



# Hyperautomate

## With Digital Transformation Platform

A Newgen Guidebook for CxOs

# Hyperautomation, A Key Imperative.

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**Hyperautomation**, a top strategic trend identified by Gartner Research for 2020, **deals with the application of advanced technologies to accelerate efforts to automate processes and augment humans.**

Further, and crucially, **hyperautomation also includes sophistication of the automation (i.e., discover, analyze, design, automate, measure, monitor, reassess)**.<sup>2</sup>



## Why Hyperautomate?

Automation has been a go-to strategy for leaders to improve speed for years now. However, with customer experience becoming critical, you have to find ways to deliver great experience with speed. You also need to develop the strategic ability to adapt to rapidly changing customer demands.

When customers contact you through any channel (social, mobile, or contact center), they expect you to not only respond in real-time, but they also want fast and correct resolution. However, they often go through a dragging cycle of back and forth with a disconnect between the request initiation and issue resolution.

Hyperautomation, when done right, helps you deliver a superior experience while ensuring continuous improvement and speed in all areas of your business.

Not only that, hyperautomation lends you additional leverage by augmenting humans, ensuring that your employees, partners, and customers can collaborate productively and effectively.

## How Is It Different?

Two aspects differentiate hyperautomation from traditional automation approaches:

- 1) Acceleration of end-to-end automation of processes
- 2) Strategic agility through continuous improvement

Also, as per Gartner - “As no single tool can replace humans, hyperautomation today involves a combination of tools, including robotic process automation (RPA), intelligent business process management suites (iBPMS) and artificial intelligence (AI)”<sup>1</sup>. This highlights the need for combining technologies in a judicious manner.

## **There are Obstacles, Though**

Some of the top hurdles in automation carry forward and become even more stubborn while achieving hyperautomation.

The key obstacle lies in the siloed approach towards plugging advanced technologies in the stack. While technologies like AI or RPA can help you accomplish your automation goals in a local scope, unless they are tied into the large process backbone, customer experience and speed remain elusive.

Another key challenge is in finding a governance mechanism that would integrate all your hyperautomation efforts. Managerial governance is not enough as it only adds to the already burdened leadership. You need governance mechanisms built into the technology stack.

Essentially, hyperautomation cannot be accomplished by simply stacking technologies together, no matter how effective they are individually. You need to adopt an integrated approach to make them work together to improve business outcomes and create a concrete impact.



## **The Three Key Challenges in Hyperautomation**

- **Myopic view of tactical routine automation over a long-term strategic roadmap**
- **Lack of strategic guidance around robotic process automation (RPA) hindering end-to-end process automation, causing organizations to miss out on strategic business values**
- **Siloed approach of adding AI-enabled intelligence to business processes, without an integrated strategy, resulting in future scaling challenges.**

**- Gartner Research<sup>3</sup>**

# Making Hyperautomation Happen.

For hyperautomation to achieve its desired outcomes, an integrated approach is the key.

Take customer service, for instance. Let's say, you want to improve your response time and quality of response by adding context to your communications. Also, you want to communicate with your prospects and customers across channels - social media or contact center. Hyperautomation can help you do that.

Here is how:

- A natural language processing (NLP) engine processes all incoming communications to analyze and classify them based on severity, intent, category, relevant product/service, and so on
- An AI/ML-driven rules-engine kicks off the respective process - prospecting, complaint, query, and so on
- Low code process automation (BPM) enables the end-to-end process in real-time with straight-through processing and flexibility to intervene or route it for exceptions, if any. It also triggers RPA bots for automated real-time execution of traditionally manual routine steps
- Any relevant documents (or media) are auto-processed with content analytics and are embedded in the process, along with all relevant information to enable context
- Upon processing, the contextually complete communication is delivered to the respective owners or customers through their channels of preference

This illustrates how hyperautomation brings integration to the fore, leading to measurable and concrete customer outcomes.





# Think Platform.

The key lies in bridging silos - both functional and technological - and creating an integrated platform strategy. A digital transformation platform is the answer.

There are two key aspects that differentiate hyperautomation from current automation philosophies or approaches.

## 1. Accelerated automation of end-to-end processes

The key technologies that form the fulcrum of hyperautomation strategy are BPM, RPA, business rules management, decision management, and low code application platforms (LCAPs)<sup>4</sup>. These technologies are further augmented by AI, ML, and cognitive automation to boost speed and intelligence.

The critical success factor for hyperautomation still lies in end-to-end automation that is complete in all three aspects (process, content, and communication) to make a significant customer impact.

Achieving both of these objectives requires the implementation of a digital automation platform that allows you to:

- Tie-in the entire customer journey through end-to-end business process automation with support for process lifecycle management
- Integrate advanced digital technological capabilities to leverage intelligence and analytics.

## 2. Continuous improvement and process agility

Gartner's concept of "sophistication of automation" brings forth the bigger objective behind hyperautomation - achieving speedy, continuous improvement with agile change management. Hyperautomation must cover the entirety of the holistic process management (i.e., discover, analyze, design, automate, measure, monitor, reassess).

So, while individual technologies play their part, a functionally robust process management platform (iBPMS) with rapid application development capability forms the backbone of hyperautomation.

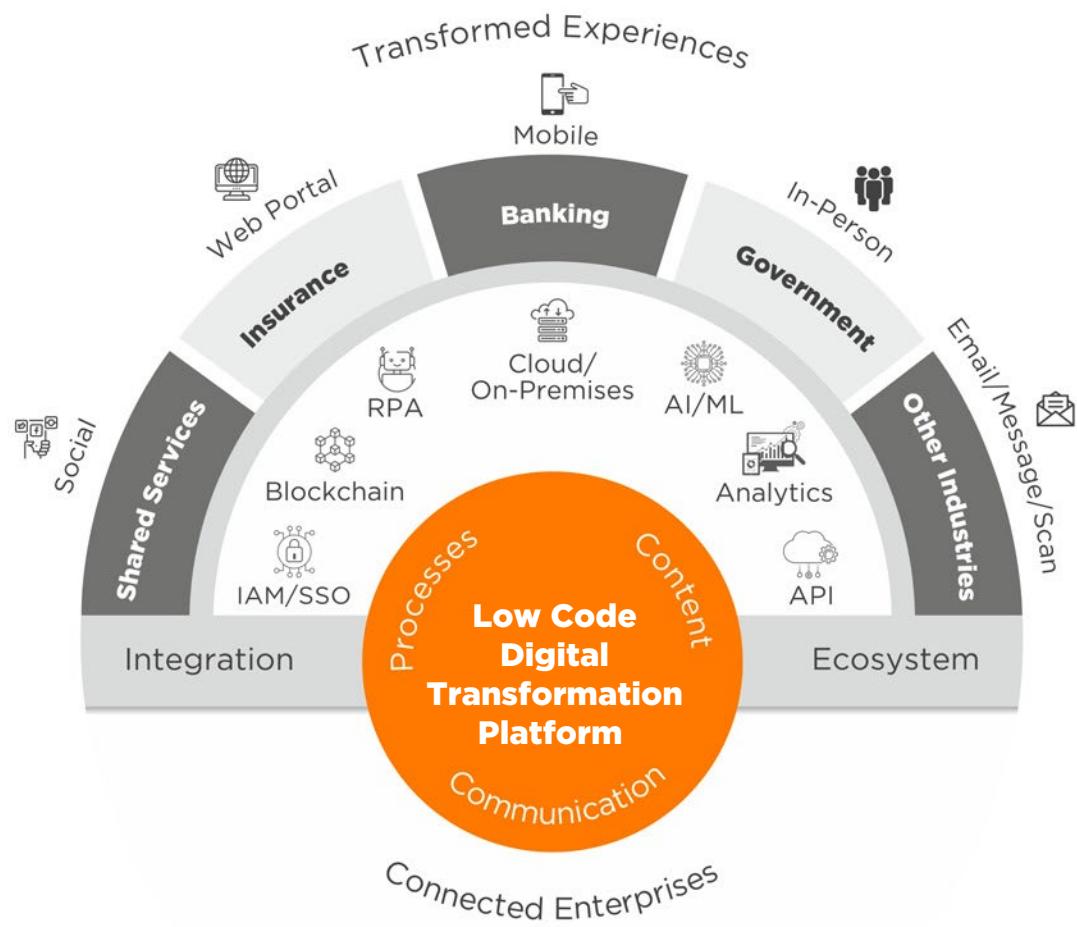
# Hyperautomate with Newgen Digital Transformation Platform.

As Gartner states, no single tool can help you accomplish hyperautomation. Newgen offers a low code digital transformation platform that integrates all tools and capabilities required to accomplish hyperautomation, through our low code process automation (BPM), contextual content services (ECM), and Omnichannel customer engagement (CCM) platform.

Our platform helps you automate your processes holistically by bridging (process, content, and communication) silos in your organization.

Further, our micro-services architecture enables flexibility and scalability. It helps your organization become more agile for sustainable and continuous improvement, thereby future-proofing your enterprise.

What's more, our architectural support for integration and innovation enables you to leverage



cutting-edge capabilities to stay ahead of the curve. Such capabilities include mobility, social, analytics, cloud, machine learning, robotic process automation, blockchain, and artificial intelligence.

# With Newgen Digital Transformation Platform, You Can:

- Connect your people, processes, systems, and things in a way to deliver transformed experiences
- Orchestrate and deliver processes through holistic and intelligent process automation
- Enable last-mile process automation with intelligence through RPA
- Supply context to your processes through comprehensive enterprise content services
- Infuse intelligence in your processes through process analytics, content analytics, artificial intelligence, and machine learning
- Engage and communicate with your ecosystem through customer communication management
- Build an integrated and automated process fabric for your organization through integration of legacy and new-age technologies
- Enable agile change management and rapidly develop business processes through a low-code, modeling-driven application development

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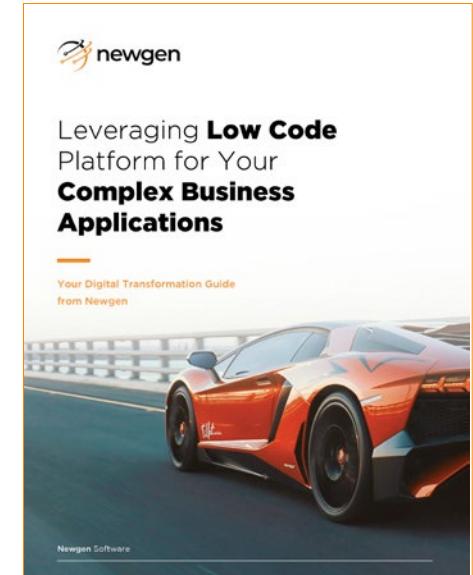
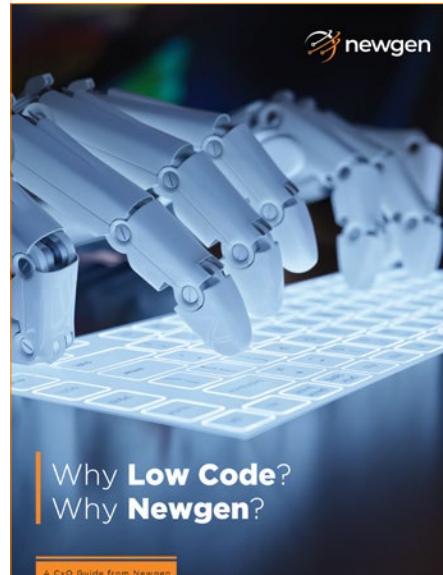
**Business processes span organizational structure and legacy technology investments that hinder end-to-end automation. Customers don't care about these boundaries — they expect a seamless, efficient, transparent journey.<sup>5</sup>**

**- Forrester Research**

## References

- 1 Gartner Top 10 Strategic Technology Trends for 2020, Gartner Research, Oct 2019
- 2 Gartner Top 10 Strategic Technology Trends for 2020, Gartner Research, Oct 2019
- 3 Gartner Top 10 Strategic Technology Trends for 2020, Gartner Research, Oct 2019
- 4 Move Beyond RPA to Deliver Hyperautomation, Gartner Research, Dec 2019
- 5 The Growing Importance Of Process To Digital Transformation, Forrester Research, May 2018

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info@newgensoft.com  
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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.

AMERICAS: +1 (202) 800 7783  
UK: +44 (0) 2036 514805

APAC: +65 3157 6189  
MEA: +27-11-461-6497

AUSTRALIA: +61 290537174  
INDIA: +91 11 40773769