

Automation of projects and processes

Automation describes the transfer of production processes - especially the competence of process control and regulation - to artificial systems. This allows time-consuming and repetitive routines to be transferred to machine systems. Tasks are carried out more efficiently and in less time. For those involved in projects, this means more time for more important things that arise in the course of a project or process and need to be completed promptly. Overall, there are five reasons why it makes sense to automate projects. This is because the automation process increases productivity, saves valuable time and initiates a link between the systems involved. This results in optimized approval, feedback processes are built in and all activities remain manageable.

Using certain project management tools, workflows and production processes can be defined across organizations and run automatically. Multi-stage processes are automatically forwarded to the downstream production chain after completion of an activity and assigned accordingly. Thanks to the clear assignment of responsibilities and tasks within a team, each team member knows which tasks need to be completed. All processes are designed more efficiently and are completed more quickly. Every member of a team knows from the outset which tasks they have to complete. No project works without administrative tasks. These are very time-consuming and involve small-scale processing. Thanks to automation, tasks and responsibilities are assigned automatically, and the system also takes care of the necessary checklists and deadlines.

Interdisciplinary teams are required to process the increasingly complex tasks within the set deadline. However, each team uses its own tool and needs access to the data pool in order to complete its specific tasks. It is therefore necessary for the systems and tools used to work together in order to increase efficiency. If the individual team members have to search for the information they need for their work, this leads to a decrease in efficiency. Modern automation tools can circumvent this problem by defining processes across systems. In project management, the approval process often comes into conflict with timing and resources. This has far-reaching consequences for communication with stakeholders, as they are often not kept up to date.

These areas are suitable for automation

Process automation is used in various business areas and primarily serves to make the work of teams easier. The core areas in which automation tools, which are mostly based on artificial intelligence, have already been introduced and are actively used are shown below. However, there are only certain tasks in each area that can be performed using such tools, so it makes sense to take a closer look at these areas too:

Marketing and sales - in these areas of the company, processes in customer communication such as email marketing, lead generation or social media management are particularly predestined for automation. The automation of marketing campaigns and sales processes saves time and resources, increases efficiency and enables the personalization of campaigns.

Answering inquiries - By integrating chatbots into the website, inquiries from customers or interested parties can be answered more quickly. This reduces response times

improved, as automation solutions are in use 24/7 and can be personalized. This increases customer satisfaction while conserving company resources.

Human resources - In human resources, companies benefit above all in the management of applicants. In addition, automation solutions can be used in payroll accounting, time recording or the onboarding process. HR processes can be managed efficiently and manual activities are reduced to a minimum, allowing HR staff to concentrate on strategic tasks.

Finance and accounting - In this area, tools are used to automate payment processes, invoicing, accounting and reporting. This avoids errors such as transposed figures or incorrect calculations. At the same time, a company's financial processes are made more efficient and compliance with legal regulations and requirements is optimized.

Automation plays an important role in technical industries - in the IT sector and in technology. It is used to maintain and monitor IT systems, deploy software, back up and restore data. It also helps IT teams to work without errors. The availability of systems is improved and overall performance is also optimized.

Production and logistics - industrial robots or automated assembly systems are increasingly being used in these areas. With their help, tasks such as assembly, packaging, sorting and warehouse management can be taken over. In this way, processes within production can be accelerated, the error rate improved and the efficiency of production significantly optimized.

The wide range of applications shows that its use in various areas brings benefits. For example, the efficiency of manual tasks can be increased. Additional resources are also freed up. AI-based solutions are on the rise and are becoming increasingly important for efficient project management. Companies that have previously avoided automation should take a closer look at this topic in order to remain competitive. The advantages cannot be denied.

The advantages of automation in project management

By using the right software products, automation is often surprisingly simple and offers extremely high benefits for users. The following advantages of using automation solutions in project management can be derived:

- Routine activities should be left to technology. This frees up space for creativity, but also helps to free up additional time to develop new business ideas. Routine activities are usually perceived as an "annoying compulsory program" that employees are reluctant to carry out. As a result, a lot of carelessness and mistakes creep in when completing them. Employees get bored and don't feel challenged enough.
- No matter how good the training or experience in the job, a person remains prone to errors.
- A correctly programmed machine will always work more precisely. The machine will be one step ahead of humans, especially when it comes to calculating analyses or sorting work. It

will also be able to carry out the same tasks for a long time - without taking a break and without getting tired. Quality, on the other hand, definitely does not suffer.

- Automation solutions score points not only for their precise operation, but also for their higher speed when processing even complex tasks. Time-consuming work is therefore best handled by the computer, which works reliably around the clock. As a result, projects can be completed faster and to a higher quality. This means higher growth for the company.
- Costs can be saved by using such automation solutions, as software is less cost-intensive and demanding than an employee. As several processes can be carried out in parallel, an increase in turnover is achieved. Several studies have shown that the automation of business processes has a positive effect on return on investment (ROI), i.e. profitability.
- In the course of automating a process, it is broken down into its individual parts. In this way, weak points can be identified and the process can be improved at the same time. This primarily involves modernization, adaptation to modern requirements and customer wishes as well as a dedicated problem analysis. It may be necessary to completely redesign a process in order to adapt it to current conditions.
- The automation software sends digital reminders - to remind employees of meetings or deadlines - when a deadline needs to be met. This keeps the employees concerned up to date without overstressing their reminders. The aim of sending such reminders is to ensure that the tasks that need to be completed within a deadline are also completed promptly.

The clear assignment of tasks within the team, the elimination of monotonous activities and the resulting fewer discussions reduce the potential for disputes and strengthen team cohesion. Automation allows them to better play to their personal strengths.

Automation - trends and forecasts

Experts are firmly convinced that automation will continue to develop strongly. This is primarily due to the development of more powerful technologies. A classic example of this is artificial intelligence (AI), as well as machine learning and robotics, which expand and complement automation technology. It is assumed that companies will increasingly rely on intelligent automation tools to solve complex tasks and achieve an increase in efficiency. Experts believe that the use of automation will also increase in areas such as healthcare, education and the public sector. Automation will not leave the future of work untouched either, as it will have an impact on the world of work. The interaction

between man and machine will continue to increase, but should not be perceived as a threat. While the repetitive, monotonous tasks that are absolutely necessary to get the job done will be outsourced to machines, people will be able to focus more on creative, strategic and interpersonal activities. It should be emphasized once again that automation is not intended to replace people, but to change the nature of work and make it more efficient.

From a technological perspective, platform offerings will be used more and more frequently. Companies want to use them to cover the entire process and take full advantage of the benefits of automation. Overall, three forms of automation tools will stand out in 2024:

Language technology in the form of "Natural Language Processing" (NLP)

This AI-based technology is already in use in many companies. They work primarily as chatbots and relieve the customer service center. These virtual AI conversational assistants are in high demand because they reliably help to improve the customer journey, increase customer satisfaction and enhance the customer experience.

Generative AI solutions

Applications based on generative AI were already very popular in 2023. They are trained with LLMs - so-called "large language models". They have been continuously developed and are now available for more and more areas of application. In 2024, the number of companies using generative AI will continue to rise.