

5 Key Benefits of Digital Process Automation

How DPA enables your business to accomplish more with less effort.

Let's face it: Your organization is in constant competition. You're under pressure to decrease operational costs while simultaneously increasing productivity. And if you're not already utilizing digital process automation (DPA), you're even further behind than you think.

DPA improves operational efficiency, enhances customer service and enables more time for product innovation. Higher quality products and services can be delivered at reduced costs, saving both your organization and your customers money.

Let's take a closer look at the five key benefits of DPA:



1. Increased Business Agility

If 2020 taught us anything, it's that agility is an essential attribute of a healthy company. When something unexpected pops up, are

you able to respond quickly and appropriately? Is your organization set up to easily adapt?

An article in Forbes¹ recently stated, "process automation allows businesses to stay afloat in the ever-changing digital world through flexible systems that support any situation that may arise." Pivoting rapidly – to address changes in the market and to make necessary changes to operations – could make the difference in your organization's ability to thrive or even survive.

Process automation arms you with the ability to adapt faster, alleviates the burden of repetitive and mundane tasks, prevents costly human errors, and empowers you to go to market faster with new products and services.



2. Intelligent Process Improvement

Business as usual is no longer an option as market competition increases. Mining your data for business intelligence has become table stakes with advanced

analytics and machine learning offering valuable insights into customer and user behavior.

These metrics give unprecedented visibility into your internal and customer-facing processes. DPA delivers this critical information to managers and authorized users through configurable dashboards and reporting. By integrating internal and external data sources, a DPA platform brings together key data in real time.

DPA in the form of a low-code development platform empowers your organization to improve these processes quickly by updating routing, logic, and more – all without requiring a complete overhaul of underlying systems.

¹<https://www.forbes.com/sites/theyec/2021/03/15/growing-your-business-how-process-automation-can-help-and-why-you-need-it-sooner-than-later/?sh=3d6a2499243f>



3. Saved Time and Money

While digital transformation initiatives are focused on expanding the top line, we all know that pressure to grow the bottom line never wanes. Organizations are always looking for ways to save money, which often translates into reduced resources. Your line managers and staff are continually asked to do more with less.

Implementing DPA can help you realize cost and time savings by streamlining inefficient processes and eliminating duplicated work. DPA automates hand-offs across departments and facilitates collaboration, whether following structured, repeatable processes to produce consistent, desired results or orchestrating a less structured process by automating tasks or running microservices.

Digital workflows – the engine of DPA – reduce cycle times, eliminate human errors, and ultimately save money.



4. Better User Experience

The importance of providing a good user experience is well understood. “Users” are people, and we all want our interactions with businesses and institutions to match the superlative customer experiences we get from many B2C companies these days.

Whether you’re using systems as an employee or as a B2B customer, you demand an intuitive user interface. But beyond that, you expect visibility into status and details, rapid response and fulfillment, and communications when and how you choose to receive them. In other words, the user experience is as much if not more about the underlying processes than it is about the interface.

Operational accountability is essential to delivering a first-class experience to your users. DPA offers an excellent way to establish service level agreements (SLAs) and ensure they are met by defining roles, responsibilities, and expectations and holding employees accountable.



5. Improved Security and Compliance

Risk management and governance are multifaceted challenges. Compliance audits are costly and time consuming, but failure to meet regulations can lead to catastrophic business consequences.

DPA ensures that organizations stay in compliance by requiring that all necessary steps in a given process are successfully and adequately completed. Furthermore, DPA captures data for every task and activity to ensure you’ve always got an audit trail. From approvals and signatures to order specs and time-to-delivery, the data is available when you need it.

DPA also ensures governance and compliance with regard to security and privacy. System and data access permissions protect sensitive information from being seen or altered by unauthorized personnel.

Your organization’s ability to gain and maintain a competitive advantage in the market depends on the business technology you use. So, what are you waiting for? Meet your competition head on with DPA.

About PMG

PMG offers a low- and no-code software platform that empowers businesses to quickly build applications and automation solutions using drag-and-drop designers. For 15 years, enterprises have achieved 70%-80% efficiencies in their business processes by using PMG. The platform is architected to support quick wins, delivering powerful and sustainable solutions through configuration rather than coding. Most importantly, PMG delivers on its promise of committed partnership, ranking highly in G2.com’s relationship metrics for low-code DPA providers. For more information, visit www.pmg.net.

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