

INTELLIGENT AUTOMATION TASK MATRIX

Empower your employees by intelligently automating your business processes

WHAT IS INTELLIGENT AUTOMATION?

Intelligent automation (IA) involves leveraging innovative technology capabilities that anticipate the needs of users and customers, helping organizations and their employees focus on high-value tasks to develop more meaningful, relevant connections with the people they serve.

Organizations can intelligently automate their workplace by leveraging tools that employ built-in logic, intelligent routing and machine learning to serve their users the right information to the right users at the right time. This helps to reduce costs and improve speed, accuracy and transparency by minimizing repetitive, manual tasks.

A holistic IA strategy includes multiple technologies featuring a range of capabilities — including powerful capture, correspondence and robotic process automation (RPA).

WHAT IS ROBOTIC PROCESS AUTOMATION?

RPA is an essential element of an overall end-to-end business process automation strategy. Through the power of RPA, a digital workforce complements your human workforce by allowing both to perform — and excel — at tasks that play to their strengths and provide optimum value for the organization.

RPA is not about replacing workers with robots — instead, it's about automating routine tasks. With RPA, you can move the burden of tedious and tiresome tasks from an employee's workload to a "digital" worker. Which means you can say goodbye to redundancy and repetitiveness, and hello to high-value, rewarding work — so you can move your business forward.

WHERE DOES RPA FIT IN A HOLISTIC IA STRATEGY?

RPA is best suited for:

Tasks that are: manual, rule-based, repetitive and high-volume





Such as: collection of information, data entry and legacy system interaction

And most useful when: Interacting with workflow capabilities, or when no integration or API exists

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THE INTELLIGENT AUTOMATION MATRIX

Determine where RPA and other IA technologies are best-suited for your organization. This matrix aligns tasks by value and suggests complementary automation technologies.

	TASK TYPE	+	AUTOMATION CAPABILITES	=	BUSINESS RESULTS
TASK COMPLEXITY ↑	Complex issues, investigations and customer interactions		<i>Best managed by: skilled workers with specialized expertise</i>		 EMPOWERED EMPLOYEES
	Interpreting documents, recognizing patterns and simple diagnoses		<i>Best managed with: machine learning and artificial intelligence capabilities</i>		 INTELLIGENTLY ANALYZED INFORMATION
	Researching and gathering information across multiple systems		<i>Best managed with: robotic process automation, search, natural language processing and customer communications management capabilities</i>		 INTEGRATED AND CONSOLIDATED SYSTEMS
	Scanning, data entry, retrieving and routing		<i>Best managed with: content management, document capture and workflow capabilities</i>		 ORGANIZED AND AUTOMATED CONTENT

THE INTELLIGENT END GOAL

- Organized and automated content
- + Integrated and consolidated systems
- + Intelligently analyzed information
- = **TOTALLY EMPOWERED EMPLOYEES**

EXPLORE MORE ABOUT INTELLIGENT AUTOMATION

Learn how intelligent automation can enhance your business process automation strategy by driving efficiency, reducing costs, and improving information security and compliance — so you can empower employees and elevate the customer experience.

Learn more at [Hyland.com/IA](https://www.hyland.com/ia)

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