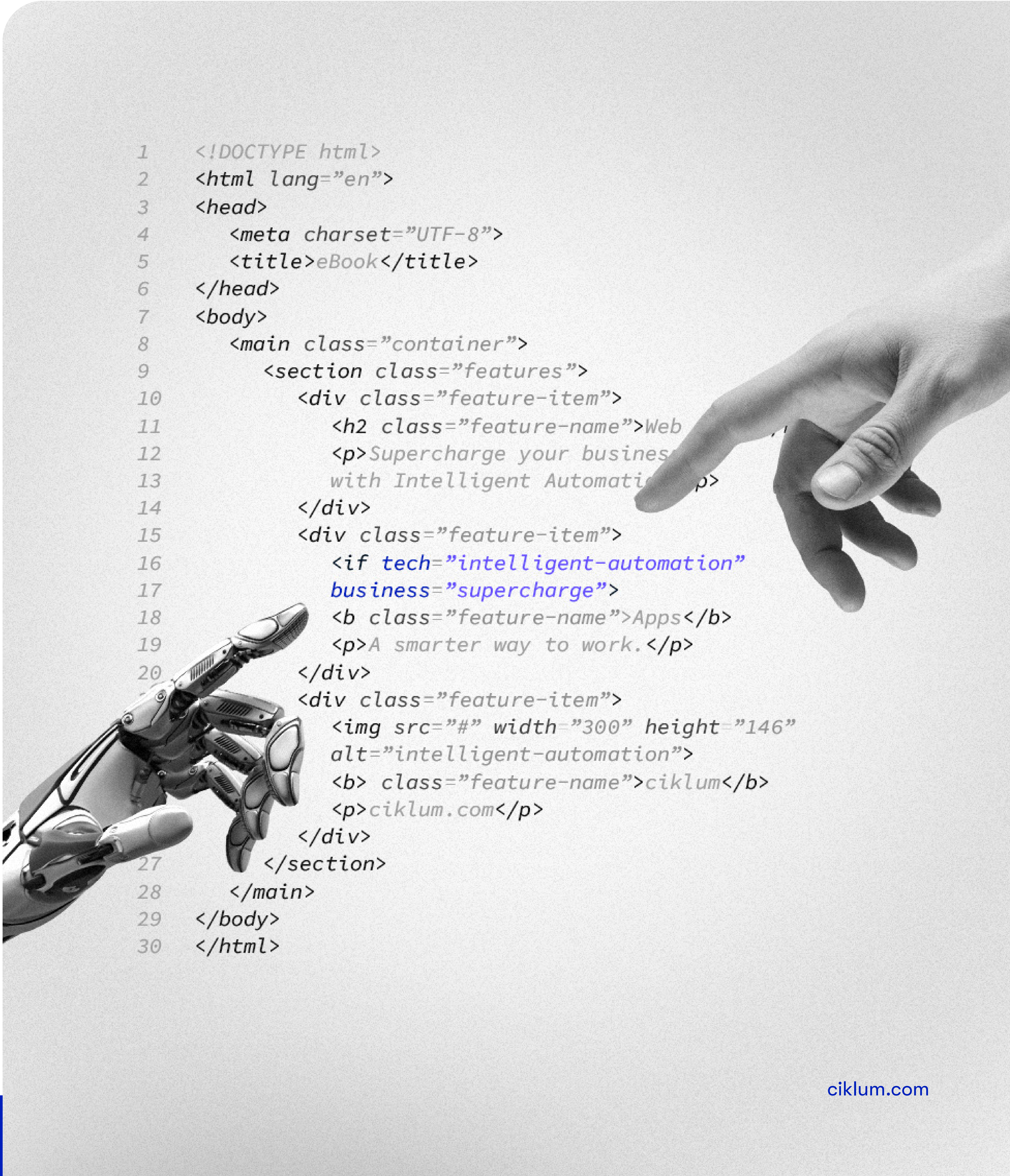
CIKLUM

Supercharge your business with Intelligent Automation

A smarter way to work



ciklum.com

Contents

An introduction to Intelligent Automation

The pace of change in modern business is relentless and new technologies are constantly emerging - shaking-up marketplaces in the process. Nothing symbolizes this more than the many recent advances in Artificial Intelligence (AI).

Keeping up with technology and innovation is crucial for optimizing operations, staying agile and making the most of new opportunities. This is especially the case in sectors where there are new entrants aiming to grab market share from existing businesses, such as in financial services with FinTechs and challenger banks.

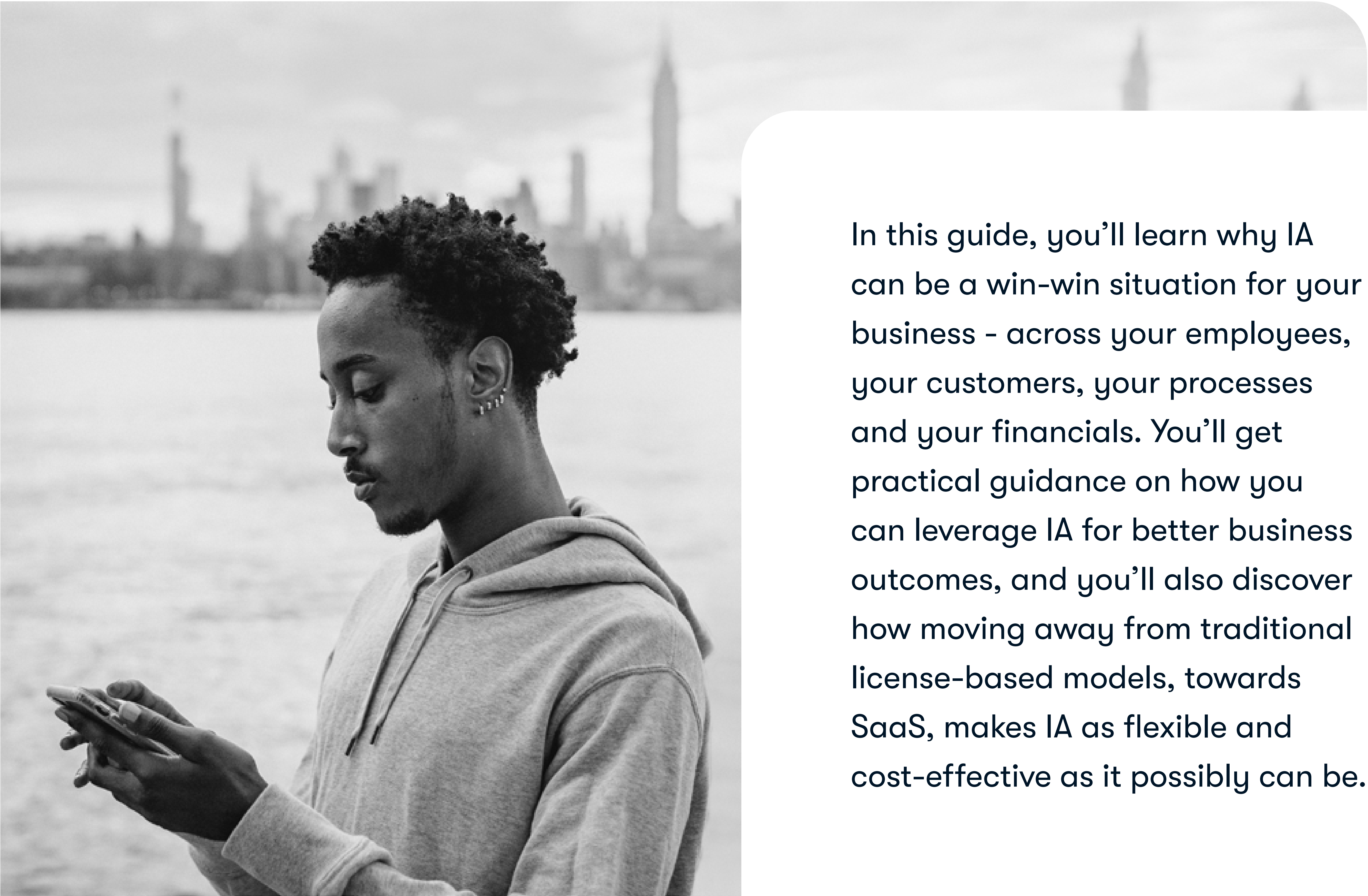
One of the biggest areas of technology to explore today is **Intelligent Automation (IA). This is where AI, conversational AI, and robotic process automation (RPA) combine**, along with other innovations like intelligent document processing and low-code smart workflows. Together, they enable the completion of repetitive, complex and time-consuming tasks without the need for extensive human intervention (if any at all).

The benefits of adopting IA in your organization are substantial. You can improve employee satisfaction and productivity by diverting mundane work away from them, so that they can add greater value and put their skills to use elsewhere. The increased efficiency also enables the much-needed agility that you may need to adapt to volatile market conditions.

As with many technologies, it's easy to fall into the trap of adopting IA only when it's absolutely necessary - such as changes in legislation and compliance demands, requiring a new approach to processes.

However, if you take this reactive approach, you'll quickly fall behind as many of your competitors will already be exploring opportunities with IA. According to Gartner, 80% of business executives believe that automation can be applied to any business decision, which underlines the importance of keeping pace with this area of innovation.

Consequently, there's no time to lose in being proactive and adopting Intelligent Automation now, so that you're on the front foot and can gain first-mover advantage as new opportunities emerge.



In this guide, you'll learn why IA can be a win-win situation for your business - across your employees, your customers, your processes and your financials. You'll get practical guidance on how you can leverage IA for better business outcomes, and you'll also discover how moving away from traditional license-based models, towards SaaS, makes IA as flexible and cost-effective as it possibly can be.

Identifying your automation opportunities

It's clear that Intelligent Automation will shape the futures of your business, and those of your competitors. In 2021, only **20% of organizations** were using structured automation to improve their flexibility and efficiency. But that figure will reach 70% by 2025, according to Gartner.

Generally speaking, the best tasks to automate are those that are repetitive, rule-based, time-consuming, and prone to human error if your employees get tired of them. However, every business and every task is different. The complexity of a process, how often it's done and how much data is available to do it, also influences the suitability of applying IA.

To better understand how and where IA can be applied to help your organization, consider the following four areas of benefit and think about which resonates the most with your specific characteristics.

Employees

Handing repetitive, mundane and time-consuming jobs over to IA lightens the load and the tedium from your employees, and the satisfaction levels of your workforce will go up as a result. This is especially important at a time when employee well-being is in the spotlight - for example, 77% of employees say they've experienced burnout in their current jobs, according to Deloitte. So giving them more enjoyable work to do can encourage their loyalty in the long term.

Processes

IA can make every type of business process faster to complete, more accurate (thanks to the elimination of the risk of human error), and more auditable. That's because IA allows a clearer trail of information to be established. This can make a major difference in business continuity terms, and in how you can drive competitive advantage.

Customers

Automating certain functions, especially those that directly interact with your customers, can boost the positivity among your client base. The faster and more effectively you can give customers the services they're looking for, the more likely they'll be to return to you in the future and recommend you to their inner circle.

Financials

Automation can make a real difference to your bottom line in a number of different ways. Some of these are direct, such as reducing costs by speeding-up processes, and some are indirect, such as accelerating revenue through faster time-to-market. Deloitte found that organizations that have taken IA deployment beyond the pilot stage have reduced their costs by an average of 32%.

How to gain a competitive advantage

At a time when so many businesses are looking at Intelligent Automation, it's not enough to get involved only when forced to do so for regulatory compliance reasons. It's vital to be proactive and explore how IA can make things within your business better - even if those things are working already. That way, you're able to maximize the competitive advantage you can get from automation, in areas as diverse as:

01 Skills and strategy

Automation can help you create new business models and revenue streams, and stay ahead of your competitors by responding quickly to market changes. Because of this, automation can play a leading role in your long-term business strategy, and what you can achieve within a certain time frame and budget.

02 First-mover advantage

You may find yourself in an industry that has been relatively slow to innovate and digitally transform (such as engineering or construction). This means there are bigger opportunities for you to differentiate your organization and lead the way in your sector by increasing the role of automation.

03 Service delivery

Customer expectations are rising in most sectors and you may be struggling to deliver on their demands. Increasingly, they want 24/7 service and immediate resolutions to any problems they have. For larger enterprises in particular, this can be difficult or even impossible to provide with human resource. Automation (like chatbots, for example) can help you excel at serving the changing needs of customers in a way that is financially viable and sustainable.

04 Modernisation

Using automation as an opportunity to modernize your legacy systems can help you iron out the downtime that can be so costly and disruptive to your operations. It can also help you achieve greater consistency by moving away from human processes that are prone to error.

05 Alternative to offshoring

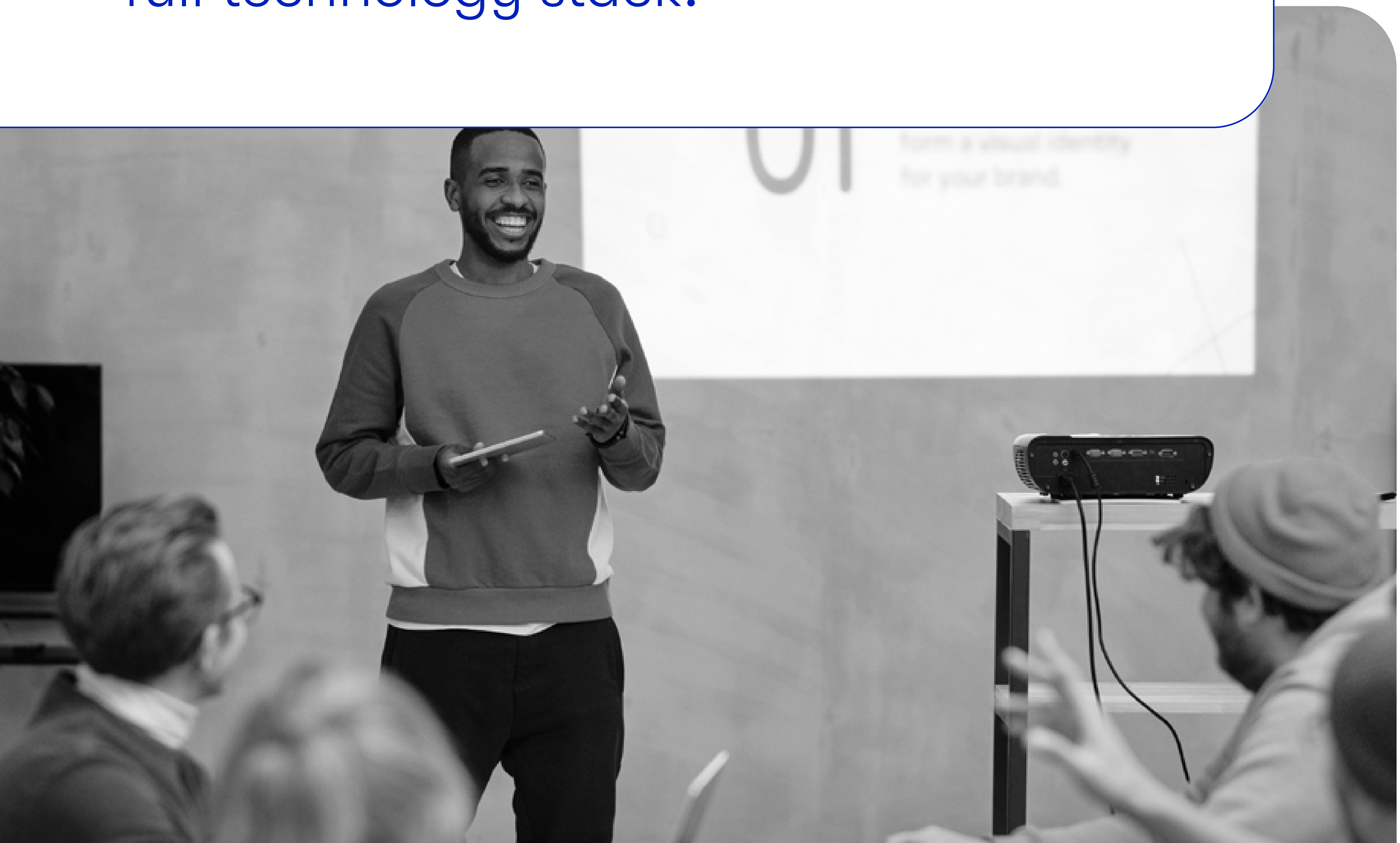
Using offshoring to fulfill certain jobs and tasks is becoming increasingly difficult because talented offshore workers with specialist skills are getting hired by multinational organizations. You can use automation to get some of these jobs on-shore, with the exception of more creative work which needs that necessary human flair.

It's important to remember that your business won't be the only one in your sector suffering from some of the issues listed above. Your competitors will be facing similar headwinds, and it's how you use automation to break down your barriers to success that can give you the competitive advantage you're looking for.

Managing change and securing internal buy-in

Intelligent automation represents a major change in how your business will operate, and will likely be superseding processes and functions that have been in place for many years. Because of this, it can be difficult to convince those within your organization to fully commit to the idea, which means that careful management of change is required to secure the buy-in of the C-suite and the wider workforce. But as with any change, it is critical to manage it right before, during, and after the implementation.

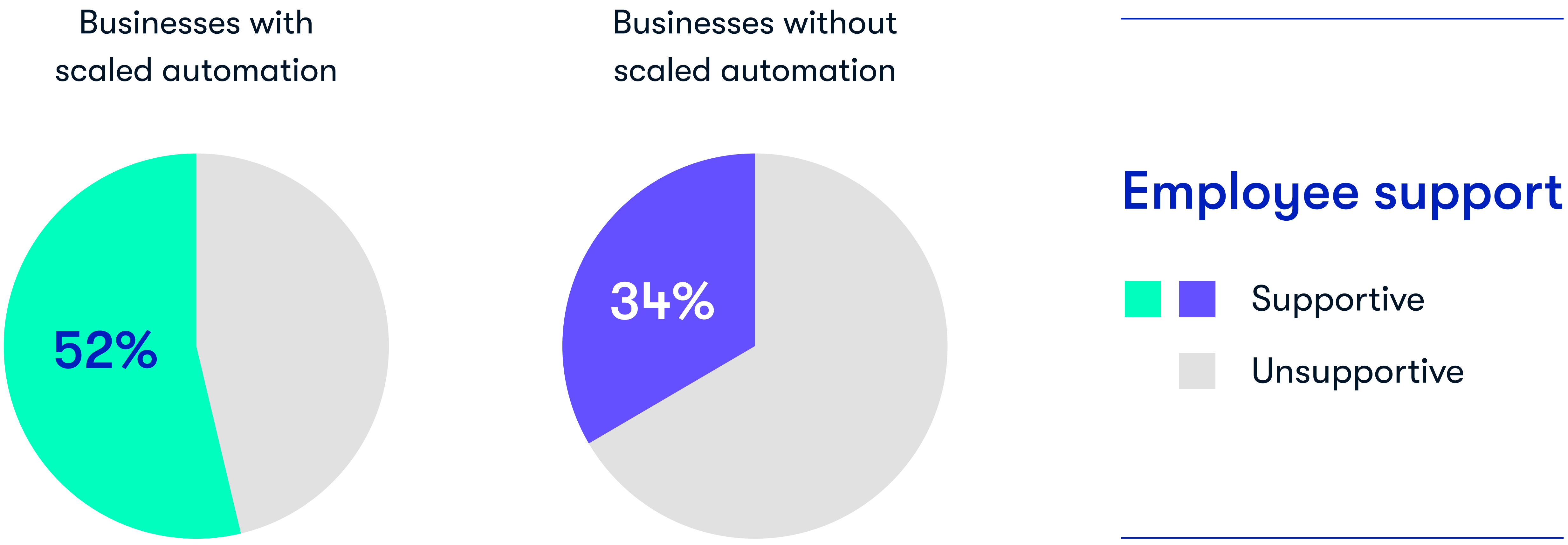
The two biggest barriers to buy-in are firstly, acceptance of the concept of automation. In part, this is because many people are naturally resistant to change. The second hurdle relates to concerns around adding another layer of sophistication to an already full technology stack.



What doesn't help matters is that many organizations take the wrong approach when starting their automation journey. All too frequently, they notice they have problems to solve and that their competitors are outpacing them, so they trial automation on a limited scale, without really putting a proper use case together. This is why the majority of businesses have tried automation, but very few have managed to scale it.

The solution to this is to clearly define where automation is to be applied and the benefits that can be gained from doing so, and to demonstrate these benefits to your employees. From their perspective, they will want to know what's in it for them i.e. how their workload will be affected.

Once they can understand that they can rid themselves of the most tedious and repetitive parts of their role, they will generally feel much more receptive to the idea. 52% of employees at businesses where automation has been scaled feel supportive of it according to Deloitte, compared to only 34% at organizations where it has only been piloted.



Alongside this, there is still plenty of vital work that needs to be done to get buy-in across your business. Ultimately, you're still going to be telling people that they'll be doing things very differently to how they've been doing it for a long time.

We recommend appointing internal 'champions' - within each function that you want to automate - so that they can educate and promote the benefits of IA to specific employees.

Why you'll see the best IA results with continuous optimisation

Deploying Intelligent Automation is not a one-and-done process. As business needs and circumstances change, and as IA technology constantly improves, adopting an approach of continuous optimization is essential to drive the best possible business outcomes.

By identifying inefficiencies and refining automation processes, you can improve productivity and accuracy, allowing you to maintain a competitive edge and sustain long-term success.

This is something that we at Ciklum have worked hard to integrate within the IA solutions and services that we deliver to businesses like yours. It forms the centerpiece of the last stage in our tried-and-tested, three-stage process.

Discovery

We start by understanding the problems you want to solve and the efficiencies you want to find through an IA deployment. This includes workshopping, as well as process mining (together with our specialist partner Celonis), where detailed data is used to gain a full understanding of how business processes work at present. Equipped with this information, we can determine the best possible IA deployment to suit your specific needs and use case.

Delivery

Our experts get to work designing, building, testing, and implementing your solution. Within this process, we make sure that any errors and bugs are fixed, and that the solutions we build run properly in production.

Support

We provide ongoing support not only for the solution itself, but also for your change management efforts within your organization. We achieve this through dashboarding, gamification, putting 'champions' in place, and other measures that demonstrate the benefits of IA and encourage buy-in at every level of your business.

> Ciklum offers specialist expertise within process mining. Working with the Ciklum team over the past two years in the Automotive space has been a rewarding experience for all parties.
>
> The team has been vital in scaling up from an initial pilot with Celonis, to now being used as an enterprise-wide tool, realizing millions for our customer.
>
> Chris Solomonides, Sales Director, Celonis

CIKLUM

Would you like to know more?

Ciklum is a leading custom product engineering company that partners with both multinational organizations and scaling startups to solve complex business challenges like how to unlock much-needed agility by leveraging Intelligent Automation.

We provide intelligent automation, product engineering, and data & analytics solutions for clients in the financial services, payments, retail, consumer products, and iGaming industries - amongst many others.

Based in the US, UK, Western Europe and Israel, our global account teams complement our technical talent and bring extensive sector expertise into focus for our clients.

With a global team of over 4,000 highly skilled developers, consultants, analysts and product owners, we engineer technology that redefines industries and shapes the way people live.

Take a closer look at our intelligent automation services, and how our approach can help you transform your business.

GET STARTED