



Welcome to the era of the  
automated organization

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# Automation is the future

The cloud has transformed how we consume software. Today's enterprises use, on average, [10x](#) cloud-based services that give them comprehensive access to real-time data, from any location.

This was unfathomable 10 years ago, when software was largely constrained by interfaces that required manual copy-and-paste or tedious batch uploads. But now, modern APIs facilitate the automated movement of data across an organization.

And that changes everything.

Organizations can stitch web apps together, unleash their trapped data, and actually control the design of their processes to enable unbounded growth.



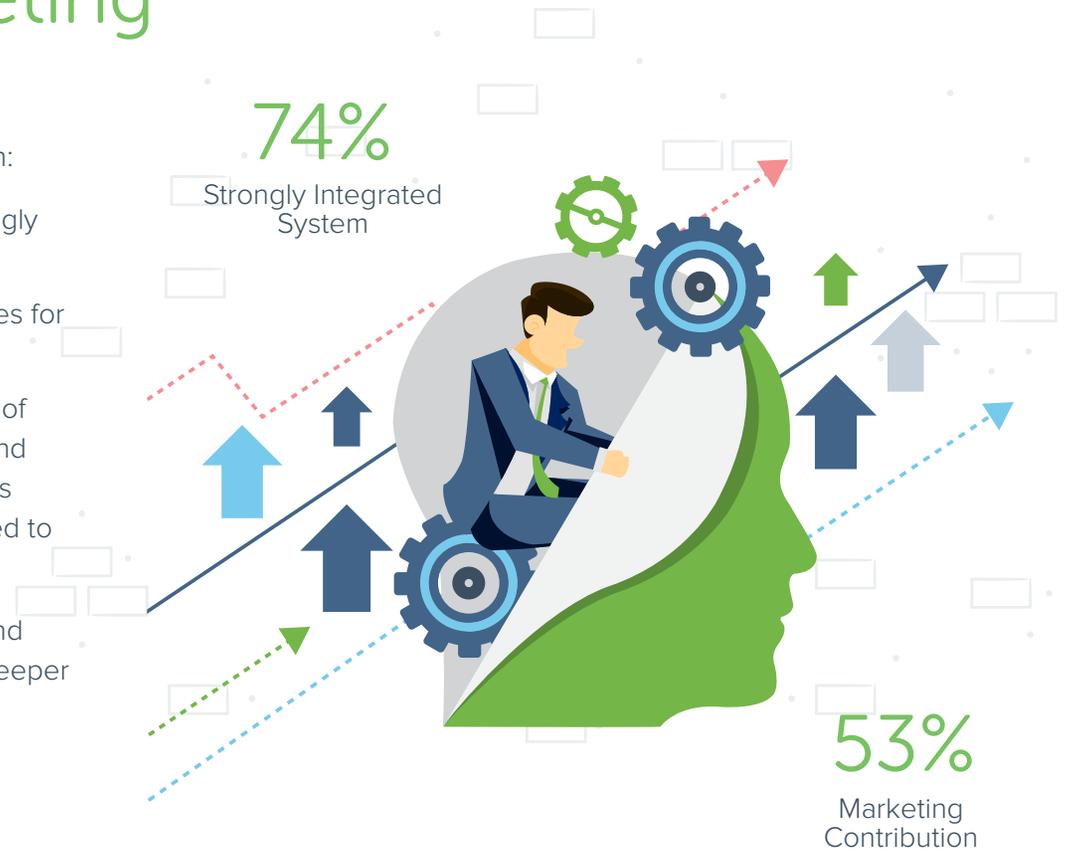
# Facilitate better marketing

As an example of automation's potential, consider its demonstrable benefits for marketers. According to Aberdeen:

- Best-in-class marketers are 74% more likely to have a strongly integrated system of marketing technology solutions.
- Marketing contributed 53% more to year-over-year revenues for organizations using well-integrated systems.

Good things happen when you can easily automate the flow of data through your entire marketing stack. Data enrichment and happy customer detection become automatic and continuous processes. Lead scoring is more precise, and better equipped to identify buyer intent.

Workflows as a whole become more agile, easier to scale, and increasingly capable of generating strong leads that move deeper into the sales funnel.



# Drive sales enablement

Sales process refinement is the most lucrative form of enablement in modern business. According to Aberdeen, sales streamliners increase company revenue at 2.2 times the rate of all other types of streamliners.

Below are a few examples of processes that can be enhanced when data flows are optimized for action:

- Sales data is gathered and enriched in a single point of truth more effectively.
- CRM alerts are triggered based on the most recent MAP and CMS data.
- Follow-up efficiency as a whole improves with automated communication processes. Consequently, RFP win rates increase.
- Leads are automatically routed to the correct people.

The overall result of these and other sales process streamliners is the ability to drive prospects deeper into the sales funnel faster, and to strategically and precisely time the delivery of hard sells and upsells.



# Enhance HR and support services

Other key departments that benefit from streamlined automation include:

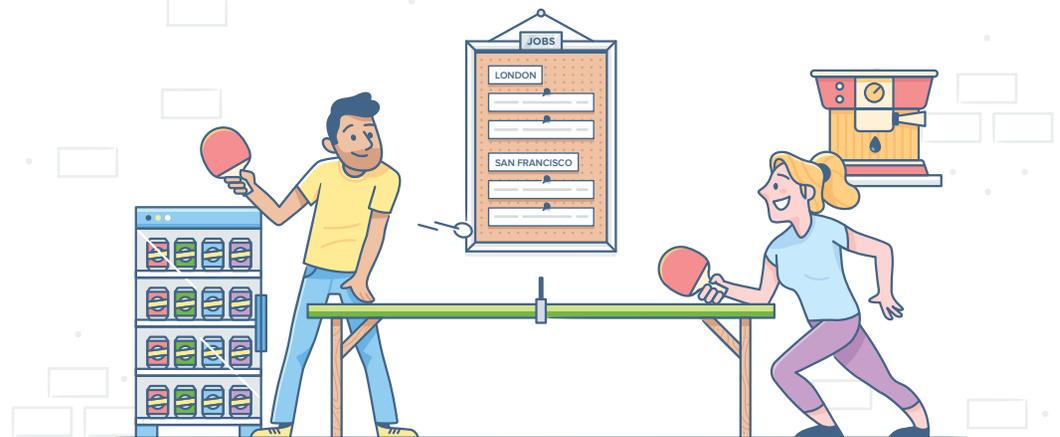
## Customer support

- Post-sales processes can be customized and automated with ease.
- New customer accounts can be enriched with already existing prospect data.
- Support requests can be prioritized based on client payment status.
- Churn can be tracked through customer utilization, waning engagement, limited contact and other data gathered from various integrated applications.

Automating these processes frees up time that can be reallocated toward longer-term, judgment-based goals: respectively, retain customers, and retain employees.

## Human resources

- Updates to employee status in HCM software can automatically trigger credential revokes, account terminations and other processes.
- File access management can be automated.
- Alerts can be triggered when employees change or interact with privileged information.
- New employee data can be funneled directly from an application tracking system into your HCM software.



# Streamline special operations

Specialized industries with especially rigorous, meticulous processes can also benefit from the ability to control the automated flow of data between applications.



## Finance

- Automatically gather and consolidate diligence artifacts that are needed for risk management and vendor management.
- Automate secure movement of data through your organization in such a way that it complies with the law.
- Recommend new financial services through comprehensive product utilization monitoring.

## Engineering

- Automate the entirety of the deployment process, from general requests and the generation of deployment branches to the commencement of jobs and creation and distribution of services.
- Automate the process by which bug reports and feature requests are gathered and added to project management tools, and necessary parties are notified of their creation. Ensure requesters are updated as they move through the product development life cycle.
- Facilitate efficient onboarding of new team members by automatically creating login credentials for necessary accounts, introducing relevant team and location-based groups, granting role-specific access privileges and distributing a welcome email with further instruction.



# Mending the technological disconnect

All of this prompts a million-dollar question: What's stopping organizations from moving toward true business process automation?

**Amazon.com**, for instance, is out-executing competitors because it has invested heavily in automatic internal processes, a decision that has put them among the top-five companies in the world. The retailing giant has introduced one-click ordering on its web interface, as well as a real world counterpart in the form of its Dash Button. This functionality, which offers ease of purchase to visitors, is powered by process automation.

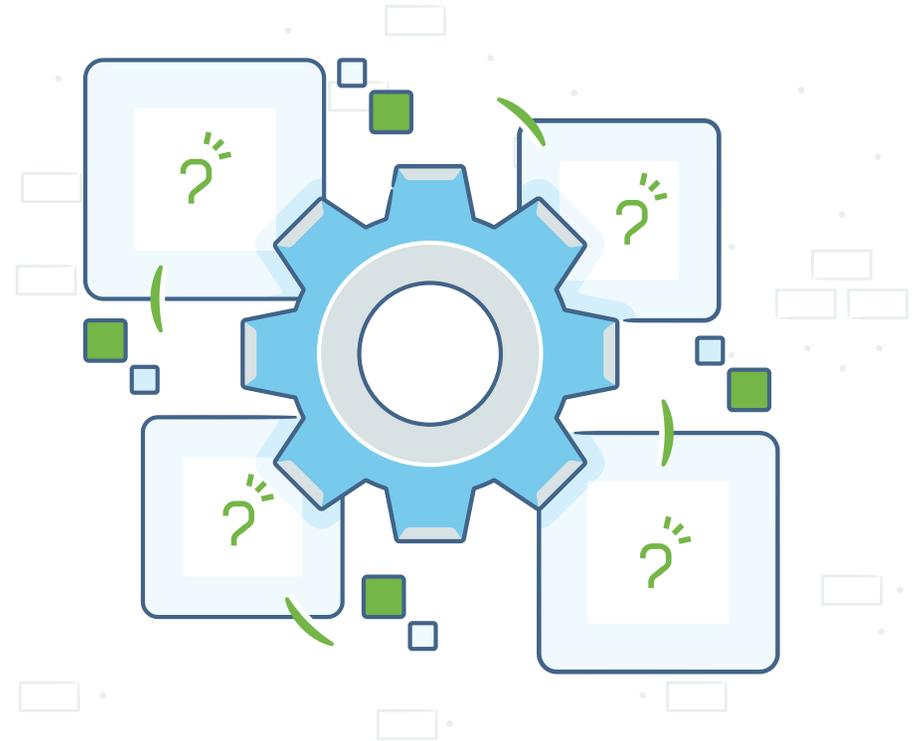
Meanwhile, Amazon continues to automate every step of its operations. It now uses Kiva robots in its warehouse fulfillment centers that automate the picking and packing process. Tomorrow, it could be using drones to deliver packages to remote customers.



Unlike Amazon, most enterprises don't have billions of dollars lying around to re-mold their technological foundations. So, mistakenly, many have presumed that legacy integration software is the next-best option for moving data between internal application resources to construct automatic workflows.

Back in the 1980s and 1990s, when enterprises used a few monolithic on-premises solutions—SAP, Oracle and other select vendors—a few integration software providers, namely Tibco, and Informatica, emerged. This made sense at the time because there was a market to integrate highly complex proprietary software.

However, these complex platforms are designed for developers—and hiring developers in today's market is difficult. Not to mention, old-school integration tools make IT the gatekeepers of process building, when really, it should be the people who live and breathe workflows (sales operations, marketing VPs, customer success managers, etc).



# APIs: The new doors to automation?

This lack of enablement is symptomatic of a bigger problem that ails so many organizations today:

**Technology has evolved, but integration software has not.**

Old-school integration tools, which have slow time to value and typically require expensive consulting engagements, were born 10 to 20 years ago. This was before the creation of REST APIs and the widespread adoption of SaaS tools.

Some enterprises have since shifted to leverage the power of REST APIs, while others have built entire business models on the open capabilities inherent to APIs. These “API-first” companies, including the likes of Twilio, Stripe and Apigee have helped redefine what it means to use data to automate processes. They also prove that the underlying functionality necessary to evolve integration software already exists.



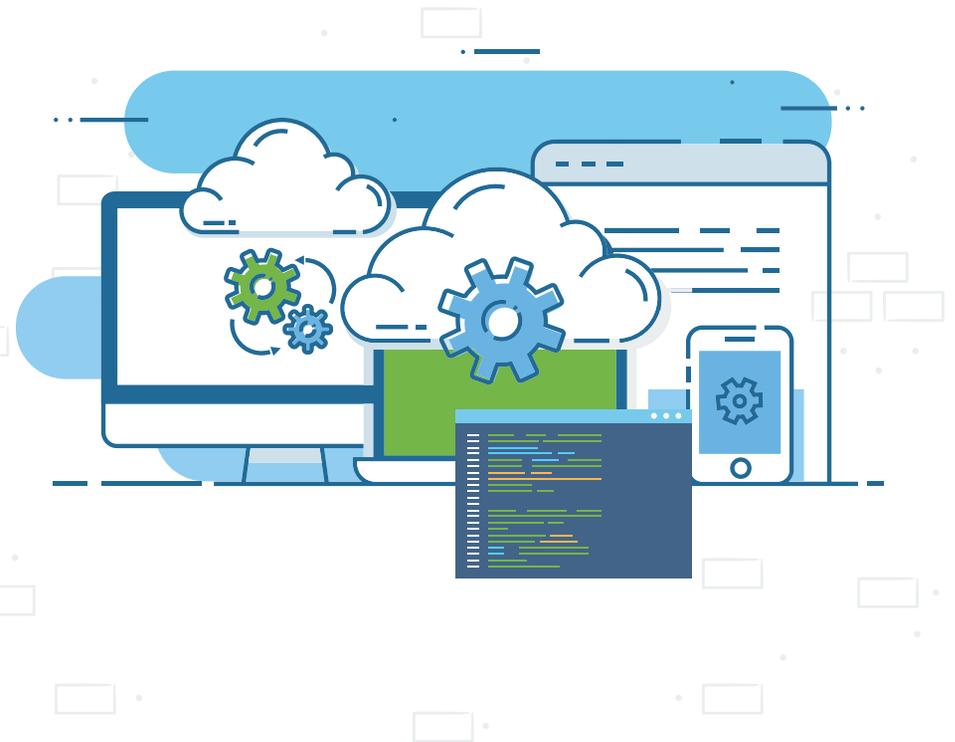
# Automation is necessary: But can your organization handle it?

What's missing now is the **motivation**, and more importantly, the **enablement**, needed to get businesses to properly leverage APIs as a means to facilitating automation.

**Regarding motivation, we'll just say this:** It's not just leading-edge software companies that are using API-first stacks as the fundamental building block for a competitive advantage. Established names (including Amazon) aren't automating processes because it's novel. They're doing it because it's necessary.

Then there's the issue of enablement.

While REST APIs are incredibly flexible, and can be used to facilitate the automatic flow of data between applications, the automated enterprise needs to give its departments the ability to control this capability.

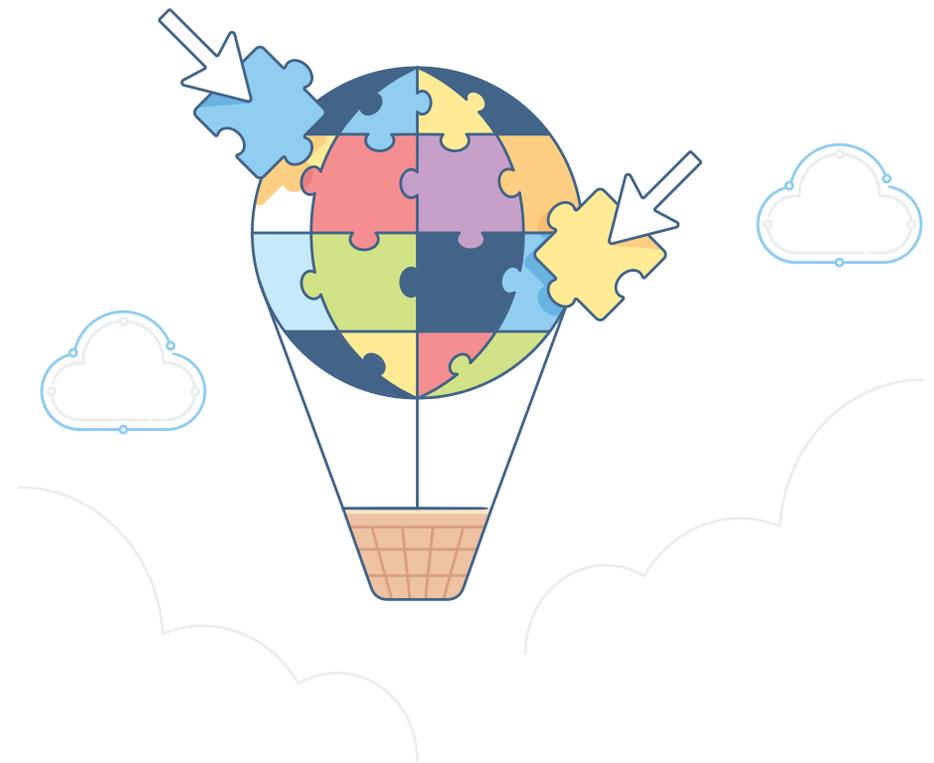


# Automation is like democracy: Everyone needs to participate

Imagine what your managers could achieve if they were able to orchestrate the automated behaviors of different applications without having to consult IT. They could:

- Build processes that are unconstrained by developer availability and time constraints.
- Automatically trigger actions across departments based on the most up-to-date data.
- Focus less on technology, and more on their roles within the organization.

Democratizing automation in these ways empowers all workers to improve processes that are routine, repetitive, and standardized. This will unshackle teams from low-value work so they can develop skills for higher-value work that requires creativity and innovation, problem-solving, adaptability, and leadership -- all of which are in high demand and low supply.



# Automation enablement begins and ends with UI

Automation won't destroy jobs, it will really just change the nature of work. The goal is to empower workers, not replace them.

**It's about freeing up their time so they can focus less on the mundane, and more on finding new ways to create value for the company.**

Long term, this enables the mobilization of a strong, able-bodied workforce that can generate unparalleled ROI.

To empower citizen automators, we need to circle back to integration software. Once clunky and opaque, modern adaptations of integration tools have turned their sights to the open APIs of cloud-based software. By leveraging their inherent flexibility, the amount of painstaking development that would otherwise go into building custom integrations is significantly reduced. Thus, much more is possible with little-to-no backend programming.

In turn, this translates to extraordinary new potential for front-end capabilities of integration software.



The possibility of an elegant and intuitive experience for end users comes to life, specifically in the form of the ability to control data flows between applications with simple UI commands (e.g. drag and drop). The result: Anyone can integrate, automate, and innovate.

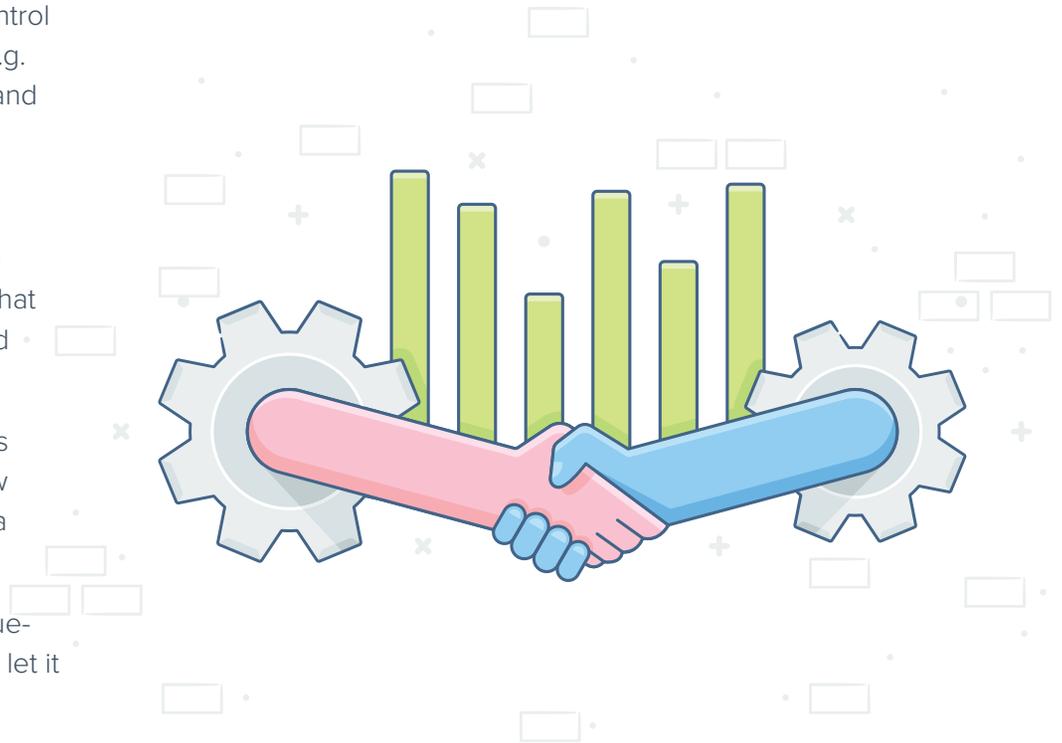
Is this disruptive? You bet.

But more importantly, it's productive. Any line of business can actively participate in the construction and management of what is perhaps the most important innovation of all: the automated organization.

Once this infrastructure has been set in motion, your business professionals can continue envisioning and executing on new value propositions, unencumbered by dependency on IT, or a workflow's inability to support innovation.

In the era of the automated organization, the only cap on value-add opportunities is your imagination. Set your data free, and let it run wild.

**Keywords:** Automation, REST API, Integration software





## About Tray.io

Tray.io believes that business professionals should be able to easily connect their entire cloud software stack together and automate complex processes in order to scale their growth.

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