

THE AUTOMATOR

CAMPTEK SOFTWARE'S MONTHLY NEWSLETTER

August 2020

CAMP
TEK

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CONTENT

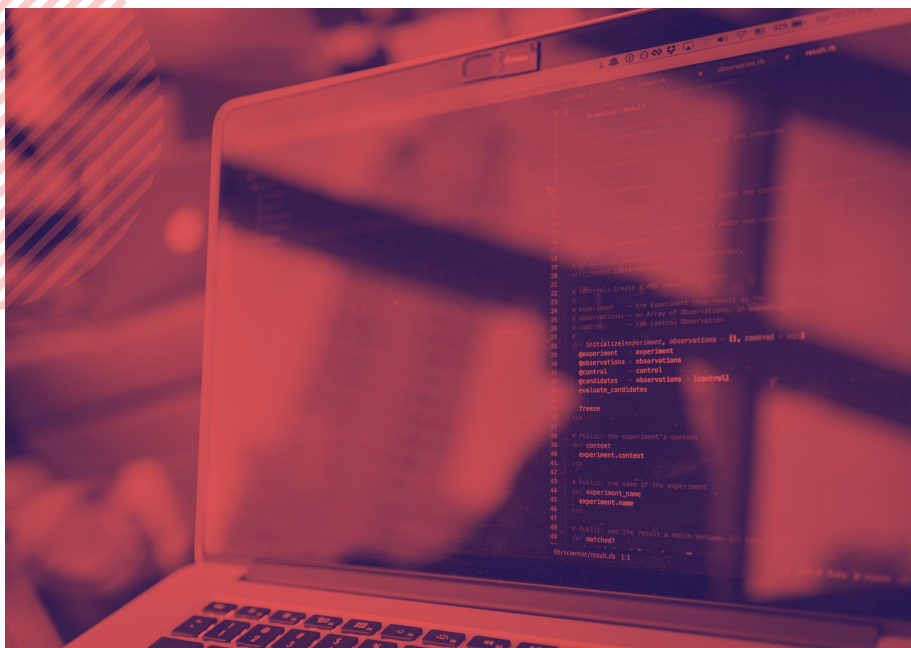
CampTek Software Announces
New Alliance - 2

CampTek LIVE Summer
Concert Series - 2

RPA Trends by *Peter Camp* - 3

Summer CampTek - 4

RPA Use Cases for Financial
Services - 5



Welcome to CampTek Software's Inaugural Newsletter!

*CampTek Software has been busy! We continue to provide leadership in the RPA SaaS space by building out our existing strength areas while expanding into new ones where we know we can provide value. We've ramped up CampTek Live as we are currently working with a few local music venues to offer extensive livestream services; and we launched our inaugural summer internship program with great success (two wonderful interns!) – **Amy Wooldridge, VP of Operations and Customer Success, CampTek Software, LLC***





CampTek **LIVE!** with PHOME series

by Top Tier Testing

CampTekSoftware is excited to introduce, CampTek Live, a livestreaming music platform where music industry professionals can showcase their talent (and earn some cash in these unprecedented times) to a broad audience via livestream. In partnership with the Portland House of Music and Events (PHOME), CampTek Live is thrilled to be hosting a Summer Livestreaming Concert Series. Some of the artists who've recently performed with us are multi-capable musician and singer/songwriter Kevin Roper, vocalist Gina Alibrio, and rock and roll punk band El Grande. To read more about our featured bands and locations, visit

<https://www.campteklive.com/2020/06/19/camptek-live-with-phome-summer-series/>

New Alliance Announcement

CampTek Software Announces Business Alliance with Seaglass Technology Partners

The partnership combines CampTek Software, the leading RPA and Hyperautomation provider, with Seaglass Technology Partners, an experienced IT Staffing firm. Together, the companies will provide automation talent and services in the areas of Robotic Process Automation (RPA), Artificial Intelligence, and Machine Learning. "CampTek Software is thrilled to partner with such a well-tuned IT solutions firm. Together with Seaglass Technology Partners, we hope to reach companies in greater Portland, the state of Maine and the United States with top tier talent", said Peter Camp of CampTek Software. "Seaglass Technology Partners is excited to partner with such a cutting-edge software company. CampTek Software is a solid match for us given our strengths in the Fintech space, particularly. We look forward to working with them", said David Simpson of Seaglass Technology Partners.

"CampTek Software is thrilled to partner with such a well-tuned IT solutions firm."

-- Peter Camp

Seaglass Technology Partners has been in the IT consulting/ staffing arena for over 10 years. The founders have a combined 50-plus years in the space. **To read more visit**

<https://www.campteksoftware.com/2020/07/21/seaglass-technology-partners-business-alliance/>





Q3 and Q4 2020: RPA Trends

by Peter Camp, Founder and CTO CampTek Software

It's funny, I recently read a blog I wrote to start the year entitled, "RPA Thoughts for 2020". To say those were whimsical times is a slight understatement. While some of my thoughts touch on some of the trends I would like to highlight for 2nd half of this year, most of them are going to the proverbial "RPA Backlog". Like many other RPA Providers/Consultants, we had to scrap most of our planning and pivot to new areas/ use cases. In addition, we are being forced to change based on the limited capital coming from Enterprise businesses and the mid-market. While that may seem obvious, it is the primary focus of any company looking to invest in automation. They generally do not have the budget or bandwidth to stand up a COE and automation environment at this point. Companies like mine can provide both out of the gate and support fully functional production-ready robot(s) in 4-6 weeks. That being said, there are some interesting trends developing, going into the 3rd quarter and 2nd half of the year.

It is imperative we demonstrate that "Day One Value" can be achieved with whatever solution we provide to our RPA Partners

Hyperautomation

It was the fastest trending tech term at the end of the last year and early this year. However, I chose not to focus on it for my earlier blogs. I felt companies were still dipping their toes into the automation space. I also guessed it probably would not gain traction until 2021. That is not the case. Most of the prospects we talk to understand the concepts and are looking to start projects with a heavy AI component to begin with. The projects are aggressive in thought and the success, thus far, has been incredible. I feel that while stand-alone RPA solutions will continue to be the predominate portion of new projects, hyperautomation in some form even limited, will be growing in stature. **To read more visit**

<https://www.campteksoftware.com/2020/07/02/rpa-trends-2020/>





RPA Use Cases for Financial Services

Introducing our Financial Services Use Case Series. In this series we will outline a variety of industry-specific solutions to help you visualize how such a solution might be implemented that may otherwise seem abstract or unattainable.

Release 1: Automation with CRM Platforms

Many companies acquire and store valuable client data within CRM platforms such as Salesforce, Microsoft Dynamics 365, and HubSpot. From a business perspective, it is extremely important to ensure that client data stored within a CRM is secure, accurate and used to increase profitability. Data stored within a CRM platform can be updated, aggregated, and analyzed automatically with RPA to ensure the most effective use of client data.

Client Information

One of the most common uses of a CRM is the storage and analysis of client data. For business clients, data typically consists of employee demographics such as names, position titles, physical business addresses, emails, telephone numbers, business classification and other, maybe more personal, notes. Additionally, if the client acquired, restructured, or merged with a competitor, the CRM can be updated to reflect changes so that information is uniformly and correctly understood throughout your organization. The power of RPA allows the collection and aggregation of this information easily, for everyone in the organization. As businesses grow and transform, their mission and interests often evolve. Manually updating client information within a CRM can be tedious and time consuming. To streamline the updating process, a survey can be sent to clients via email, and then a robot can automatically change any information within a business's CRM. **To read the full study, visit**

https://www.campteksoftware.com/wp-content/uploads/2020/08/FinancialServices_01_CRM.pdf

