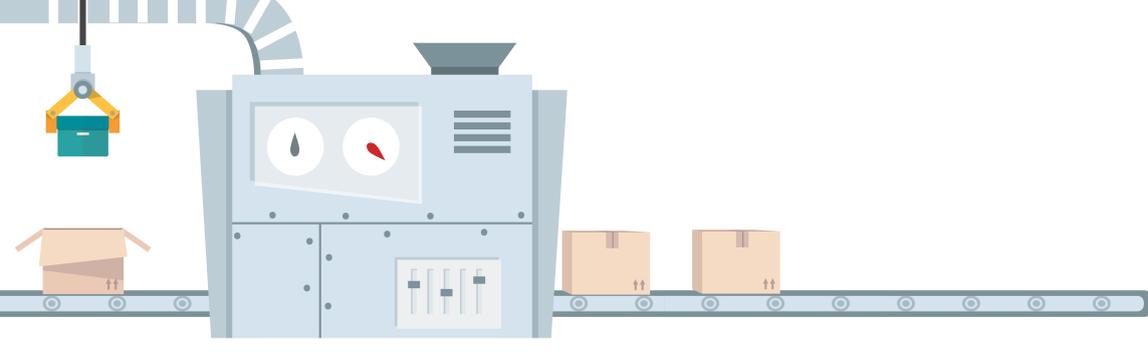


# THE AUTOMATION ENGINE: 5 TRENDS

DRIVING THE RISE OF WORKFLOW AND CONTENT AUTOMATION



## WHAT IS WORKFLOW AND CONTENT AUTOMATION (WCA)?



A NEW CATEGORY OF CONTENT THAT FOCUSES ON AUTOMATING DOCUMENT PROCESSES



CONSOLIDATES FORMS, WORKFLOW, & CUSTOMER COMMUNICATION MANAGEMENT (CCM) SOFTWARE



AUTOMATES WORKFLOWS & PRODUCES INTELLIGENT DOCUMENTS WITH PROCESS ANALYTICS

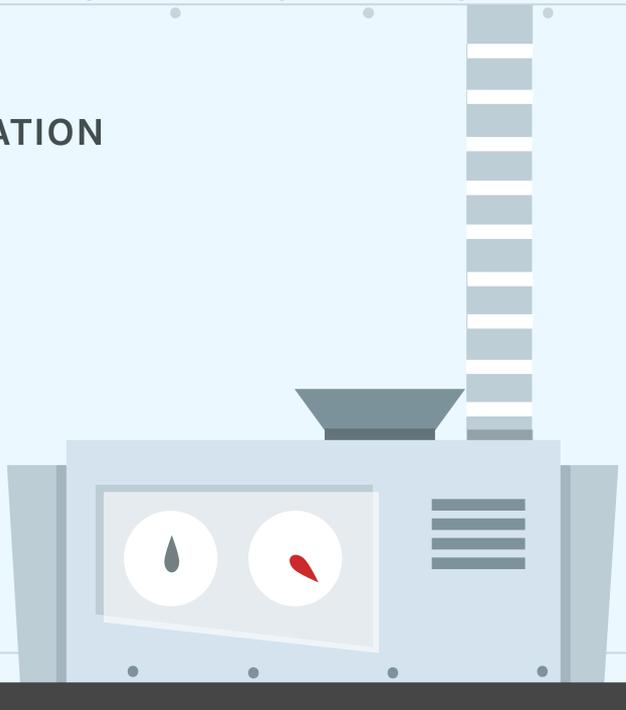


SHORTENS PROCESS CYCLE TIMES, INCREASES ACCURACY, & SUPPORTS AGILE OPERATIONS

## TREND #1: BUSINESS TRANSFORMATION

In many cases, optimizing work is tactical, but the impact on the business is strategic. This is why the race to automate content processes is strategic: it has a profound impact on the speed of operations and on knowledge worker productivity.

The shift to fully digital enterprises is already starting to occur. In some cases, organizations will alter their business model to leverage the digital advantages that WCA can bring to them.



## PREDICTION:



BY YE 2020,

**65%**

OF ENTERPRISES WILL HAVE REARCHITECTED THEIR DOCUMENT PROCESSES WITH A FOCUS ON AUTOMATED CREATION AND ROUTING.

## TREND #2: BUSINESS LEADERS DRIVING CHANGE

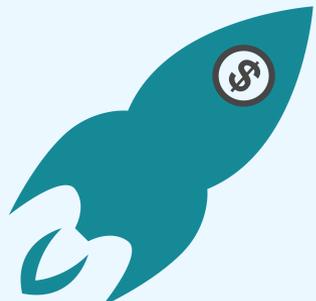
We've seen CEOs and senior executives pushing both basic and advanced DTM (what we also call Workflow and Content Automation) capabilities, for these key reasons:



## TREND #3: ELIMINATE MANUAL PROCESSES

With WCA, enterprises will eventually be able to fully automate document processes.

In turn, productivity will skyrocket. The ability to generate more contracts and business documents means the business is moving faster and generating more revenue.



## TREND #4: FASTER DIGITAL TRANSACTIONS

### FASTER TRANSACTIONS = TIME SAVED

For example, sales teams can spend more time with customers and prospects, and less time creating client-facing documents.

### CREATING A CLIENT PROPOSAL CAN TAKE



**15 minutes**  
if automated.

VS.



**2 hours**  
if done manually.

## TREND #5: THE GOAL? GO FULLY DIGITAL.



WCA represents a shift in the market, away from human creation of documents and toward machine creation and routing.



Enterprises that embrace WCA will have a competitive advantage over others that do not.

