

# Accelerate business growth

End-to-end business automation to  
speed up growth and performance

As the world adapts to change, so must the digitization of operations. Impactful events, such as the COVID-19 pandemic, have brought inefficiencies to light and accelerated transformation. Companies have seen a significant increase in digitization—there’s been nearly a decade’s worth of digital change in just one year.<sup>1</sup>

To keep pace with rapid growth, adopting a seamless end-to-end automation strategy is key. It helps ensure positive customer outcomes while facilitating business growth in the face of unpredictability. What’s more, quick and efficient automation addresses common challenges: siloed data, unreliable insights, and performance gaps caused by manual processes.

IBM Cloud Pak® for Business Automation is a flexible automation software platform designed to help your company overcome these obstacles. The IBM Cloud Pak for Business Automation allows you to:

- Automate operations—build low-code applications, automate mundane, repetitive work, monitor and report on performance.
- Strengthen your workforce with robotic process automation (RPA) and digital employees.
- Prioritize tasks to automate using process mining and modeling.
- Make faster, repeatable and transparent decisions based on predictions.
- Digitize, classify and govern enterprise content.
- Apply AI to operational data.

With this cloud-native software, companies can transform fragmented workflows and achieve 97% straight-through processing.<sup>2</sup> Expect to improve overall business applications, increase productivity and gain deeper insights.



Understand your inefficiencies and hotspots.



Deploy across any cloud managed by you or IBM® SaaS.



Respond to challenges more quickly.

After the implementation of IBM Cloud Pak for Business Automation, a composite business, based on interviewed customers, saw a 3-year 395% return of investment (ROI) and up to 80% productivity improvement, according to a Forrester TEI study.<sup>3</sup>

Ultimately, you’ll be better positioned to attain greater efficiency, a reduction in overall operational costs and a competitive advantage.

[Learn more](#) about IBM Cloud Pak for Business Automation.

Start free trial →

1. How COVID-19 has pushed companies over the technology tipping point—and transformed business forever, McKinsey & Company, 5 October 2020.  
2. TD Ameritrade case study, IBM, May 2021.  
3. The Total Economic Impact Of IBM Cloud Pak For Business Automation, a commissioned study conducted by Forrester Consulting, July 2022.