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, CONSOLIDATING 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 of the business transformation 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 under way in those sectors that aggressively pursue the digital advantages that WCA can bring to them.

PREDICTION: BY 2020, 65% OF ENTERPRISES WILL HAVE REARCHITECTED THEIR DOCUMENT PROCESSES WITH A FOCUS ON AUTOMATED CREATION AND ROUTING.

TREND #2: BUSINESS LEADERS DRIVING CHANGE

CEOs and senior executives are pushing both basic and advanced WCA (also called Workflow and Content Automation) capabilities, for several key reasons:

- ACCELERATING REVENUE
- IMPROVING ACCURACY
- IMPROVING PROFITABILITY
- ENHANCING CUSTOMER EXPERIENCES
- REDUCING RISK
- OPERATIONAL IMPROVEMENT

TREND #3: ELIMINATE MANUAL PROCESSES

With WCA, enterprises will eventually be able to fully automate document processes. In turn, productivity will be great, and the ability to generate more contracts and business documents means the business is moving faster and generating more revenue.

TREND #4: FASTER DIGITAL TRANSACTIONS

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.
- 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.

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