



**ZOHO** for Enterprise

# Taking a closer look at business process automation

Organizational Optimization, Q1 2022



# Innovations in automation have given organizations the opportunity to make big changes to how they operate at every level.

Business process automation (also known as “hyperautomation”) offers organizations the ability to re-map and re-optimize any of their processes, virtually on the fly. While most enterprises are already using some form of automation to boost efficiency, many say that the technology has the potential to do much more. With well-coordinated process automation systems in place, orgs can go beyond incremental improvements, and reimagine the way they operate on a fundamental level. However, before adopting a BPA-forward strategy, it’s important for decision-makers to understand which steps they can take to take to maximize the results they’re looking for, and minimize disruption.

## Centralized strategy control

What hyperautomation offers that more specialized automation tools do not, is a comprehensive view of all digital processes across every team and department. This level of oversight enables leadership to weave together precise, conditional rules for how data and resources flow together.



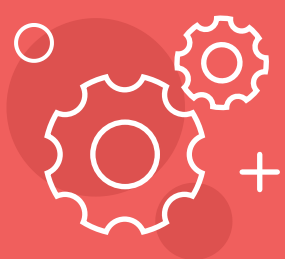
*The result of this kind of hyperautomation is an all-encompassing map of operations, with granular, centralized control. The company is able to standardize operations with a single piece of software, at a scale which would require a whole network of applications otherwise.*

**- Raju Vegesna, Zoho’s Chief Evangelist**

However, if the leadership isn’t able to reach consensus on a unified vision for their organization, the lack of coordination will likely reflect in an uneven, disorganized application of the tech.

Well-prepared enterprises will often counter this risk by bringing together key

stakeholders across the company to determine which processes could benefit the most from automation. By prioritizing the processes that deliver the most ROI, organizations can lay out a data-driven timeline to implement their automation plans as smoothly and effectively as possible.



### **Org-wide automation**

*Automation has played a major role in Zoho's mission to optimize work. However, many of these products have targeted specific tasks or departments, like CX or finance. With our BPA platform Zoho Qntrl, we've expanded our focus toward empowering enterprises with the tools for orchestrating and automating tasks across an entire organization.*

The broad potential of a comprehensive process automation solution can sometimes lead to paralyzed or disorganized decision-making, so refining a phased-in automation strategy helps avoid the chaos of trying to bring everything online at once.

## **Fully unified analytics**

**B**PA empowers organizations to create a single source of truth for all of their analytics. By mapping out effective data collection protocols throughout an organization, companies can have the opportunity to track important metrics with a much greater degree of confidence. BPA software can also often integrate analytics dashboards into the front-end, allowing leadership to pull together diverse KPIs from a variety of sources to follow and compare within a single interface.



One common obstacle to unified analytics is data siloing. As Saravanan Muthian, Chief Information Officer at Zoho, puts it: “The problem that we keep seeing is most successful organizations that have been around for a while end up with most of their data cut off within discrete legacy systems.





*Over a third of organizations listed data siloing as a top challenge for performing analytics.*

[DimensionData, 2020]

This, unfortunately, makes things difficult when they want to pull their data together for high-level analytics.” Fortunately, many BPA solutions come loaded with integrations and workarounds for bringing together data from disparate sources. However, stakeholders can also benefit from proactively seeking out opportunities to de-silo their information, as well as consulting with BPA providers in advance to determine the best course to take for their individual software suite.

## Benefits in the workplace

Many of the key benefits of process automation—like improving profits and reducing operating costs—can be measured fairly easily. However, there are a variety of downstream benefits that are just

as valuable, but which are more difficult to quantify. Improvements in efficiency brought on by BPA can often provide employees with more time and motivation to apply to higher-order tasks. Consequently, customer engagement and employee morale are lifted, leading to better corporate culture and brand awareness. This possibility is backed up by a report from McKinsey<sup>1</sup>, which states that at least a third of all tasks can be automated in a majority of occupations.



However, a majority of these downstream benefits are highly dependent on the quality of data that’s used in automation. Poor data hygiene can significantly impair the ability of automated systems to perform work

[1] McKinsey, 2017





*Inaccurate data is costing companies 12% of their overall revenue.*

[Forbes, 2019]

accurately and efficiently. To get the most out of BPA, leadership can assess the level of data literacy among their employees in advance, and implement training programs wherever necessary. With these skills in place, employees can receive the full benefits of their BPA software while improving the well-being of the company overall.



### **Good, clean data**

*More and more, organizations are recognizing the value of promoting data literacy and maintaining data hygiene in order to keep their analytics and AI-powered automation running smoothly.*

*This is why we created Zoho DataPrep, our data cleaning tool. Addressing the issue of data maintenance proactively has empowered our users to be more forward-thinking with their automation efforts, and better-informed by their analytics.*

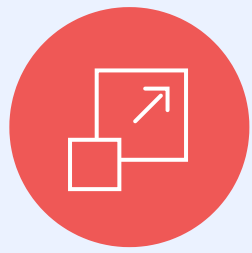
## **Pioneering automation**

The gap between what businesses are currently achieving with technology, compared to what's possible, is still substantial. By taking an ambitious, big-picture view toward addressing the redundancies and outdated practices within their own organizations, hyperautomated enterprises may be closer than ever to closing the distance.



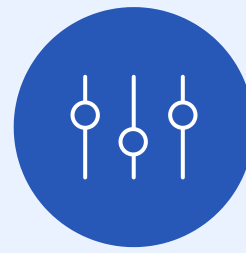
# Why Zoho for Enterprise?

Proven software, customer commitment, tremendous value.



## Scalability & Reliability

Zoho for Enterprise reduces the cost of infrastructure, unifies existing apps, and solves complex business problems for increased enterprise fitness, resilience, and scalability.



## Customization & Extensibility

Through granular customizations and powerful in-house developer platforms, Zoho lets you orchestrate workflows, streamline data management, and deploy world-class solutions at scale.



## Security & Privacy

From owning our own data centers to GDPR compliance features, Zoho enables enterprise organizations to focus on core business priorities, rather than data management.



## Enterprise Services

From data migration to consultation and implementation, our team is armed with the in-depth product knowledge and industry expertise to meet your unique technical requirements.

## Are you ready to transform your organization?

We're here to help. Have a 15-minute, no-obligation call with one of our **Business Architects** to get all your questions answered.

Find us at [zoho.com/enterprise](https://zoho.com/enterprise) |  **for Enterprise**