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# Automation Benchmarking Report

*The move to full digital transformation is not around the corner for most CFOs. But the process has begun. This key report shows what companies are doing now to plan for the future. Where do you stand in the hunt?*





# The Intelligent Automation Journey: What Executives Think About a Global Shift Toward Digital Workflow Transformation

Findings from the Kofax 2022 Intelligent Automation Benchmark Study **produced by E.I Studio, the custom division of Economist Impact**

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# The Intelligent Automation Journey:

## What Executives Think About a Global Shift Toward Digital Workflow Transformation



**Kathleen Delaney**
Kofax Chief Marketing Officer

### Findings from the Kofax 2022 Intelligent Automation Benchmark Study

First published in 2019, this yearly report has become *the* insider study detailing companies' intelligent automation ambitions, challenges and outcomes.

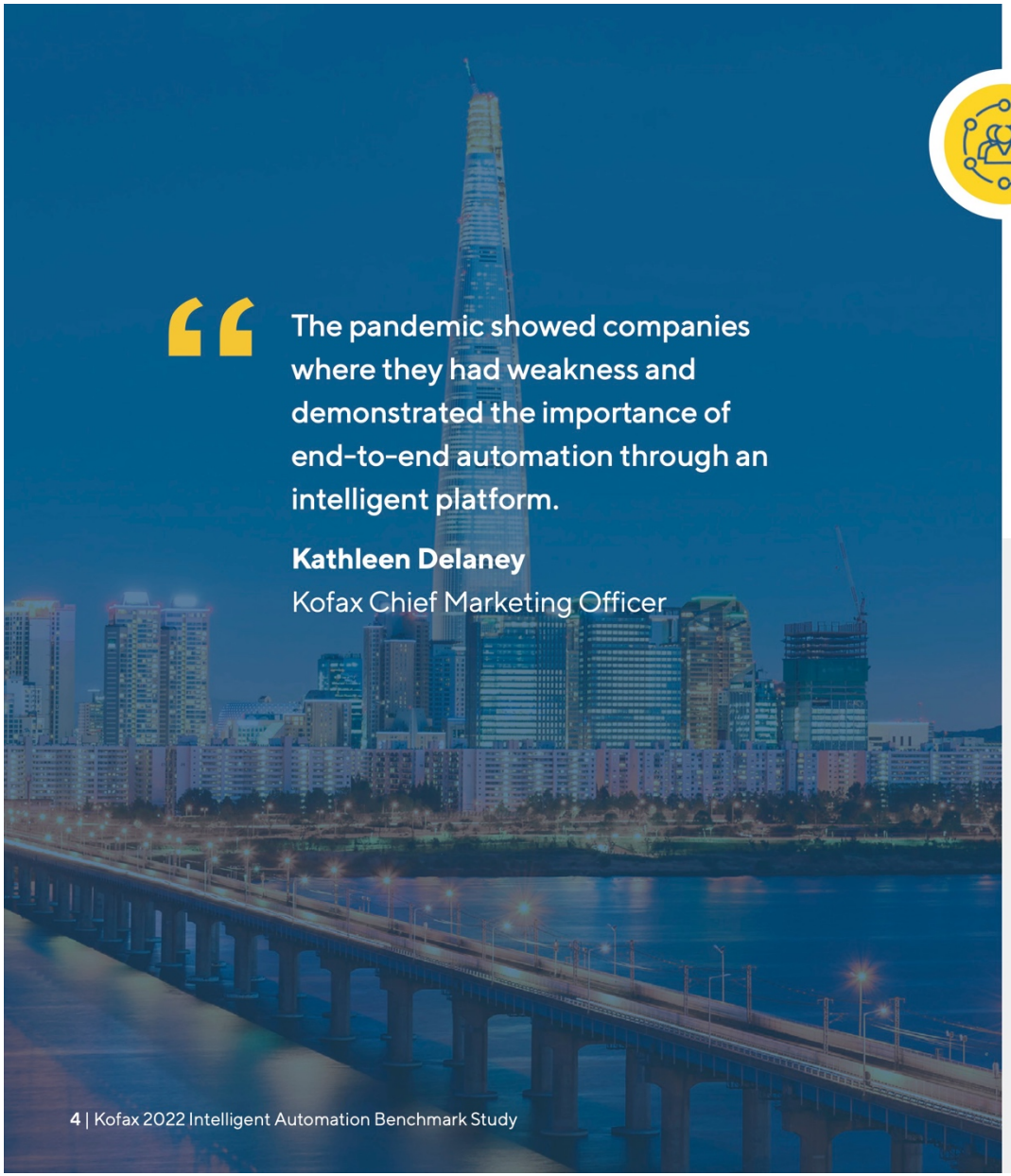
In our pre-Covid, 2020–21 Kofax Intelligent Automation Benchmark Study,* enterprise executives surveyed confirmed their focus on intelligent automation. Growth of intelligent automation budgets was projected at more than 40% and the technology approach companies were taking to automate was just as important. Executives said taking a multi-vendor, point-solution approach to automation created challenges including technical debt (46%), delays in successful outcomes (35%) and lower ROI (33%). Almost all respondents (99%) preferred a single-vendor, platform approach—citing improved customer experience (54%), employee productivity (52%), efficiency (52%) and security/compliance (51%) as benefits of integrated intelligent automation platforms. In addition, 48% of respondents said their employees lacked technical skills to navigate their automation technology, and therefore they preferred a low-code platform that was easy to use (80%) yet advanced enough for technical power users (78%).

This year, as organizations are navigating a drastically altered business landscape, 800 respondents share that their companies face myriad new challenges, from supply-chain disruptions to workforce shortages. At a moment when virtually all companies agree that intelligent automation will help them overcome these challenges, questions abound about where to focus their priorities.

So, what types of automation yield the greatest benefit to enterprises around the world? Read on to find out.



**A series of three commissioned thought leadership reports developed from a study conducted by Forrester Consulting on behalf of Kofax, January 2020*

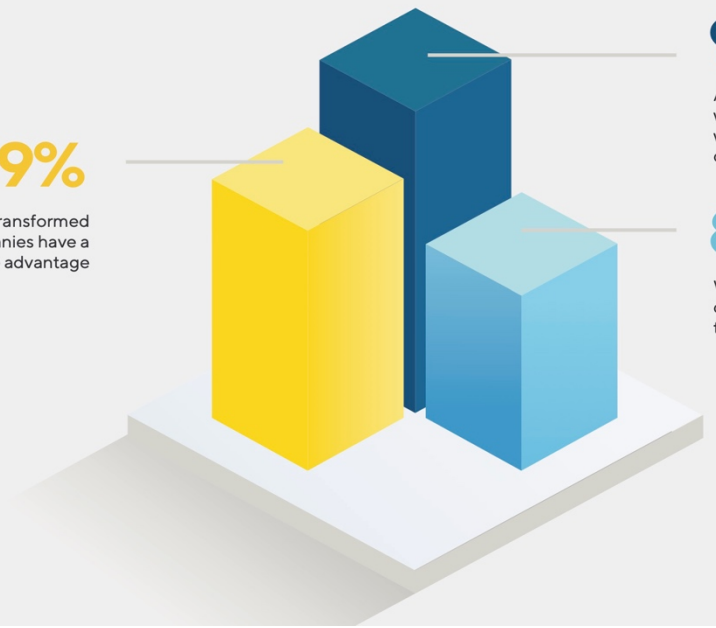


> The pandemic showed companies where they had weakness and demonstrated the importance of end-to-end automation through an intelligent platform.
>
> **Kathleen Delaney**
> Kofax Chief Marketing Officer

# Separating the Leaders From the Laggards

Businesses had to adapt quickly as the pandemic hit. Automating mission-critical workflows to ensure business continuity, virtual customer experiences and remote work has been key.

As executives prepare for what comes next, they overwhelmingly believe companies that pivot rapidly toward automation will be more successful than their peers.



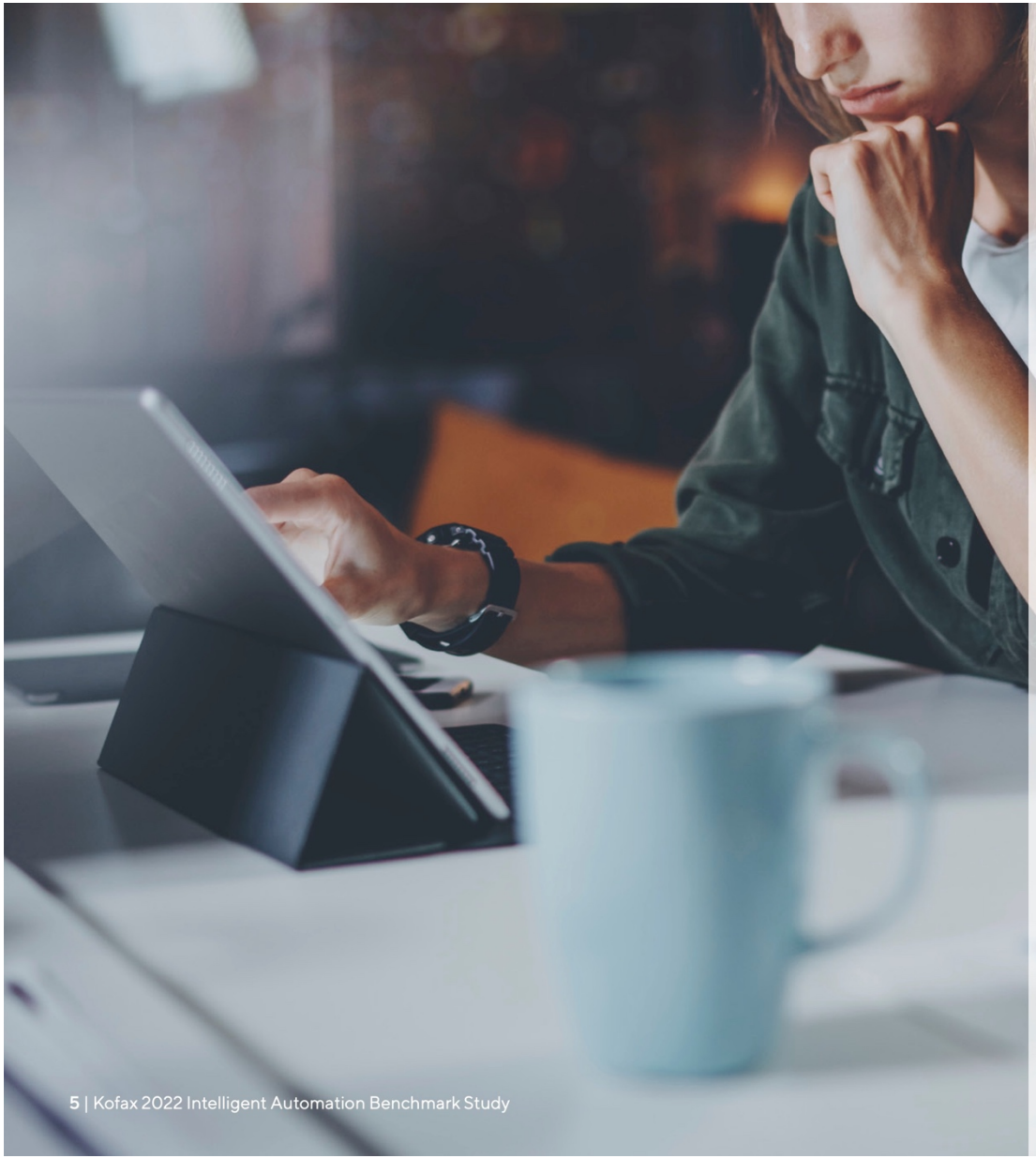
**89%**
Digitally transformed companies have a competitive advantage

**90%**
Automating business workflows post-Covid will ensure business continuity

**88%**
We need to fast-track our end-to-end digital transformation



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> One of our early projects was related to the transfer of patients between facilities and then documenting it. Patient transfer was a manual activity and we saved quite a bit of time by automating it. As the pandemic took hold, we started to look into capacity issues and found that automation freed up staff and yielded the time needed to improve the quality of patient care.
>
> **Robert Duber**
> Process Automation Manager, University Hospitals



University Hospitals

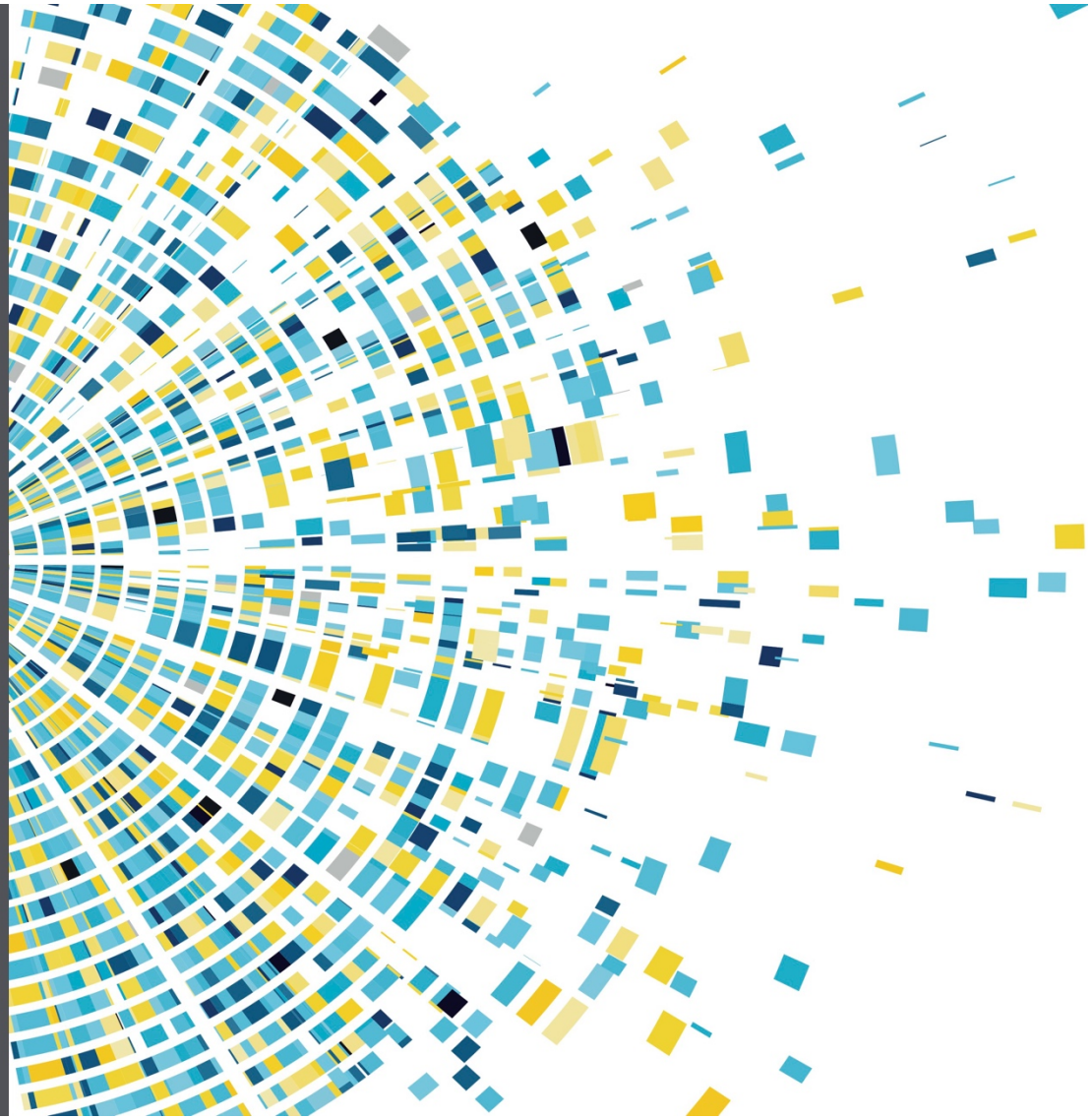
# Where to Begin

## So where, exactly, are business leaders hoping to put intelligent automation to work?

The results show a high level of interest across the board in nine high-value customer, operational and financial workflows, with a particular emphasis on automating routine transactions:

- **85%** Accounts payable automation
- **84%** Transaction processing
- **83%** Bank statement processing
- **83%** Document security management
- **82%** Invoice automation
- **78%** Onboarding
- **78%** Other
- **77%** Digital mailroom
- **77%** Claims processing





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One of the key struggles that we're excited to fix is the customer systems that we work within. Those systems have not allowed us to automate in the past, but we have found ways to do so and that is certain to save us quite a bit of time for a very large team.

**Leslie Mandrell**
Product Owner, Ryder System, Inc.



Ryder

Right after we started, we quickly learned that automation is a powerful tool that we can deploy organization-wide.

**Robert Duber**
Process Automation Manager, University Hospitals



University Hospitals

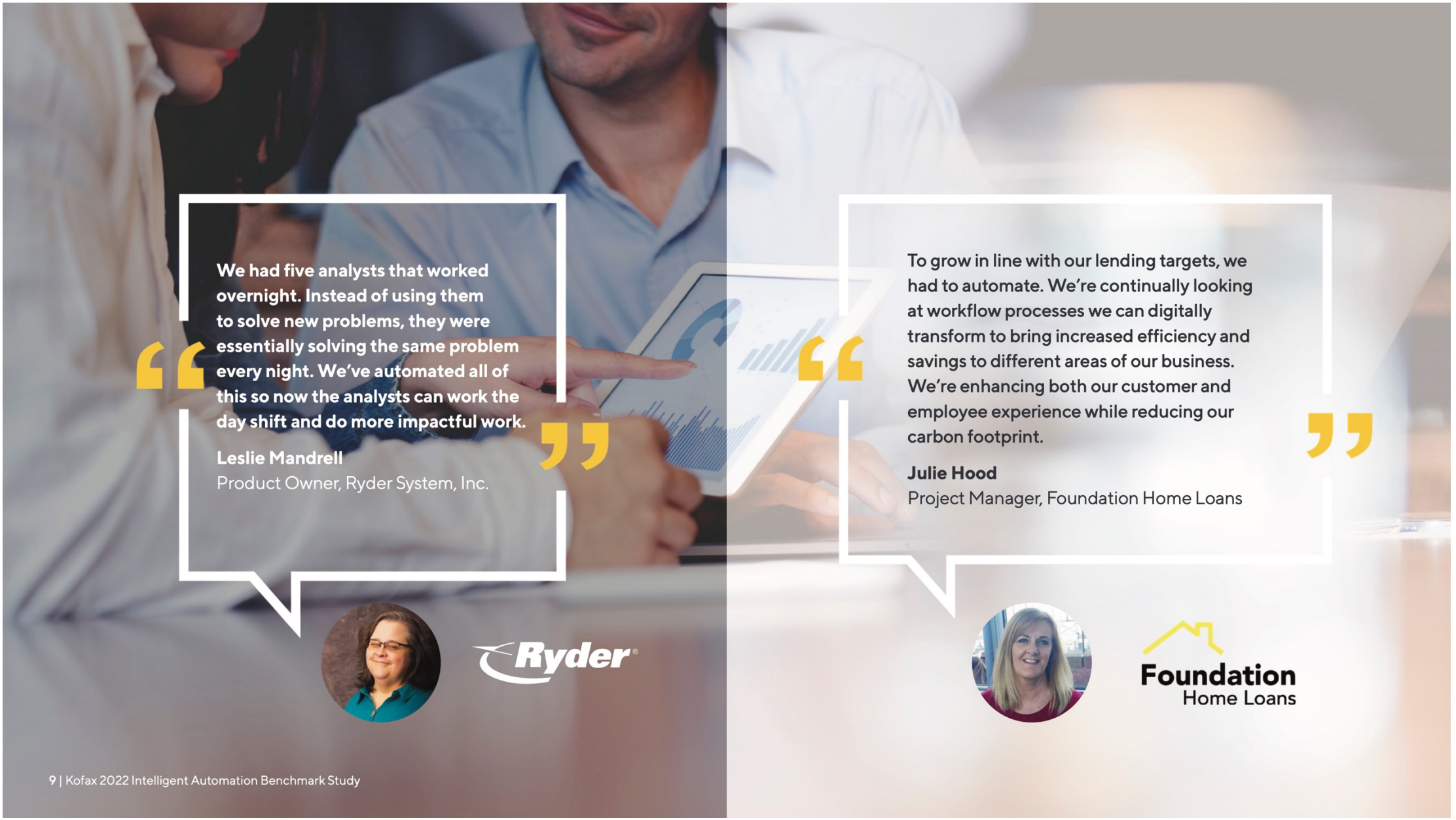
# What's Driving This Shift?

A desire to strengthen relationships with customers is clearly a powerful motivator. Nearly all respondents said customer acquisition, retention and engagement are key drivers for pursuing automation. Executives are looking within as well, hoping digital transformation can streamline their own operations—from getting the most out of existing technology to driving better decisions from their documents and data.



## Specific drivers for automation include:

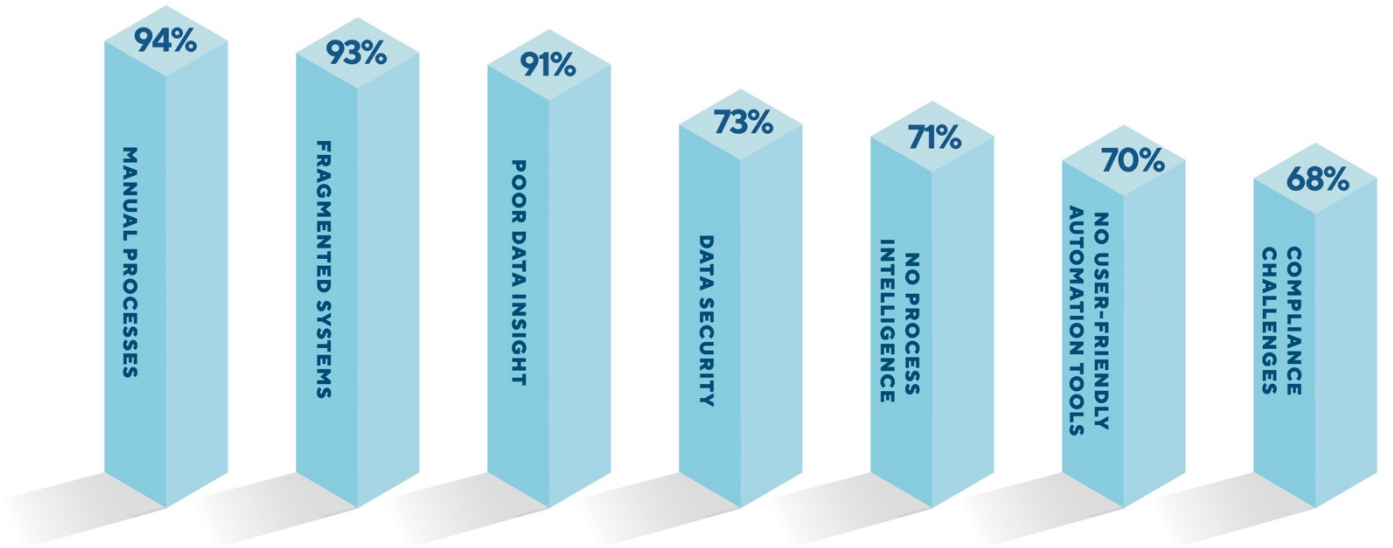
| | |
|---|---|
| Optimizing customer acquisition and retention | 94% |
| Running the business | 93% |
| Maximizing the value of IT investments | 93% |
| Improving customer engagement across multiple channels | 93% |
| Ensuring compliance, data management and security | 83% |
| Enhancing employee productivity and satisfaction | 82% |
| Transforming back-office operations | 77% |
| Gaining customer insights through data analysis | 77% |


We had five analysts that worked overnight. Instead of using them to solve new problems, they were essentially solving the same problem every night. We've automated all of this so now the analysts can work the day shift and do more impactful work.
Leslie Mandrell
Product Owner, Ryder System, Inc.
Ryder
To grow in line with our lending targets, we had to automate. We're continually looking at workflow processes we can digitally transform to bring increased efficiency and savings to different areas of our business. We're enhancing both our customer and employee experience while reducing our carbon footprint.
Julie Hood
Project Manager, Foundation Home Loans
Foundation
Home Loans

# Bumps in the Road

Executives know there are hurdles they must overcome in automating their high-value workflows. Respondents said they were anticipating challenges ahead, especially when it comes to harnessing existing systems and data to fuel their automations. Most daunting among these concerns was the belief that a pivot away from business as usual would be too difficult to manage at scale.

## The most common challenges companies face include:



Our automation journey has taken a number of twists and turns. But what surprised us most has been how simple it has been to introduce quite a complex algorithm into the business to solve a problem that was persistent. We had no alternative other than to do something innovative.

**Darren Wood**
General Manager, Technology & Innovation and Acting Business Development Manager, Ron Finemore Transport



Ron Finemore TRANSPORT



# The DNA of High-value Workflows

## As they embark on this journey, executives are taking stock

of their high-priority workflows and identifying the tasks, data sources and routine procedures they believe are ready to be automated. Executives say there's a common theme across these workflows—a certain "DNA" that all their strategic processes have in common.



Document Intelligence:

# Transforming Data Into Insights

Modern companies are awash with data waiting to be collected, analyzed and applied. Data pulled from the web, internal systems and documents are key to the processes driving the business.

## Executives recognize that their digital workflow transformation ambitions are powered by:

**97%** Data pulled from digital assets such as websites
(e.g., pricing data, product info)

**96%** Data pulled from specific enterprise applications and systems
(e.g., Excel spreadsheets, CRM, ERP systems)

**95%** Data pulled from paper documents
(e.g., invoices, forms, applications, customer claims)

**84%** Digital identity documents
(e.g., driver's licenses, passports)



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Process Orchestration:

# In the Know, In Real Time

Executing digital transformation at scale has forced companies to confront the challenges of managing a hybrid workplace where human and digital workers collaborate. With even the most cutting-edge tools, "set it and forget it" simply doesn't cut it. Top of mind for executives in the survey was ensuring ongoing orchestration of their myriad automated processes to keep systems running smoothly, especially amid rapidly shifting rules that govern their industries. For instance, executives say their key processes require ongoing updates to:



**96%** Ensure smooth, efficient and impactful organization among employees, robotic workforce, systems and data

**95%** Ensure the process is compliant with a code or regulation

**95%** Accommodate updates to a process when business requirements change

**85%** Scale resources across processes

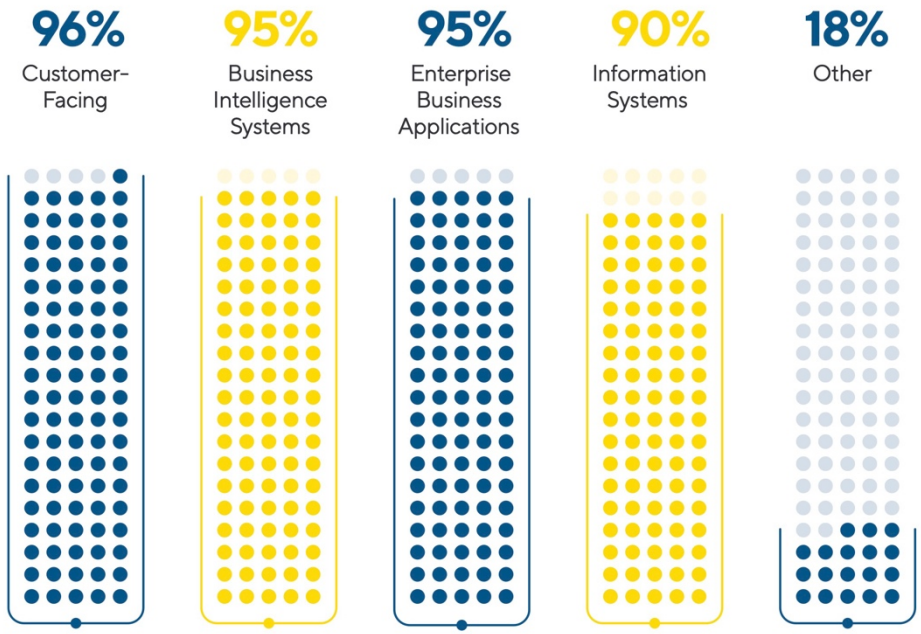


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Connected Systems:

# Staying Connected

When it comes to keeping the flow of data flowing smoothly to support their processes, executives across the board said they were prioritizing strong links between systems, data and applications they believe need to work side by side. That was particularly true of customer-facing applications, such as chatbots and customer portals. Some of the most commonly cited applications that executives say must be connected include:




> **Companies rely on many different applications and systems—CRM, HR, ERP, chatbots, etc. When they wonder why their automations won't scale, it's because they're not taking into account all of their data. The intelligent automation platform can't be a closed system—it has to work with all of a company's key systems.**

**Chris Huff**
Kofax Chief Strategy Officer



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> We have learned not to automate everything. Every process has parts requiring a person to be involved. Solving process and automation problems means making sure we have people interacting seamlessly with digital workers and getting really good at handing off responsibilities between the two.

**Robert Duber**
Process Automation Manager, University Hospitals



University Hospitals

# Reaping the Rewards

Executives expect their forays into digital transformation to pay dividends down the line. Increased efficiency was the most frequently predicted outcome, alongside lower costs, higher revenues and better results with customers.

## By digitally transforming their high-value workflows, executives expect to:





> As the size of our business increases, processes have to be automated so we can keep up our high standards of service.
>
> **Julie Hood**
> Project Manager,
> Foundation Home Loans



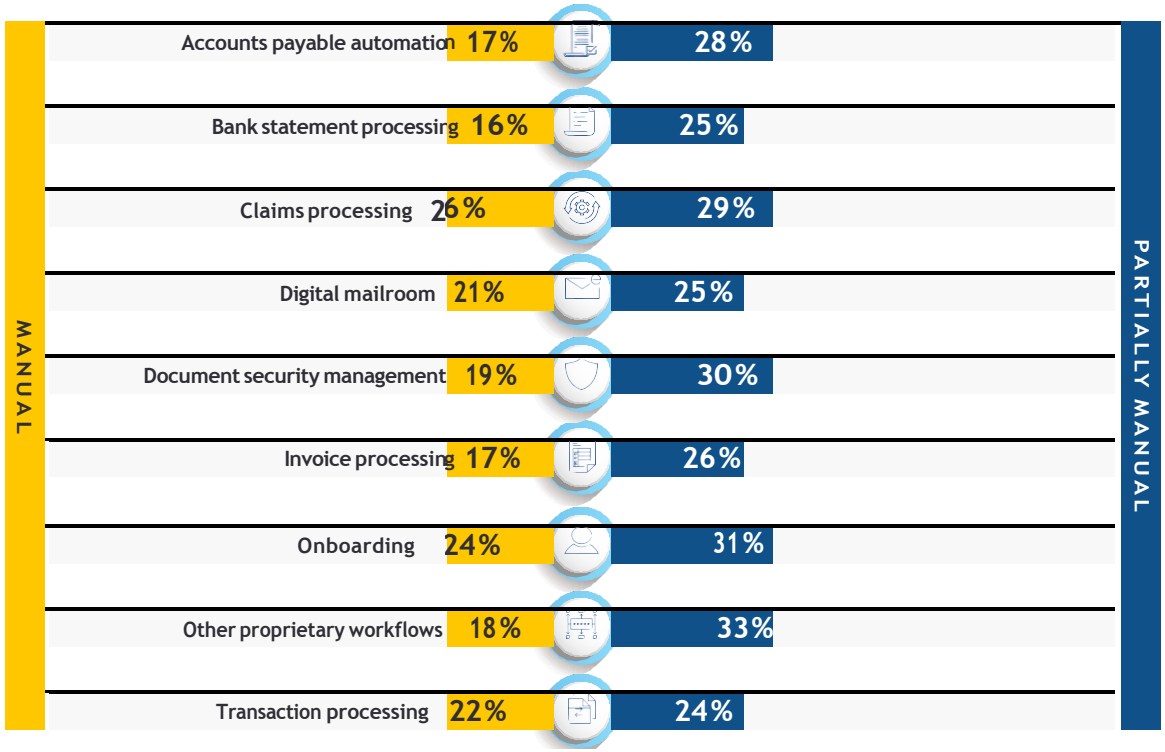
Foundation
Home Loans

# Room To Grow

The shift toward digital transformation clearly has a long way to go, as executives said many of their top-priority workflows were still partially or entirely manual. None of the respondents has fully automated any of the high-value workflows they report as being critical to their digital transformations.

> To accelerate the pace of automation, organizations need to move from point solutions that automate individual workflows to a platform approach that ties them all together.

**Chris Huff**
Kofax Chief Strategy Officer



# What's Your Tomorrow?

## Organizations are focused overwhelmingly on ensuring business continuity and maintaining a competitive advantage.



**Chris Huff**
Kofax Chief Strategy Officer

### To do this, they're fast-tracking automating their mission-critical business workflows.

When almost anything can be automated, executives are prioritizing the high-value operational, customer and financial processes that have the biggest impact on growing revenues, streamlining operations and improving customer and employee experience. Executives face common challenges when automating these workflows—from fragmented systems and poor data insight, to lack of process insight and inability to manage automations at scale. To overcome this, their intelligent automation platform must excel at document intelligence to ingest, classify and extract unstructured information and transform it to fuel automation. It must be able to connect disparate business systems like applications, chatbots, mobile and web. And it should deliver strong process orchestration to manage the digital and human workforce at scale. Focused on the right priorities and armed with an intelligent automation platform that's up to the task, enterprises are achieving their automation ambitions: improving customer experiences, running their businesses more effectively and efficiently, ensuring compliance and making their employees' work lives happier and more fulfilling. Kofax's 2022 Intelligent Automation Benchmark Survey was designed to give you insight into how some of the most innovative companies in the world are driving their businesses with automation success. Whether you are just starting or have a robust automation program in your organization, we hope this study gives you new insights into how automation might help your business. At Kofax, our mission is to help our customers work like tomorrow, today. And we hope this report helps you answer the question: "What's your tomorrow?"

# Respondent Demographics

## Location

| Response | No. | % |
|---|---|---|
| Australia | 72 | 9.0 |
| Canada | 90 | 11.3 |
| France | 68 | 8.5 |
| Germany | 68 | 8.5 |
| Hong Kong | 65 | 8.1 |
| Japan | 65 | 8.1 |
| Singapore | 65 | 8.1 |
| Sweden | 60 | 7.5 |
| United Kingdom | 71 | 8.9 |
| United States | 176 | 22.0 |
| Total | 800 | 100 |

## Company Revenue

| Response | No. | % |
|---|---|---|
| $500m to $1bn | 400 | 50.0 |
| $1bn to $5bn | 225 | 28.1 |
| $5bn or more | 175 | 21.9 |
| Total | 800 | 100 |

## Title

| Response | No. | % |
|---|---|---|
| C-level executive (e.g., CEO, CIO) | 284 | 35.5 |
| VP/SVP/EVP/MD (in charge of one/ several large departments) | 172 | 21.5 |
| Director (in charge of a team of managers and high-level contributors) | 344 | 43.0 |
| Total | 800 | 100 |

## Department

| Response | No. | % |
|---|---|---|
| Finance/accounting | 130 | 16.3 |
| Human resources/training | 130 | 16.3 |
| IT/IS/technology | 150 | 18.8 |
| Marketing/advertising | 120 | 15.0 |
| Operations | 150 | 18.8 |
| Total | 800 | 100 |

## Industry

| Response | No. | % |
|---|---|---|
| Advertising and/or marketing | 30 | 3.8 |
| Agriculture, food and/or beverage | 30 | 3.8 |
| Business or professional services | 50 | 6.3 |
| Chemicals and/or metals | 40 | 5.0 |
| Construction | 30 | 3.8 |
| Consumer product goods and/or manufacturing | 45 | 5.6 |
| Consumer services | 30 | 3.8 |
| Education and/or nonprofits | 40 | 5.0 |
| Electronics | 35 | 4.4 |
| Energy, utilities and/or waste management | 50 | 6.3 |
| Financial services and/or insurance | 50 | 6.3 |
| Government/public sector | 40 | 5.0 |
| Healthcare | 50 | 6.3 |
| Legal services | 20 | 2.5 |
| Manufacturing and materials | 70 | 8.8 |
| Media and/or leisure | 30 | 3.8 |
| Retail | 40 | 5.0 |
| Technology and/or technology services | 30 | 3.8 |
| Telecommunications services | 30 | 3.8 |
| Transportation and logistics | 30 | 3.8 |
| Travel and hospitality | 30 | 3.8 |
| Total | 800 | 100 |

# Methodology and About Us

A global, multiple-choice survey, "Business Process Transformation for the New World of Business," sponsored by Kofax and produced by E.I Studio, the custom division of Economist Impact. Conducted in June 2021, a total of 800 responses were received across multiple industries from AMS, EMEA and APAC.

Kofax enables organizations to Work Like Tomorrow™—today.

Our intelligent automation software platform and solutions digitally transform content-intensive workflows. Customers realize faster time to value and increased competitiveness, growth and profitability by combining Kofax's cognitive capture, RPA, process orchestration, analytics and mobile capabilities while increasing business resiliency and mitigating compliance risk.

Work Like Tomorrow.™

For more information, visit www.kofax.com.

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