

THREE REASONS TO AUTOMATE BUSINESS PROCESSES

BRIEF

Automating business processes helps organizations gain a competitive advantage by innovating faster and providing better products and customer experiences.

THRIVING IN THE DIGITAL AGE

Optimizing business processes increases productivity, cuts costs, and streamlines operations. Process automation improves agility, provides a real-time view of your organization, and speeds up customer-focused innovations. It helps increase performance with monitoring, making processes more visible and trackable. Also, automating manual, repetitive tasks frees staff to focus on core responsibilities. Process automation helps differentiate your organization from the competition with faster innovation and better customer experiences.

Red Hat® Process Automation Manager is a flexible, open source platform for creating and deploying process-driven business applications. Its low code, visual interface makes it easy for developers to use and customize, and for business stakeholders to understand, helping these groups collaborate to quickly create powerful, mobile-ready business process applications.

The suite is fully compatible with modern software development tools and practices—including agile, continuous integration/continuous delivery (CI/CD), DevOps, and microservices.

THREE REASONS TO ADOPT PROCESS AUTOMATION

Process automation helps enterprises adapt faster to change—and become more competitive. Below, we detail three reasons to automate your business processes.

1. TRANSFORM THE CUSTOMER EXPERIENCE

The most successful businesses provide the best customer experiences. Customers expect an intuitive experience on every device, and modern process automation solutions allow applications to scale across devices without redesign.

Process automation helps organizations:

- **Meet changing customer needs** and improve the customer experience by considering processes from the customer's perspective and adapting those processes as demands shift.
- **Create a customer-centric business** to increase innovation and get products and services to market faster.

2. INCREASE PROFITABILITY

Enterprises have become much leaner in the face of global economic challenges. To become more profitable, it is critical to create further cost efficiencies by increasing collaboration, improving service quality, creating innovative offerings, and automating repetitive tasks.

Adopting the right process automation platform can:

- **Reduce waste and bottlenecks** by tracking and managing resources in real time and then re-allocating them to improve profitability and efficiency. The end result is lower development costs and faster customer service.
- **Automate and fine-tune processes** for greater visibility, allowing businesses to spot and remove unnecessary tasks and refine necessary tasks for optimal performance.

3. COMPETE MORE EFFECTIVELY

When processes are not efficient, they can negatively affect customer service and result in higher costs and lost opportunities—and increased employee frustration.

- **Support data-driven decisions** through reports and analytical tools that provide real-time insight into performance and allow for quick modification—with immediate results.
- **Adapt to change** by quickly responding to new situations, such as changes in market conditions, regulations, technology, and customer expectations.

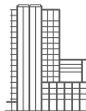
CONCLUSION

Process automation helps your organization close the gap between IT and business users. Better collaboration throughout the application life cycle means business and customer demands can be met faster and more cost-effectively.

By adopting process automation, your organization will be able to monitor and improve processes for greater productivity and profitability. As a leaner, more agile enterprise, it will be better prepared to meet future challenges and remain competitive.

To learn more about process automation, visit redhat.com/en/topics/automation.

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