Power your digital business with automation

Scale your business operations to enhance customer experiences, reduce cost, and improve the speed and quality of work
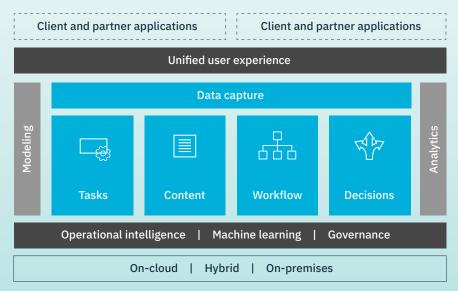
Today's automation streamlines functions in ways that seemed impossible only a short time ago.

Incorporating a host of tools, from machine learning to robotic process automation, the integrated IBM® Automation Platform for Digital Business is designed to improve employee productivity, deliver better end-to-end customer journeys while reducing the burden of governing your content and processes. It can increase your ability to scale and perform more work both faster and better.

Automation capabilities empower your business to work more effectively when:

- Your headcounts are static, but the workload must manage new products or services, rising customer demand, or seasonal fluctuations
- You want to create enhanced and personalized customer experiences that increase loyalty by drawing insights instantly from multiple sources of information
- You need to scale operations to help maximize revenue, speed and customer service

The IBM Automation Platform for Digital Business

Client and partner applications	Client and partner applications

Unified user experience

Modeling	Data capture	Analytics
	Tasks Content Workflow Decisions	

Operational intelligence	Machine learning	Governance

On-cloud	Hybrid	On-premises

SCALING FOR RESULTS
Use automation to improve operations and increase revenue

Accelerating digital business with automation can enhance employee productivity, streamline business operations, and enable an improved customer experience that builds loyalty. This is possible by augmenting human work with digital labor that combines robotics with other forms of automation, such as workflow management and business rules. The right automation platform with pre-integrated capabilities that support all styles of work will help you speed the delivery of business solutions with built-in analytics, driving transparency and insights across the customer journey. The results from deploying automation can be astounding. In virtually any industry, the use of modern automation means that increased profitability and increased quality now go hand-in-hand.

AN INNOVATIVE APPROACH
Deploy the automation you need for every style of work

To meet your individual organization's needs, it is essential to select the right place to begin, starting with an entry point that meets your greatest need for business automation. IBM provides technologies and services designed for the full range of business operations, including:

- *Tasks:* When robotic process automation (RPA) bots take over repetitive work, employees can move to other work that delivers higher value.
- *Content:* Automation can help an enterprise handle huge amounts of content that must be created, centrally managed, accessed for collaboration and governed for compliance.
- *Workflow:* By automating steps in your end-to-end workflow, you can increase agility, visibility and consistency across hundreds of processes.
- *Capture:* Automating the extraction of information from printed, digital, image, and other file types can deliver information at a speed that is impossible for humans to achieve.
- *Decisions:* Most business decisions involve detailed, repetitive work conducted according to policies or regulations—decisions that can be captured and repeated with automation.

Automate every style of work

BUSINESS BENEFITS
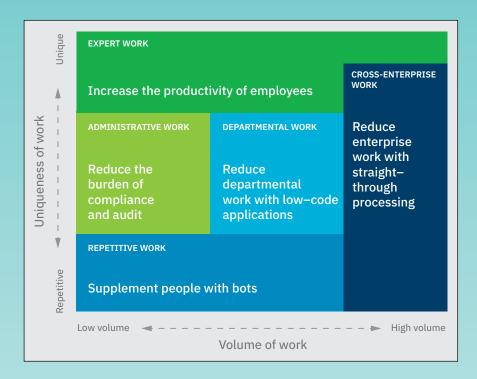### Automation can be right for your business—everywhere

Which of your organization's work styles are ripe for automation? A single, integrated platform can automate them all, helping everyone accomplish more and do it better.

- **Repetitive:** Routine tasks such as processing invoices and payments can be automated using bots that supplement employees and free them for higher-value work.
- **Administrative:** Day-to-day work such as approving documents or following governance policies can be streamlined with automation.
- **Departmental:** Work specific to a particular department can be automated to reduce the workload and to help ensure consistency within the organization.
- **Cross-enterprise:** Important end-to-end workflows that impact customer satisfaction can be automated to eliminate bottlenecks and provide timely service.
- **Expert:** Assistive automation can help improve the productivity of highly skilled workers to achieve greater speed and scale.

SUCCESS STORY
Firm boosts productivity 30% with automation

To improve operations that relied on manual, paper-driven methods—which typically resulted in long waiting times for documents and a high risk of human error—Ferservizi, a provider of back-office services to Italy's main railway operator, turned to automation from IBM. Today, the company digitally processes more than 400,000 invoices and one million payslips annually for a savings of EUR2 million in printing costs and an increase in employee productivity of 30 percent.[1]

Use any area of automation as an entry point into the IBM platform's capabilities, and realize scalability, operational productivity and enhanced customer experiences.

IBM EXPERTISE
With IBM you can scale operations to be more productive and competitive

The IBM Automation Platform for Digital Business allows you to amplify the efficiency, speed and accuracy of business operations with digital labor; improve the customer experience; and reduce the burden of compliance and governance to manage your content and processes. Automation allows you to scale your digital business to boost productivity and top-line revenue.

Business operations across industries can benefit from automation for critical business processes such as loan origination and servicing, policy underwriting and claims processing, regulatory and compliance management, patient care management, and customer service.

1   Based on IBM customer experience.