



‘A Robot For Every Person’™

Why your employees are the key to unlocking your full automation potential



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Bottom-up innovation is the key to digital transformation

People are the most powerful asset a company has. Employees are critical to business success today and growth tomorrow, yet they are often stuck working on mundane and repetitive tasks—taking time away from valuable work.

When digital transformation initiatives emerged decades ago, the objective was clear: help companies modernize operations and improve processes. Such initiatives were top-down exercises focused on systems and workflows.

Yet, top-down mandates had a fundamental flaw. As companies invested in new technologies, complexity increased. Disjointed systems resulted in new work for employees. Workers across the business identified workarounds, handled exceptions, and developed customizations to fill technology gaps.

Any incremental benefits were quickly offset by skyrocketing complexity. Research by McKinsey & Company [finds](#) that just 16% of C-suite decision makers say their company's digital transformation efforts have succeeded.

“We believe democratization of automation is at the forefront of any successful digital transformation strategy”

—Param Kahlon, Chief Product Officer, UiPath

The challenges of classic digital transformation have led us to a new approach: innovation from the bottom up. This is innovation driven by people who see the problems close up, every day—and a simple platform that puts easy-to-use tools directly into the hands of people who can make an immediate impact.

This paper explains how companies can finally see the benefits of digital transformation by empowering every employee to benefit from automation. It outlines how employees can (and should!) engage with robots, demonstrates how the [UiPath Platform](#) supports enterprise automation, and shares steps you can take to get started today.



A fully automated enterprise is a digitally transformed enterprise

In a few short years, software robots in the enterprise have gone from a novel idea to one that most leading companies consider essential to their ongoing success.

Robotic process automation (RPA) enables companies to automate routine tasks using software robots that emulate humans, so employees spend less time on manual work and more time on activities that leverage their valuable—and uniquely human—skills. The result? Greater job satisfaction for workers, and significant business impact for the organization.

According to [recent IDC research](#), 4 out of every 5 executives indicate that the primary benefits of RPA include:

- Fewer errors or mistakes—reducing time rework
- Faster speed of response and process flexibility
- Ability for employees to make better and more consistent decisions

In other words, automation helps companies digitally transform—and those that embrace automation across the organization at scale and include employees in the effort see results faster.

Such an organization is called a fully automated enterprise™. This is a company that is more efficient, more resilient, and outperforms its peers. At such a company, both customers and employees are more satisfied.

While a traditional enterprise takes a top-down approach to automation, a fully automated enterprise involves everyone in the organization in its automation efforts.



[Gartner predicts](#) that 90% of large organizations globally will adopt robotic process automation in some form by 2022.

The fully automated enterprise



Assigns automatable work to robots

Robots do the mundane and repeatable work



Provides a robot for every person

Robot assistants augment and empower human workers



Democratizes development

Workers can automate simple tasks with low-code apps



Unleashes AI across every facet of work

Deploy AI to build smarter robots and spot every automation opportunity

There are two ways employees get involved. First, a fully automated enterprise provides every employee with a robot assistant. Second, a fully automated enterprise drives bottom-up innovation by making it easy for employees to build their own automations.



Provide a robot for every person

Employees are eager to work with robots: 71% report feeling optimistic about the impact of automation on their daily work, according to a recent [IDC report](#).

With a robot for every person, employees get more done and shift their focus to higher-value work. **Workers can collaborate with robots in multiple ways:**

- Delegate repetitive tasks to robots
- Communicate and interact with robots
- Work side by side with robots without disruption to their own work
- Interact with applications that are powered by robots

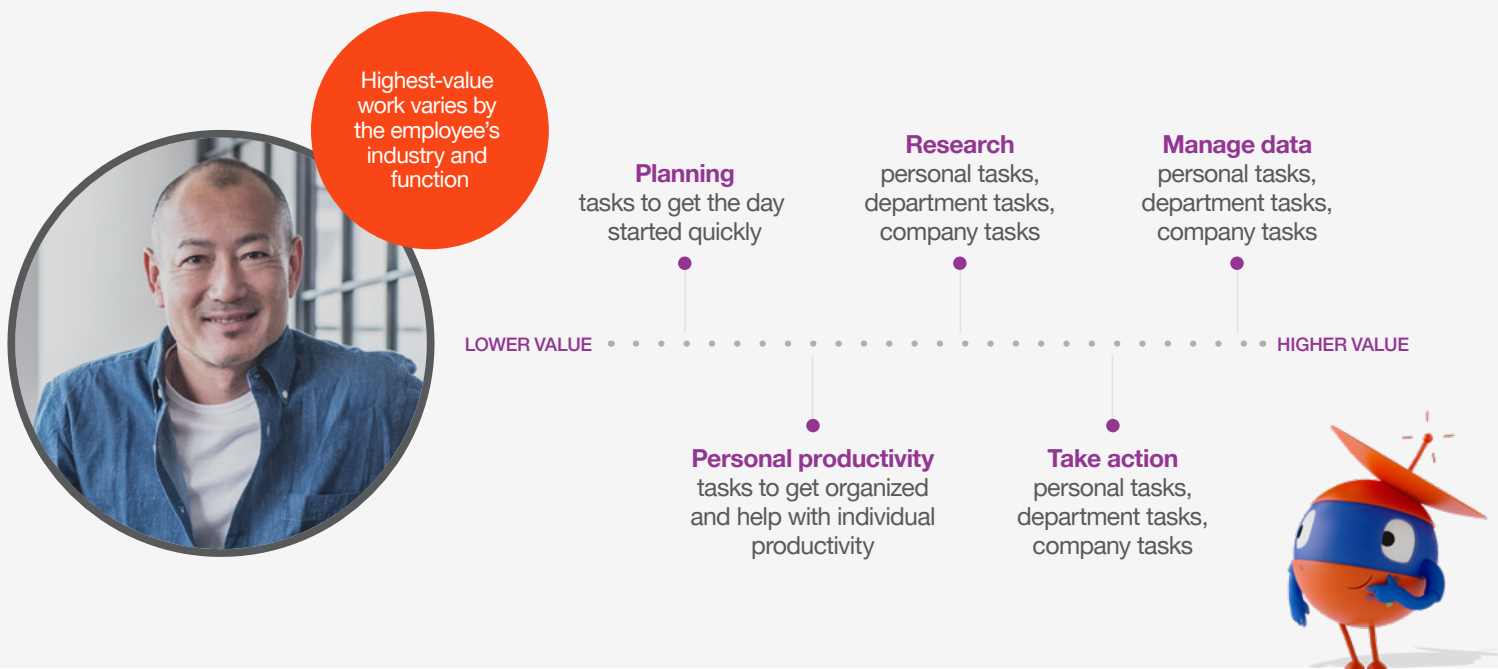
By providing automation access to everyone in the organization, fully automated enterprises infuse automation deep into daily operations. They empower everyone to benefit from automation.

What's more: once employees become familiar with robots, they begin to identify new opportunities for automation. Empowering each employee with tools to suggest new automations will build a pipeline of valuable ideas, sourced directly from subject-matter experts (SMEs).



The IDC report “A Robot for Every Worker: Are We Ready for a People-First Automation Mindset?” discusses the importance of a people-first approach to automation. Unveil success stories and insights from eight global enterprises that are implementing a people-first automation mindset today. [Get your free copy](#)

Robots help employees with everyday tasks, from the simple to complex





How does a fully automated enterprise do it?

1. It enables employees to run automations on desktop, web, or mobile:

With **UiPath Assistant**, employees get a personal robot on their desktops and can instantly access, manage, and run automations. Employees don't need to learn any special software to work with robots.

UiPath Apps makes it easy for employees to use web applications powered by robots on desktop or mobile. Apps connects existing applications and processes.



Janet's robot assistant helps her start her day every morning by opening and configuring all relevant applications. This saves her 10 minutes each day—or a full week each year!

[Discover the 'Start my day' automation on Marketplace](#)



Bob's robot assistant helps him automatically redact sensitive content found in PDF documents. The robot makes sure Bob complies with all data privacy laws—no 3rd party software required.

[Discover the 'PDF Redactor' automation on Marketplace](#)



Gemma is a contact center agent. When she receives a customer call, a robot opens a window with customer verification details. Then, it presents relevant customer data via an interactive Apps dashboard. This helps Gemma quickly resolve the customer's issue and provide a better customer experience.

[Watch this automation in action](#)



John can easily submit time-off requests thanks to Apps. A robot sets up an out-of-office message, creates a PTO request in Workday, and aggregates a list of all upcoming meetings so John can easily select those he would like to cancel during his vacation.

[Watch this automation in action](#)

2. It provides tools for employees to suggest new automation ideas:



UiPath Automation Hub lets companies crowdsource automation ideas from employees with a simple submission process, intuitive visualization, and analytics.



UiPath Task Capture empowers employees to record the steps of a process they would like to automate and instantly create documentation.

To scale automation company-wide, every employee should have access to robots.



Democratize innovation from the ground up

As employees begin to work with robots and submit new ideas, some will take the extra step to build their own automations. A fully automated enterprise provides low-code tools to enable employees to quickly bring their automation ideas to life.

By enabling workers to create their own automations—either for themselves or for teammates – companies generate a high volume of new automations that can benefit the whole organization.

How does a fully automated enterprise do it?

1. It makes it easy for workers to create their own automations.

With **UiPath StudioX**, every worker with basic tech skills can build his or her own automations. StudioX offers drag & drop capabilities to automate hundreds of tasks that touch applications workers use in daily work—including Microsoft Office, Google Workplace, or web pages.

2. It enables employees to enhance self-created automations with engaging user experience.

With **UiPath Apps**, employees can seamlessly add rich, user-friendly interfaces to their automations to integrate data from multiple systems—across different platforms including Windows, Mac, Linux, Chromebook, and mobile devices.

"There was a day when everyone had to learn Microsoft Office, but now it's just normal. At Elisa, we plan to make UiPath StudioX the new normal and empower more than 2,000 employees to drive big productivity increases. We see no limitations on who can use StudioX, from production, to customer service, and even our retail store fronts."

—Anssi Talaro, Head of RPA, Elisa

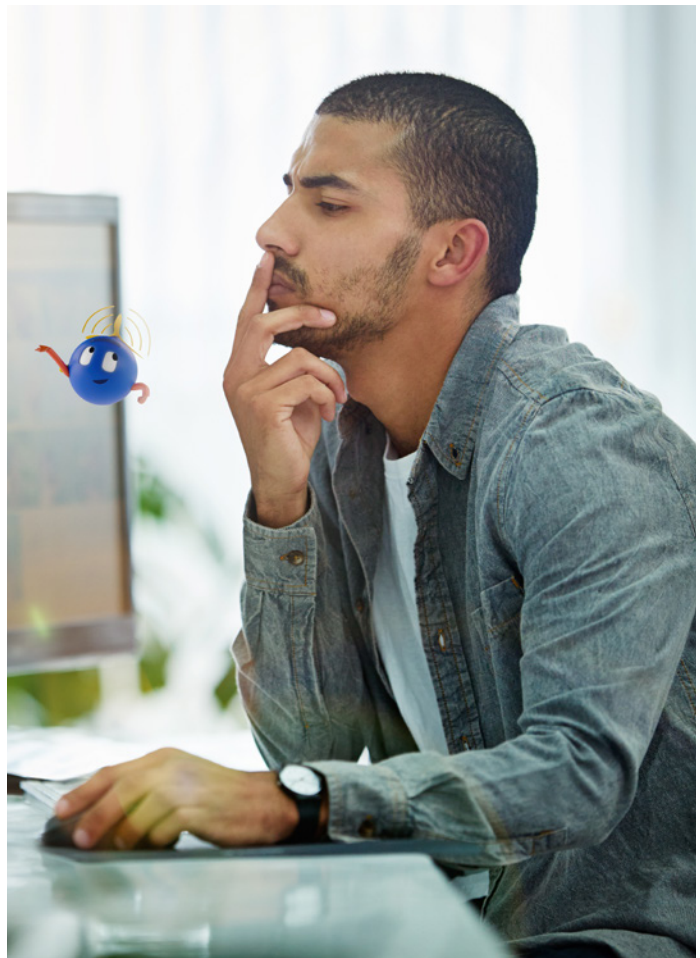
Enable strong governance

Companies must ensure all employee-built automations comply with and adhere to all rules and policies. To manage risk and ensure enterprise compliance, organizations must set up proper governance protocols for the automation program prior to program launch.

How does a fully automated enterprise do it?

UiPath provides comprehensive enterprise controls, enabling governance teams with tools to:

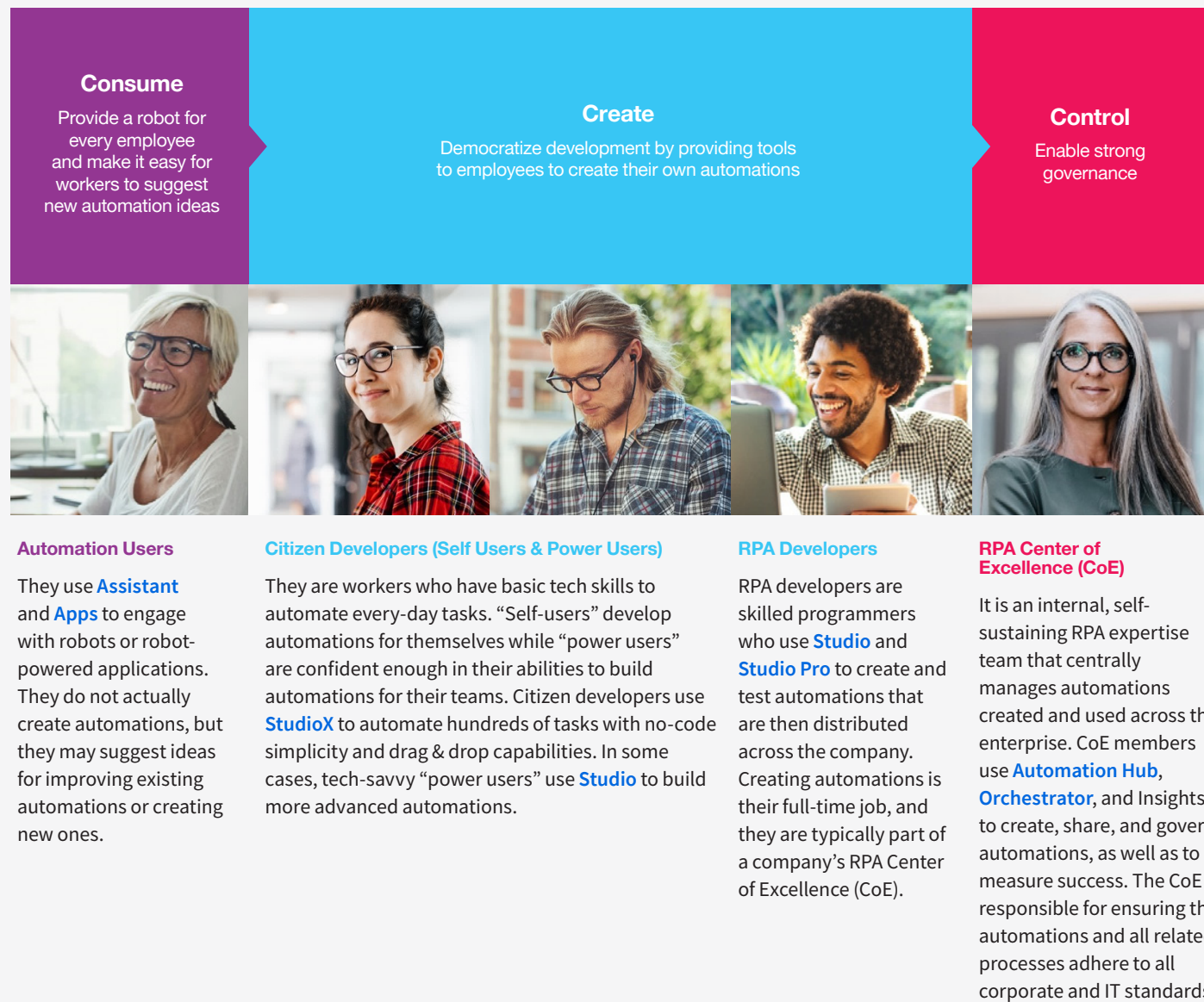
- Validate and share employee-led automations in [UiPath Automation Hub](#)
- Assign automations to every employee's [UiPath Assistant](#) according to department and team permissions, as well as set up licensing models and monitor usage in [UiPath Orchestrator](#).
- Centrally manage how automations are created in [UiPath Studio](#) and [StudioX](#).
- Train employees through a comprehensive training curriculum



To manage risk and ensure enterprise compliance, organizations must set up proper governance protocols for the automation program prior to program launch.

Three steps to involve employees in automation initiatives

To provide a robot to every employee and democratize innovation, companies must take three steps:



Empower everyone to benefit from automation

A bottom-up approach to digital transformation means that companies must think not just about technologies and processes, but also—more importantly—about the people who use that technology and why they use it.

Companies that embrace a robot for every person ensure that everyone is involved in automation—from leaders to individual employees. Employees will consume and interact with automation differently.

Accelerate returns with an automation flywheel

By providing a robot for every employee and democratizing automation development, an organization unlocks a **flywheel of innovation** for individuals, teams, and the organization.

Steps 1-2: The flywheel begins with the CoE, which builds, tests, and distributes automations to employees.

Step 3: Employees use these automations as they go about their work. Robot assistants or robot-powered applications help them with day-to-day tasks.

Step 4a: As employees see benefits in day-to-day work, they start to identify ideas for new automations. They submit these ideas to the CoE, which in turn builds new automations and distributes them to the workforce.

Step 4b: Then a breakthrough moment occurs. Some employees—citizen developers—start to express interest in building their own automations. Tech-savvy employees will build automations faster without involvement from the CoE.

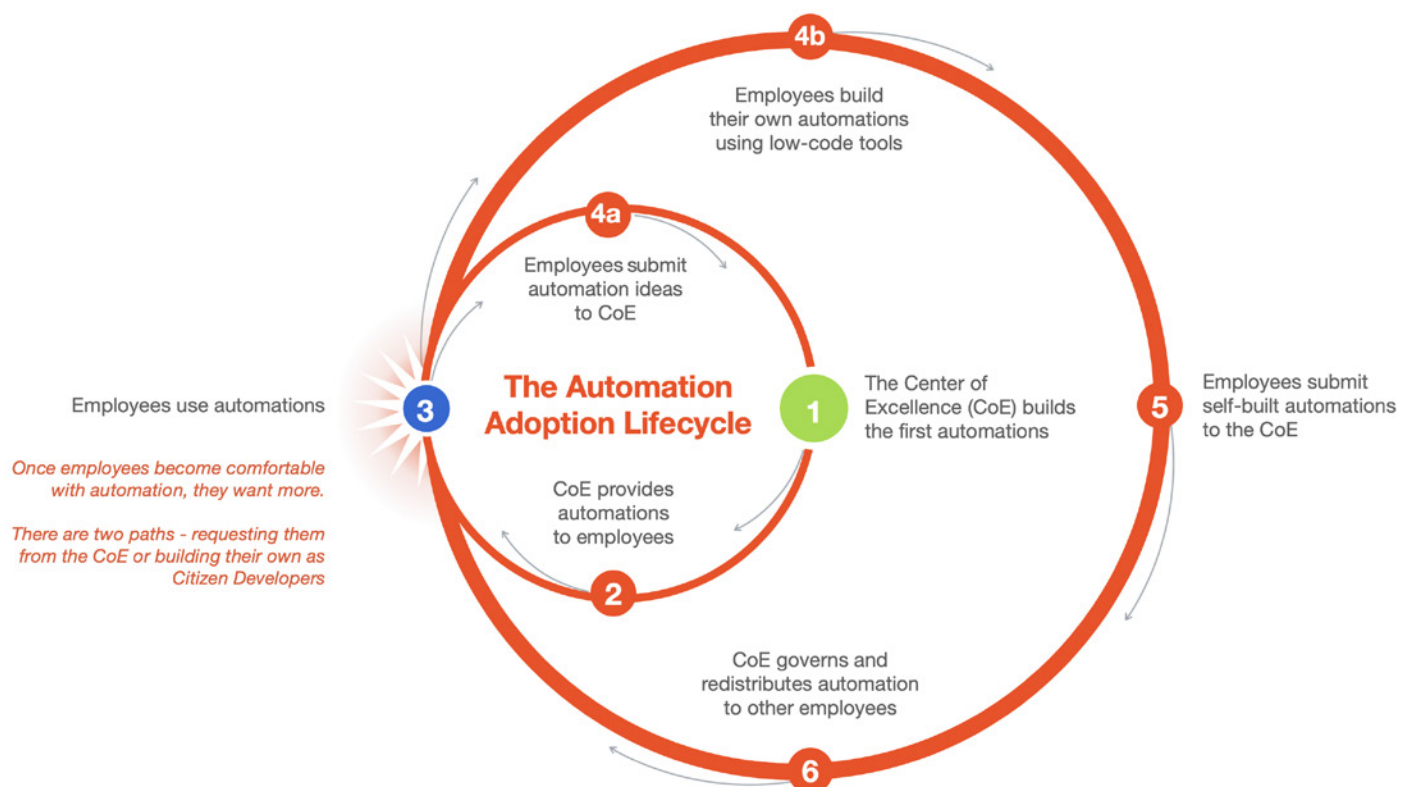
Giving people the right tools to submit ideas and build their own automations—with appropriate governance in place—supercharges the automation flywheel.

Steps 5-6: After the CoE validates and approves employee-submitted automations, they distribute these across the organization or to specific departments. As more people use robots more frequently, they will see more and more opportunities for new automations—thus accelerating the flywheel.

The automation flywheel massively scales the benefits of automation to the whole organization.

What's more: Artificial intelligence unlocks additional automation use cases, pre-built integrations enable faster development cycles, and insights capabilities help the CoE optimize automations.

The result is ever-increasing productivity, greater cost efficiency, and an enhanced experience for customers and employees.





A robot for every person means value for the whole company

IDC research found that 80% of decision-makers who have adopted RPA provide workers with access to tools that enable them to automate their work. In other words: leaders today recognize the importance of involving employees in automation initiatives.

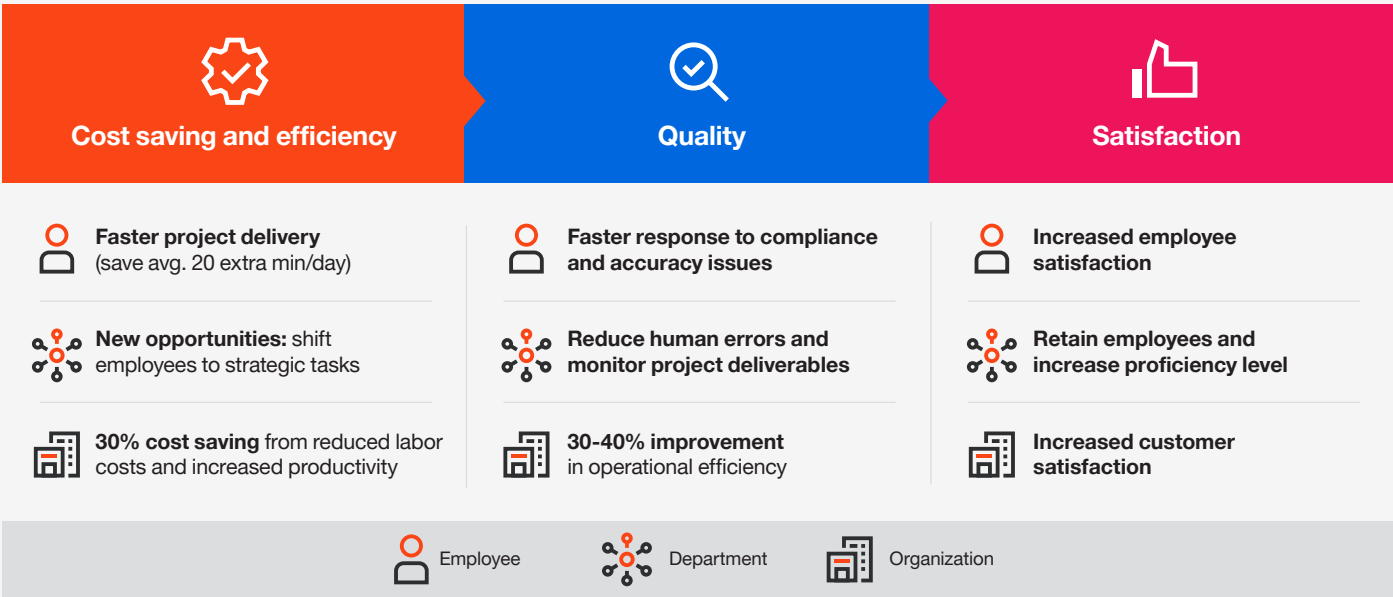
Companies that embrace a robot for every person will:

Unlock cost savings and efficiency at scale: Studies conducted by UiPath indicate that just a few automations can save employees nearly 20 to 25 minutes per day. That adds up to one working day each month, or nearly 85 hours each year. For a company with 15,000 employees, this results in savings of nearly 1.3 million hours per years. This creates capacity for the organization in previously unheard-of ways and allows to shift employees to more strategic tasks.

Improve operational efficiency: A robot for every person puts the delivery vehicle of digital transformation on every desktop, improving operational efficiency, providing high level of project quality, and building agility into the organization at every level that helps companies successfully navigate times of uncertainty.

Improve employee and customer satisfaction: Giving employees time back for more creative and valuable work helps them achieve better work-life balance and higher job satisfaction. As a result, organization can better attract and retain top talent. Moreover, employees in customer-facing roles have more time to deliver better and more personalized experiences for customers.

A Robot For Every Person Delivers Company-Wide Value





5 steps to get started

Every organization has its own unique culture, processes, and needs. Implementing a robot for every person and democratizing innovation requires careful input and planning that fits into each company's strategy, so specifics will vary.

Based on experiences with companies across the globe, **UiPath recommends companies follow five essential steps for implementation.**

1. Define personas and map a high-level journey for each. Companies begin by identifying which employees will be involved as automation users or citizen developers and map out desired experiences for each.

2. Identify tollgates for each persona. Then, companies set up control points for each persona to ensure compliance with the governance model. For example, if a citizen developer has not completed relevant training, they would not be able to get a license to build automations.

3. Transform the high-level journey into a detailed path to production' process. Once the control points are established and applied for each persona, the next step is to deep-dive into the 'path to production' (steps to execute the automation program) and specify details about roles and responsibilities.

4. Develop operational processes. In this step, it is important to define how to deploy the technology, manage licenses, distribute training, and manage support resources.

5. Configure new and existing supporting technologies to align with the program needs. The final step involves leveraging additional platforms and systems to successfully support product needs with the minimized level of manual activities.



An Automation Operating Model (AOM) illustrates how an organization will execute and scale its automation program with appropriate governance standards in place. It defines personas, ownership, governance protocols, and enables successful program execution.

Elevating human potential with innovation

How dentsu is investing in its people by embracing bottom-up automation

Dentsu is a global digital marketing communications company headquartered in London and operating in 145 countries with around 45,000 employees.

Dentsu's automation journey began in January of 2018 with the creation of its Automation Center of Excellence (COE) on a mission to "elevate human potential" by weaving artificial intelligence (AI) into every business process across the company, globally.

Max Cheprasov, dentsu's Chief Automation Officer said, "The ultimate goal is to arm all of our employees with a virtual assistant. There isn't a team or process that can't benefit from AI and RPA."

In an early example, in an initiative led by Brian Klochhoff, Director of Automation Solutions, the CoE built and deployed an army of **60 robots in just 30 days** to complete a large-scale data extraction and migration project, saving more than 125,000 hours.

As dentsu employees became familiar with automation, they began to reach out to the CoE with suggestions for new automations. The CoE wanted to act on each new idea but needed to prioritize automations that would drive enterprise-wide benefits. Employee-submitted ideas represented a "long-tail" opportunity that—if executed—would achieve massive cumulative time savings. To unlock this potential without making the CoE a bottleneck, dentsu established their Citizen Automaton Program (CAP) that enabled and empowered employees to automate their daily challenges independently.

The company views this ongoing strategy as an investment in their people. Their goal is to not only remove the drudgery from employees' daily work, but also upskill workers to elevate everyone's potential within the organization.

Making a robot for every person a reality

As one of the early members of the team, Kate Hall, Automation Solution Architect, quickly became an expert on UiPath Platform including StudioX—the low/no code solution that enables and empowers business users to create their own attended automations. Armed with this knowledge, she now leads the dentsu CAP program. In February 2020, dentsu piloted CAP with its Media Finance unit. Team members used StudioX to build an automation for a process that required them to download and combine information from different systems into a formatted Microsoft Excel report. This process took each team member one business day to complete; the attended robot they built completes it in just 10 minutes.

In partnership with UiPath, dentsu continued to roll out its program across the organization. UiPath Academy self-study courses were made available to cohorts of citizen developers. Dentsu also hosted two-day hackathons, led by UiPath coaches, to help participants get their first automations off the ground.

In one hackathon for the Media Operations team, employees built automations that are expected to save the team 850+ hours of manual effort each year, and more than 70 new ideas are in the pipeline.

"Introducing citizen-led automation allows us to tackle the automation pipeline from both the top-down and the bottom-up. This helps us spread even more awareness of automation as more people can actually get the tools in their hands and start automating"

—Kate Hall, Automation Solutions Architect, dentsu

“My automation is only a quick time saver, but this task is going to help tremendously with keeping our entire campaign process on track and providing more time to focus on creative work”

—dentsu employee, CAP hackathon

Popular citizen-led automations included preparing and manipulating Microsoft Excel reports, exporting and filing invoices, timesheet reporting and email reminders, as well as downloading, transforming and uploading data across systems. Employees also uncovered new automation opportunities to drive quality assurance and on-time project delivery.

In one use case, the automation creates Microsoft Outlook reminders based on a Microsoft Excel campaign production chart. Now that this highly manual task has been automated, employees have more time to focus on campaign content and strategic client interactions, and all parties involved are aware of milestones so they can stay on track and deliver campaigns on time.

As employees generate new ideas and build automations, the CoE centrally manages the program with complete oversight and transparency. Citizen-led automations are stored in a corporate Orchestrator and new ideas are tracked in Automation Hub, making it easy to keep track of program progress.

Getting employees excited

Dentsu employees who participated in the CAP pilot saw automation as a way to improve daily productivity and accelerate career growth. They were inspired—and

excited—that robots could do tedious tasks on their behalf, so they could instead focus on strategic, creative work they are uniquely skilled to do.

Dentsu has an internal Automation Connective with more than 500 members around the world. Members in this community ask questions, collaborate with other participants, and share their own automations. Dentsu continues to focus on upskilling citizen developers on a quarterly basis and is expanding the CAP community across the enterprise. Citizen developed attended automations are now estimated to have saved dentsu over 3,000 hours of manual effort just over the course of two-day hackathons.

A long-term vision that drives enterprise-wide results

Dentsu’s mission is to elevate human potential by integrating RPA and AI into every business process. By empowering employees with tools that help them benefit from automation, the company expects to achieve:

- Happier employees who report improvements in work-life balance
- Improved business results and new forms of value recognized by clients as superior to rivals
- Higher customer satisfaction
- Improved business continuity
- Better compliance and central governance

Lessons learned

Interested in kick-starting your own a robot for every person program? **Below are three tips from the dentsu automation team:**

- Prepare a long-term plan for an automation operating model so you can centrally govern the program and track all incoming ideas and citizen-led automations
- Identify sponsors to drive awareness and demand
- Just get going. You will learn and hone your approach as you roll out your program.

Make a robot for every person a reality in your company



Learn more about a robot for every person



Start your conversation with our RPA experts