

# HOW TO GROW YOUR BUSINESS WITH WORKFLOW AUTOMATION

From pro-paper traditionalists to technology trailblazers, we have four key stages that businesses like yours might identify with in their journey towards digital and automation maturity. At the top end of this scale, businesses are leveraging the benefits of digitised and automated workflows throughout their organisation to drive efficiency, productivity and competitive advantage. Yet no matter what stage a business is at, there is always room to grow. Read on to discover where your business belongs, and what's next in your digital journey.



## Traditionalist

For Traditionalists, legacy workflows and the 'busyness' of everyday work is keeping employees stuck in the world of paper-based and manual processes... so they're missing out on the world of benefits that technology enables.

The good news is, the opportunities to innovate are huge...



## Digital Convert

Digital Converts have embraced digital technology to an extent to improve the functionality, accessibility and security of documents and workflows - but digital processes are still ad hoc and fragmented, rather than seamlessly automated.



## Automation Expert

Automation Experts are already benefiting from having built some end-to-end automation into everyday business processes - minimising the level of human intervention required so employees are empowered to focus on what they do best.



## Tech Trailblazer

Wow – you are a Digital Guru!  
Your organisation currently has in place some of the most up-to-date innovations in digital technology. You have embraced the principles of automation and are already reaping the benefits of building end-to-end automation into everyday business processes: not only in cost savings and improved efficiency, but in taking the next step to leverage your business data to deliver superior value to your stakeholders and boost your competitive advantage.

To have reached this level of digital and automation maturity, you likely have secure, sophisticated hardware and IT systems in place, minimal use of paper and strong business continuity plans set up via secure digital backup. Your HR onboarding and invoicing processes are almost entirely automated, requiring minimal human intervention.

Your employees should be enabled to work remotely and flexibly via automated processes that allow them to remain connected to the information they need. You are likely using smart meeting room and collaboration technology to facilitate seamless workflows across multiple office locations.

You may even be using the data generated from your business activities enabled by automation to better understand your market, adjusting your offerings accordingly to advance your competitive edge and future-proof your business.

So – is there anything more to do in automation? Of course! Technology is always evolving, and there are many ways you can leverage this technology to boost your competitive advantage. And as your level of sophistication in automation grows, so does your accountability to be treating the data you process securely.

**Find out what this means for your business**

## What this means for your business

The more flexibly and seamlessly your organisation operates, the more stringent you'll need to be in the security of your business data as it flows throughout your connected devices.

Assuming you're leveraging automated solutions such as scan direct to cloud, have you considered how secure the data you hold in cloud storage is? Are you aware of the scope of your obligations under the new General Data Protection Regulations (GDPR) regarding the Personally Identifiable Information you hold? As a tech-savvy business that holds valuable data, could you be a target for cyber attack?

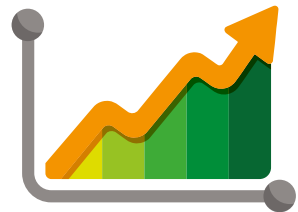
At this stage you are in a great position to redouble the security of your automated processes, as well as taking the next step – if you haven't already – to leverage the benefits even further, through business intelligence. You've already leveraged automated processes to cut costs, save time and optimise use of resources. Now it's time to use the big data available to you from practices such as marketing automation to gain an edge over competitors and keep your business growing.



## Opportunities for growth

As a technologically sophisticated business, your ongoing transformation needs to be more than simply driving efficiency, cutting costs and facilitating compliance for repeatable processes. It is necessary to make sure that automation performance enhancements will lead to competitive advantage and tangible positive results. Here's how you can take the next leap in automation innovation...

- Leverage big data to build Business Intelligence on seasonality predictions, forecast, market trends and scalability for competitive advantage
- Boost your Corporate Social Responsibility with environmentally minded automated print processes
- Ensure the scalability of your workforce by enabling secure flexible and mobile workflows
- Future-proof the business with scalable IT infrastructure and global support no matter where you have operations
- Automate tracking, monitoring and reporting processes to expedite governance, compliance and reliability obligations
- Attract and retain quality talent through a sophisticated offering in digital and flexible workflows



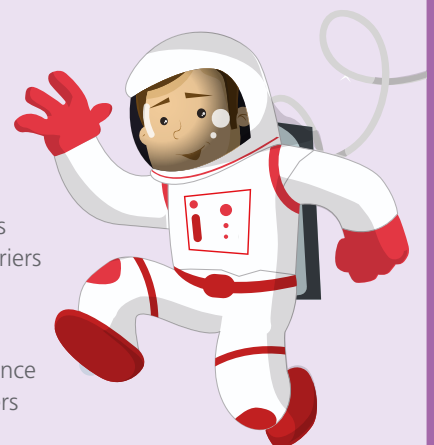
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## Recommendations

From security solutions through to Business Intelligence, Ricoh is the single partner you need to be pro-active in your technology growth.

Lock down the security of the business data you process ahead of GDPR. Ensure your Business Continuity is robust and up-to-date. Optimise the performance and security of your collaboration platforms. Keep communication clear with customers and partners using seamless video conferencing solutions that break down the barriers of the bricks and mortar office.

And once all that's in place? It's time to expand the benefits you've already gained through automation in your everyday processes into the world of Business Intelligence – leveraging your big data to plan smarter, deliver better results to your stakeholders and keep growing your business.



All this and more is possible with Ricoh. To discover how we can help your business take the next leap in automation and start reaping the benefits, visit us at [ricoh.co.uk](https://www.ricoh.co.uk)