

Enterprise Automation

2024 Survey: BPA vs. RPA

Industry Landscape

A large, semi-transparent blue graphic element is positioned on the left side of the slide. It features a stylized, interlocking shape that resembles a letter 'S' or a similar abstract form, rendered in a lighter shade of blue against the background.

Overview

Robotic process automation (RPA) is a tool-set for task-level automation.

Business process automation (BPA) is a platform to automate processes across business functions.

RPA



BPA



RPA and BPA work together to deliver a comprehensive automation strategy.

Automating Tasks & Processes

ROBOTIC Process Automation

- Apply bots to automate repetitive, high-volume tasks
- Includes data entry, data scraping, and data checks
- Tasks are self-contained within specific functions (e.g. customer service, finance, HR)
- Works best for structured, rule-based tasks
- Minimal analysis, recommendations, or optimization



BUSINESS Process Automation

- Automates entire business processes from end-to-end
- Combines data mining, data analysis, and workflows
- Automatically initiates actions (e.g. approvals, surveys, tasks, notifications, API-out, reverse ETL)
- Works best for dynamic and multi-function processes
- Provides real-time analysis, execution, and optimization



Example: Contract Management

ROBOTIC Process Automation

- Captures new vendor information from input source
- Identifies relevant contract forms (e.g., MSAs, SOWs)
- Automatically populates forms with vendor name and address
- Saves updated forms in designated system or location



BUSINESS Process Automation

- Uses OCR + AI to convert PDFs into structured Snowflake tables
- Analyzes contracts for compliance risks and exceptions (e.g. payment terms, data rights, indemnities, SLAs)
- Provides recommendations and ROI forecasts
- Automatically assigns corrective actions and approvals across teams (Legal, Procurement, Finance)
- Pushes updates back into transaction systems (CLM, vendor portal, ERP)



Side-by-Side Analysis

Industry Leaders



Business Process Automation

End-to-end process automation via AI Driven Workflows.



Robotic Process Automation

Automates desktop actions via bots.



Robotic Process Automation

Automates daily tasks via bots.



Technical



Technology: AI Driven Workflows

Connectivity: No integrations (cloud-native), structured & unstructured data, non-technical

Deployment: Days, 100+ pre-built templates.

Setup: No-code, 100% configurable (drag and drop), managed by business teams.

AI/ML: Pre-integrated with Cortex AI/ML. Document processing (OCR + AI + LLMs).

Capabilities: Process mining, data analysis, surveys, approvals, exception management, recommendations, event execution (e.g. write-backs/API-out)



Technology: Bots (aka “agents”)

Connectivity: Integrations/APIs, structured-only, technical expertise required

Deployment: Quarters, pre-built forms




Setup: Coding required, fixed forms, managed by technical teams.

AI/ML: OCR, Process Mining, Task Mining

Capabilities: Form filling, creating reports, and mimicking user actions like mouse clicks, typing, and navigating screens across desktop applications.



Financial

			
Licensing Model	Consumption Pay for what you use	Price / Bot + Add-Ons Fixed licenses	Price / Bot + Add-Ons Fixed licenses
Implementation	30 Days \$0	6 months \$150,000	3 Months \$100,000
Training and Support	Train the Trainer approach. No fees.	One-Time Training Costs: \$200,000 Estimated \$2,000/user for 100 technical users Support Cost: \$5,000/month	One-Time Training Costs: \$200,000 Estimated \$2,000/for 100 key users Support Cost: \$5,000/month
Maintenance	Zero	Ongoing Maintenance: \$10,000/month	Ongoing Maintenance: \$10,000/month



Architecture

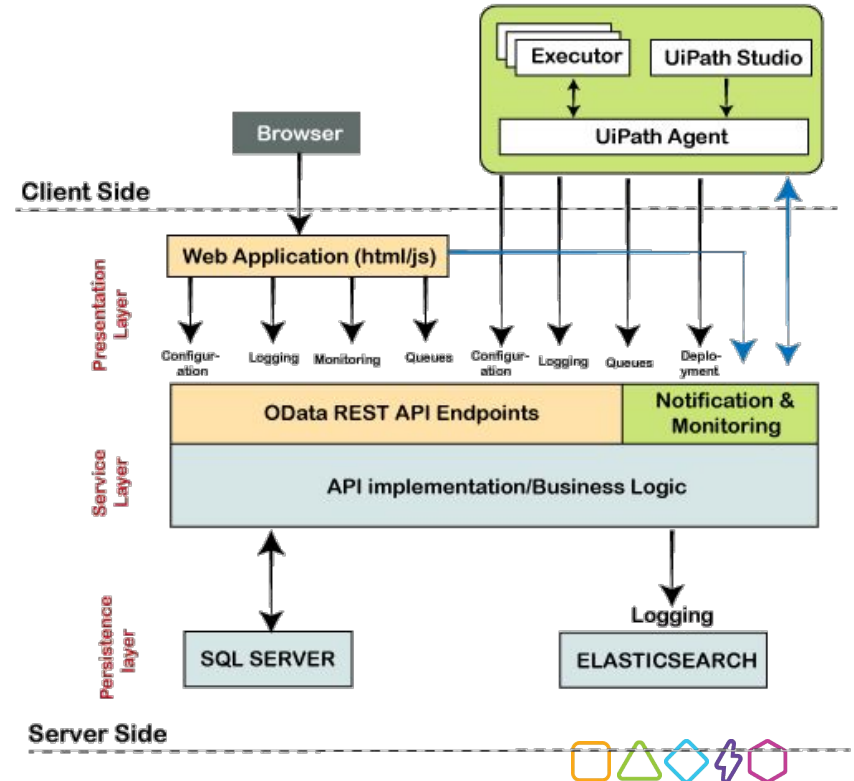
Methodology

Web, desktop application automation. Rule-based, executed by bots (attended or unattended).

Data integration & processing

Task and process mining bots record user interactions, business processes. Basic document processing capabilities via OCR.

Sources: Desktop, SaaS apps (e.g. Microsoft 365), RESTful API, and GenAI connectors to public LLMs.



Methodology

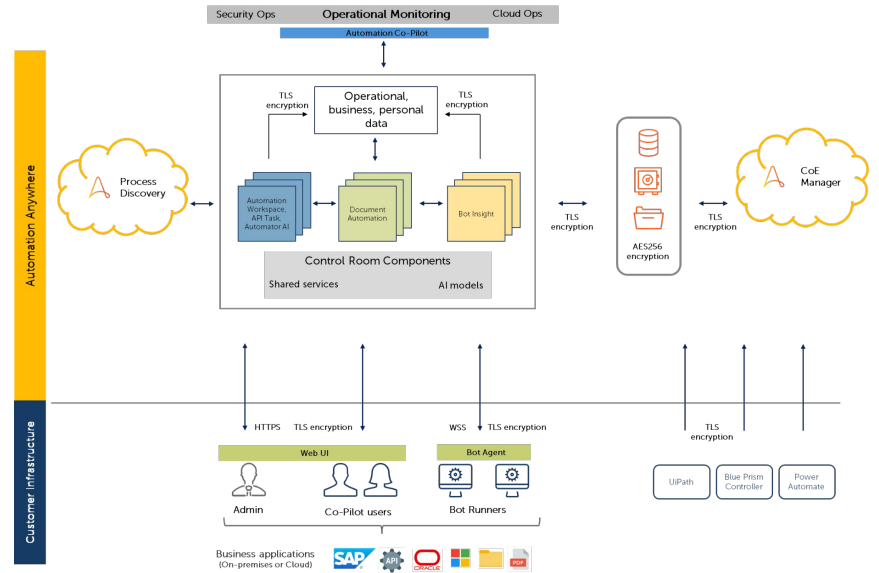
Bot Runners execute rule-based automations.

IQ Bot can process unstructured data and pass results to Runners.

Data integration & processing

Discovery Bot analyzes user activity, business processes for automation opportunities.

Sources: Pre-built, custom integrations to any data source. RAG pipelines connect LLMs to enterprise data.



Methodology

End-to-end process automations initiated when data changes or is processed.

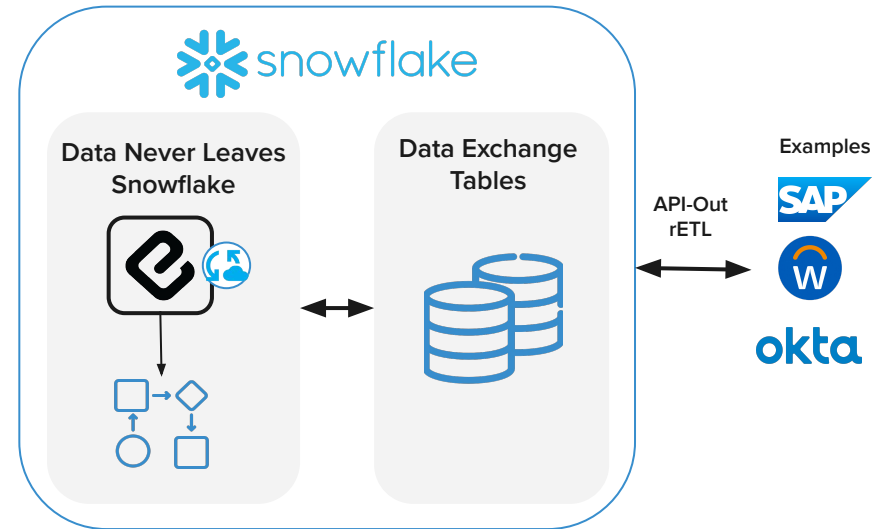
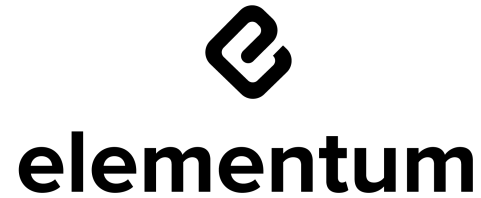
Sample triggers: Digitize PDFs, Missed SLAs, ML anomaly detection/forecasting

Sample actions: Assign Tasks, Initiate Approvals, Generate custom reports.

Data integration & processing

AI File Reader ingests unstructured data, parses into Snowflake tables without pre-training.

Source: Snowflake, pre-integrated Cortex models

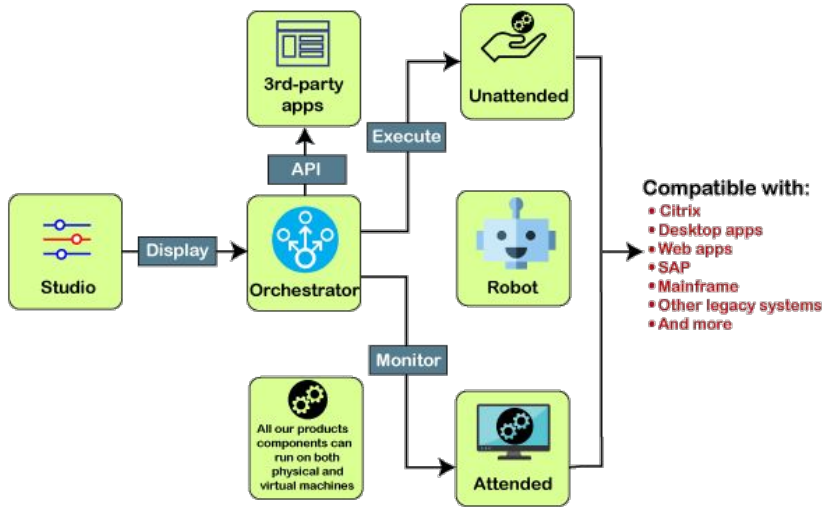




Deployment

Deployment Time: 12+ Months

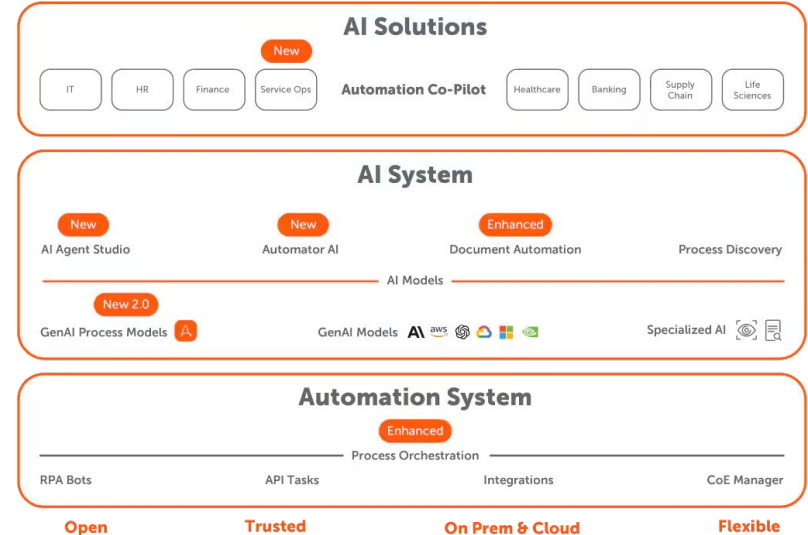
Depending on scale. Requires code, start-from-scratch



Orchestrator instance can run 1-10k bots. Installation time for processes packages can range from 15 min - 12 hours / bot ([source](#)). Code required for every stage.

Deployment Time: 3-4 Months

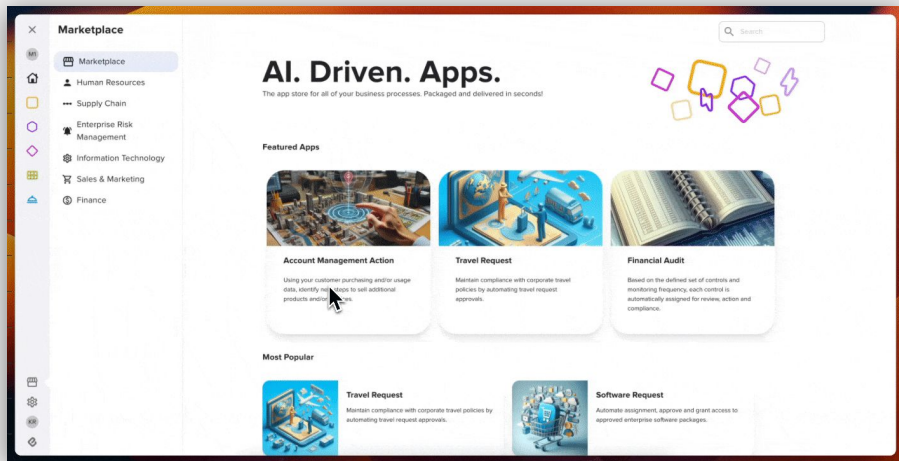
Depending on customization level. Requires code.



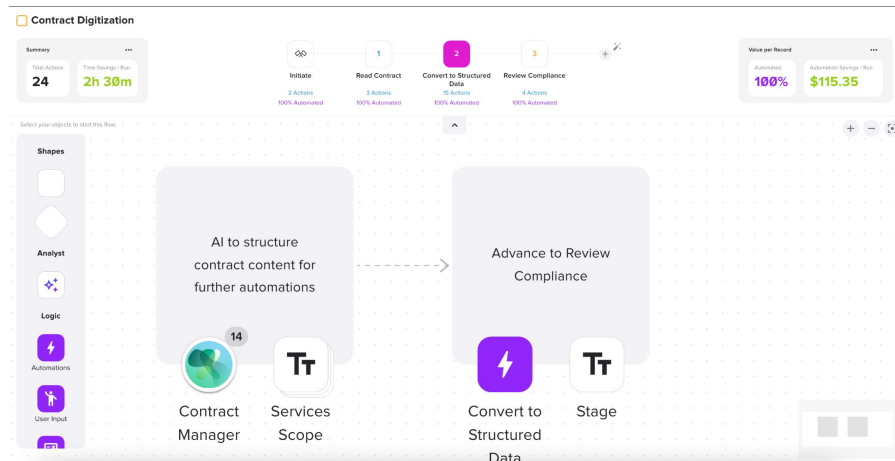
Authentication, environment configuration, and resource management are common causes of deployment failure.



Go-Live in Less than 30 Days
100% self-service deployment



Select an app in Marketplace, link Snowflake tables, choose AI & ML models, customize and deploy



Build and launch no-code applications with multiple workflows, all through a drag and drop interface





Thank You.

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