

# Business Process & Automation Potential

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Leveraging Automation for Enhanced Business  
Process Efficiency  
by **Samuel Maduka**

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## VISION

To simplify wealth creation.

## MISSION

To positively unlock opportunities in the society.



### FRIENDLINESS

Friendliness is the bedrock on which we build our relationships.



### INNOVATION

We are dedicated to evolving as a people and providing better and improved solutions that add value to our clients.



### RESPONSIVENESS

We are responsive to our client's needs and inquiries. Providing solutions and resolutions quickly and efficiently.



### SIMPLICITY

We have simplified our solutions, making them easy for our clients to adopt and implement.



### TRUST

Trust is at the core of who we are. On this, we are uncompromising.

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## **Samuel Maduka**

### **Robotic Process Automation Developer**

Samuel currently works in the Technology and Innovation Team of Norrenberger as a Robotic Process Automation Developer. He is solution driven and passionate about Business Process Optimization and Digital Transformation in the financial space.

He is a certified Google Data Analyst and has a background in Data Science, Business Intelligence and Blockchain Technology and has gotten other certifications to back them up.

Samuel graduated from the Federal University of Technology, Owerri where he read Material and Metallurgical Engineering.

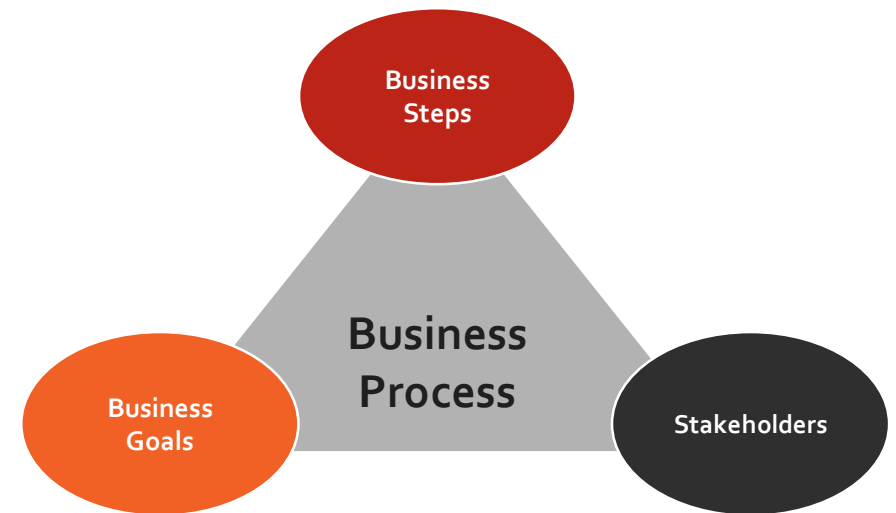


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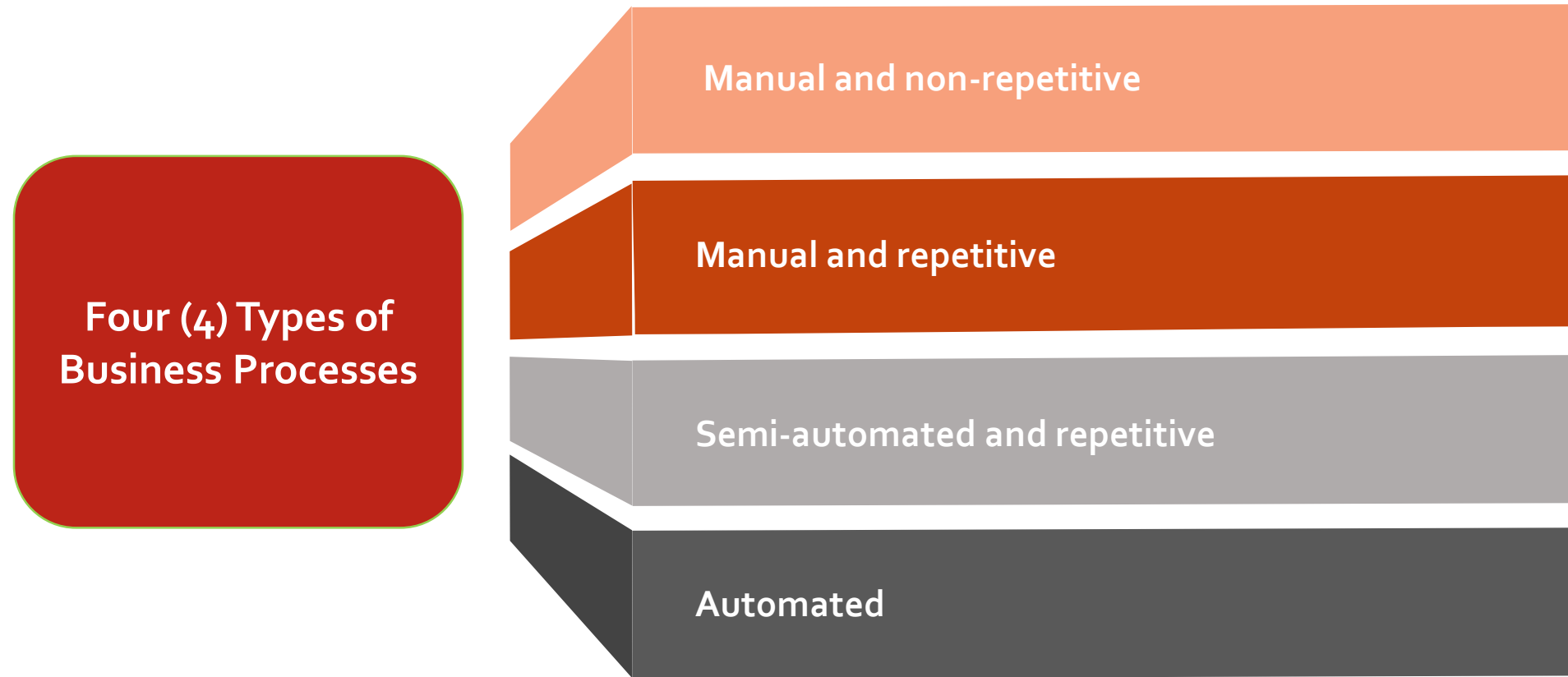
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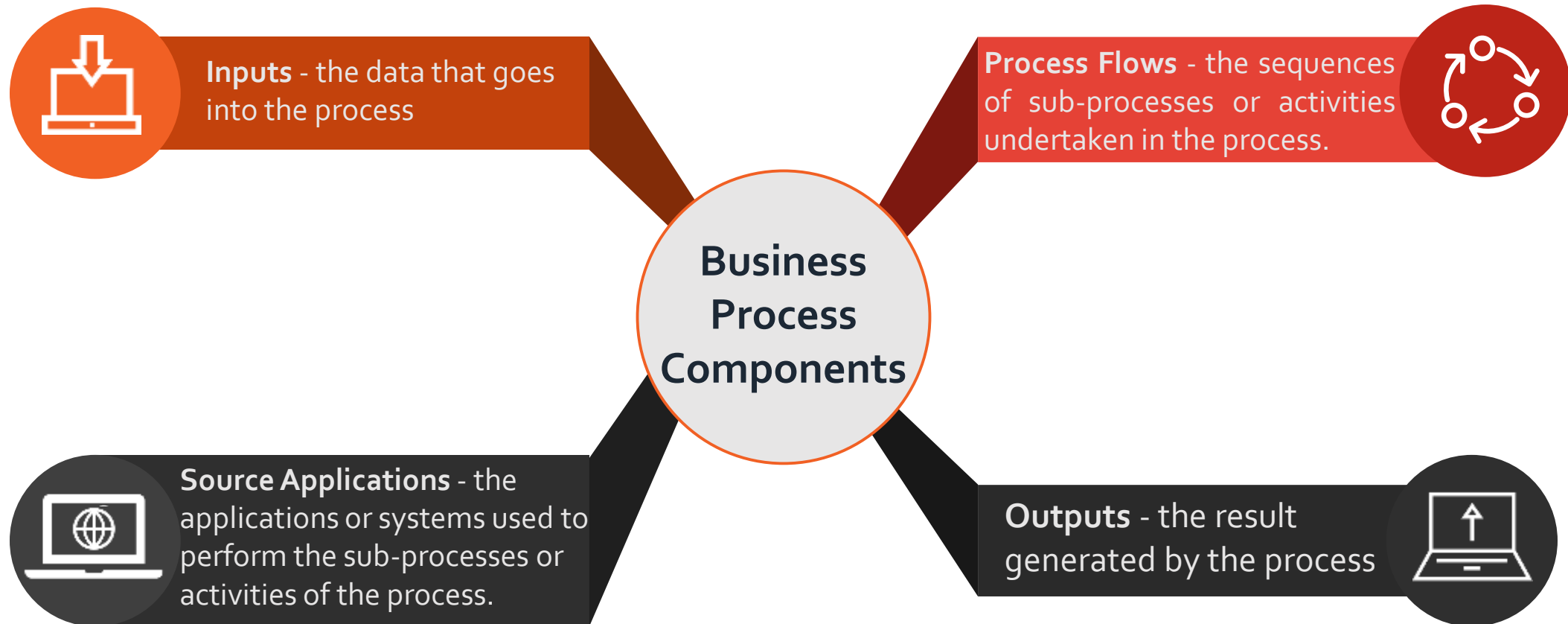
## What is a Business Process?

A business process, business method or business function is a collection of **related, structured activities** or tasks by people or equipment in which a specific **sequence** produces a service or product (serves a particular business goal) for a particular customer or customers.









## Process vs. Procedure

Is there any difference between a Process and a Procedure?



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### Process

A **process** consists of the underlying functions, activities and tasks one must perform to fulfil a mission.

e.g

What do you do?

What are you in the business of doing?



### Procedure

A **procedure** refers to a documented set of instructions used to perform certain actions required to carry out a business process e.g

How do you do it?

How do you carry out your business operation?

## Process vs. Procedure

A procedure explains:

- 1 Who's responsible for each part of the process
- 2 When each part of the process needs to occur
- 3 How to handle exceptions (Business & System)
- 4 Specifications applicable to each part of the process

# AUTOMATION POTENTIAL



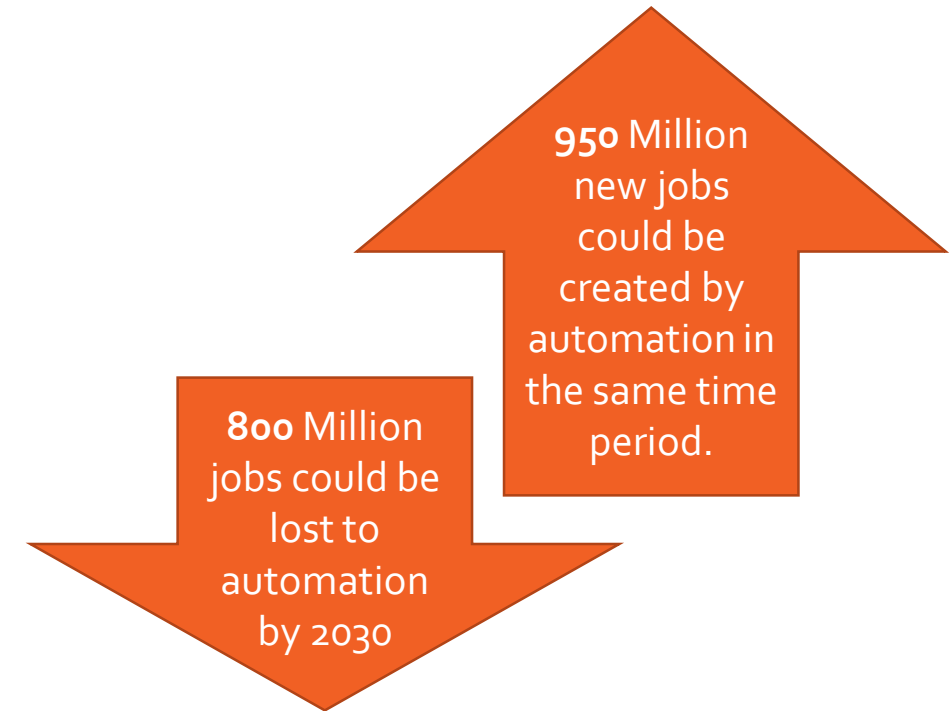
## Did You Know?

# 1%

of the change technology will introduce to our lives and businesses is realized today

Source: McKinsey & Company

A study by the McKinsey Global Institute found that



This means that workers will need to reskill and upskill to be prepared for the new jobs that will be created by automation

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## What is Automation Potential?

Automation potential refers to the degree or extent to which a specific task, process, or operation can be automated using technology, tools, or systems. It represents the feasibility and suitability of implementing automation to streamline or replace manual or repetitive activities.

Identifying automation potential is an essential step in **Business Process Optimization** and **Digital Transformation Initiatives**.

## Criteria for Automation Potential

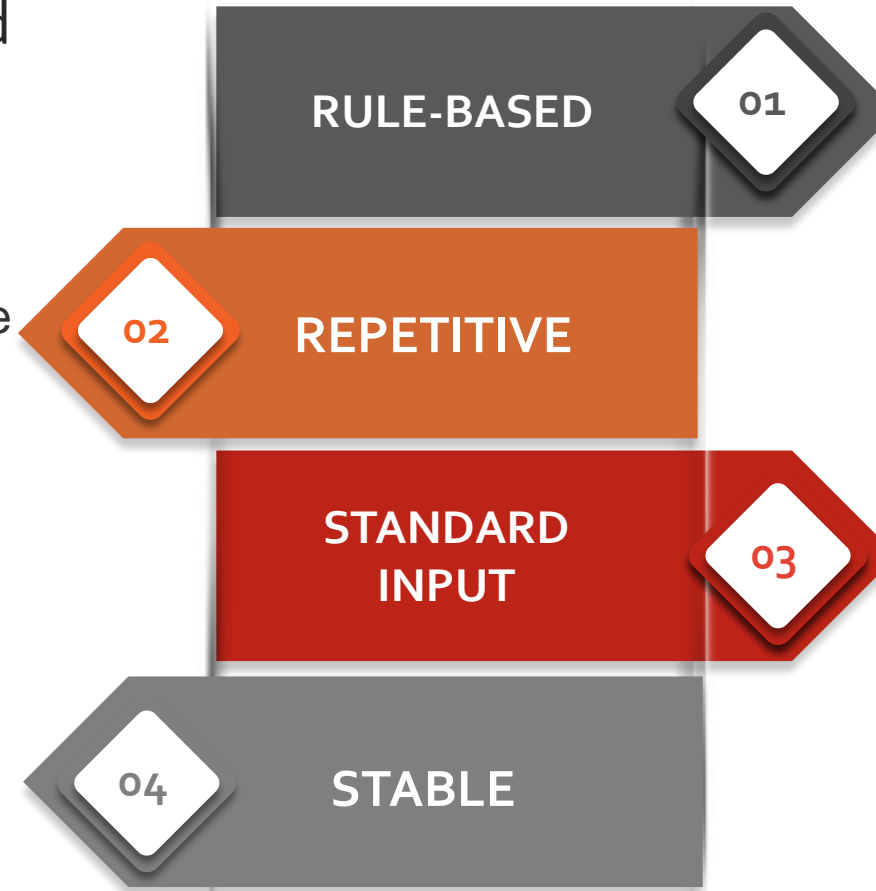
1. Process Fitness
2. Automation Complexity

## PROCESS FITNESS

What makes a process a good candidate for automation?

Based on the types of Business Processes we focus on Manual & Repetitive Processes to Automate or Semi-Automate. Semi-Automated & Repetitive Process could also be surveyed to see potential automation opportunities.

Processes that stay the same for a certain period of time and no changes are expected are good candidates for automation, provided they meet the other criteria as well.



The decisions made (including data interpretation) in the process can be captured in a pre-defined logic. The exception rate is either low or can be included as well in the business logic.

The input in the process should either be electronic and easily readable or readable using a technology such as Optical Character Recognition (OCR)

## Automation Complexity

This set of criteria determines how hard it is to automate a process:



### Number of screens

RPA works by programming the robot to perform tasks at screen level (when the screen changes, the logic has to be taught). The higher the number of screens, the more elements have to be captured and configured before process automation.

### Types of applications

Some applications are more easily automated (such as the Office suite or browsers), others heavily increase the automation effort (Mainframe, for example). And the more different applications there are, the number of screens will increase, as well (see previous point).





## Business logic scenarios

An automation's complexity increases with the number of decision points in the business logic. Basically, each one could multiply by two times the number of scenarios.



## Types and number of inputs

As previously stated, standard input is desirable. Yet there are cases in which one standard input (such as an invoice) has to be configured for each supplier that will be affected by the automation. Moreover, non-standard input can be of different complexity grades, with free text being the most complex.

## Assessing Automation Potential

Automation potential assessment sorts processes into four categories:



**No Automation**  
Processes where change is frequent, the system environment is volatile, and multiple manual (even non-digital) actions are required.



**Semi - Automation**  
Processes that can be broken down into steps that can be clearly automated, and steps that need to stay manual (such as validations or usage of physical security tokens).



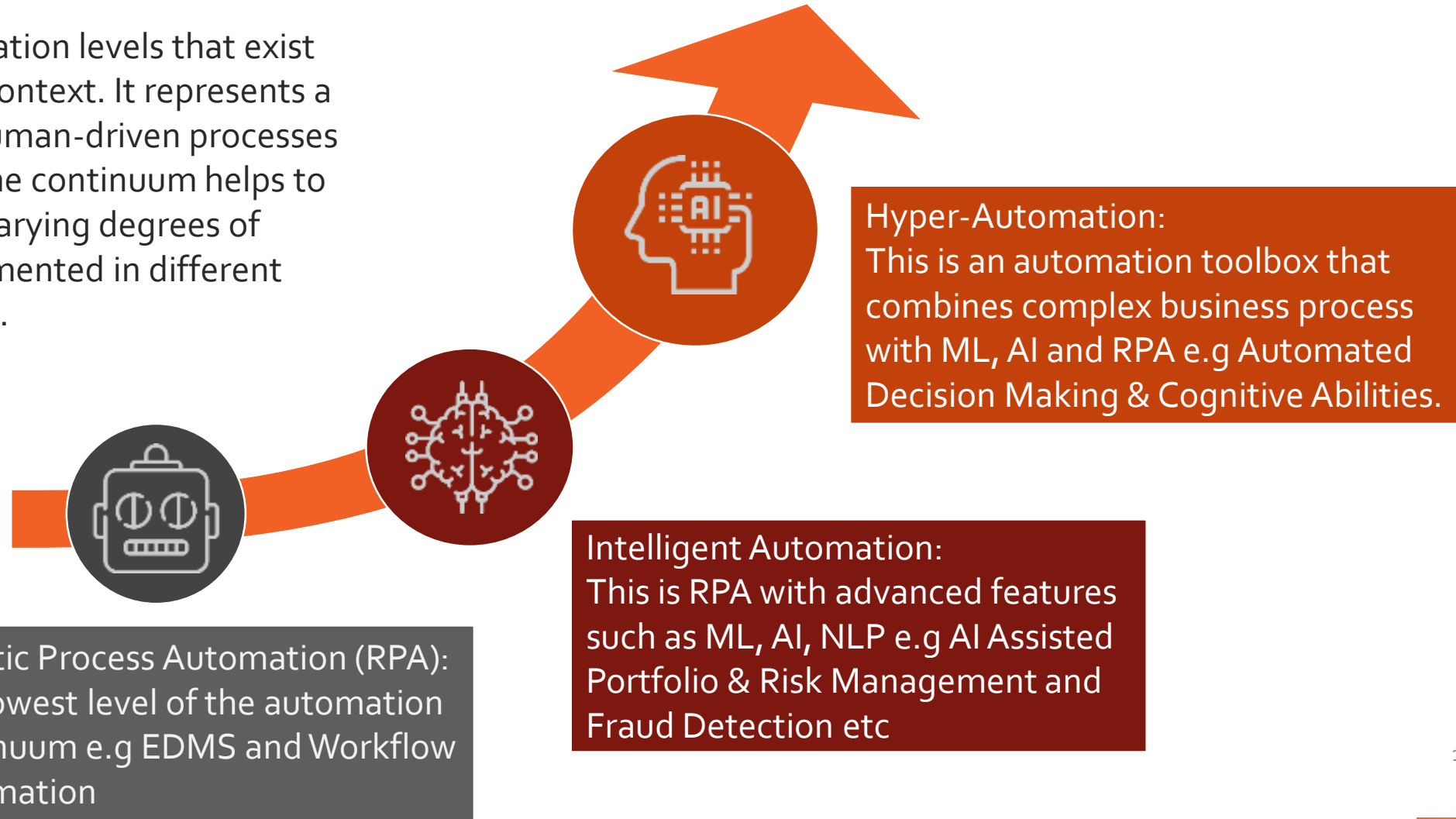
**High-Cost Automation**  
Processes that are rather digital and can be automated, but use some technologies that are complex (such as OCR) or require advanced programming skills



**Zero-Touch Automation**  
Processes that are digital and involve a highly static system and process environment, so that they can be easily broken into instructions and simple triggers can be defined.

## Automation Continuum

A spectrum or range of automation levels that exist within a particular domain or context. It represents a progression from manual or human-driven processes to fully automated systems. The continuum helps to visualize and understand the varying degrees of automation that can be implemented in different tasks, operations, or industries.





## Mail Forwarding Automation

Automatically forwards important investment-related emails sent to clients to the Relationship Manager, keeping them updated on the status of their clients' investments.



## Symplus Daily Update

Daily running of Symplus End-Of-Day and Start-Of-Day Process. The manual process of replying the mails, running the backup and update and reverting has been fully Automated.



## Report Generation Automation

An automated system spools and processes reports from Symplus for a variety of purposes, including NFIU Compliance, Credit Bureau, and Management Information.



## Automatic SMS & Mail Dispatch

The dispatch of emails and SMS messages to clients on special occasions such as birthdays and account opening anniversaries has been fully automated using RPA.

1



## Business Process Classification

Classify daily business processes into the different types e.g Manual & Repetitive, Semi Automated etc.

2



## Access Automation Potential

Check the process fitness by asking the questions

- Is it Rule-Based?
- Is it Stable?
- Is it Repetitive?

3



## Explore Automation Tools

Explore possible tools that can easily achieve automation e.g Outlook, Excel, Microsoft Forms etc.

4



## Idea Sharing & Collaboration

Share Automation Ideas with the Digital Transformation Unit



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