

# THE AUTOMATOR

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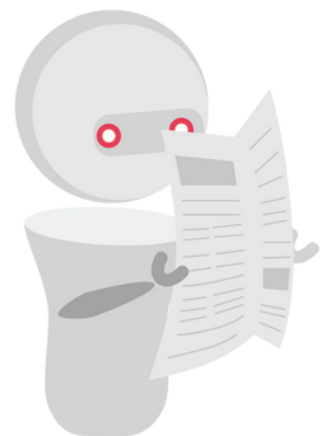
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I can't believe we are already into the 2nd month of 2022! Here at CampTek Software we maintained strong growth in Q4 2021 and we are blazing into the first quarter of 2022. As the **Great Resignation** becomes a massive staffing headache for companies trying to grow in a tumultuous time, the obvious answer to lessen the burden and provide business continuity is ..... automation! I fear staffing problems will only get worse as the year progresses and inflation continues to trend in a higher direction. As a Robotic Process Automation, SaaS Provider, CampTek Software is strongly positioned to build or expand any automation program, regardless of the industry. Simply put, we can help your business no matter where you are on your RPA journey.

I feel as bullish about the potential of RPA/AI as ever moving into 2022. Bots being built now will determine the future of many companies, but I worry about the companies who choose to wait on automation. I'm concerned they'll be left behind by their peers, who will realize growth and success because they were forward thinking about automation and chose to develop a strategy for it early in the game.

The world is vastly different than it was at the end of 2019. We need to move forward in thought and acceptance of automation. Don't wait to create an **RPA Strategy** for your business.

-Peter Camp, Founder & CTO



# WHITE PAPER

## RPA is not the Enemy of Enterprise Application Providers

**Summary:** This document is for anyone who wants to better understand RPA technology's interactions with enterprise applications. It may be useful to **Large Enterprise Application Providers** and C-Level Executives. Administrators, developers, or anyone with general interest in the topic may also find it useful.

As RPA rapidly increases in adoption and more companies utilize the power of RPA to automate core business functions, Large Enterprise Application Providers are developing skewed ideas about what the technology is. This document will 1) highlight examples of ineffective RPA strategies and some misconceptions of RPA and 2) explain why these ideas will ultimately harm the organizations harboring them.

**For the purposes of this document, we will define RPA as a productivity and performance enhancement tool to help businesses applications/platforms function more efficiently. It is important to note that RPA is not an "integration" tool. It does not enmesh itself into the enterprise application or change it in any way. Rather, RPA works alongside the platform, or "uses" the application, just as a human would. However, unlike a human, RPA does the work faster and without errors.**

### Ineffective RPA Strategies and Technology Misconceptions:

#### 1. The "Acquire an RPA Software Vendor and/or IP Provider" Strategy

Companies acquire an RPA vendor to embed and/or add-on the technology to their platform. Examples: Microsoft acquired the RPA firm, Softmotive, to enhance its Power Automate product. SAP now offers an add-on with Intelligent Robotic Process Automation and Salesforce created MuleSoft RPA as an add-on to its foundational product.

#### 2. The Restrict and Shut Down Misconception

Some Enterprise Application Providers have updated their applications to continuously "break" the Robots attempting to interact with them. In other cases, Enterprise Application Providers inform their customers that they absolutely "cannot" use RPA with their application at all. Ironically, these customers will ultimately have to hire additional staff to manually perform the functions RPA could've done for them. These endeavors are shortsighted and will eventually cast a tone-deaf shadow on their Providers.

#### 3. The "Do-Nothing" RPA Strategy

Unbelievably, RPA is still a new concept for many companies. Some are slower to react or truly don't understand what the technology does. Application Providers may see the value of RPA and/or understand how the technology can fill gaps in functionality, but the provider does not currently offer it. Points 1 and 3 are closely aligned and equally myopic.

*Continued...*

## Explanation:

### Example #1:

Companies are acquiring RPA vendors and adding the functionality to enhance their products. This is a band-aid tactic. While the added technology may help their single application become more robust, it's ultimately limited. The functionality will only have the capability of focusing on its own platform because it doesn't possess the toolset to interact with any other applications. These companies create incomplete and incompatible RPA Platforms as compared to UiPath and others.

### Example #2:

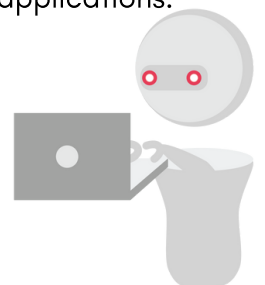
This approach is badly flawed and is the most detrimental of all three. Application Providers using predatory tactics, completely restricting their customers from using RPA are doomed. In doing so they're also foolishly blocking a technology that increases and enhances the usage of their own product! They're also depriving themselves of other RPA benefits like extended renewals, enhanced efficiency and most importantly in our current labor market, staff augmentation to fill labor gaps. Several of CampTek Software's customers have verified these scare tactics. One customer was told by their Enterprise Application vendor to hire 10 people to perform a manual task rather than institute the use of a single robot to do the same.

### Example #3:

This "no-strategy" while inert, is the most optimistic. RPA firms like CampTek Software are working hard to educate, but there's more work to be done. Enterprise Application Service Providers should embrace the power of Robotic Process Automation. It will only serve to bolster their customers' productivity and further their ongoing patronage. Realizing the power of technology (as others have) and co-existing and creating a realistic product strategy around it would also be a win.

## Conclusion:

Robotic Process Automation has been around for years and it's here to stay. The technology is steadily improving, becoming even more helpful and application compatible. Today's RPA tools are more robust and adapt well to the myriad of applications an average employee uses daily. Large Enterprise Application Providers need to work with, not against, productivity tools like RPA. Especially for the strained business environments of today. Not only will doing so help their customers through tough times, but it will strengthen customer commitment to their applications.





# RPA Tip of the Month!



***Welcome to our series, RPA Tip of the Month! In this segment, members of the CampTek Software Team provide tips to guide you along your automation journey.***

This month's tip is brought to you by Executive Operations & Program Manager, Gretchen Hyslip. Gretchen shares some insight about becoming a Citizen Developer.

Citizen Development enables a self-service approach to accelerating business transformation and automations of everyday work tasks. A Citizen Developer is a non-professional developer who builds no code/low code applications for use by themselves and to share with others on their desktops.

**Tip:** Don't be afraid to fail. Learning a new skill can be challenging. When I was going through the training, I had to step away a few times when something wasn't working for me. My tip would be that when you are failing or getting frustrated, reach out to your fellow Citizen Developers for advice or contact your support person at CampTek. We've been through it! We can meet with you online and go over what you're working on to help problem solve.

## Introducing... Freight Bid Bot!



RPA can create efficiencies with operational tasks such as load bidding through a Transportation Management System (TMS) web portal. Once, this was a human-only driven process. With RPA, it can deliver a real competitive advantage.

In one such recent successful use case, CampTek Software automated the load bid board process for a large transit logistics company. This bot posts 1,000's of bids per day across 20+ customers on several different TMS systems.

**[Read more on our website!](#)**



# Upcoming Events!

Looking for more industry-relevant information and professional development? Each month, the CampTek team will provide brief information on upcoming webinars, conferences and other events in this section.

**March 2-3, 2022**

**Excel, London**

## **Big Data & AI World Conference**

Big Data & AI World returns, bringing together data and AI innovators, technologists, and business leaders, to help make data-driven decisions and intelligently shape their business.

**[REGISTER HERE](#)**

**March 14-18, 2022**

**Orlando, FL**

## **HIMSS Global Health Conference & Exhibition**

HIMSS22 is the can't-miss health information and technology event of the year, where professionals connect for education, innovation and collaboration.

**[REGISTER HERE](#)**



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