



# Empowering Digital Transformation with a Digital Automation Platform

Digital transformation and automation are two strategic priorities in many enterprises that seem to be in conflict with each other, as digital transformation focuses on customer-driven organizational change while automation potentially removes people from business processes.

In reality, however, these priorities are well-aligned – as long as the organization approaches automation in the proper manner.

Core to this alignment is the digital automation platform – a comprehensive technology offering that supports automation that is able to cut across organizational silos and the applications that support them. Such a platform brings together many different automation technologies, including robotic process automation (RPA), digital process automation (DPA), and artificial intelligence (AI).

Each of these market segments has been exploding, with continued growth in the offing. Grandview Research estimates the global **RPA market size in 2019 at \$1.1 billion**, with a compound annual growth rate (CAGR) of 33.6% from 2020 to 2027.

The **DPA market** is also showing substantial growth. Markets and Markets estimated the size of this market in 2017 to have been **\$5.94 billion**, with a CAGR of 13.3% through 2023. Similarly, Grandview Research estimates the global **AI market** size to have been \$24.9 billion in 2018, with a CAGR of 46.2% through 2025 (all figures in US dollars).

With the proper technical underpinnings – which increasingly include cloud-native technologies – enterprises can combine enterprise content management (ECM) and customer communication management (CCM) with these modern process automation technologies in order to deliver the content, communication, and context that organizations require in order to succeed with their digital transformation initiatives.

\*Source - [www.marketsandmarkets.com](http://www.marketsandmarkets.com), [www.grandviewresearch.com](http://www.grandviewresearch.com)



# The Digital Transformation and Automation Conundrum Industry

## Today's IT leaders face two diametrically opposing strategic forces.

First, there is digital transformation. In spite of the word 'digital,' digital transformation is more about people than technology. It is a customer-driven business transformation that requires organizational change across the enterprise even more so than technology change.

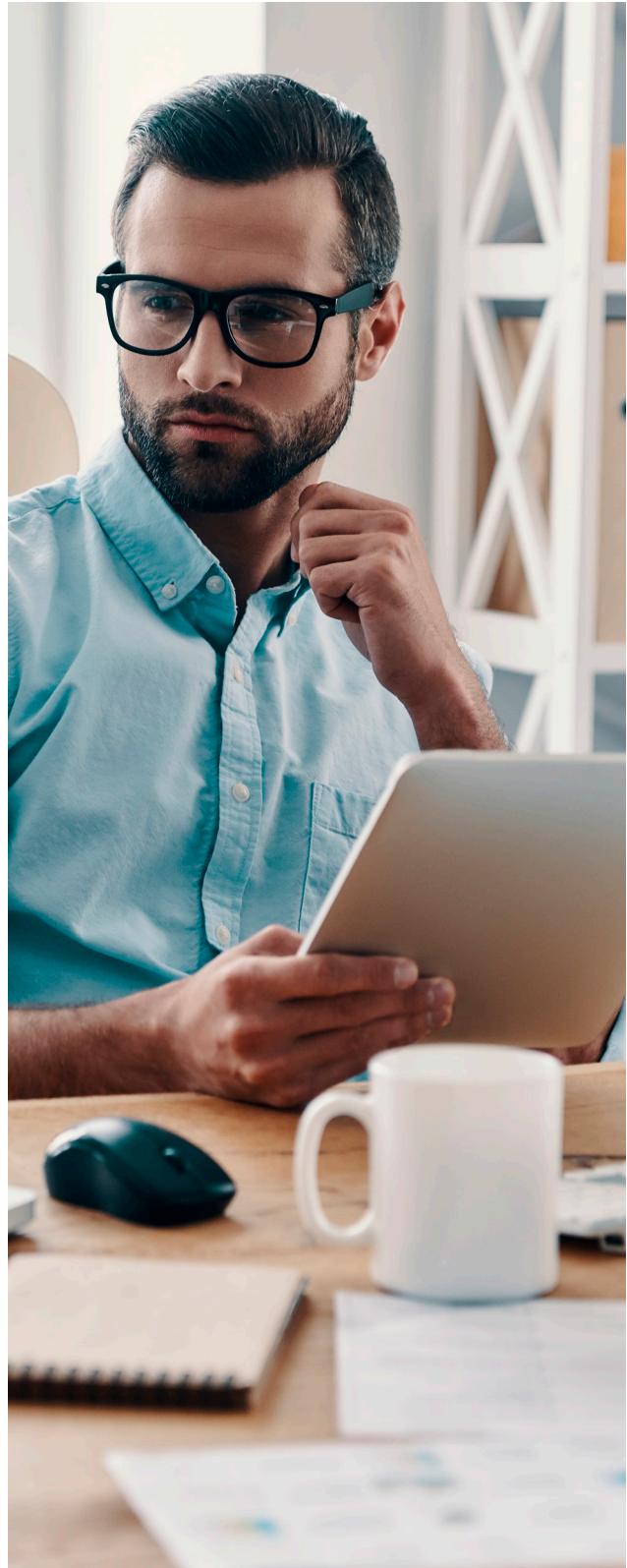
Contrast this human-centered approach with the strategic imperative of automation. Reduce or eliminate slow, expensive, and error-prone manual processes, so the experts advise. Instead, bring in sophisticated automation software to take the place of the fallible humans in your organization. After all, your customers would rather interact with a robot than a person, right?

### Don't believe it.

While automation can change people's roles, it doesn't generally cause people to lose their jobs. On the contrary: automation is more about operational efficiency. Leverage software to empower your people to be more efficient, more accurate, more productive, and most of all, better focused on customer needs.

The reality of automation in the context of digital transformation, therefore, is that executive leadership should focus automation on people-centric value propositions. Automation improves the tools that employees use to do their jobs, and when companies implement it properly, automation actually improves the customer experience as well.

In fact, given that digital transformation is both customer-driven and software-empowered, automation becomes a critical tool for achieving the benefits of such transformation in an efficient, cost-effective manner. Without automation, digital transformation would be nothing but an impractical pipe dream.



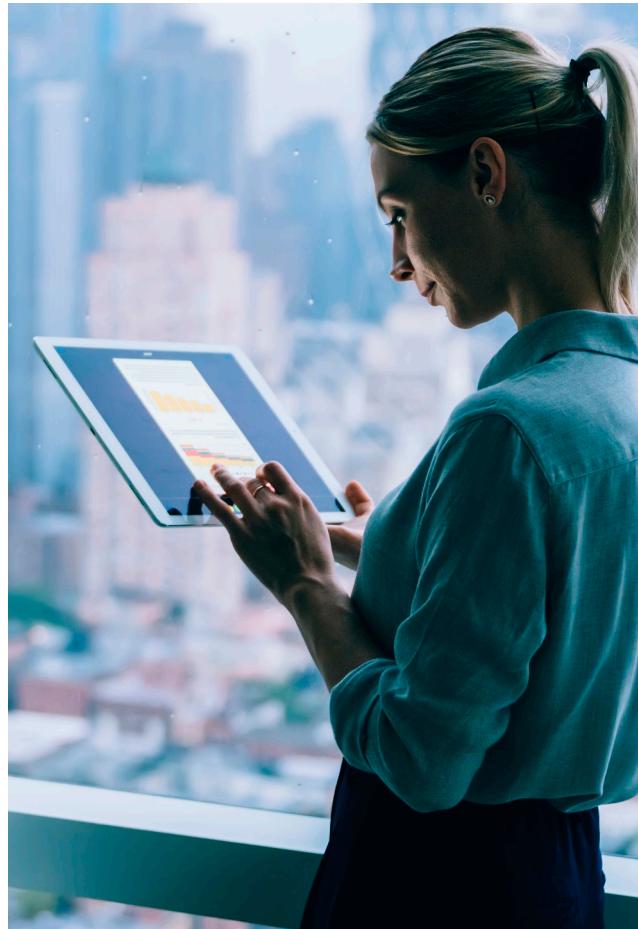
# Assembling the Digital Automation Platform

Digital transformation requires enterprises to break down organizational silos to better align with customer needs. As a result, automation technology must support this crosscutting organizational trend rather than focusing on automation use cases within individual silos.

Many traditional approaches to automation, in fact, do not follow this principle.

Organizations have heavily relied upon individual enterprise applications to handle the bulk of their automation needs – enterprise resource planning (ERP) applications for automating financial processes, customer relationship management (CRM) applications for automating sales and marketing processes, and so on.

To better align enterprise automation with digital priorities, in contrast, it's important to take a digital platform approach. A digital platform essentially supports automation across many different types of processes, including those that cut across the various organizational silos and the applications that support them.



The notion of such a digital platform has two important precursors: business process management (BPM) technologies and enterprise programming frameworks.

BPM technologies have been around for years, focused more on modeling processes than automating them. Meanwhile, programming frameworks have helped developers build broad-based platforms for supporting complex web sites, but have generally required hand-coding of process logic, limiting their flexibility.

Today, vendors like Newgen Software are bringing BPM and programming frameworks together to implement digital platforms that support broad-based automation capabilities that meet the needs of various parts of the organization, while also aligning with the needs of internal and external customers. This 'next-generation BPM' falls broadly into two relatively new market categories. First, DPA combines visual low-code approaches for building applications with the workload-centricity of traditional BPM tools. Second, RPA brings automation to applications that are otherwise difficult to automate by scripting interactions with their user interfaces. Newgen Software is among a small group of vendors who have successfully combined its RPA and DPA capabilities.



Both DPA and RPA shift the focus of creating new application functionality to process automation, while simultaneously empowering developers to build more customer-focused (and employee-focused) automations than were practical previously. Nevertheless, DPA and RPA are still only part of the digital automation platform story. Such platforms also provide the underlying technology for a range of applications and value-added services, like artificial intelligence (including machine learning), which can drive analytics, natural language processing, and other capabilities that augment the value that automation can provide to both employees and customers.

Digital automation platforms also support content-related processes, incorporating many of the capabilities of ECM platforms. ECM platforms essentially support the automation of content-related processes. Digital automation platforms help break down this silo, empowering organizations to better incorporate content into their overall digital offerings. Communications technologies present another opportunity for digital automation platforms to bring the automation value proposition to a wider audience. CCM software traditionally handles customer communications across a wide range of media including printed documents, email, web pages and text messages.

Combining this alphabet soup of technologies including DPA/RPA as well as BPM, ECM, and CCM presents a high bar for vendors like Newgen to jump over – but the end result adds content, communication, and in particular, context to process automation across the organization. Of these three value propositions, context is the most important, as the context of process interactions connects to the human value of those interactions. Siloed applications retain their own individual context, but lose context from one application to another. Only with an end-to-end platform approach can automation maintain this context and the value it can present to customers over time.

What, then, about the technical underpinnings of such digital platforms? Today, traditional .NET and Jakarta EE frameworks are giving way to cloud-native technologies like Kubernetes that not only take full advantage of cloud computing, but also bring unprecedented flexibility and scale to cloud-native digital platforms. From the perspective of enterprises' digital transformation initiatives, cloud-native computing technologies represent the best practices from decades of IT infrastructure innovation – innovation that brings all the scale, security, interoperability, and flexibility to the technology that enterprises deploy to meet changing customer needs in complex, hybrid IT environments.

In other words, digital transformation isn't the only transformation story here. IT transformation – as enterprises move to cloud-native computing – is every bit as transformational. Furthermore, these two trends are inextricably intertwined, as digital transformation is software-empowered, and the more powerful the software, the better.

## The Intellyx Take

Automation has unquestionably gotten a bad rap – not only because of the 'automation will put us out of jobs' myth, but even worse: the 'automation turns humans into mindless cogs in a wheel' canard.

Of course, such sayings wouldn't ever have gotten traction if they didn't have an element of truth in them. To be sure, past automation technologies have served to dehumanize people, as they find themselves serving the machines that should instead be helping them do their jobs.

There's no excuse for such dehumanization in today's digital world, of course. If technology doesn't align with human needs, then we have no use for it. But how do we keep the dehumanizing effects of automation from rearing their ugly head once more? One important answer: intelligence. In particular, artificial intelligence, as AI technologies continue to improve. Digital transformation requires intelligent digital automation in order to maintain its focus on human needs and preferences.

This requirement is a tall order. Today's AI is only now becoming smart enough to achieve these goals, as anyone who has struggled with an AI-driven virtual assistant can attest to. However, innovation in this area is exploding, and there's no question that the people-centric automation that customers deserve will be increasingly AI-powered over time.



It is important, therefore, to look for modern AI capabilities in any digital automation platform. The intelligent digital automation platform from Newgen checks this box, as well as others: it offers contextual context services and omnichannel customer engagement in addition to intelligent digital automation as core technologies underlying its platform.

Leveraging these technologies, Newgen adds a low-code automation platform (in other words, DPA), RPA functionality, and an ecosystem of integration connectors that connect with a multitude of enterprise and SaaS applications. Newgen then adds multi-experience industry applications to the mix, enabling end-to-end customer journeys in the industries it supports.

The Newgen platform runs on the mature Jakarta EE framework, but the company is well underway in its transition to a fully cloud-native infrastructure. As a result, we can expect Newgen to meet the digital transformation and digital process automation needs of enterprises today and well into the future.



# About the Author: Jason Bloomberg

Jason Bloomberg is a leading IT industry analyst, author, keynote speaker, and globally recognized expert on multiple disruptive trends in enterprise technology and digital transformation.

He is founder and president of Digital Transformation analyst firm Intellyx. He is ranked among the top low-code analysts on the Influencer50 Low-Code50 Study for 2019, #5 on Onalytica's list of top Digital Transformation influencers for 2018, and #15 on Jax's list of top DevOps influencers for 2017.

Mr. Bloomberg is the author or coauthor of five books, including Low-code for Dummies, published in October 2019.



Copyright © Intellyx LLC. Newgen Software is an Intellyx customer. Intellyx retains final editorial control of this article.

## About Newgen

Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, and communication management capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries. Newgen unlocks simple with speed and agility.

### For Sales Query

AMERICAS: +1 (202) 800 7783

CANADA: +1-202-800-7783

AUSTRALIA: +61 290 537 174

INDIA: +91 11 40773769

APAC: +65 3157 6189

MEA: +973-1-619-8002, +971 44541365

EUROPE: +44 (0) 2036 514805

info@newgensoft.com  
www.newgensoft.com

