WHITEPAPER

Hyperautomation: Build Comprehensive Automation that Delivers Bottom-line Success

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Introduction

The sweeping disruptions caused by recent global events, coupled with an enduring talent shortage, have strengthened the case for process automation[1]. The quicker an organization automates its repetitive, complex tasks, the faster it frees talented employees to focus on strategy and innovation—securing business continuity while building resilience in increasingly competitive markets.

Automation has benefitted organizations for many years and in many areas, from sales and marketing to human resources and customer services. But, while automation optimizes processes and tasks, hyperautomation—coined by industry analyst firm Gartner in 2019[2]—builds upon that optimization with layers of varied automation technologies and orchestrates them with data-driven solutions. Hyperautomation pushes organizations beyond the siloed productivity improvements of a single tool, delivers strategic and companywide workflow improvements, and is projected to become the standard for addressing all digital transformation and digital automation needs.

Organizations are leveraging the greater impact of integrated hyperautomation technologies like Robotic Process Automation (RPA), Artificial Intelligence (AI), and Machine Learning (ML). Analytics, process mining, Intelligent Business Process Management Suites (iBPMS), and associated skills are also applied as needed. Hyperautomation will become the essential approach for businesses adapting, innovating, and remaining efficient in an increasingly uncertain future.

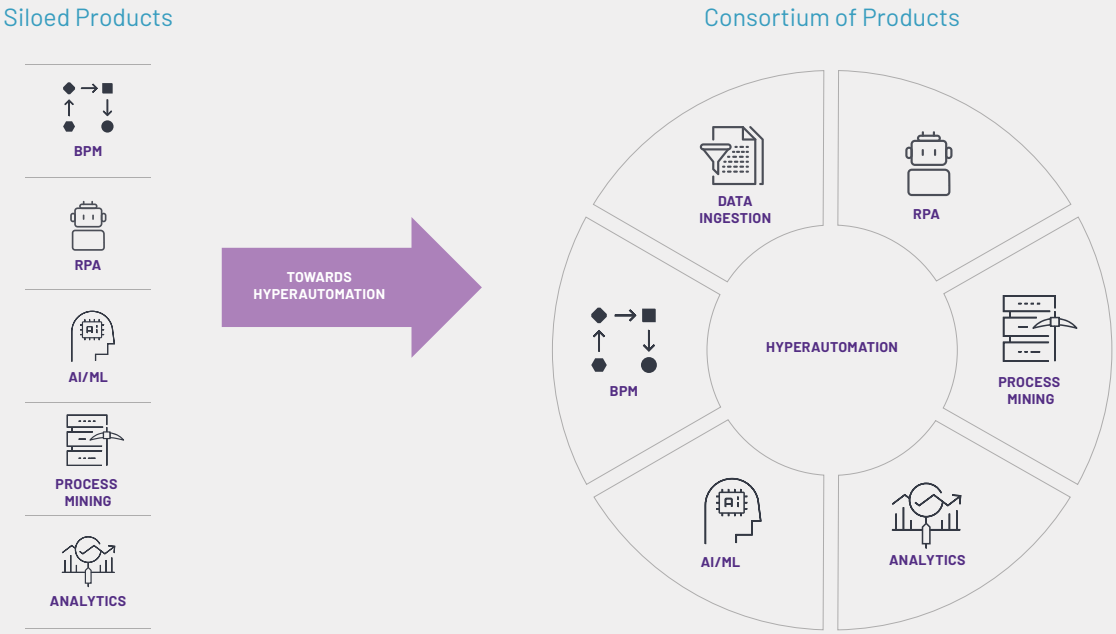
In this whitepaper, we dive deep into hyperautomation, exploring:

- Hyperautomation's critical role in strengthening a digital-first organization
- How hyperautomation helps businesses adapt and succeed against emerging challenges
- How to tie the hyperautomation investment directly to the financial and strategic targets of the business

Defining Hyperautomation for Today's Businesses

According to Gartner , hyperautomation advances organizations beyond loosely coupled sets or siloes of automated workflows toward interconnected automation strategies. This is done by conjoining multiple automation datasets, tools, and technologies scattered across an organization into a single hyperautomation ecosystem. This ecosystem connects processes and initiates end-to-end automation at scale throughout the entire business.

Automation Challenges Cannot Be Matched by a Single Tool or Siloed Strategies



The current digitization wave is nudging organizations toward new methods of capturing more value from automation. With hyperautomation, businesses are augmenting or complementing automation processes with existing or new offerings. Businesses are also converging technologies and tools into a consortium of automation products that cater to various challenges or customer use cases. This trend includes Zero/Low Code automation tools like RPA, Business Process Management (BPM), AI, ML, process mining, and analytics.

Hyperautomation Ecosystem

A hyperautomation ecosystem delivers a compounded effect to an automation project. For example, if we combine RPA with AI, we generate a greater volume of high-quality data that addresses a wider spectrum of gaps in workflows, guides the scaling of automated processes, and optimizes the efficiency of self-service portals or chatbots. Ultimately, this outcome enhances the customer experiences that organizations can offer.

Where RPA aims to improve efficiency, reduce manual labor, and minimize errors within a single process workflow, hyperautomation seeks to extend those benefits across the entire business. Think of hyperautomation as automation's evolution. As such, hyperautomation strategies are aligned to meet broader business objectives—like the need for accelerated innovation, risk management, and optimal use of talent or resources to achieve greater competitiveness—by providing enhancements like clearer workflow visibility, increased cohesion, and advanced efficiency.

Hyperautomation strategies also undertake continuous iteration to ensure relevance and adaptability to ever-evolving business objectives. It's faster and more efficient thanks to its wider variety and volume of data inputs, and its automation continuum is a best practice we call Intelligent Legacy Automation. Businesses often make the mistake of assuming automation projects are one-and-done. But the way to achieve optimal returns on your automation investment is to approach it as an iterative continuum. This best practice is especially advantageous for organizations that manage mission-critical data and applications within core systems like IBM® i and IBM® zSystems, while maintaining more modern technologies or applications.

Claims Processing Use Case with Hyperautomation

Business problems:		Results using hyperautomation approach:
1	Millions of claims are processed per month	Data quality issues are minimized
2	Manual processing of claims makes it time consuming and error prone	Automated processing of claims saves a minimum of $1M for every percentage point increase of annual automation rate
3	Labor shortage in mainframe technology	Savings opportunity extended to multiple CX touchpoints
4	Quality issues due to too many human-dependent and repetitive steps in claims processing	Analytics AI flags potential fraud cases, minimizing fraud payout

- Patient engages chatbot about a claim.
- Chatbot collects claim and patient info as relevant documentation
- Chatbot triggers a request to start the claims process

- AI-based Intelligent Document Processing (IDP) extracs data from chat and documents
- Natural Language Processing (NLP) and Optical Character Recognition (OCP) converts the data to structured, easily searchable data

- RPA bot enters claims details in Mainframe system
- Claims review and approval process is auto-triggered
- Bot and BPM process claim details and trigger triage and approval flows
- If no flags, bot submits claims, if flagged claims manager receives notification to review
- Claims manager reviews claim and makes a decision
- Claim is approved/ denied based on approval process/ guidelines

- Dashboard provides insight and reporting on claims trends and metrics such as # of claims processed, time to approval/ denial, average age of claims before decision/payment, etc.
- Business identifies various trends to review to improve process, save money, etc.

Meeting Multifaceted Business Challenges Head-on With Hyperautomation

Do businesses need hyperautomation when existing automation already yields results on a localized scale? Whether the investment is worthwhile depends on an organization's intent on facing the emerging challenges below.

01 Process Cohesion: The Need for End-to-end Visibility

Without visibility into the workflows or business processes, collaborative projects lack cohesion and efficiency. Teams can't identify the gaps in interdepartmental processes that could be bridged by automation. This limited observability also impacts synchronization and the effectiveness of continuous development methodologies like DevOps[3].

With hyperautomation: Driving cross-departmental processes and collaboration on a shared hyperautomation ecosystem creates a foundation of transparency, from which observability and optimization can flow. Creating a standard template for automation within projects allows for rapid deployment and optimization of future collaborations.

02 Business Agility: The Need for Greater Velocity

Ever-changing economic and fiscal conditions will continuously challenge modern businesses, forcing many to adapt and optimize their digital operating models. But manual processes limit the speeds at which organizations pivot. Similarly, siloed automation may benefit single teams but the potential impact on overall business costs and agility is not fully realized.

With hyperautomation: The benefits of automation, from efficiency gains to the ability for more comprehensive decision-making, extend to the broader organization. Maximizing the potential of automation for the larger enterprise allows for more agile responses to emerging market or customer needs, keeping businesses ahead of constant changes.

03 Customer Experience: Ever-changing Expectations

Competitors are looking to win customers with better product offerings and higher service levels, and businesses that can't counter these advances will quickly find themselves left behind. To retain their ability to compete, businesses must ensure their employees can focus on experimentation and innovation.

With hyperautomation: End-to-end automation of tedious processes within business development, DevOps, sales, and customer service frees up people and resources to focus on tasks of greater value, like building more inclusive customer journeys or novel offerings that address emerging customer needs.

04 Automation at Scale: More Intelligent and Strategic Automation

The intense speed of business makes the time and effort required to identify singular processes or workflows for automation nonsensical. Automation needs to be more strategic and encompass both distributed and business-critical systems to extract maximum value for the business.

With hyperautomation: Interconnected automation systems can be deployed throughout the business, extracting the most value for investment. The level of standardization and data generated also allows the automation of legacy applications or services to be optimized and improved beyond what is traditionally possible.

05 Digital Leadership: The Need for Stronger Digital Culture

Hyperautomation's broad strategic focus fits naturally with business leadership, enabling C-suite leaders to establish a digital mindset and culture that percolates throughout the business. The first steps involve detailing a clear roadmap for hyperautomation, which includes the required tools, milestones to hit, and business goals or objectives that represent success.

With hyperautomation: Future investments into automation technologies can be guided and justified by a broad hyperautomation strategy. For instance, organizations with existing API-based business process automation could gradually implement RPA to generate data that can be processed by AI solutions to further optimize automation business-wide.

For this approach to succeed, leadership must define specific hyperautomation goals, like setting clear customer satisfaction scores or innovation goals. They can then provide the resources and support necessary to enable automation at scale. Concurrently, leadership raises the bar for innovation and efficiency as these teams now have the means to meet ambitious goals.

06 Talent Gaps: Adapting to the Global Skills Shortage

It's no secret that talented employees want to do meaningful work and will opt to leave if burdened by tedious tasks with minimal business value. The global talent shortage—coupled with the emerging trend of 'co-creation,' which pairs human workers with digital helpers like bots—will only make a stronger case for automation.

With hyperautomation: Organizations can remove a greater extent of tedious, manual processes, allowing talented employees to focus on experimentation and pursue innovation through high-value, productive work. In turn, this secures business competitiveness while retaining talent that's vital to sustained business growth.

High levels of automation will eventually create better results for an organization, far more than those of individual or siloed projects. Organizations with end-to-end automation will see greater retention as their people focus on value-adding innovation, greater efficiency provided by digitization, and healthier returns due to increased productivity and competitiveness.

For business leaders looking for more quantifiable results, the value of hyperautomation can also be tracked using data from readily available business metrics and fiscal streams.

Hyperautomation and Its Role in Establishing Digital Culture

Hyperautomation's true vision surpasses eliminating wasteful manual work and improving the efficiency of predictable processes. Its ability to leverage data that enables AI-driven automation at scale and continuously optimize end-to-end automation chains makes hyperautomation the natural next step for any digital-first organization[5].

Once siloed business processes are connected and automated from end to end, and data enriched by AI, ML, and predictive analytics are created, the results are evident: businesses will be able to engage in holistic decision-making, focus on ironing out inefficiencies, and prioritize talent toward pushing boundaries for product innovation and customer experience.

Businesses can start their hyperautomation journey in 4 simple steps:

- Pick the right solutions partner. Ensure you build your hyperautomation with partners who understand your needs. For instance, if the data, services, and applications you intend to automate reside within IBM i, be sure your chosen solutions provider has experience integrating automation with these core systems. Many vendors claim to support IBM i or IBM zSystems, yet their automation results are limited due to inexperience on these platforms.
- Identify low-hanging fruit. Determine business processes or workflows that could benefit from hyperautomation due to comparable business objectives or goals.
- Build pilot projects at speed. Build and deploy hyperautomation pilots at scale, with clear goals and returns-on-investment targets. This helps build the case for hyperautomation as a necessity to the board, varied business leaders, and stakeholders.
- Calculate the ROI of your hyperautomation project. Doing so will directly tie your hyperautomation efforts to the business, increasing the chance of continued stakeholder support and proving the value of the project.

Delivering Bottom-line Value With Hyperautomation

Hyperautomation provides time and flexibility to focus on innovations and the organization's overall strategic direction, directly delivering a solid ROI and reducing costs.

Business leaders can justify greater investment into a hyperautomation strategy over siloed automation workflows with a return-on-investment model. While accurate automation ROI models are often complex and pulled from numerous real-life automation scenarios, below are three best practices you can leverage to build your own model and validate your project to the business:

01 Start With the Right Metrics

Choose success metrics that specifically align with your organization's operations to accurately measure success. Below is the standard selection of metrics. Your organization could track one or all of these. We recommend choosing at least three, which hedges your bets against unforeseen data tracking issues.

- **PRODUCTIVITY**
  Are employees spending time on tedious work, or on tasks that enable innovation and advancement in business competitiveness? Businesses must qualify what the latter looks like.
- **VALUE OF WORK**
  Are employees and teams outputting work that governance finds critical to success, or are managers reporting fewer errors or mistakes? Businesses must refocus talent to more strategic work.
- **VOLUME OF WORK**
  Track the output volume for work that contributes toward business innovation and growth instead of repetitive, run tasks.
- **MANUAL HOURS SAVED**
  Business teams should begin tracking this metric the moment automation is deployed to gauge its effectiveness.

02 Set a Benchmark for the Metrics You Want to Track

Project owners sometimes see real positive ROI numbers, but then fail to include comparative data points when reporting to the business. Make sure to include how the metrics looked before the project started so stakeholders have a complete record of the value your project is delivering.

In addition, one data point after the project launches is not enough to validate the ROI. A continued and sustained return is essential. Ideally, you should track for a few months, if not longer.

03 Tie Hyperautomation ROI to the Executive Team's Financial and Strategic Goals

Make it as easy as possible for executives to understand how your ROI supports their C-level initiatives. If, for example, their top priority target for the year is driving down the call center costs, illustrate the connection between your project and that goal.

This isn't to suggest building a shady-at-best link between your project and an executive initiative. Pick a connection that makes sense. For example, if one of the initiatives is to move IT to the cloud, it might be harder to argue that your automation ROI helps. But most businesses have a financial goal of improved margin, which is easier to connect to an automation ROI.

Begin Your Hyperautomation Journey with Rocket® Software

Rocket® Software has deployed scalable automation solutions for both modern and legacy tech stacks, in organizations of all sizes and across various industries. We combine our expertise in the automation space with our proven software solutions to help businesses like yours garner initial success, meet ROI targets, and set the stage for strategic growth—both in the market and on the balance sheet.

Rocket also has an automation ROI calculator to help customers:

- Qualify use cases/processes for automation
- Prioritize automation processes
- Automation value calculation—quick value and detailed ROI

Talk to a Rocket automation expert today

About Rocket Software

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