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# 3 strategies for reaping the ROI of RPA

A guide to bolstering business agility in tough times with hyperautomation and low-code app development



## How hyperautomation helps you say YES to spending less while growing more

Sometimes just surviving in a tough business climate feels like it should be accomplishment enough. Yet it isn't. Your competition will keep evolving even if you don't. But sometimes saying "yes" to both spending less and growing more seems impossible. Especially when you're maintaining costly legacy systems that lack agility and don't support the latest digital technologies.

That's where automation and low-code development come in. Migrating away from inefficient legacy systems and instead using powerful, modern tools such as hyperautomation and robotic process automation (RPA) helps your company streamline operations and reinvigorate digital transformation.

You can reduce development time and costs, automate manual and repetitive tasks, and free up employee brainpower to focus on more strategic, creative, and rewarding work that moves your business forward. You'll also be able to offer more personalized, intuitive experiences to customers and employees alike—the kinds of experiences that reduce your retention costs.

**This ebook explains more about what RPA is, what it can do for your business, and how to implement it. And you'll find three strategies that ServiceNow hyperautomation customers use to reap the benefits of RPA in their organizations.**



## What is robotic process automation—and what can it do for your business?

Across industries, automation helps organizations do more with less, reducing expenses while improving accuracy and output.

But traditional automation is generally built on application development with high-code that requires extensive expertise to automate the integration of relevant systems. This scenario can be hard to maintain when resources are thin and budgets are tight.

RPA takes a different approach: building tasks on low-code tooling at the user-interface level. Because RPA can copy and learn from user actions, there's no need to make costly changes to the underlying IT infrastructure.

As a result, RPA democratizes digital transformation, and it opens up the driver's seat to more people than just professional developers and those with computer science backgrounds. It gives everyday employees the chance to focus on improving the work they love—placing business-led automation innovation into the hands of those who can do the most with it.

In RPA, bots can be attended or unattended, depending on whether they require any assistance or oversight from human operators. Bots that don't need supervision liberate people resources to be spent on more valuable, mentally demanding activities.

In essence: RPA automates specific kinds of actual human activities and also large-scale data-movement activities. It's capable of quickly and accurately handling repetitive, monotonous, and rule- or schedule-based tasks and duties—the kinds that workers dislike doing.



### Automation is on the rise

# 23%

growth per year expected between now and 2027 for the worldwide RPA and hyperautomation market<sup>1</sup>

# 31%

average cost reduction expected from intelligent automation over the next 3 years (up from 24% in 2020)<sup>2</sup>

With...  
an estimated ROI of under 18 months<sup>2</sup>

<sup>1</sup> ResearchAndMarkets.com, [Global RPA and hyperautomation market report 2022: Industry set to grow to \\$26 billion by 2027](#), June 23, 2022

<sup>2</sup> Deloitte Insights, [Automation with intelligence](#), June 30, 2022



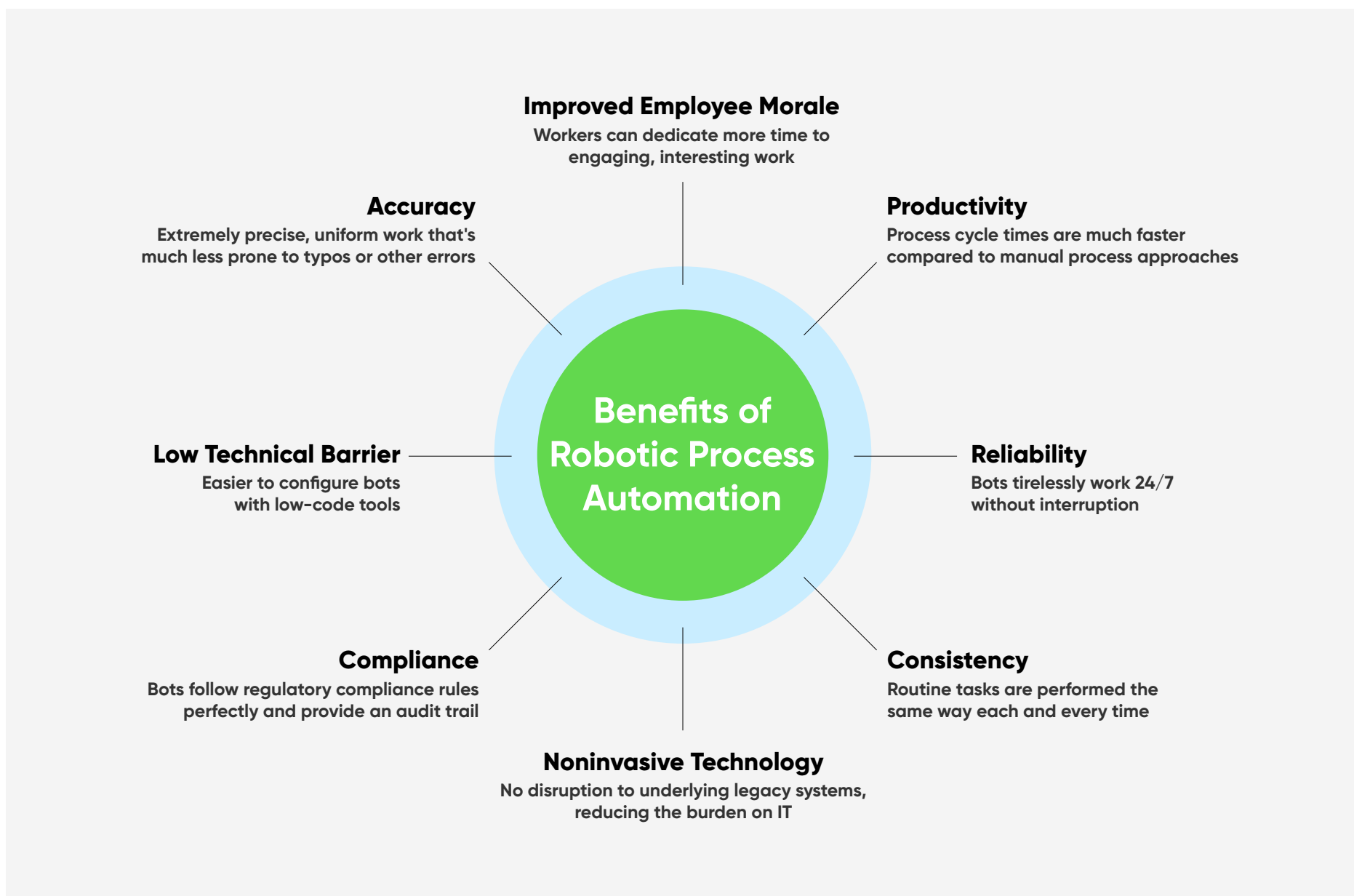
## What can RPA tackle?

**RPA bots are capable of learning from human users to re-create a range of user actions, such as:**

- Logging in to applications
- Copying and pasting information
- Filling out forms
- Making calculations
- Scraping browsers
- Opening emails and attachments
- Collecting data from applications
- Moving documents and files
- Extracting content from emails, PDFs, and forms

In addition to simple tasks, RPA can help automate entire legacy system functions—those critical but cumbersome processes built on clunky, siloed architectures that are too slow to respond to modern-day business challenges. For example, hyperautomation can overhaul and streamline the procure-to-pay process end to end—from sourcing to procuring to paying.





## What's the difference between automation, hyperautomation, and RPA?

- **Automation** typically occurs on a small scale as a process-by-process point solution.
- **Hyperautomation** incorporates multiple automation tools and solutions—such as AI, machine learning, and RPA—to create comprehensive automation initiatives. Hyperautomation expands automation capabilities to every IT or business process that can reasonably be automated. It can even automate complex cross-enterprise or cross-workflow processes.
- **Robotic process automation** is a hyperautomation technology that creates and deploys software bots designed to learn, mimic, and execute human actions in business processes.



# 47%

of developers and architects say low-code tools enable businesspeople outside of IT to develop solutions without help from IT

Source: IDC, [Future workforce insights: Why strategic automation empowers employees](#), September 2022

Take any boring copy-and-paste task, and RPA automates it. RPA lets machines do rote tasks (which they love), while humans get to do whatever they like to do.

Source: ServiceNow, [Workflow Quarterly Winter 2022—The Optimization Issue](#), December 2022

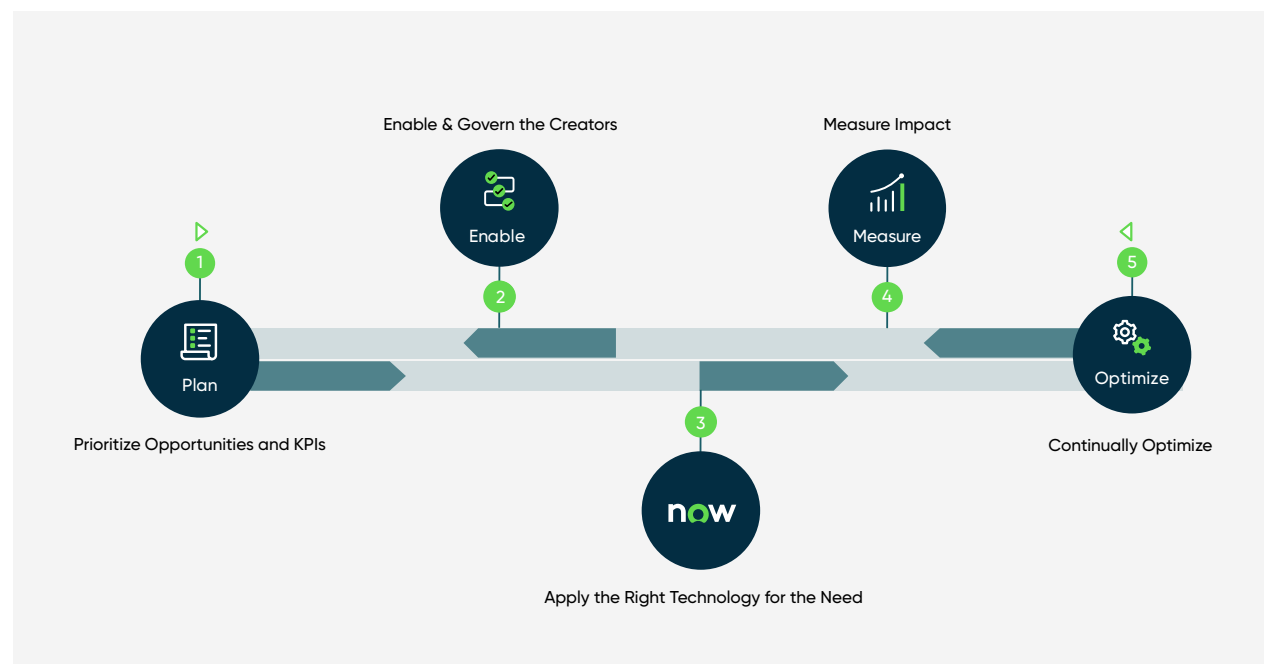
## Moving from idea to implementation

Now that you know what RPA can do, you may be wondering: How do I go about deploying it?

The most effective approach to achieve hyperautomation is to use the right automation tool for the need. That means taking a holistic approach in your strategic planning so you can include the tools you need when and where you need them.

**Figuring out where to begin and how to evolve your RPA journey works like a loop:**

1. **Plan and prioritize** your opportunities and KPIs.
2. **Enable and govern** your creators, the people building your automation and low-code applications.
3. **Apply** the right technology for the need.
4. **Measure** your impact.
5. **Continually optimize** by looking critically at your hyperautomation landscape and reprioritizing opportunities and KPIs, which kicks off the process loop again.



# CUSTOMER OUTCOMES

## 3 real-world strategies for RPA success

Planning and theory are one thing—what about real-world execution? Read how three companies rolled out ServiceNow hyperautomation and RPA solutions for real business results.





**STRATEGY 1****Modernize legacy systems****Transform digital work using automation**

A telecom, media, and technology provider needed to automate manual, time-consuming change-management processes, as well as reduce the high cost of human processing and revenue leakage.

**ServiceNow® Automation Engine benefits:**

- Integrate seven fragmented software systems under one platform
- Fully automate the change-management process with RPA bots across 100+ system fields
- Transform back-end manual activities to automated digital work

**Results****98%**

requests automated

**70%**

productivity gain

**99%**

accuracy achieved



**STRATEGY 2****Streamline digital operations****Optimize digital operations with RPA**

A large regional bank in the United States needed to reduce manual data entry and improve data quality for submitting requests, as well as handle an increased backlog of innovation requests.

**ServiceNow® App Engine and Automation Engine helped:**

- Improve flexibility and multi-threaded workflow execution with out-of-the-box solutions
- Deliver business solutions faster with low-code app development
- Eliminate manual swivel-chair work by deploying RPA bots to integrate with core banking platforms without using an API

**Results****23K**

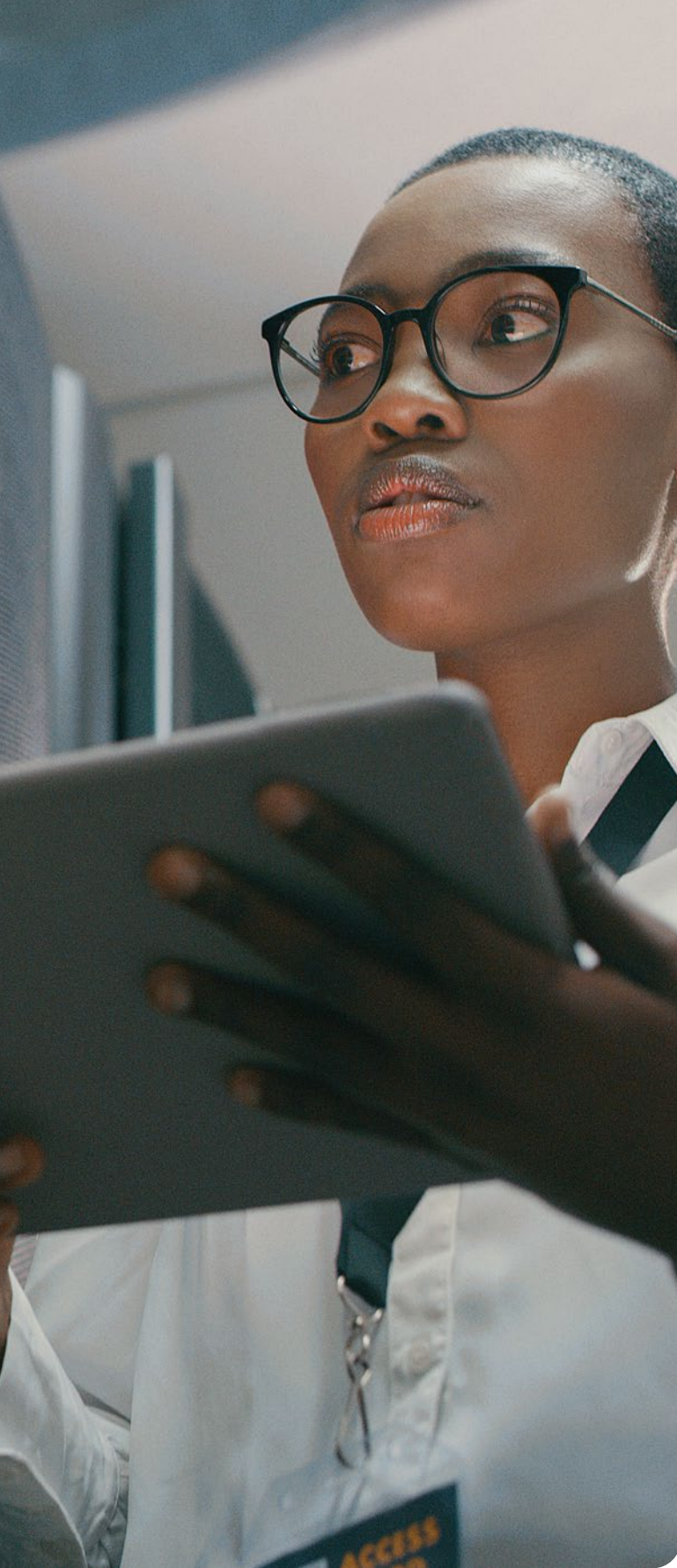
customer requests automated per year

**30**

screens automated in 1 RPA bot process

**4**

RPA bots deployed in less than 3 months



**STRATEGY 3****Boost employee productivity****Automate smart commerce using RPA**

A global data platform company needed to reduce the cost of scaling highly manual processes in the midst of growth and acquisitions. With 140 custom applications in legacy technologies, the company was experiencing significant overlap and app sprawl.

**ServiceNow® App Engine and Automation Engine helped:**

- Build eight RPA bots to automate manual and legacy processes and increase operational efficiency
- Enable proper governance to manage low-code citizen development with App Engine Management Center

**Results****3 minutes**

for invoice processing, reduced from 1 hour

**\$1.5M**

estimated annual cost savings

**Increased**

employee productivity





# SPEND LESS OR GROW MORE?

## Say **YES** to both with ServiceNow RPA solutions

You might feel as if your organization's needs are at odds more than ever. Do you tamp down on costs today—or set your business up for growth tomorrow?

With ServiceNow, you don't have to choose. Our powerful combination of RPA, automation, and low-code app development on a single platform moves you away from legacy systems that have high costs and stifle innovation.

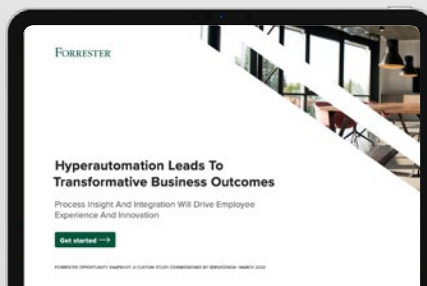
It's the foundation for digital business, giving you the agility to create the modern experiences necessary to thrive in today's business landscape. It empowers developers and business users of all skill sets—even those who don't know ServiceNow—to collaborate and build valuable applications that push your business forward.

# For a deeper exploration of ServiceNow solutions, we recommend the following content:

## Hyperautomation leads to transformative business outcomes

Just because you have the right mindset for automation doesn't mean you have the right strategy. This study highlights three areas Forrester says are vital for improving your hyperautomation strategy.

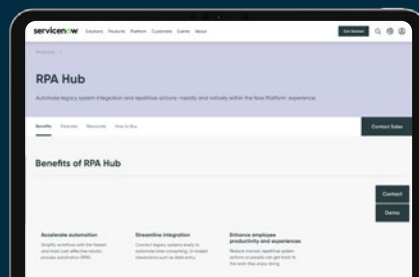
[Read Study](#)



## RPA Hub

Are your developers working with a robust automation toolkit? This site shows how RPA Hub automates legacy system integration and repetitive actions—rapidly and natively connecting anything to ServiceNow.

[Visit Page](#)



### Notes

<sup>1</sup> ResearchAndMarkets.com, [Global RPA and hyperautomation market report 2022: Industry set to grow to \\$26 billion by 2027](#), June 23, 2022

<sup>2</sup> Deloitte Insights, [Automation with intelligence](#), June 30, 2022

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### About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit [www.servicenow.com](http://www.servicenow.com).

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