Leveraged RPA bots for enhanced process efficiency and scalability to attain optimized output



### **About Client**

Is ranked among the top 5 media agencies globally with \$60B+ in annual media spend

Is focused on creating, integrating, and seamlessly scaling intelligent and imaginative technology-enabled services and solutions with premium partners such as Google, Meta and Amazon

Specializes in providing IT products and services for the media advertising industry

## **Business Needs**

Identify and digitally transform time-consuming and erroneous critical business processes

Simplify and streamline the process of extracting and printing vendor invoices for the employees

> tagging process for invoices to be more efficient

Optimize the manual

services/applications to scan and/or type documents sent via postage/email

Optimize costs and reduce

dependency on third-party

central billing system and collecting and combining budget rollups

Automate various

tasks such as uploading information to the

work requirements

Scale and maintain

bots to match the

### **Solutions**



dependency on third-party solutions

Used innovative in-house smart solutions to reduce

labor-intensive and time-consuming tasks

Automated billing, invoicing, and budget tracking workflows to increase efficiency and reduce the





accurate and streamlined process

Automated data insertion into the client system while logging and highlighting non-taggable scenarios for an

Set up a team responsible for day-to-day operational

Built an 'Automation Operations Center' to support and scale

automation, ensure best practice implementation, and provide proactive and reactive support via ticketing

existing Bots





effectiveness, including support and maintenance of

#### **w**orkato **Power**

Technology Stack



Power Apps



**Automate** 



**Ui** Path<sup>™</sup>

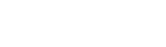


**Azure** 









### Processed 1000+

emails daily,

**Business Impact** 

reducing the processing time from 80 hours to 10 hours

Minimized dependency on third-party programs

Implemented a

mechanism to process

over 2000 transactions

per day accurately

Optimized budget

rollup processing

time from 1 month

to 6 hours

Reduced the manifest creation and PDF stamping process

time from 10-person

hours to 30 minutes

Eliminated human-bound errors substantially for a more

and costs incurred on

the use of AI/ML

by preprocessing

invoice data

reliable process and swiftly and reduced processing time by 80%

# Cybage RPA CoE













& Support



Lifecycle

Management







Spearheading innovation in the media investment

business@cybage.com | Explore More

sector through effective RPA implementations



