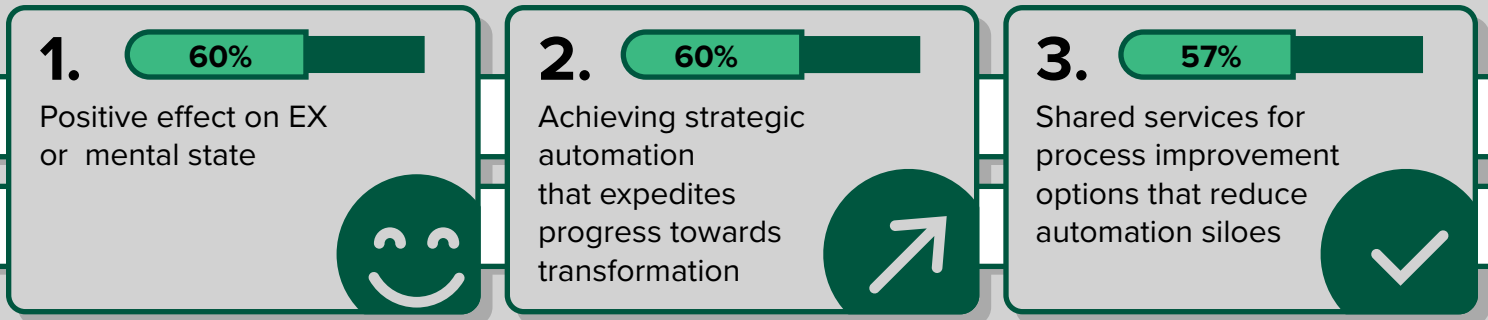


Leverage Hyperautomation To Drive Transformative Business Outcomes

AUTOMATION STRATEGY IS CENTRAL TO BUSINESS STRATEGY

Improved automation strategy leads to business transformation and improved EX.

Benefits of an improved automation strategy:



LOW AUTOMATION MATURITY IS HAMPERING BUSINESSES

Poorly integrated automation places processes, the brand, and EX at risk.

Consequences of deploying the wrong automation strategy:

46%



Data integrity issues and business logic errors

44%



Potential negative effects to the brand or company reputation

43%



Negative effect on EX or mental state

COMPANIES NEED BETTER AUTOMATION BUILDING BLOCKS

Firms fall short on the organizational and technical maturity to execute automation strategies.

68%

Lack employee training and skills required for process transformation

67%

Automation maturity is too low, and the organization lacks expertise

66%

End-to-end view of company processes is needed, but they are siloed

LEADERS ARE PRIORITIZING AUTOMATION INTEGRATION TO IMPROVE MATURITY

Effective automation platforms provide process visibility and break down business and technology siloes.

Most important criteria when selecting an automation platform*:



Visibility with an end-to-end view of processes

53%



Platform fit with the overall strategy, operating model, and governance of the organization

52%



Platform integration with diverse systems, apps, and data

49%

Base: 450 automation technology strategy and implementation decision-makers

*Note: Showing respondents' top 3 benefits

Source: A commissioned study conducted by Forrester Consulting on behalf of ServiceNow, March 2022

