

Automation Sales Guidance *for the*

'Extending business automation with RPA' Platinum Demo

Overview

RPA is a way to automate individual manual tasks, whereas workflow manages a sequence of tasks that can last anywhere from minutes to weeks.

The right time to use RPA is:

- To automate repeatable, well-defined tasks that don't require complex decisions
- When APIs are unavailable or not practical
- For simple tasks that need to be automated quickly, with fewer resources

The benefits of RPA include:

- Frees up employees to do higher value work
- Easy to get started with low barriers to entry
- RPA is developed in a low-code environment, reducing the level of skills required

Hints and tips

Target business processes that include **time-consuming, error-prone tasks** causing significant delays.

Look for applications that need to be integrated but don't have APIs. **RPA provides an automation option when APIs are unavailable or not practical.**

Look for interactions that could be improved with purpose-built chatbots (such as gathering data from a customer or employee to invoke an RPA bot). **RPA chatbots are easy to configure using the same low-code authoring tools used to build traditional bots.**

Target existing Cloud Pak for Business Automation customers and **pursue opportunities to extend their automations with RPA.**

Differentiate using IBM's unique value proposition of being able to **reduce overall cost of ownership by running multiple bots on a single virtual host.**

[Look for these types of tasks](#)

RPA excels at:

- Logging into and manipulating software applications
- Copy and pasting information between applications
- Moving data in and out of spreadsheets
- Consolidating and validating data

Representative examples of how RPA can extend business processes (these are just examples – there are many more)

Banking: Loan processing

Example RPA task: Re-entering customer loan application data into a downstream banking application

Insurance: Claims processing

Example RPA task: Integrating claims and policy data from multiple sources

Retail: New product introduction

Example RPA tasks: adjusting pricing, promotions, inventory and production levels