

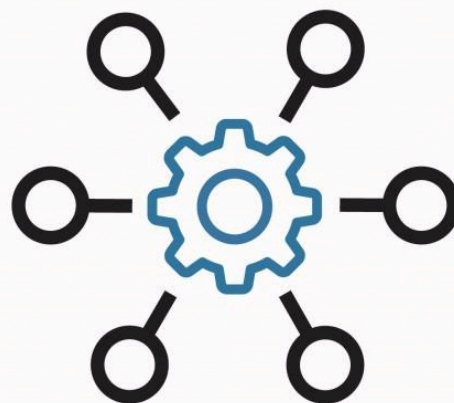


Value Creation Automation: Combining the Power of ERP, BMP & CRMs

The [business environment](#) has undergone a great digital transformation over the past few decades. The increased usage of advanced automation technology including Enterprise Resource Planning (ERPs), Business Process Management systems (BPM), Customer relationship management (CRMs) have changed traditional business functioning for the better. The core purpose of such automation programs is to increase process efficiency and enhance productivity.

Automation solutions have enabled businesses to reduce human input and systemize processes for greater control. For example, ERPs are known to manage diverse business functions such as accounting, HR, and operations through an integrated platform. On the other hand, CRMs focus mainly on automating various customer service management processes. Many of these solutions can be integrated with one another to create a complex framework.

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But every coin has two sides. Though the benefits of such automation solutions cannot be denied, the disadvantages are still plenty. Firstly, it is important to shed light upon the heavy costs and expenses that come with implementing an automation solution. Secondly, the time needed for implementation can take months if not years. Businesses invest heavily to revamp process automation, but is all this hassle necessary? With an ERP, many manual processes can be replaced, but some still rely on manual data input.

A little glitch can cause a major breakdown which again would be costly to fix. But the most important drawback worth highlighting here is the rigidity of automation solutions. These solutions are not flexible and often require additional costs for upgradation. By the time businesses finish implementing a solution, the process requirements may have changed. And businesses need to consistently meet changing demands to stay in the tough competition. So, what's the point of having one or several automation solutions which are costly, hard to implement and extremely inflexible? And don't forget the additional IT support costs? All this

may seem affordable for those corporate giants out there? But what about the small and medium sized businesses? Where will they go? How can they equally compete in the industry? How can they automate and improve their processes?

The answer to the above asked questions is ["Value Creation Automation" \(VCA\)](#), an advanced automation solution designed to give businesses the power of control and sustainability. VCA, unlike regular automation solutions works holistically. To define this in simple words, we can say that VCA isn't designed for a single specific business function. Rather it is geared towards simplifying, resolving and eliminating entire business problems from the bottom up.

Value Creation combines all benefits of ERPs, BPMs, and CRMs to form a technological framework which tackles problems at even the smallest and most minute task level. One key differentiator of VCA is its ability to implement Lean Six Sigma principles in an automated manner. Typically, businesses would hire a Six Sigma expert to design and execute lean processes. But with VCA, all this becomes automated and controlled through a single system. The main purpose of Lean Six Sigma is to eliminate wastage and bring up profit margins through successful identification and eradication.

I would like to point towards some of the key benefits that make VCA stand out from the rest:

Increased Operational Efficiency



Efficiency is the key to survival and growth in any industry. Your business is bound to fail if you can't keep your processes efficient. Inefficiency not only increases risks but also adds to the costs and impacts the profit margins. With VCA, all processes are managed in a Lean way

where resource is checked for wastage at task-level. This means, wastage is reduced, operational efficiency increases along with profits.

Maximum Process Control

You cannot control what you can't see. In traditional business set ups, managers or executives have little or no real-time information regarding process and performance. [Value Creation Automation](#) acts as a complete window to a business's operations and progress levels. With such a high accuracy rate and visual insight, managers can better control processes and avoid failure pitfalls.

Better Quality

Quality is what you need to make a name for your business in any industry. And consumers are only willing to spend bucks on high quality products or services. But measuring quality and assuring consistency of quality is tough, especially if done manually. You can't hire a team of quality experts who monitor and manually gauge each output's quality level. This can be unaffordable and not very reliant. With VCA, you don't have to worry about manual quality checks. For each task or process, quality parameters are predefined and fed into the system. Every step of every process is monitored against those quality parameters to ensure consistency.

Increased ROI

For every business, revenue is the ultimate goal. Businesses work hard to survive in the industry and [increase rate of return ROI](#). But ROIs don't just boost on their own. A combination of efficiency, quality and low costs play a crucial role. Value Creation Automation give businesses the power to control and lower costs, boost quality and production, enhance marketing and attract more consumers. The system provides a perfect balance between man and machine input that leads to effective resource utilization.

Integration of Business Functions



In any business workflow, you can find multiple tasks which are interdependent, multiple processes which rely on one another, and more. This complex intertwined system leads to output generation. It is important to remember that businesses also have multiple units such as marketing and finance which affect overall functioning. Manually, it is not easy to handle such as workflow. But with Value Creation Automation, entire workflows and departments are integrated into the system. Any effect on one aspect of the workflow will reflect on other dependent units. For instance, if a task is cancelled or delayed, the cost of this cancellation will reflect in contextual accounting books in real-time.

Real-Time Display and Analytics

Data holds the key to further growth. But [real-time data](#) is what holds the most value. With so much information flowing in and out of a business, how can they keep track? Value Creation Automation provides in-depth visuals which reflect real-time performance of the company. Since all processes are continuously checked and monitored, the information is displayed on designated screens. Managers can keep a check on employees and targets in real-time. This information can prove helpful in decision-making.

With some of the main benefits of Value Creation Automation explained, we can safely assume that this automation solution works in a unique way and goes beyond the limited functioning of ERPs, BPMs and CRMs. Automation should allow a business to grow and evolve rather than limit its functionality. VCA can hold the key to a better business environment where small and large firms can fairly compete. Technology is well on its way to further advancement and will continue to reshape lives across the globe.