

THE COMPLETE GUIDE TO

AUTOMATING YOUR BUSINESS



How to go
faster for
less cost
and keep
control.

A publication of

Automatic™



THE COMPLETE GUIDE TO AUTOMATING YOUR BUSINESS

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Two smart dudes.

Both avidly tweet about their daily interactions with automation so follow and join in the conversation.



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WHO'S THIS EBOOK INTENDED FOR?

Not quite sure if this eBook is right for you? See the below description to determine if it matches your business interests.



RUN THE BUSINESS.

Content aimed at professionals involved with business and operations. This content typically includes information around operations and keeping the business and its applications operational.



BUILD THE BUSINESS. *This eBook*

Content aimed at professionals involved with business and development. This content typically includes information around growing the business digitally.



TRANSFORM THE BUSINESS.

Content that is for professionals involved with transforming the business both operationally and through innovation. This content typically includes information around aligning operations and development as part of a wider business objective.

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AUTOMIC'S SINGLE AUTOMATION ENGINE

Automic automates your business, application and infrastructure process, on-premise, in the cloud or hybrid across your enterprise.

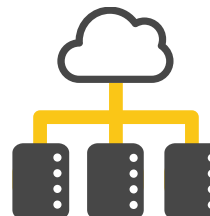
- ✓ **Faster.** Meet the growing demands from the business.
- ✓ **Less Cost.** Frees your best and brightest from the complex.
- ✓ **More Control.** Complete end-to-end visibility of your critical business processes.



Business Automation



Application Automation



Infrastructure Automation

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CONTENTS

The New Realities of an On-demand World	6
The Risks of Doing Nothing	13
Business Automation is the Way Forward	17
Getting started with Business Process Automation	22
Benefits of Automating Your Business	30
Conclusion & Additional Resources	35

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SECTION 1

THE NEW REALITIES OF AN ON-DEMAND WORLD



“Customers don’t expect you to be perfect. They do expect you to fix things when they go wrong.”

Donald Porter, V.P. British Airways



The Consumerization of IT

The consumerization of IT has led to an always “on” 24/7 world. Your customers, partners, and internal stakeholders expect things instantaneously, and become extremely impatient when their expectations aren’t met. As your customer’s expectations become more demanding your executive team is pushing your business to go faster, for less cost with existing infrastructures, applications, and processes. Your resources are being stretched to compete in this new on-demand era.



The 4 Mandates for Every IT Leader

Executives burdened with this challenge tell us they're accountable for "making the business run," "building the business," and "transforming the business" with their day-to-day concerns being:



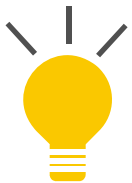
#1 Am I able to deliver products and services to CUSTOMERS?

The need to deliver your product to customers is paramount. Not only will failure to do so disrupt their lives, but there may be broader implications if power can't be delivered, phone services are down or banking systems are unavailable.



#2 Am I able to bill and collect REVENUE?

Revenue is the life blood of your organization. At the heart of it is your billing process which cant afford to miss a beat. Without cash flowing in your business will quickly wither and die.



#3 Am I enabling the business to compete by delivering new capabilities, PRODUCTS and SERVICES?

In this fast paced, high-tech world, if you are not innovating you might as well be planning to go out of business. Quick delivery of new digital products and services is a necessity to meet increasing consumer demands.



#4 Am I COMPLIANT with external regulations?

Thanks to the likes of Enron, World Comm and increasing privacy legislation your business is under constant scrutiny from external auditors. You need to be confident that controls are being enforced for critical processes.

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Your Daily Reality

You are accountable for making sure IT services and processes meet the four fundamental mandates, however you face challenges that make meeting these mandates almost impossible.

According to a recent survey of enterprise CEO's by Gartner, it was revealed that 57% of investments in IT do not deliver value to the business. So, the business expects you to create value—to

57 %
of IT investments
deliver NO
VALUE to the
BUSINESS

provide services that enable strategic business initiatives—and yet you feel most of your resources are consumed with low-value maintenance tasks.

Your notion is reinforced by a recent Forbes article that noted that 80% of enterprise IT budgets are consumed with just keeping the lights on. That leaves you with only 20% of your budget to replace decaying infrastructure and legacy systems, build new applications to stay competitive in the market and enhance current business process to allow your organization to operate more efficiently.

80 %
of Enterprise IT
budget goes
to keeping the
LIGHTS ON



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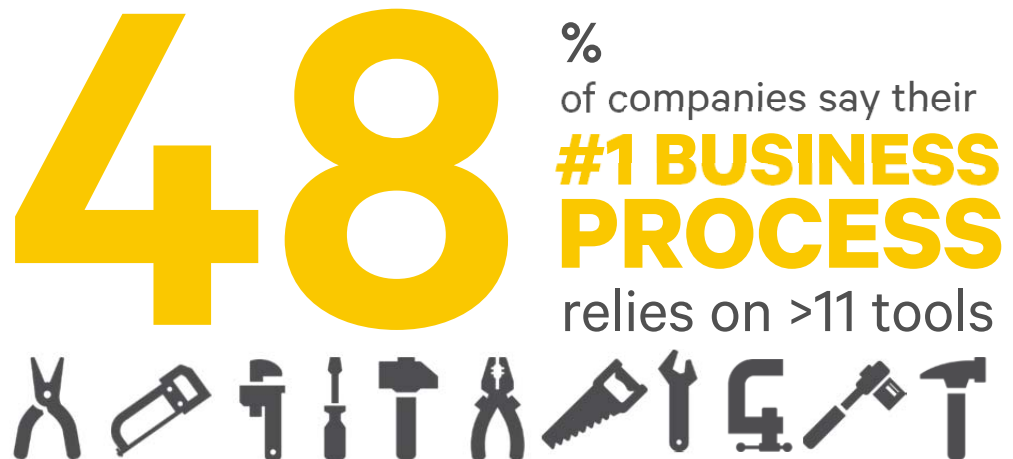


“IT relies on too many point solutions to simplify and automate operations today.”

Forrester Research Firm

Bringing this all together, according to Forrester, 48% of organizations say their number one business process—whether order to cash, financial settlements, or billing—relies on more than eleven different tools end-to-end.

This highlights the primary cause of why over half of CEO's feel IT investments bring no value to the business and the resource constraints you feel just keeping the lights on. How will you ever help build and transform the business if you are only able to focus on keeping it running and constantly avoiding the risk of failures?



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“Growing complexity prevents IT from meeting the needs of business.”

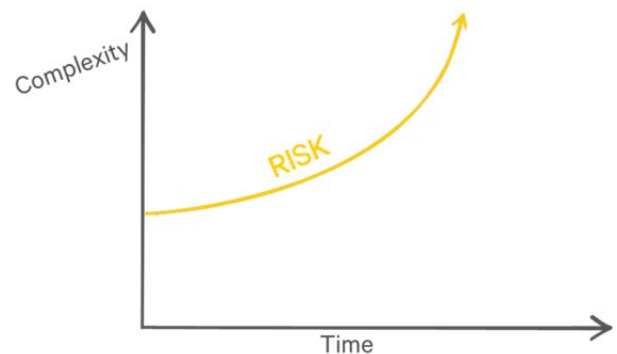
Forrester Research Firm



Growing Complexity and Outdated Tools

These dynamics are impacting organizations like yours. Your business and systems environment are growing increasingly complex over time—due to legacy systems and your evolution into heterogeneous environments such as, software-as-a-service technologies, private clouds, public clouds, mobility, and the numerous integration points in between that keep it all working.

The end result is complexity continues to increase while the business pushes you to move faster and faster, your risks of missing SLA's and/or experiencing a damaging event get higher and higher.



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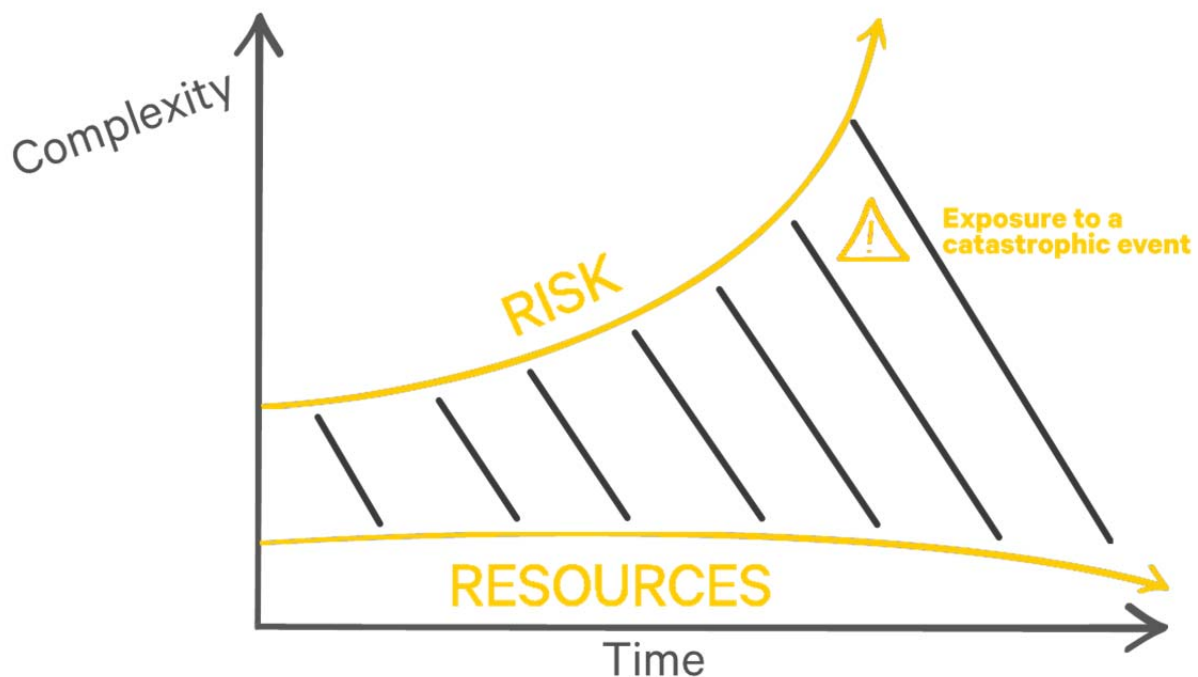


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Resource Bottlenecks are Hindering Competitiveness

You're stuck trying to manage these risks with budgets that are flat or declining. As we mentioned earlier, if you are like most organizations 80% of your resources are consumed with maintaining systems and putting out fires.

Your highly paid individuals are overloaded with keeping the business running. This creates bottlenecks and obstructs your ability to deliver innovation to the business fast enough to stay ahead of your competition.



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SECTION 2

THE RISKS OF DOING NOTHING



“I’m in charge, but realistically I’m not in control!”

Quoted from a Fortune 1000 CIO



Losing Control

This growing gap between rising risk and shrinking resources increases your exposure to a catastrophic event. And, at the core of what’s expanding your risk exposure, are disconnected business critical processes. When processes are automated with different tools across multiple departments and layers—infrastructure, applications, and business processes—the result is thousands of potential breakage points that can devastate the business.

And because there are multiple, silo’d tools automating parts of the processes; you don’t have end-to-end visibility.

In an inter-connected global economy, competitive edge comes through the ability to predict and respond before process failures become public-facing. Being reactive is no longer good enough; when a critical process failure occurs the world quickly knows about it and your reputation is immediately at risk.

On the Web, negative opinions have a way of quickly growing and swelling. For every person who posts something negative about your brand on Facebook or Twitter, a hundred or even a thousand more people may see that comment or even worse share it with their network.

According to Accenture, 66% of customers admitting to switching vendors due to a poor customer experience. Customer experience and reducing operational risk are now business imperatives for enterprises.





The Negative Impact to Your Bottom Line

This risk exposure can be devastating, failures occur daily, some more catastrophic than others. You are no doubt aware of organizations within your industry that have experienced a high profile failure due to a process error. Here are just a few examples:



Research In Motion experienced a Blackberry outage which spread across four-days and five continents, with an estimated impact on 35 million Blackberry users worldwide. RIM told shareholders that the outage cost the company \$54M. After the outage, comScore estimated that the BlackBerry smartphone platform market share decreased by 2.9% in the 3 months following the outage.



SuperGroup, the company behind the SuperDry fashion brand, was left with “£2m of stock” in the wrong place after a warehouse process glitch held up supplies of fast selling T-shirts and hoodies. The glitch wiped £8.8 million from the company’s profits.



EnergyAustralia sent 6,600 customers late payment notices for bills they did not receive. The late charges were caused by a breakdown between Energy Australia’s systems and those of online bill management and payment service, BPay View.

PRIME EXAMPLE: KNIGHT CAPITAL

\$440 Million
LOST
8x lower market
valuation

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SECTION 3

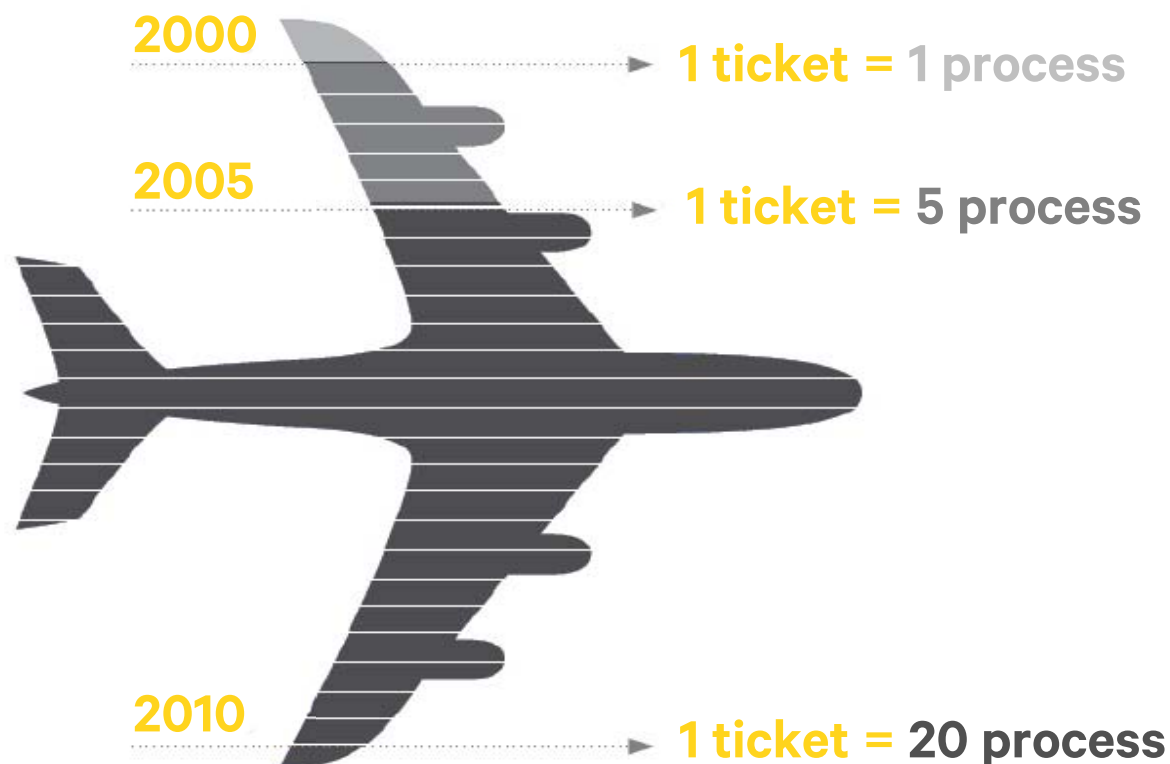
BUSINESS AUTOMATION IS THE WAY FORWARD

Business Processes are Compounding

Automating business processes is emerging as a powerful force in reducing operating costs, and accelerating business performance.

As we've already mentioned, we live in an increasingly complex and on-demand world where consumers and businesses now expect near real-time responses. In many organizations this acceleration has had dramatic consequences for the way they run their business.

Consider for a moment how the speed and complexity of a simple airline booking has increased over time. This process, originally requiring only one process and today taking over 20, was developed ad-hoc. The result is fragile and complex interdependencies, which slow change to a crawl or cause the process to fail if rushed.



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“Customers experience your value through your processes.”

Gartner Research Firm

When the procedure breaks, so does the business...

In the search for efficiency, business processes are optimized over time until organizations are entirely dependent on the successful completion of each step in order to deliver their product or service.

Today, these processes cut across departments and companies that operate on systems underpinned by everything from mainframe IT to cloud services. At a time when organizations need to move more quickly and efficiently, their processes are so finely balanced that they become the limiting factors to growth.

Business process failure is increasing in both frequency and severity because the pace of market change is quicker than the internal ability to evolve.

At best organizations are barely keeping pace and are always playing catch up. This leaves no time for substantive change and so each innovation is layered over the last until it breaks and the business stops.

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No matter what your industry, your business relies on processes successfully executing day in and day out.

Business processes fall into three categories: customer facing, internal and supply chain. On first impression you could be forgiven for thinking that only customer facing and supply chain processes are business critical. But many internal processes have a direct effect on customer experience or revenues.

Here are some processes that are error prone and should be automated:

	Customer	Internal	Supply Chain
Manufacturing	Online and mobile product promotion Warranty registration and servicing	Production scheduling Billing	Order management Supply chain analysis
Financial Services	Online and mobile account management Online and mobile trading	Compliance audits Settlement Trade compliance	Tri-party repo agreement management
Large Services, Telco, Utilities	Customer onboarding Online account management Online problem remediation Content selection delivery	Cell phone portability mandates Service personnel scheduling	Cell phone portability mandates Service personnel scheduling
Retail	Email and social media promotion E-commerce buy, store pick up Customer up-sell recommendations	Replacement parts supply mana Daily store inventory roll-up and analysis Inventory	Warehousing

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A Business Automation Example

The core of business automation is eliminating error prone and inefficient manual tasks. For example, the end-of-period close is a key business process that is non-negotiable. It must be performed accurately and timely in order for the business to make decisions based on its output. This process includes manual input in order to drive Non-Standard Request Sets (Non-SRS). This task alone exposes the process to manual errors, unnecessary delays, and conflicts accessing processing resources.

With business automation in place, data is automatically exchanged between steps, and process checks are performed with staff being immediately alerted of errors.

Automating this key business process eliminates manual input and therefore provides a more efficient and effective business process.

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SECTION 4

GETTING STARTED WITH BUSINESS AUTOMATION

Setting Yourself Up For Success

Implementing Business Automation requires the planning and consideration that is typical for enterprise software solutions, but because it operates across the Infrastructure, Application and Business it is not solely an IT project. Indeed, in many instances, it is led by the business owner rather than the IT function. This is different from rip and replaces initiatives such as Business Process Management (BPM).

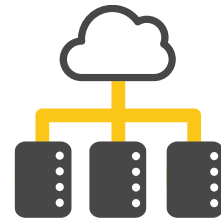
To manage interdependency you need to be able to map it. Only then can you understand the relationships between business processes, IT applications and system infrastructure. Once you understand it, you can reduce the complexity, allowing you to effectively run, build and transform your business.



Business



Applications



Infrastructure

Because the Business Automation approach is modular and a platform approach is scalable, it is possible to start a Business Automation initiative with a single business process and scale as results are delivered. It can therefore be aligned to current IT imperative such as ITaaS, Big Data, Cloud and DevOps; or delivered as part of a specific business initiative.

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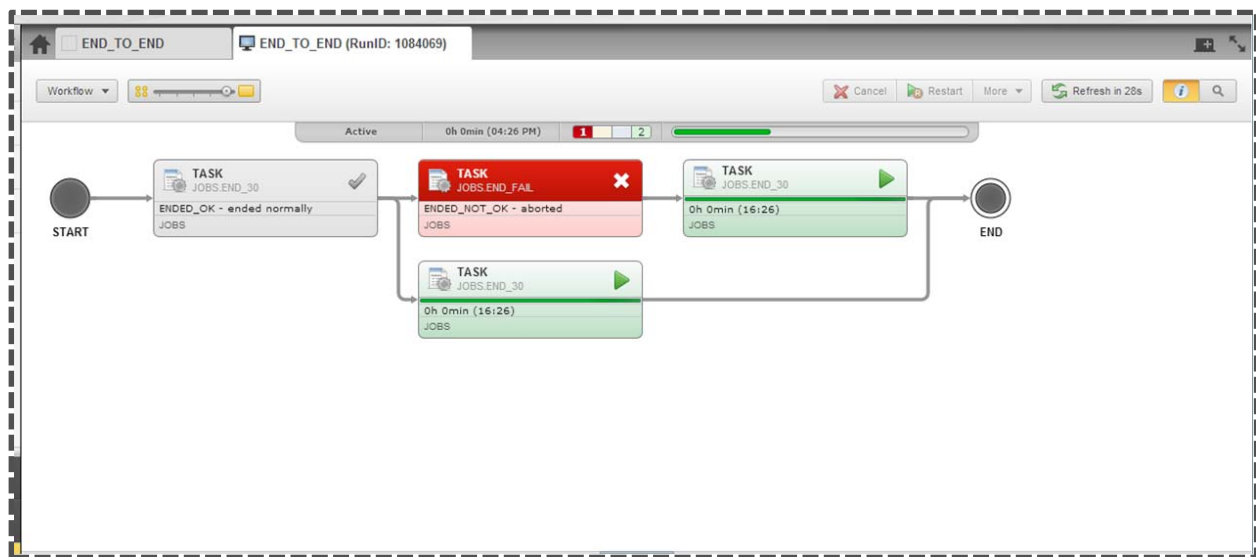


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Six ways to start automating your business....

1 Develop End-to-End Process Visibility

Most system intensive processes are fragmented by the multiple applications they run across. This restricts visibility and control to each application silo. Complete visibility across the entire process is needed to allow the business to manage and monitor the process and ensure each desired process outcome is achieved as expected, on time and every time. Services levels should be set, along with real-time monitoring of process. You need to develop predictive capabilities so you can identify potential SLA violations as and/or before they occur.



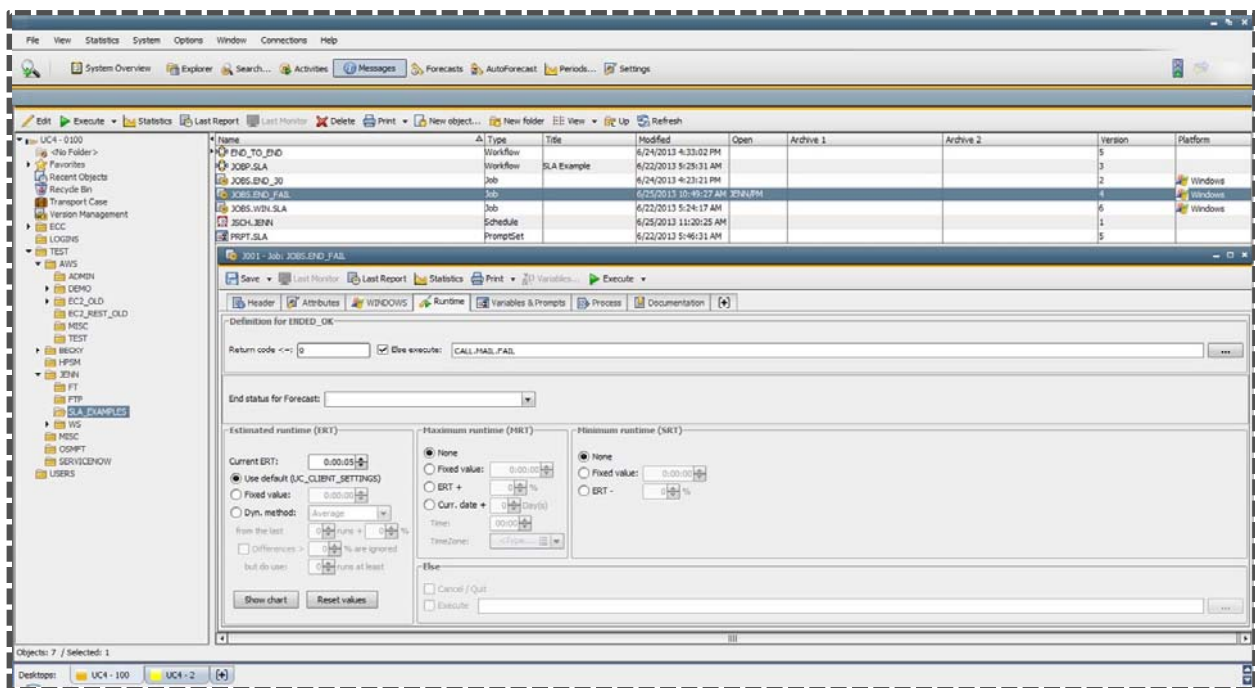
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2 Create Automated Notifications and Escalation Processes

It is not only necessary to have the ability to identify when service levels are not being achieved or when business errors occur. But it is just as critical to have the ability to act on the notifications. Businesses need the ability to proactively notify key stakeholders and escalate to management if an issue has occurred in the process allowing action to be taken promptly. This is not just limited to internal communication. Good communication is a major factor in creating good customer experience; timely and regular communication can mitigate many issues.



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3 Develop Process Governance

In most organizations, within a process, each task is performed by a specific role. You need to be able to assign permissions to perform certain tasks based on the specific role. You want to be able to have individuals that are assigned particular roles, and through those roles assignments acquire the system permissions to perform particular tasks or have access to specific data. By implementing this level of control, individuals only have access to the systems and data needed to perform their roles, eliminating data security issues and minimizing the risk of err being introduced into the process.

The screenshot displays the 'HR Process Governance' dashboard. The interface includes a left-hand 'NAVIGATOR' with sections for 'My Dashboards' (containing 'Employee') and 'Public Dashboards'. Below this is a 'Dashboards' section with icons for 'Service Catalog', 'Process Monitoring', 'Process Assembly', and 'Service Orchestrator'. The main content area is titled 'Employee' and 'Dashboards'. It features a 'Favorites' list on the left with tasks like 'Reactivate existing user account', 'Change Employee Information', 'Create new user mailbox', 'Deactivate user account', 'Remove user mailbox', 'Remove user account', and 'Request new employee hardware'. The central panel shows a 'Welcome to the employee change dashboard' message and a 'Process Monitoring' table. The 'Activities' panel on the right shows a list of tasks with their status (Active) and overtime (0h 0min).

Name	User
HR.CHANGE_EMPLOYEE_INFO	JENNIFER
HR.ACTIVATE_ACCOUNT	HR_USER
HR.CREATE_MAILBOX	HR_USER

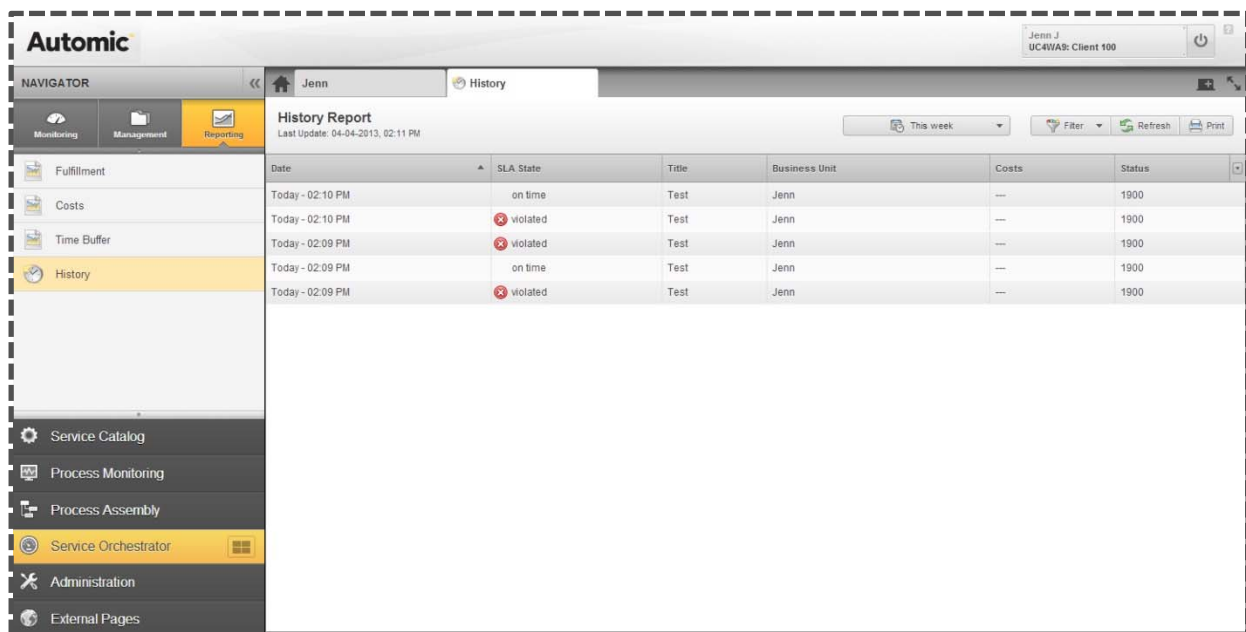
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4 Deliver Automated Rollback Capabilities

It is inevitable that system failures will occur; the key is how fast you can recover from these. Having the ability to continue the process from the point at which it was disrupted once the system is back up and running is key, particularly when many processes can take hours if not days to run.



The screenshot shows the Automic web interface. The top navigation bar includes 'Monitoring', 'Management', and 'Reporting'. The 'Reporting' section is active, showing a 'History Report' for 'Jenn'. The report table lists several entries with dates, SLA states (on time or violated), titles, business units, costs, and statuses. A sidebar on the left contains various system components like Service Catalog, Process Monitoring, and Service Orchestrator.

Date	SLA State	Title	Business Unit	Costs	Status
Today - 02:10 PM	on time	Test	Jenn	---	1900
Today - 02:10 PM	violated	Test	Jenn	---	1900
Today - 02:09 PM	violated	Test	Jenn	---	1900
Today - 02:09 PM	on time	Test	Jenn	---	1900
Today - 02:09 PM	violated	Test	Jenn	---	1900

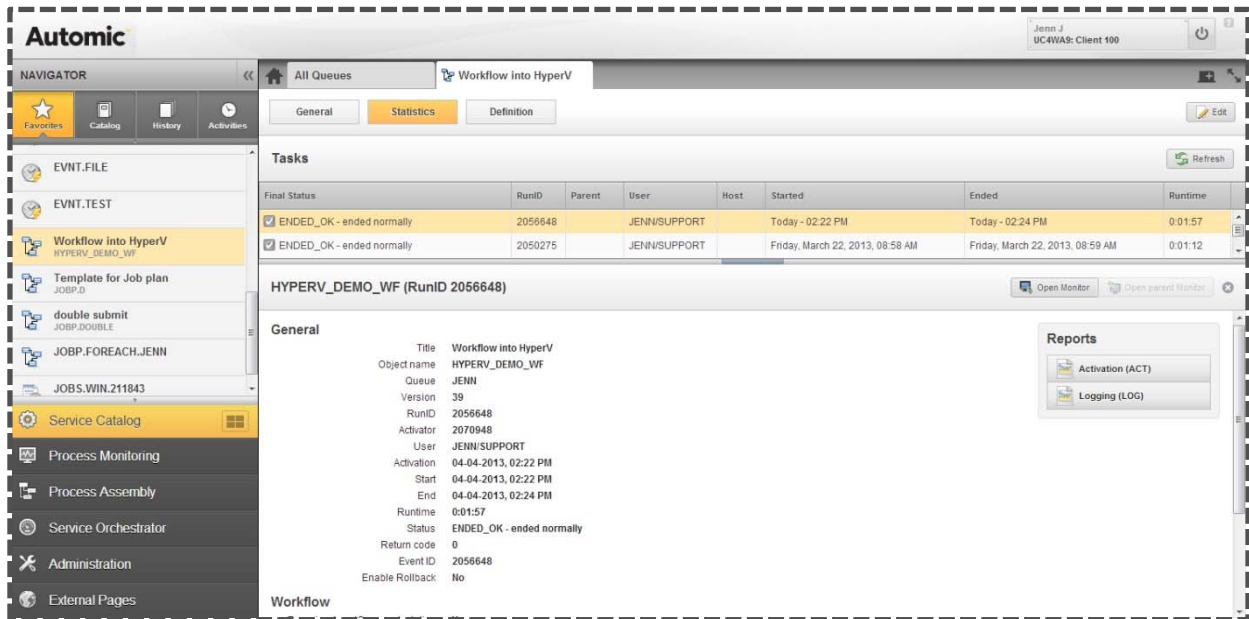
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5 Provide Business Scalability

System intensive processes typically perform millions of transactions every day and many processes will have hard deadlines for completion. Meeting these deadlines is critical to business success, but high volume processing is an area where many systems fall short. In order to help you meet tight deadlines, processes need the ability to split high volume tasks in to smaller units and run these in parallel.



The screenshot displays the Automic workflow management console. The left sidebar shows a 'NAVIGATOR' with various tool categories like Favorites, Catalog, History, and Activities. The main area shows a workflow named 'Workflow into HyperV' (HYPERV_DEMO_WF) with two tasks listed in a table:

Final Status	RunID	Parent	User	Host	Started	Ended	Runtime
ENDED_OK - ended normally	2056648		JENNSUPPORT		Today - 02:22 PM	Today - 02:24 PM	0:01:57
ENDED_OK - ended normally	2050275		JENNSUPPORT		Friday, March 22, 2013, 08:58 AM	Friday, March 22, 2013, 08:59 AM	0:01:12

Below the table, the 'General' tab for the selected workflow (RunID 2056648) shows details:

- Title: Workflow into HyperV
- Object name: HYPERV_DEMO_WF
- Queue: JENN
- Version: 39
- RunID: 2056648
- Activator: 2070848
- User: JENNSUPPORT
- Activation: 04-04-2013, 02:22 PM
- Start: 04-04-2013, 02:22 PM
- End: 04-04-2013, 02:24 PM
- Runtime: 0:01:57
- Status: ENDED_OK - ended normally
- Return code: 0
- Event ID: 2056648
- Enable Rollback: No

On the right, a 'Reports' section offers 'Activation (ACT)' and 'Logging (LOG)' options.

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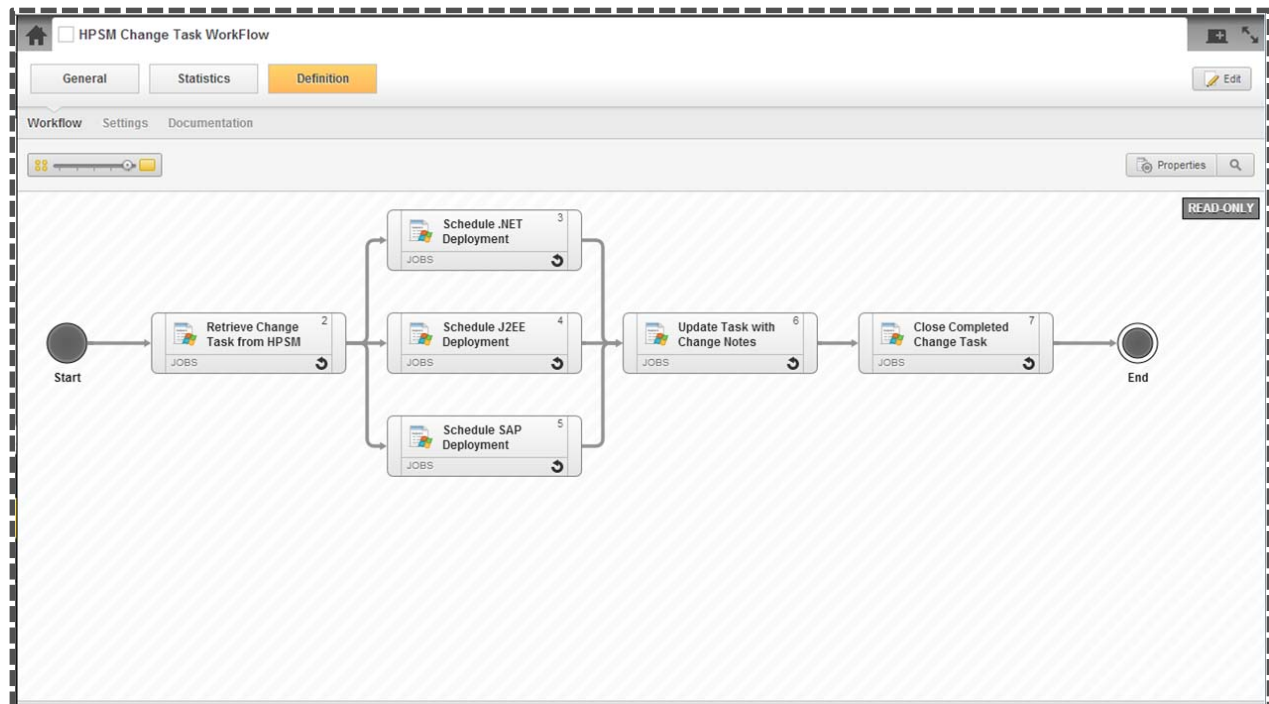


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6 Break Down Your Technology Silos

Business processes span multiple applications, people, and departments—and the applications and servers they use can be located in physical, virtual, or cloud environments. This new paradigm has created a whole new level of complexity for IT departments and is creating its own technology silos.

The best way to break down your technology silos is to implement a unified automation platform. Today's top brands know that a better approach to automation solutions is to implement a unified automation platform. This approach enables you to integrate and orchestrate workflows across the enterprise into a single, automated process stream that encompasses all your computing environments.



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SECTION 5

BENEFITS OF AUTOMATING YOUR BUSINESS



“With Business Automation, you’re able to move faster while driving down costs and staying in control.”

Forrester Research Firm



Your business processes run across multiple applications from multiple vendors, across many platforms and environments. It takes only one breakage point to create a bad customer experience and damage your reputation.

Automating your critical business processes optimizes your existing applications and infrastructure. It eliminates the management challenges and ensures that the process runs right every time.

Automation is the key to eliminating the breakage points that result in poor customer experiences and increased operational risk by exposing your business to potentially catastrophic events.



Move Faster

Automation is key when your company runs many different processes and can't afford any errors. This was exactly the case for Austria's number one telecommunications company.

This leading telecom company had many processes start with receipt of fax forms, online requests, mail, and telephone calls which required data to be manually entered. Manual data entry consumed vast amounts of time and human resources, and exposed processes to data entry errors. Steps were often missed or executed at the wrong time, introducing delays and customer dissatisfaction. Manual checking meant errors were frequently missed and only came to light when they were informed by the customer.

With automation they experienced:

- ✓ 70% of their core process now run faster
- ✓ 80% fewer staff is required to run these processes
- ✓ 90% fewer processing errors

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Drive Down Costs

The UK's largest independent mobile phone retailer was experiencing up to a 2% failure rate for direct debits and credits, costing them a lot of money. These failures created issues for their customers, which led to customer churn and dissatisfaction. Direct debit process is a semi-automated process running across multiple systems and companies. Having manual handoffs meant that steps were frequently delayed or missed.

With automation they experienced:

- ✓ €2m saved through automation
- ✓ Reduced direct debit failure rate by 90%
- ✓ 50% fewer staff required to process direct debits

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Stay in Control

A leading manufacturer of agricultural machinery and one of FORTUNE magazine's Top 50 Most Admired Companies was experiencing too many incidents and problem tickets. It was virtually impossible to manage them manually.

With automation they experienced:

- ✓ 70% less time analyzing critical SAP problems
- ✓ 70% less time spent delivering management reports
- ✓ 60% of ticket triage was automated

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Conclusion & Additional Resources

It has become commonplace for global enterprises to possess thousands of applications and application servers, rely on extensive globalized networks, and store more data than ever before. Therefore, it is more important than ever to have a single, enterprise-wide automation solution that will help you efficiently manage this complex IT landscape.

By eliminating automation silos and removing manual steps that slow execution time, decrease productivity, and introduce human error, you will enhance your efficiency, accuracy, agility and will lower your operational costs. Most importantly it will enable you to deliver the promised services on time, every time.



Automic eBook on How to Automate Your Business



Forrester Research Firm report on The Changing State of IT Operations



Forrester Research Firm report on The Total Economic Impact of Automic



Gartner Research Firm report on Business Process Automation

Visit www.automic.com to download these resources.

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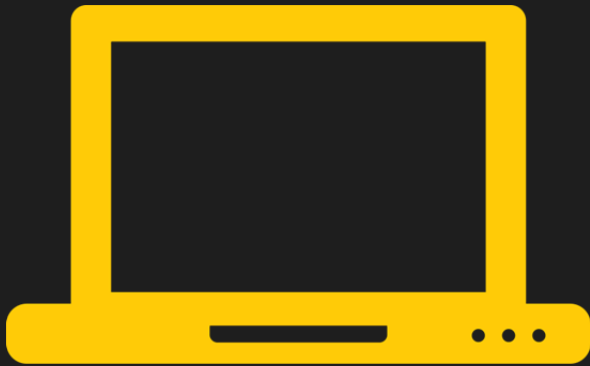


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