Drive Innovation
with Automation

How to accomplish more with fewer resources

Contents

Executive Summary

IT leaders are currently facing the call to do more with less in the face of rising competition, and evolving customer expectations – which makes harnessing digital solutions more important than ever. The best approach is for organizations to accelerate their position in the digital economy, while paving the road to full-scale digital transformation. Specifically, organizations are beginning to define and execute an automation strategy that empowers more employees to build digital solutions – while enabling central control and governance to achieve growth efficiently. In fact, 80% of organizations will have a full-scope automation strategy on their technology roadmap within the next 24 months.

Adopting a unified automation strategy empowers everyone in the organization to focus on new and exciting business concepts, leading to: new revenue streams, exceptional products, and customer experiences. This strategy democratizes innovation and gives everyone a seat at the table.

Empower the Entire Organization with Automation

IT teams are more strapped than ever due to increased requests and ever-advancing organizational growth. They are facing the demand to do more projects with fewer resources, and facing a 40% increase in projects. The result is IT teams are now spending most of their time playing catch up, and not on development or innovation. This situation leads to frustrated internal stakeholders whose requests are held up by IT, resulting in delayed business initiatives.

Across the organization, business and IT teams have less ability to work on critical projects: IT is bogged down by requests across various lines of business, while business teams are left waiting for resource-strapped IT teams. This bottle-neck leads to an innovation roadblock that can snowball with disastrous conse-quences, resulting in a gap between IT project delivery and business need. These conditions make it harder to get funding and resources for more experimental initiatives that could provide real strategic breakthroughs for organizations undergo-ing digital transformation.

Therefore, organizations must focus on accelerating their place in the digital economy while paving the road to full-scale digital transformation. And that requires IT teams to be free to work on high-priority tasks and open up business teams to participate in innovative projects. Therefore, IT teams must develop and execute an automation strategy that empowers more employees to build digital solutions. This strategy must enable centralized control and governance to achieve growth quickly and efficiently. The result allows IT teams to meet demands quicker in the face of shrinking budgets and increased business team requests.

Automation initiatives help alleviate stifled innovation by targeting multiple pain points in the organization:

→ **Human task automation** targets manual, repetitive tasks and

processes, allowing teams to unleash innovation faster and easier

→ **Process automation** allows everyone in the organization to connect your apps and data and empowers everyone to access data with clicks, not code

→ **System integration** focuses on consolidating fractured data architecture into a single source of truth

As the new business standard, automation refers to purpose-built product solutions that target these three positions. And organizations must adopt a unified strategy to target all of these critical points effectively.

To future-proof your innovation efforts, your unified automation solution must work with your existing digital architecture. Additionally, automation strategies should consider your organization's existing integration and API management solutions, and ensure that automation initiatives work with these systems. Otherwise, the organization risks adopting an automation strategy that doesn't consider existing systems, resulting in additional issues that need to be fixed down the line costing additional time and resources. An automation solution should work with your existing IT state, not create more technical debt.

Adopting a digital transformation strategy aligned with automation, integration, and API management solutions creates digital architecture that enables citizen integration that democratizes

innovation across the business. By turning your business team members into citizen integrators, ITDMs open the entire organization to participate in innovative projects that only require governance from IT.

In this whitepaper, you'll learn how automation can help your organization to transform and keep up with an ever-changing digital landscape, how to face increasing demands in the face of shrinking IT budgets, and how to empower every member of the organization.

What is digital transformation?

Organizations face many challenges in the ever-evolving digital landscape. Innovations continuously develop while customer expectations shift, making delivering exceptional customer experiences a moving target. Unfortunately, the reality is that many organizations struggle to keep up due to limitations with their digital architecture and legacy systems.

The results are the ability to scale efficiently and sustainably while opening up innovation efforts to everyone across the organization.

01

Businesses Face Ever-Changing Expectations

Businesses face many complex challenges that stand in the way of innovation. And one of the most pressing issues is the expectation that IT teams will deliver more with less.

And unfortunately, several reasons make it difficult to close the IT delivery gap. On the one hand, IT must enable business teams while balancing the limitations of three roadblocks.

→ **Accelerating expectations:** Organizations often lack enough workers with specific technical skills to keep up with the innovation challenges ahead of them.

→ **Reduced budgets:** Nearly every organization is asked to do more with less budget.

→ **Operating complexity:** These complexities arise from the technology and processes available. Technical debt creates friction to your organization's ability to adapt. And IT teams are not solely responsible for this friction, as other business units often try to solve technology challenges independently – often unsuccessfully. Additionally, your organization is likely attempting to navigate the application ecosystem sprawl and vastly complex compliance and security landscape.

IT leaders face the monumental task of balancing these three issues while enabling the organization to meet larger goals. IT leadership must be aware that internal issues are not the only problems organizations face; external pressures are ever-changing and growing in complexity. As new companies and innovative solutions emerge to disrupt the status quo, larger organizations are less likely to react quickly.

Their lack of agility discourages decision makers from enacting change, impeding digital transformation efforts, and resisting efforts to embrace innovations like automation across the organization. Ironically, the ability to adapt and respond well to the disruption will further strengthen the larger organization, positioning them for future disruptions.

In the end, capital and growth are no longer a given, and companies are vying for a smaller market share while simultaneously responding to industry trends. And IT leaders play a critical role in supporting the organization as a whole in the face of these challenges.

Organizations must also adapt to an ever-changing regulatory environment. And data privacy and security efforts are not optional initiatives. Governments are constantly adapting and enforcing new regulations on technology. These changes can take place in a specific region and have resounding effects globally.

→ **GDPR** radically shifted how organizations could use consumers' personal information

→ **Brexit** demonstrated that entire governments and rules could change in the blink of an eye

In addition, global economies are constantly in flux, and organizations must adjust budgets and project deliveries to meet customer expectations and deliver revenue-driving products.

In the face of these changes, companies must adapt quickly to meet their goals and create products beyond customer expectations. And that is not an easy task with disconnected data silos, bottlenecked IT teams, and business teams waiting for IT to develop automations.

Automate your single source of truth

MuleSoft and Salesforce have built the only unified platform that combines the power of integration, API management, and automation to help sellers digitally transform and build connected experiences online and in-store.

→ **Watch now**

02

How Automation Can Help

By adopting a multi-faceted automation strategy, organizations can democratize innovation and reduce the IT team's time spent on business team requests with the system, process, and human task automation. This strategy enables business users to address their needs with easy-to-use tools that only require governance from the IT team rather than create solutions from scratch.

Through no-code integration solutions and robotic process automation (RPA), business teams are free to move at a pace that matches the ever-increasing expectations of customers and growing business demands. Allowing business teams to self-serve their own needs allows IT teams to use existing resources and personnel more efficiently, work within budgetary limitations, and focus on high-priority projects. However, automation solutions must incorporate IT oversight across all development activities. Doing so gives business teams the autonomy to complete their tasks and allows IT teams to govern and monitor their solutions.

Since IT teams can govern all business-developed automations from a centralized location, they can quickly ensure that all automation projects are secure and in line with the organization's governance standards.

03

Automation Helps You Meet Your Business Objectives

Automating business tasks is quickly becoming a priority for IT leaders since it frees their IT teams to focus on high-priority projects. IT leaders must protect their teams' time since 91% of business teams have asked for an increase in automations.

For several reasons, organizations are ready to adopt solutions:

93% of businesses are implementing automations to **create connected experiences**

95% of businesses are implementing automations to **boost productivity**

93% of businesses are implementing automations to **improve operational efficiency**

As organizations develop an automation strategy, it's essential to consider solutions that adapt to the existing digital architecture to remain agile in an ever-changing technological landscape.

When weighing the pros and cons of adopting a new solution, one of the most important factors is customer impact.

88% of customers emphasize the importance of their **overall experiences**

Automation initiatives have the benefit of improving experiences internally and externally. By empowering business teams to participate in innovation through automation projects, IT teams will have more time to focus on business-critical tasks and dedicate time to developing new and exciting solutions. This means IT teams are spending time governing automation projects rather than spending valuable time developing the automation solutions themselves.

Digital Transformation at Work

Picture the last time you were on a plane. You might have an ad or heard an employee discuss the airline's mobile app. This app allows travelers access to the airline's business capabilities: booking new trips, finding your gate and departure time, and in-flight entertainment options.

While an app like this is common in today's API-connected world – it was not that long ago that a proprietary seatback system was the standard at most airlines. This system often failed, required frequent updates, and gave customers little control. Digital transformation efforts are the solution that moved these airlines away from these troublesome systems and empowered customers with the simplicity of a mobile app.

By removing data silos and consolidating their data into a single source of truth, the airlines created an experience beneficial to the organization and the customer.

→ The app gives the customer more control than the previous generation of technology from their device.

→ While the airline can easily promote revenue-driving offers through the app or allow them to place in-flight food orders. And the airline can build a 360-degree view of the customer based on their app usage.

Consider the collaboration across the organization to achieve the airline app's desired business outcomes.

1. A business team member envisioned the mobile app as a new business channel to keep customers engaged while growing revenue

2. An engineer spotted the opportunity to drive app adoption further by turning the passenger's smartphone into an in-flight entertainment portal

3. As gate personnel and flight attendants inform passengers of this new experience, this ensures the app is installed before take-off

> Automation projects seamlessly enable transformation like this to occur by democratizing innovation. When innovation efforts are siloed, your resource-strapped IT teams are solely responsible for driving new efforts.

See how LuxairGroup reduced development time and increased efficiency with **MuleSoft Anypoint Platform**.

The Unified Automation Strategy Approach

Not all automation solutions are created equal. MuleSoft Automation drives innovation and reduces IT workload through two approaches: process and human task automation. These automation solutions are supported by system integrations, resulting in an automation strategy that considers and supports the entire organization's needs.
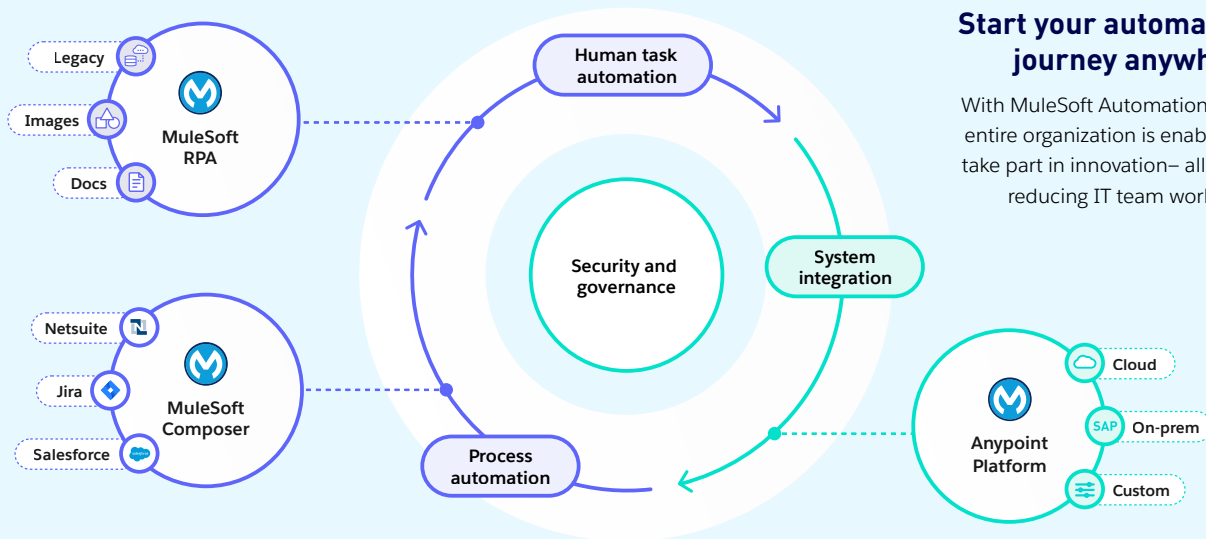
Start your automation journey anywhere

With MuleSoft Automation, your entire organization is enabled to take part in innovation– all while reducing IT team workload.

Simplify using human task automation with RPA

Business teams often perform repetitive tasks that take significant time, are prone to errors, and require manual labor or time-consuming point-to-point code from IT teams. Your RPA solution should automate manual, repetitive tasks and processes and allows teams to unleash innovation faster and easier by replacing these repetitive tasks with bots.

MuleSoft RPA works with any system with a UI – even legacy systems and supports IT teams with three benefits

1. Faster time to value through a shareable and reusable automation approach centrally governed by IT

2. Full lifecycle management neutralizes gaps across teams and data silos

3. A unified ecosystem that scales as your business grows

There are benefits across the organization for business teams, including four significant benefits:

1. **Automating data entry** in legacy systems

2. **Extracting data** from documents, web pages, PDFs, emails, and more

3. **Recognize and extract texts** from images and screens

4. **Automate multi-step workflows** like copying and pasting data, validating data inputs, and sending notifications
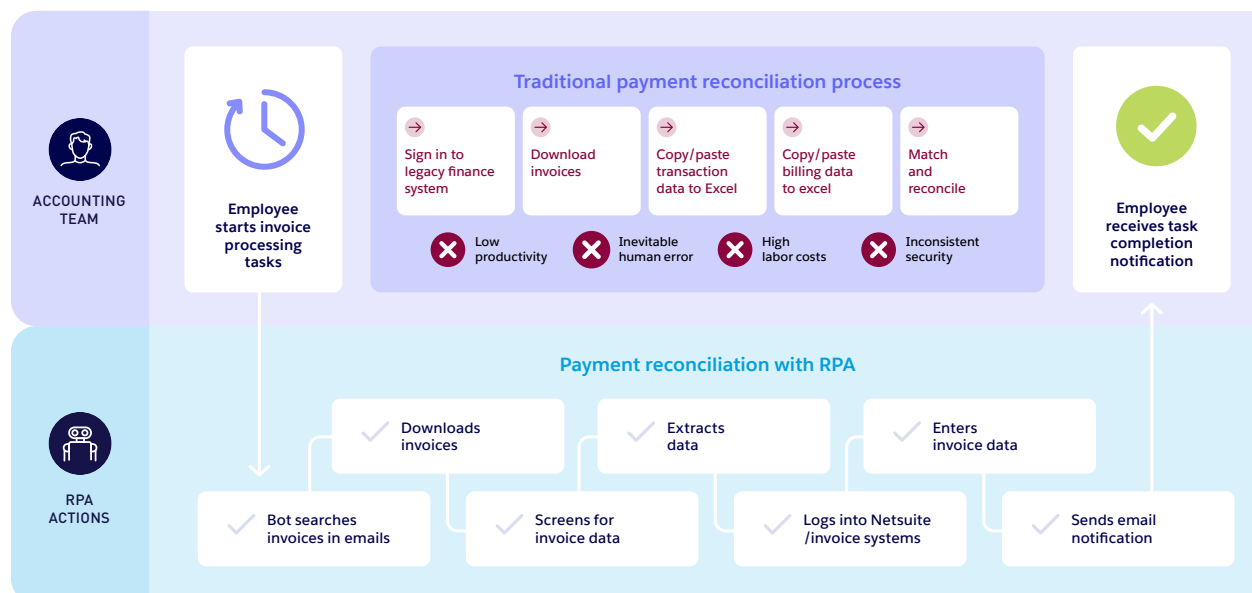
Let's look at how MuleSoft RPA can reduce manual tasks for business team members:
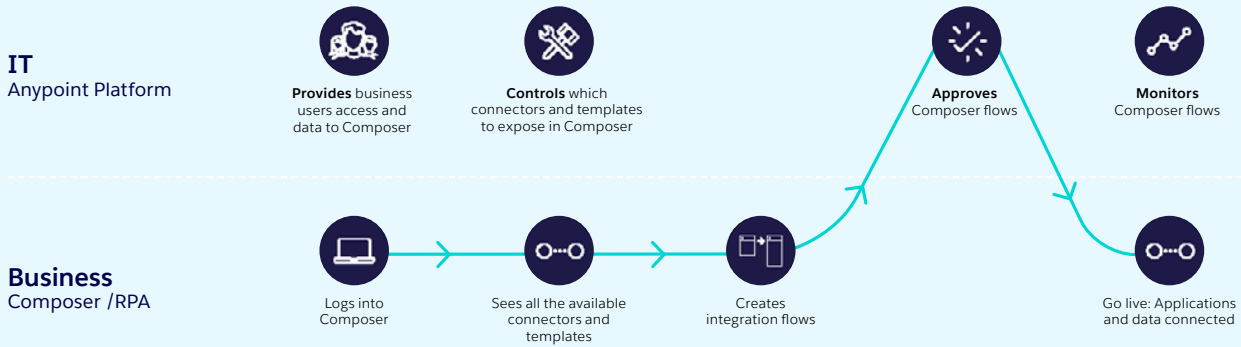
Enable everyone with process automation with composer

Staying adaptable in a changing business landscape can be daunting. But identifying the right tools will help IT teams function more efficiently. A no-code solution can empower business teams to develop integrations and allows IT teams to govern projects rather than spend time creating them.

MuleSoft Composer is an integration and automation solution that is purpose-built for business teams and designed to work with MuleSoft Anypoint Platform to deliver on the promise of effective LOB and IT collaboration.

Because there is no need for code, Composer empowers business teams to connect multiple systems in a streamlined web-based user experience. Doing so grants users the autonomy to meet goals around business processes and automation that serve immediate needs,

ACCOUNTING TEAM

Employee starts invoice processing tasks

Traditional payment reconciliation process

Sign in to legacy finance system

Download invoices

Copy/paste transaction data to Excel

Copy/paste billing data to excel

Match and reconcile

Low productivity

Inevitable human error

High labor costs

Inconsistent security

Employee receives task completion notification

Payment reconciliation with RPA

RPA ACTIONS

Downloads invoices

Extracts data

Enters invoice data

Bot searches invoices in emails

Screens for invoice data

Logs into Netsuite /invoice systems

Sends email notification

IT
Anypoint Platform

Provides business users access and data to Composer

Controls which connectors and templates to expose in Composer

Approves Composer flows

Monitors Composer flows

Business
Composer /RPA

Logs into Composer

Sees all the available connectors and templates

Creates integration flows
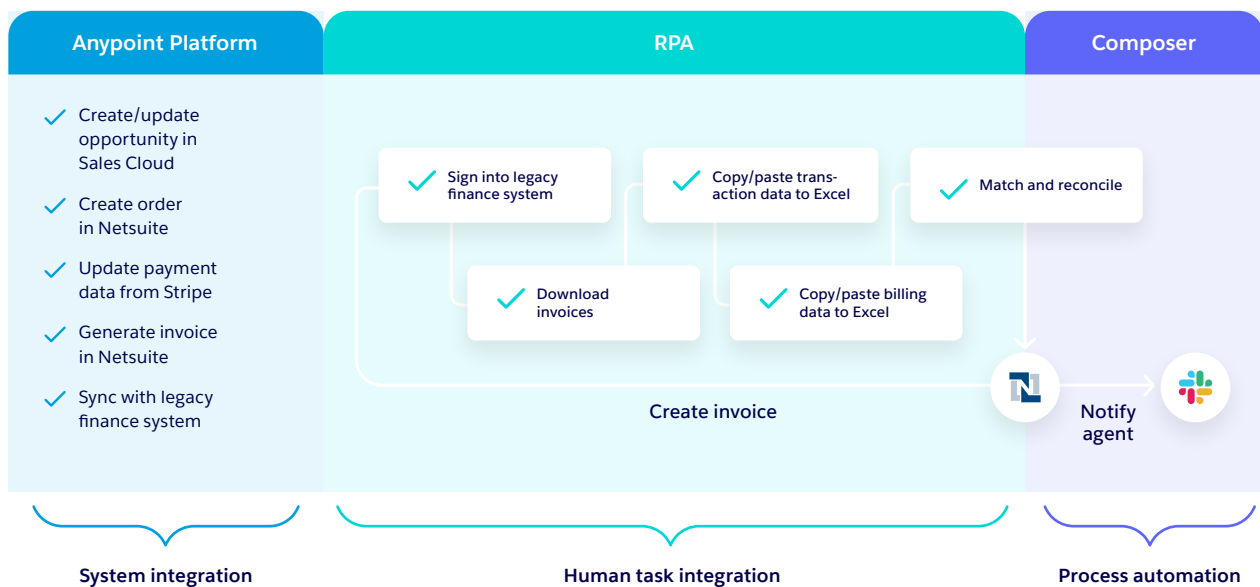
Go live: Applications and data connected

like customer support tickets. Meanwhile, IT has the freedom to shift resources away from day-to-day business-oriented IT tasks. And shifting these resources shrinks the IT delivery gap and allows IT to focus on transformative projects that unlock innovation for the business.

MuleSoft Composer has four key components:

→ **Build:** No more waiting for development resources to complete your high-priority projects

→ **Connect:** Jumpstart projects faster with a library of connectors that enable you to build integrations and automate business processes more quickly

→ **Preview:** Automate integrations between your apps and verify that you pull the correct data via a real-time data preview

→ **Monitor:** Enjoy built-in monitoring for all your integrations and automated error alerts so your team can quickly identify and resolve issues

MuleSoft Automation: Better Together

Anypoint Platform	RPA		Composer

Anypoint Platform

✓ Create/update opportunity in Sales Cloud

✓ Create order in Netsuite

✓ Update payment data from Stripe

✓ Generate invoice in Netsuite

✓ Sync with legacy finance system

RPA

✓ Sign into legacy finance system

✓ Copy/paste trans-action data to Excel

✓ Match and reconcile

✓ Download invoices

✓ Copy/paste billing data to Excel

Create invoice

Composer

Notify agent

System integration

Human task integration

Process automation

CUSTOMER STORY

State Street and MuleSoft Composer

State Street Bank and Trust Company specializes in services to mutual funds and their advisers, insurance companies, non-profit organizations and more. In recent years they have acquired several companies and needed a way to bring together data that lives in multiple Salesforce instances.

The teams at State Street used MuleSoft Composer to connect three different organizations, enabling managers and sellers to see relevant information about an activity, meetings, pipelines, and contracts in one single source of truth. State Street has virtually eliminated its manual reporting and data mapping processes by connecting and updating this data.

This digital transformation means that the data is democratized so that anyone from executives to business teams has the same visibility into client information. And this was all achieved in a one-week implementation time.
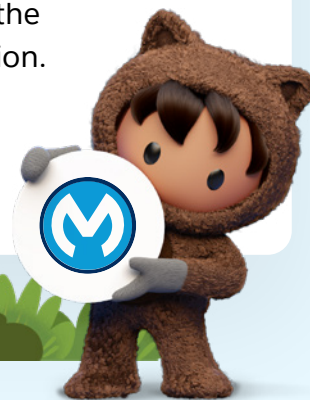
Create cohesive system integration with Anypoint Platform

For 34% of organizations, existing IT architecture and tightly coupled systems make it difficult to progress on larger innovation projects. Often, these systems are the foundation for more significant problems:

High Maintenance Costs

In some cases, maintenance costs for legacy IT infrastructure can take up large chunks of the budget – even though this existing technology can't extend to new opportunities. And this means allocating resources, time, and money to core systems, offering little value toward innovations.

Siloed Data

Old technology keeps data siloed and often inaccessible between systems. This siloed data leads to preventing integration between them. This incompatibility inhibits team collaboration and insight sharing and disallows any potential for innovative solutions or reuse.

More than 90% of enterprises say data silos are a significant business problem, often rooted in technology that no longer meets today's needs.

Security Risks

Outdated technology also significantly impacts system speed. For example, slow systems make organizations more susceptible to security risks, making them out of compliance with governmental regulations. And because more of their attention is diverted to mitigating security concerns, IT cannot focus on revenue-generating projects or high-priority innovation tasks. Unsurprisingly, this bottleneck leads to other issues downstream, like the inability to manage governance across systems and teams.

Best practices for system integration involve utilizing an API management solution that includes universal API management. This capability allows an enterprise to enable a secure-by-design posture for all APIs, regardless of source gateway, a public cloud of origin, and type (REST, GraphQL, event-driven, etc.) via a single source of truth. While there is the appeal to building an in-house solution, this often results in fractured management across multiple non-universal control planes. This alternative is an invitation for the inconsistent deployment of security and governance standards that allows malicious hackers to take advantage.

05

Identify a Unified Automation Solution

Adopting a new solution is never an easy choice. Even after you've set a budget and found a solution to help you with your organization's goals, the automation solution must work seamlessly with your existing digital architecture. That makes an API management solution key since it is a foundation for automation solutions.

API management and automation — do more together

API management through MuleSoft Anypoint creates an adaptable foundation that promotes reusability. By reusing APIs, your teams are more agile and spend less time on repetitive projects.

Both internal and external consumers must have the means to interact with their organization's data and processes programmatically. Using Anypoint Platform, teams can build flows and automations with advanced monitoring and built-in security.

Composer extends these enterprise-ready capabilities. As a result, developers can leverage and reuse well-documented APIs across the business using a simple-to-navigate user interface.

And with MuleSoft's universal API management capabilities, businesses can centrally manage, govern, observe, and discover all of their composable assets through a single platform. And by bringing Composer into the fold, organizations need not compromise how they scale these capabilities.

Future-proof with integration and automation

Businesses require a solution that provides a solid foundation for connecting

systems and data and allows them to integrate and automate processes.

Composer allows business teams to build, manage, and monitor integrations without writing code, reducing their reliance on IT. This is a core tenet of a composable enterprise – where teams outside of IT are empowered to build and reuse integration assets to self-serve.

MuleSoft is built around reuse. Anypoint Platform approaches reuse through both our product portfolios and Anypoint Exchange. And Composer extends that reuse by enabling LOB to build on top of that composable foundation. Going further, RPA reduces repetitive tasks and opens up time that can be used on innovative projects, ultimately driving new revenue streams. Other automation solutions cannot tackle all three areas of an automation strategy, resulting in increased technical debt with tightly coupled integrations.

80% of organizations will have a comprehensive automation strategy on their technology roadmap in the next 24 months. However, implementing a multi-solution automation strategy means they need the right tools and capabilities to build and modify automations – and that's where MuleSoft Automation excels.

BY THE NUMBERS

Are organizations using integration and API management capabilities to support their efforts to automate business practices?

44%

of organizations
fully use integration and API management to support business process automation

53%
are using integration and API management to some extent

2%
do not use integration and API management

**SOURCE:** New Research Shows Automation Demand Surged in More Than 90% of Companies

Get Started on Your Automation Adventure

IT teams today face many challenges: shrinking budgets with increased projects, legacy systems stifling innovation, and more. Organizations paving the road to full-scale digital transformation must define and execute an automation strategy that empowers more employees to build digital solutions. Adopting a unified automation strategy opens automation to the entire organization. It targets multiple pain points – resulting in faster time to value, democratized innovation, and a future-proof solution that works across your digital architecture.

MuleSoft is the only place where your digital estate is composed in a unified and unfractured place – and MuleSoft is the only unified platform for integration, APIs, and automation. This end-to-end approach means MuleSoft is uniquely equipped to help future-proof digital architecture, allowing IT teams to do more with less.
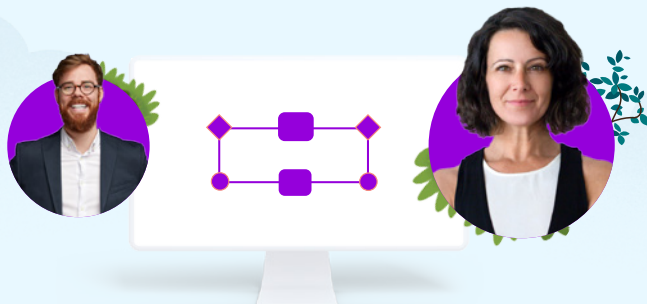
Learn More
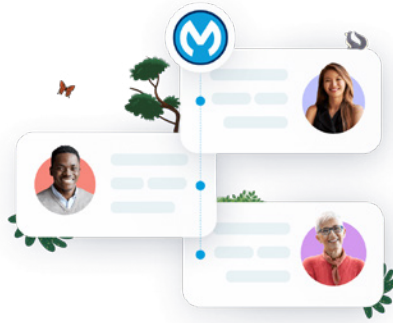
Start your journey today

See how MuleSoft helps future-proof an organization's integration and automation needs with Anypoint Platform, Composer, and RPA.

→ **Get to know MuleSoft**

WEBINAR

How business and IT leaders leverage automation to unleash innovation

Join us as we explore how business technologists and IT leaders can leverage business automation to unlock the full potential of Customer 360, streamline cross-functional collaboration, and improve productivity by cutting costs and saving time.

→ **Tune in now**

REPORT

Gartner names MuleSoft a Leader and Visionary

MuleSoft has been recognized as a Leader in API Management and Enterprise iPaaS, and now we've been named a Visionary for RPA. See why MuleSoft stands above the rest with a complimentary report.

→ **Get the report**

REPORT

Bots aren't just for the future

Adopt an RPA solution that repetitive processes and tasks for every team and works with your existing digital architecture.

→ **Get automated**

BLOG

No code? No problem

Say hi to MuleSoft Composer. The fastest and easiest way for business teams to connect apps and data.

→ **Start composing**

Salesforce, the global CRM leader, empowers companies of every size and industry to digitally transform and create a 360° view of their customers. For more information about Salesforce (NYSE: CRM), visit salesforce.com.

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For more information please visit salesforce.com, or call 1-800-NO-SOFTWARE.