

# Beyond RPA: Unlocking Automation's Full Potential with Automation-as-a-Service

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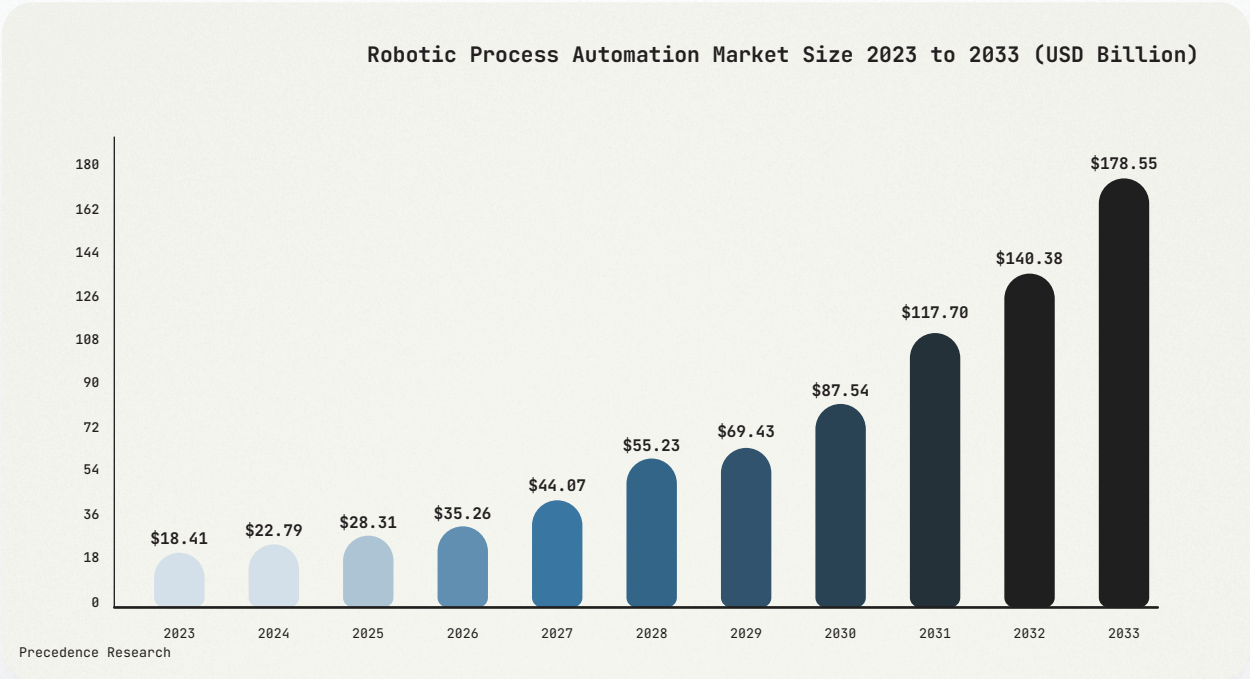
# Beyond RPA: UnLocking Automation's Full Potential with Automation-as-a-Service

RPA is dying. And that's a good thing...if you know why.

Kimberly Tan declared the end of RPA in her report, "[RIP to RPA: The Rise of Intelligent Automation.](#)" But, while Kimberly points to AI and Agents as the future, it's the rise of the data clouds, and the introduction of Automation-as-a-Service (AaaS), that will actually unlock automation's true potential.

## Sizing the Opportunity

The market for Robotic Process Automation (RPA), according to [Precedence Research](#), is expected to hit \$180B in the next 10 years, which is still just a fraction of the \$740B market for business process outsourcing (BPO), per Market.us.



Making the opportunity for automation obvious. In total, millions of hours and hundreds-of-billions of dollars are wasted annually on repetitive, low-value work.

## Automation 101

At its simplest, automation says: If X happens, then do Y.

RPA's answer was bots. Good idea in theory, bad in practice.

Bots are a hardcoded software solution, which necessitates the assumption that X will always happen the same way, and therefore, so should Y (in the exact same form).

While bots live in black-and-white, the world operates in color. X never happens in the same way, so Y must adjust.

This lack of nuance makes bots fragile and shallow. According to a study by Ernst & Young, up to 50% of RPA projects fail.

*RPA initiatives tend to turn out like a work of abstract art -lots of colors and dots, but nobody can tell you what the bigger picture is.*

The benefit of RPA isn't zero, but the applicability is limited.

Valuations of industry leaders, UI Path and Automation Anywhere, indicate the broad market agreement. UI Path's stock price has decreased 80% in the last five years while Automation Anywhere has turned to debt markets for financial stability.





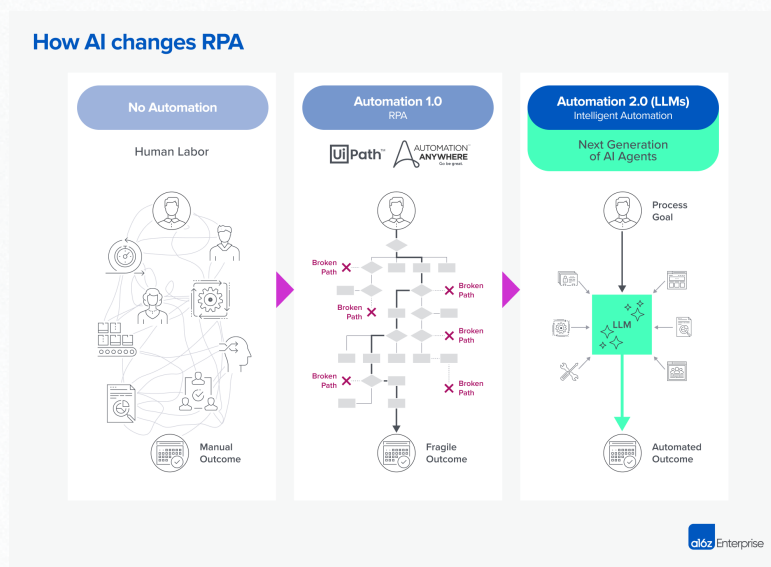
Leading RPA vendors are behind on integrating AI in their products and are seeing their growth slow drastically.

-Brendan Burke, Sr. AI & Software Analyst, PitchBook

## Intelligent Automation

Enter “intelligent automation” via AI and Agents. Whereas bots were limited to a series of if-then statements, AI-powered agents are built for interpretation. This is a big deal!

RPA treated automation as a software problem, static. Agents treat automation as a data problem, adapting dynamically as the data changes.



[Source](#)

Great news...if you have access to data. Enter the data clouds.

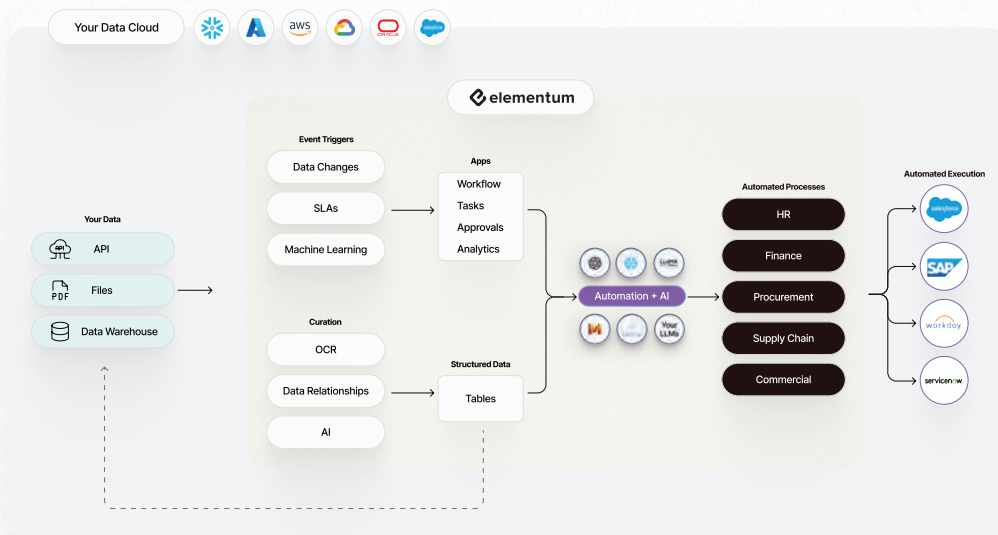
What continues to be overlooked is the massive investments corporations have made to centralize their data in just a handful of data clouds, such as Snowflake, Azure, and GCP. Data for every function (e.g. finance, HR, sales, operations) in every format (structured and unstructured).

Agents may be dynamic, but their applicability is still limited by the data they have access to. For example, automating a sales process without the context of finance is like going Christmas shopping without a budget. There will be problems!

Similarly, no one will want to invest in Agent-specific infrastructure. They're already investing millions in their data warehouses.

## Automation-as-a-Service

The real future of automation will come from Agents that live within each company's own data cloud - no integrations, no copying data, no moving data. True, cloud-native automation that's more performant, more secure, and more cost effective.



With these capabilities, automation is actually offered as a service (AaaS), enabling secure, rapid, cross-company automation. One solution to administer. One solution to train users on. No new security risks.

Additionally, AaaS will provide the benefit of seamless cross-functional collaboration, connecting Sales and Finance, Supply Chain and IT, Risk Management and Marketing, etc., enabling true end-to-end automation.

We finally have the opportunity to unlock automation's full potential. We just need to know where to look, towards the cloud.