



6 signs your automation platform provider is misleading you

LEADERSHIP INSIGHTS

By Eric Johnson, Chief Executive Officer at Nintex





Where to begin...

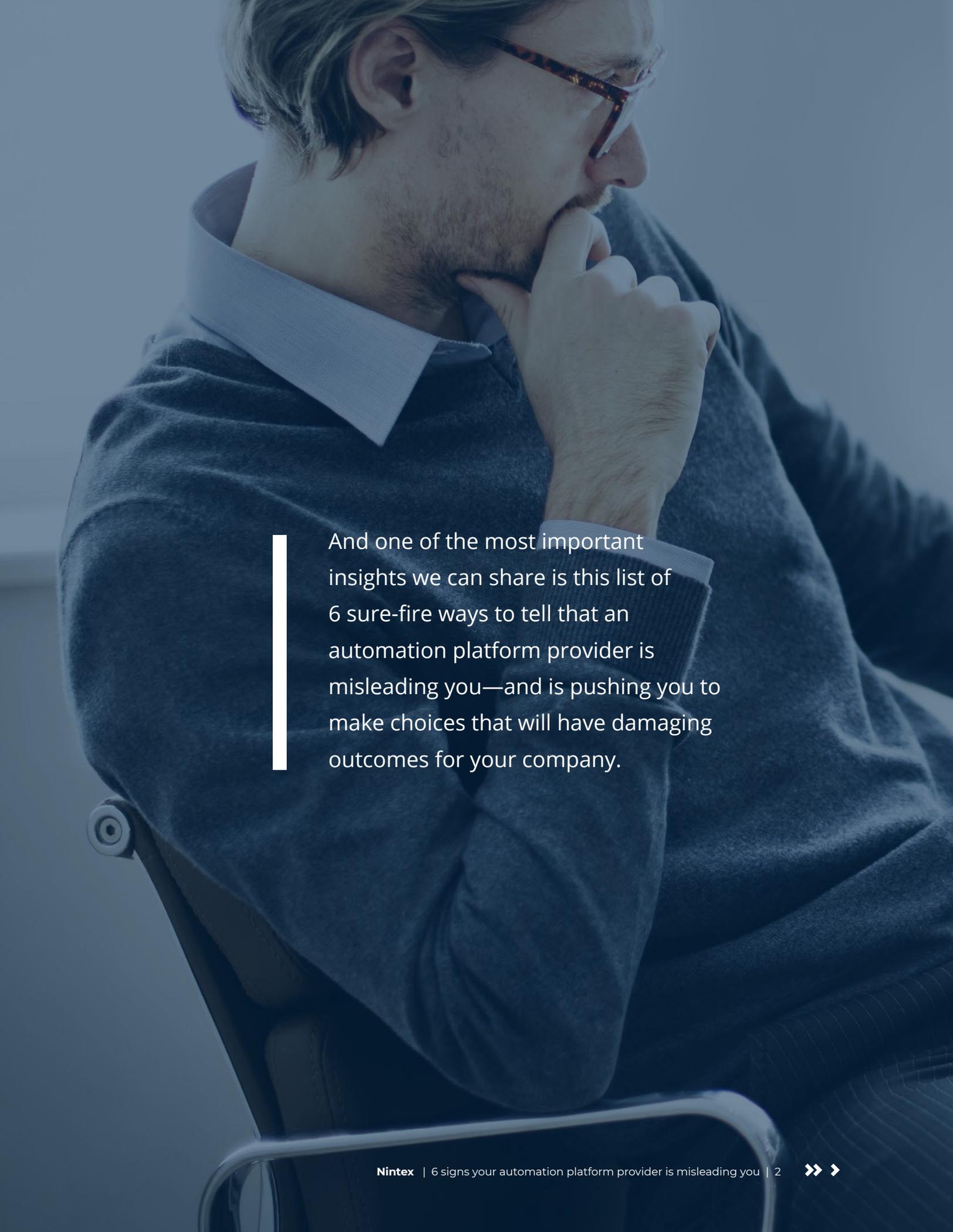
Your company's going all-in on a sweeping digital transformation initiative, and you've been given the responsibility to identify, reimagine, automate, and optimize the core business processes across the company.

You tackle this exciting opportunity by undertaking two essential and parallel initiatives:

1 Identifying those functions and processes across the company that need to be brought into the digital age; and

2 Exploring the market for automation platform providers who can deliver the solutions you need to accelerate operations, boost performance, provide greater visibility, and enhance your company's digital capabilities.

For that second initiative, our experience with more than 10,000 process automation customers across the globe and across multiple industries has given us some perspectives and insights that can help you make the right choices for this vital element in your company's transformation.



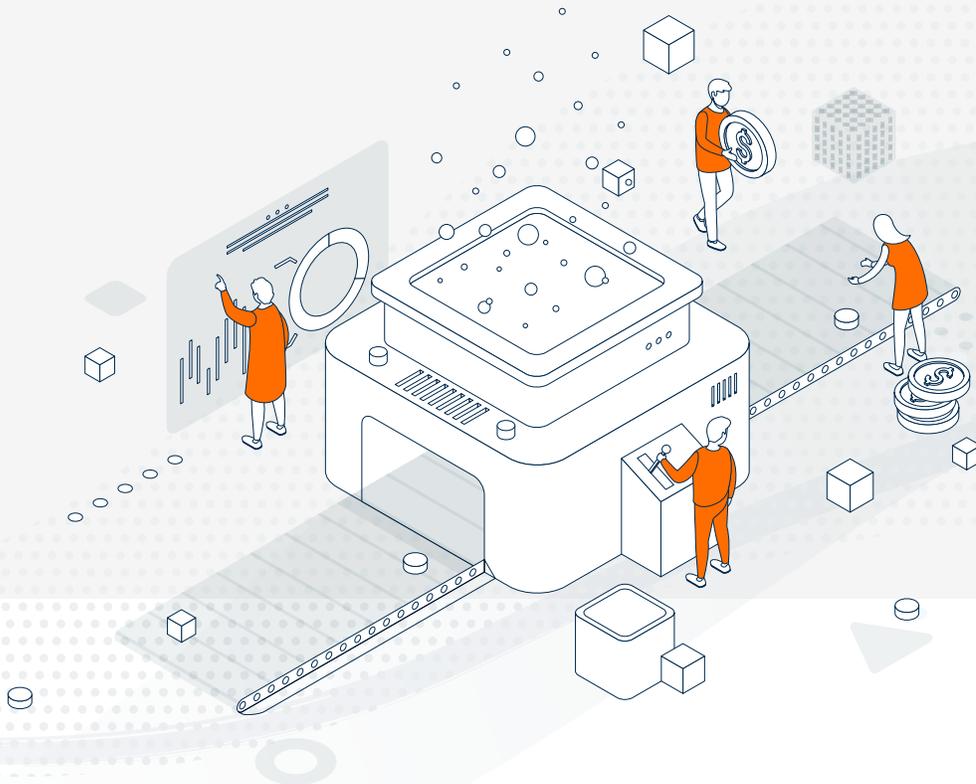
And one of the most important insights we can share is this list of 6 sure-fire ways to tell that an automation platform provider is misleading you—and is pushing you to make choices that will have damaging outcomes for your company.

6

sure-fire ways
to tell when an
automation
platform provider
is being deceptive

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*We're the only
platform you need.*
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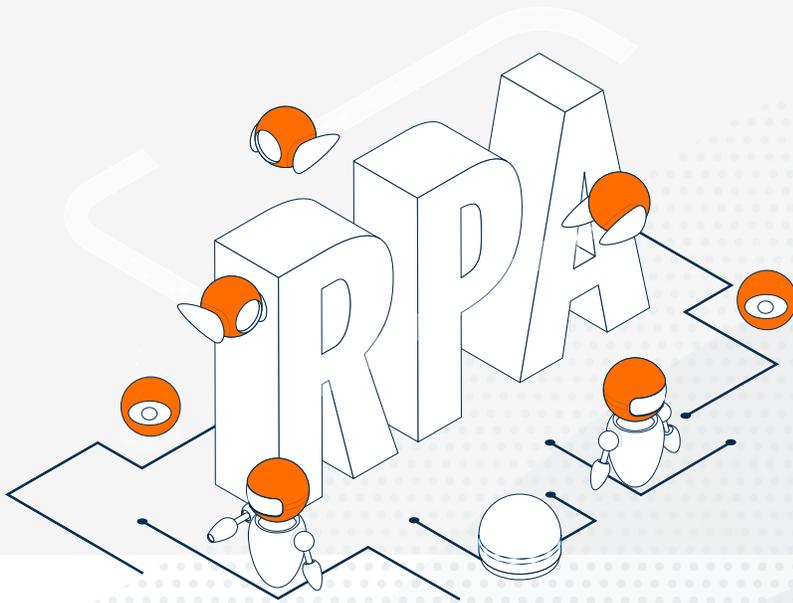
Automation projects come in all shapes and sizes and it is preposterous for any provider—no matter how capable it is in its niche—to claim that it can meet all of your organization's needs.

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RPA is the solution for every automation need.

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Well, broccoli is a terrific vegetable, but that doesn't make it the only nutrition you need. RPA is perfect for some automation needs; sometimes it's an important component in a broader solution; and sometimes it is the absolute wrong tool for your desired business outcome.

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*Our technology
can solve all of
your problems.*
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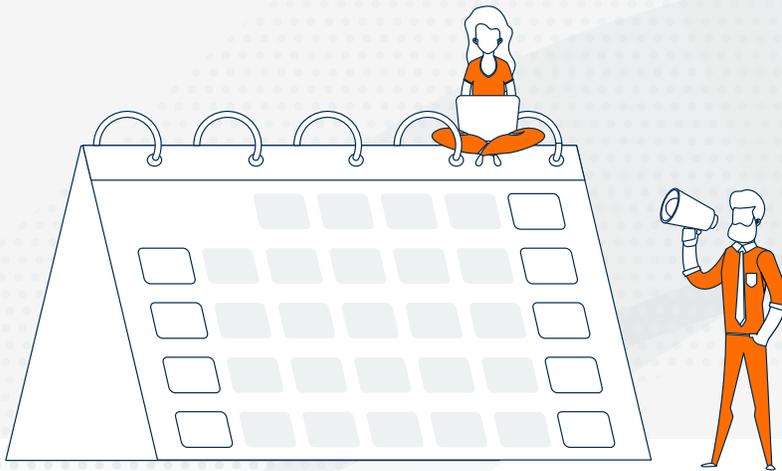


In fact, great technology—while essential—is just a part of the solution. And technology without subject-matter experts who take the time to understand your unique needs and expectations has little or no value. Instead, you need experienced and knowledgeable professionals to help you reimagine the optimal outcome for your business, to help you map out the new processes for the digital era, and drive the essential change management required for a high-value outcome.

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*We can do this, but
you need to be patient
because automation
projects always take
months.*

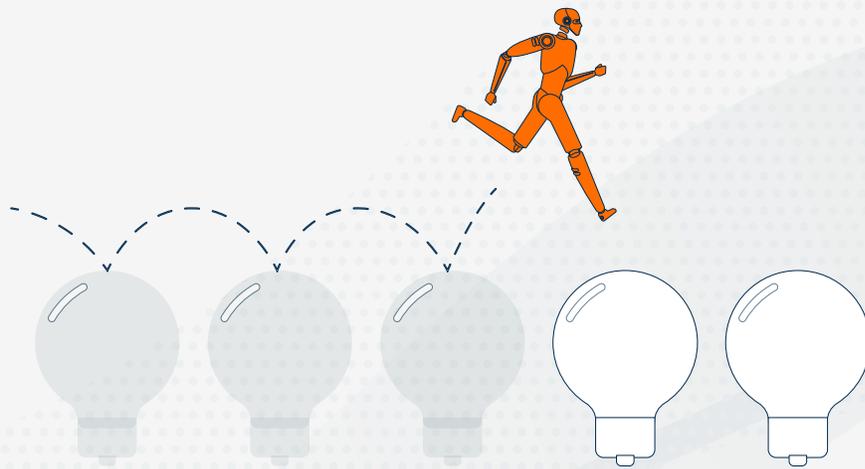
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At the high end of the automation spectrum—say, automating a claims-management process for an insurance company—that sort of timetable is reasonable. But many processes can be automated in days or weeks, not months—it’s all a function of the nature of the problem, the experience and talent of the people doing the work, and the quality and fit of the solutions you’ve selected.

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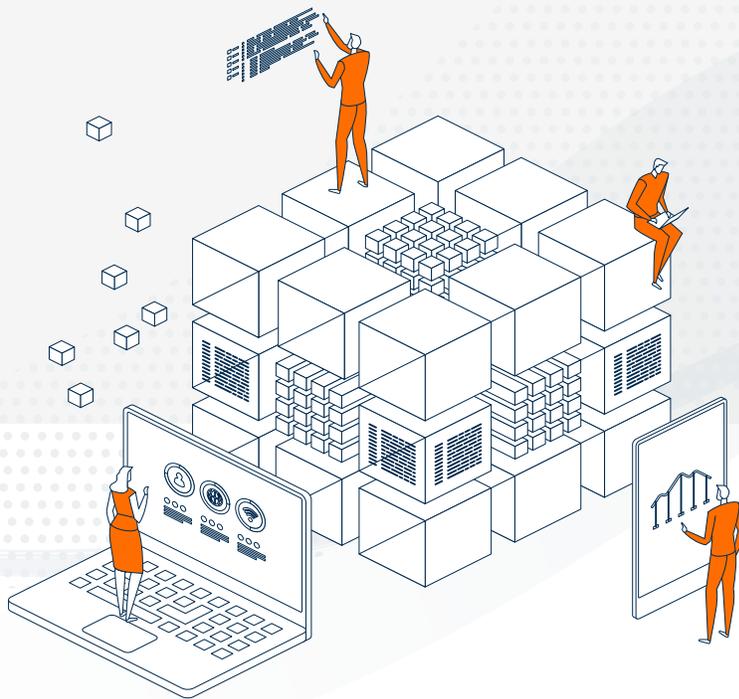
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*We’re the AI experts, and
AI can do everything.*
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Too many automation providers are overhyping and overpromising what AI can do and its role in their platform, sometimes wildly so. Yes, AI has great power and potential, but some providers are exploiting the shiny-object status of AI to try to persuade customers that all they need to do is plug in the Magic AI Machine and everything will magically become automated. Our approach is always to lead with a focus on the business: what it needs, what the problems are, what the desired outcomes are. We make practical leverage of AI in our platform to drive actual business benefits versus hyping up the AI itself as the cure.

6

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*Our technology is so good,
we don't need to spend
time understanding your
process challenge.*
”



Again, we at Nintex love modern and advanced technology—but we always deploy it in the service of meeting your business needs, not as a panacea for everything. If a provider spends more time talking about its technology prowess than trying to understand your unique challenges and needs, that's likely going to be an unsuccessful engagement.

So as you charge ahead with your process automation projects, take comfort in knowing you have lots of excellent providers to evaluate.

But be sure to keep a wary eye out for those that are far more concerned with making a quick sale than on creating a successful and high-impact outcome for you.



About Nintex

Nintex is the global standard for process management and automation. Today more than 10,000 public and private sector organizations across 90 countries turn to the Nintex Platform to accelerate progress on their digital transformation journeys by quickly and easily managing, automating and optimizing business processes. Learn more by visiting www.nintex.com and experience how Nintex and its global partner network are shaping the future of Intelligent Process Automation (IPA).

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