Pega's point of view:

It's time to rethink robotic automation

Bridging the first and last miles of integration

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Introduction

Contrary to market hype, robotic process automation (RPA) alone will not transform your processes for the digital world. RPA can add value by bridging the first and last miles of integration, providing a fast, low-risk starting point for automating processes dependent on legacy applications. RPA alone, however, will not deliver digital transformation, which depends not on simply automating "as is" processes, but rather on rethinking your business processes to deliver customer outcomes faster and more efficiently.

The reality of standalone RPA

In the last few years, the dust from early-stage RPA deployments has begun to settle, and some harsh truths about broadly applying RPA to broken processes have emerged:

- 30-50% of initial RPA projects fail[1]
- Only 3% of bot deployments reach scale[2]
- 63% of business leaders cite unsatisfactory implementation speed[3]

Moreover, the RPA services market is growing faster than the RPA software market suggesting that RPA is not delivering on ease of use.[4]

Certainly RPA – and too often its neglected sibling robotic desktop automation (RDA, also known as "attended RPA") – has a place in every enterprise automation strategy. The challenge is to deploy appropriately. While RPA can deliver tactical value, it can often distract from strategic transformation. Focusing solely on RPA can perpetuate legacy system problems that go unaddressed and leave your digital customer experiences without the streamlined processes needed to support them. If your overall operational processes are siloed and slowed by bottlenecks, an army of robots performing repetitive functions isn't necessarily going to fix the issue. While RPA allows you to automate existing process, it fails to address the transformational need to redesign your processes for the digital world. As McKinsey put it in a report on the risks of RPA: "Taking an end-to-end view of the outcome...is better than applying a robotic Band-Aid to a particular pain point." [3]

Automating outcomes end to end with robotic automation

RPA is just one of many automation capabilities that enterprises need for successful digital transformation. When an organization attempts to transform its business processes through RPA alone, it becomes apparent that there are use cases RPA is not fit for – such as processes that contain complicated rule-based decisions, those that require multiple siloed systems, and those that rely on both humans and bots.

To accelerate digital transformation successfully, you must rethink your processes around the outcomes customers seek and the experiences they demand, then plug in the tasks and automations you need to deliver those journeys. You need to think holistically about your service processes, designing journeys that get customers to the outcomes they want, in a way that is easy for them and efficient for the business.

Pega delivers industry-leading digital process automation (DPA) technology which brings together robotic automation, case management, and AI to deliver outcomes. Pega's proven agile and design thinking methodologies help enterprises successfully reduce costs, increase speed to market, and embark on the ongoing journey of digital transformation. This approach brings together business and IT leaders from your enterprise to identify key challenges and define the right problem to tackle first, before more expensive investments are made.

[1] *Get Ready for Robots.* EY, 2016

[2] *The robots are ready. Are you?.* Deloitte's 2018 Global RPA Survey

[3] Burned by the Bots, Why Robotic Automation is Stumbling. https://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/digital-blog/burned-by-the-bots-why-robotic-automation-is-stumbling

[4] 2018: The year enterprise robotics software and services will reach $1.5 Bn. https://www.horsesforsources.com/enterprise-robotics-forecast_2016-2021

The role of robotic automation in DPA

Of course, robotic automation has a role to play within broader DPA projects. Leveraged strategically, robotic automation can accelerate time to value, fill gaps in existing processes, and provide valuable insights. Pega customers have seen fast, but transformative results leveraging RPA in four ways:

1. **Providing assistance bots with RDA:** Robotic desktop automation (RDA) offers a seamless experience where human activities and robotic activities can occur on the same desktop simultaneously. Because of Pega's patented injection technology, Pega's desktop robots can work in the background while the user continues to perform work in the foreground. Other RPA vendors can't deliver this. The desktop robot and the end user work simultaneously in a seamless experience that greatly improves productivity and work quality. Thanks to Pega's bot accelerators like "Start My Day" and "Wrap My Call"– and because desktop robots operate with human supervision – they can be deployed faster and deliver measurable results in weeks rather than months.

2. **Connecting to systems without API with robotic connectors:** Quite often, the biggest challenge in automation projects is interfacing with legacy systems, especially when those systems don't provide a modern API. Because Pega Robotic Automation™ is unified directly into Pega's data access layer (live data), any Pega case or process can easily dispatch a bot to pull or update data in existing systems. This speeds time to value, while helping ensure that business logic doesn't end up buried in your robots.

3. **Providing operational insights with workforce intelligence:** Pega's robots don't just do work, because our patented technology gracefully co-exists with users on the desktop and our robots can track how work gets done. Pega Workforce Intelligence™ captures that detailed user data in secure cloud architecture to provide a" fitness tracker" for your workforce.

4. **Automating interaction channels with intelligent virtual assistants:** Bots don't just live on the desktop. Increasingly, bots refer to any modular, self-contained automation. Pega provides more than just simple, task-based desktop bots. For example, the Pega Intelligent Virtual Assistant for Email leverages natural language processes (NLP) to detect customer sentiment, intent, and extract data from inbound emails, and automatically triggers end-to-end automation to fulfill requests easily and efficiently. While RPA bots aren't required to leverage IVA bots, using them together accelerates time to value.

Pega is the only robotic automation solution that is part of a single, unified platform for digital process automation and transformation. Our award-winning case management capabilities and rules engine give operational leaders the ability to orchestrate and visualize end-to-end workflows, optimizing how work gets done by a team of human and robotic workers managing handoffs and ensuring outcomes. With Pega you get the speed of RPA and the power of end-to-end automation built for the digital workforce.

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