

# Leveraged RPA bots for enhanced process efficiency and scalability to attain optimized output



## About Client

- Is ranked among the top 5 media agencies globally with \$60B+ in annual media spend
- Is focused on creating, integrating, and seamlessly scaling intelligent and imaginative technology-enabled services and solutions with premium partners such as Google, Meta and Amazon
- Specializes in providing IT products and services for the media advertising industry

## Business Needs

- Identify and digitally transform time-consuming and erroneous critical business processes
- Optimize costs and reduce dependency on third-party services/applications to scan and/or type documents sent via postage/email
- Simplify and streamline the process of extracting and printing vendor invoices for the employees
- Automate various tasks such as uploading information to the central billing system and collecting and combining budget rollups
- Optimize the manual tagging process for invoices to be more efficient
- Scale and maintain bots to match the work requirements

## Solutions

- Used innovative in-house smart solutions to reduce dependency on third-party solutions
- Automated billing, invoicing, and budget tracking workflows to increase efficiency and reduce the labor-intensive and time-consuming tasks
- Automated data insertion into the client system while logging and highlighting non-tagable scenarios for an accurate and streamlined process
- Built an 'Automation Operations Center' to support and scale automation, ensure best practice implementation, and provide proactive and reactive support via ticketing
- Set up a team responsible for day-to-day operational effectiveness, including support and maintenance of existing Bots

## Technology Stack

workato	Power Automate	UiPath™	Azure
Power Apps	enate	Power BI	Orchestrator
	python™	SQL Server Management	

## Business Impact

- Processed 1000+ emails daily, reducing the processing time from 80 hours to 10 hours
- Minimized dependency on third-party programs and costs incurred on the use of AI/ML by preprocessing invoice data
- Optimized budget rollup processing time from 1 month to 6 hours
- Reduced the manifest creation and PDF stamping process time from 10-person hours to 30 minutes
- Eliminated human-bound errors substantially for a more reliable process
- Implemented a mechanism to process over 2000 transactions per day accurately and swiftly and reduced processing time by 80%

## Cybage RPA CoE

- Automation Maturity Assessment
- CoE Setup
- Bot factory & Implementation
- Bot Monitoring & Support
- Bot Lifecycle Management
- Intelligent Process Automation
- Smart Process Automation

Spearheading innovation in the media investment sector through effective RPA implementations

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