Automation Explained

The complete guide to reducing manual tasks, saving money, and empowering your team

What is RPA?

RPA stands for **robotic process automation.**

It involves software robots automating manual, rule-based tasks that typically take businesses a lot of time, labor, and capital to complete.

But what *are* software robots, exactly?

They are specifically programmed pieces of software that capture a sequence of actions on a computer, then perform the sequence automatically - **with or without human interaction.**

Software robots can be easily edited, updated, and scaled in response to real-time business requirements and evolving needs.

Examples of tasks particularly well-suited for automation include:

➤ Interaction between two platforms using APIs

➤ Analyzing and processing data

➤ Scraping information from the web

➤ Moving data between applications

There are many more uses, but you get the idea. RPA can streamline most repetitive, high-volume tasks in **less time** with **fewer mistakes.**

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What does automation do?

Automation can execute many tasks your employees currently undertake.

The difference is, **it works faster and more efficiently than a human ever could.**

Because automation can complete multiple functions at the same time, coordinating between web and desktop applications, accessing mainframe terminals, and inputting information into databases (to name just a few functions), it's incredibly systematic and methodical.

And the more it's used, the easier it is to fine-tune the automation to perform tasks.

Automation **rarely makes mistakes**, and over time it effectively drops your opportunity for error down to almost zero.

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Like we touched on earlier - automations can cover a multitude of business functions. But here's a brief overview of areas where they really shine:

➤ Copying and pasting data between applications

➤ Logging into applications with no API, APIs, or a mix of both

➤ Reading from and writing to databases

➤ Making calculations and running through routine workflows

➤ Scraping data from the web

➤ Analyzing, processing, and extracting content from documents and emails - including tricky PDFs

➤ Interacting with collaboration tools like email and messaging platforms

➤ Leveraging advanced analytics and machine learning to make intelligent decisions

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Introducing Greentree Process Automation (GPA)

GPA offers next-level advantages for enhancing employee satisfaction and retention, reducing overhead, growing profit, and gaining an edge over competitors.

With GPA, you'll be able to:

01
FREE UP RESOURCES

Automations can complete all those mundane tasks humans hate doing in a **fraction of the time.** Businesses find they are able to direct employee attention to higher-level creativity, strategic thinking, and progress. Happier, more productive workers stay in their jobs longer and drive innovation and success for organizations.

02
REDUCE COSTS

Automation is **cost effective and simple to develop and deploy.** The investment is recouped quickly, yielding excellent ROI as time goes on. When the right processes are selected for automation, companies can rapidly achieve dramatic return-on-investment - usually in weeks or months, not years. The ROI is magnified the longer the automation is used.

03
ACHIEVE SUSTAINABLE SCALABILITY

Those tasks you decide to automate? You can scale them, too. **Automations can be edited, modified, added or subtracted** in response to unique and ever-changing business needs, market conditions, or new strategic pursuits.

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What platforms and systems integrate with GPA?

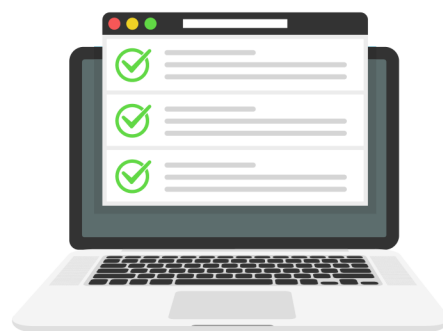We have the ability to automate within most existing tech environments.

For instance, here are a few examples of Greentree Process

Automation's platform capabilities:
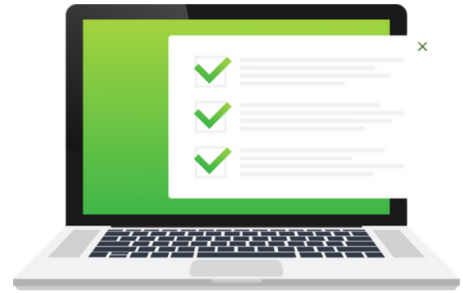
BROWSER AUTOMATION

Automate any browser-based workflow through the user-interface (UI) or programmatically. Automations can perform functions like: opening a web browser, navigating to a site (or web app), logging into an application, and performing the desired action.

Browser automation is critical to connecting the web applications your business relies on (ERPs and CRMs included), and streamlining routine tasks within them.

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DESKTOP APPLICATIONS

Desktop-based workflows within Windows, Linux, and macOS, can all be managed easily, since automations can control a desktop interface just like a human operator would.

Opening and closing applications, simulating mouse movements and clicks, taking keyboard shortcuts, and capturing screenshots are just a few of the many functions automations can fill.

Here are some common examples for desktop automation:

➤ SAP - Control SAP GUI desktop client to automate SAP workflows

➤ Netsuite - Netsuite can be automated by accessing the Netsuite SuiteTalk Service

➤ Adobe PDF - Reading from, writing to, creating, or converting files to PDF

➤ Email Client - Reading from and generating new emails

➤ Microsoft Office

➤ File System - Reading from, writing to, and moving files, as well as monitoring folders

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API AND HTTP AUTOMATION

APIs are used to transfer data to and from an application. GPA has libraries that communicate with APIs to perform automations, typically through HTTP requests, across multiple applications.

CLOUD SERVICES

Automations can connect to major cloud-service providers to utilize ML solutions for both image and document processing.

Now that we have a handle on the capabilities of automation - **let's put words into action.**

Here are some popular use cases for GPA:

▶ **MASTER DATA MANAGEMENT**

Automate data backups and restorations

▶ **HUMAN RESOURCES**

Expedite and automate employee onboarding and offboarding, while simultaneously decreasing human error and increasing employee satisfaction levels

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▶ **FINANCE AND ACCOUNTING**

Save time and labor by using automation to handle accounts payable, invoice processing, closings, and more

▶ **CUSTOMER COMMUNICATION**

Create shipping labels, update ticketing systems, and migrate client data

▶ **PROCESSING LARGE AMOUNTS OF DATA**

Increase productivity and employee satisfaction by automating mundane tasks of manually processing thousands of files and data points, while saving costs and time

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Why GPA?

Greentree Process Automation is the first choice for businesses seeking to optimize the benefits of automation.

Ready to begin your automation journey?

GPA's holistic approach is:

COST EFFECTIVE, PRACTICAL, AND ACCESSIBLE
Licensing a full automation tool can be prohibitively expensive, especially if you're not sure how it will fit into your business just yet. In addition to licensing costs, successfully launching GPA requires specialized knowledge from experienced developers. GPA offers robotic process automation as a service, backed by the business and technical experience of our subject matter experts.

FLEXIBILE AND SCALABLE
Businesses can optimize, edit, and expand automation in response to evolving needs. You can build upon existing automations and tailor them as your business grows - not the other way around.

SUPPORTED BY EXPERTS
GPA is a full-service automation solution that begins with thoughtful and thorough analysis of your unique processes and challenges, custom automation software development, and full support for updates and maintenance.

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How to get started with Greentree Process Automation

Automation can be a game-changer for all types and sizes of businesses. **How can it best serve yours?**

To understand the role GPA could play in your business model - and importantly the ROI, increased profits, and capital savings it could generate - consider the following:

01 Write down all the highest-volume, repetitive tasks that are both time and labor-intensive.

➤ Common offenders include logging invoices, data entry, and transferring data between applications - but write down any and all that come to mind for your business.

02 Speak with your team. What are the most mundane tasks? What hurdles do they frequently encounter? What tasks do they feel would enable them to contribute their best ideas and efforts toward the company's mission, vision, and goals?

03 Document your current applications and processes. Are they working optimally for you? Are there inefficiencies in the processes that can and should be remedied before implementing automations?

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Let's talk!

GPA can put the power of automation to work for your business!

Automating labor-intensive processes can reduce costs up to **80%**

100% error-free accuracy is attainable with automation.

Automations can run at any time of day, every day of the year. **24/7**

89% of employees in companies that have implemented automation report feeling more satisfied with their jobs.

Schedule a time to discuss what **Greentree Process Automation** can do for your business.

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