

The advantages of upgrading from robotic process automation to artificial intelligence

Many businesses today rely on RPA (robotic process automation) for their daily operations. The RPA market reached [a \\$1.57 billion value in 2020 and is expected to grow at CAGR 32.8% through 2028.](#)

However, even with automation, employees spend most of their time manually handling and supervising processes that are too complex for RPA to handle. These include data extraction, data normalization, and transition of unstructured content (e.g. text and images) into the structured format.

That is because the RPA technology, which excels at automating simple tasks, is powerless when it comes to more advanced automations. IPA (intelligent process automation) is a set of new technologies that are at the cross section of robotic process automation and artificial intelligence. Unlike RPA, which mimics click work carried out by humans, IPA was designed to mimic human intelligence and to learn and improve over time. Intelligent automation should be implemented in more advanced automations that require experiences-based, or AI, decision making instead of the typical rules-based decision making of RPA.

\$3 trillion a year

is how much Harvard Business Review estimates that inefficiency costs the US economy.

Why use robotic process automation and artificial intelligence?

In order to remain relevant in a technology-driven world, companies must adopt AI to optimize processes and implement cost-saving strategies. According to Gartner, [AI will be the “most disruptive class of technology”](#) in the 2020s.

While many companies realize the limitations of RPA, they are reluctant to upgrade IPA because of the perceived cost and time it takes to upgrade; the potential security concerns that come when introducing a third party system; the fear that adopting AI means losing control over the process; and — especially if they are already fully on board with RPA — the concern that dismantling their current system in favor of a new one will be a costly and unjustifiable move.

Automation Hero’s IPA platform was designed with all these concerns in mind. It enables companies to use both robotic process automation and artificial intelligence while avoiding these potential pitfalls, and it comes with an adaptive and customizable personal AI assistant whose job is to create an approachable integration between humans and AI while allowing humans to remain in control.

30%

of companies will adopt AI to augment at least one of their sales processes by 2020.

Built-in AI/point and click

While it is possible to combine robotic process automation and artificial intelligence through partnerships or third-party add-ons, this comes at a cost: increased security risks and a high chance of information loss.

With Automation Hero’s IPA platform, the AI piece is built in, minimizing potential security issues.

Furthermore, with AI native to the platform, you can upload pre-existing AI models or build your own deep learning AI models within the point-and-click environment of both our AI Studio (where data scientists can finally productionize their AI models) and our Flow Studio where RPA developers or automation architects can build their own automation flows.

After the AI model for your automation is built, it is trained by your data to improve accuracy over time.

Compatibility with legacy IT systems

Automation Hero’s AI platform easily integrates with whatever system you currently have in place and leaves the door open for any other technology that you might use in the future. Our platform has more than 50 connectors and a plug-in API that can easily connect with even the most complex IT systems.

You will also get the flexibility to customize the system. While traditional RPA vendors have good data source libraries, you have no control over what the connector actually

does and cannot customize it. Automation Hero has a JDBC connector which allows you to directly define what the connector does and to do it at your own pace. That means you don't have to wait for the vendor to build a connector for you or rely on expensive in-house resources. You can build your own and move as fast as you need to.

On-demand cloud/on premise

Traditional RPA software typically runs locally on your machine for attended automations, or on-premise within your organization's network for unattended automations. That means that traditional RPA vendors would have to retrofit their platforms to run on the cloud, which involves inevitable technology tradeoffs.

Automation Hero was built to run natively on the cloud (but supports running on premise as well). Having the platform run on the cloud means you can use your computer power for more powerful and creative tasks. Being native to the cloud also means that the setup of the platform takes no time at all.

Personal AI assistant allows humans to stay in control

In addition to unattended automation, Automation Hero offers Robin, a personal virtual assistant for your knowledge workers whose main job is to create an approachable integration between AI and humans.

Robin is proactive, adaptive, and customizable. It comes with advanced features, such as targeted exception handling (it filters what it can handle and presents only what needs human input) and a WYSIWYG editor (you can custom build Robin's to-do list and define what information is shown to your employees and how often it's delivered).

Robin's goal is to assist humans, not to replace them. Connecting robotic process automation and artificial intelligence allow humans to remain in control: Users can review, add, or delete information and approve it before the automation is carried out.

\$1.1 trillion

is how much AI-powered CRM activities will boost business revenue by 2021.

Learn more about how to transform your processes with Automation Hero by scheduling a [free, personalized product demo](#).