

Business Process Automation

Enhance operational efficiency, reduce costs, accelerate decision-making and drive consistency and scalability

Streamline End-to-End Workflows with AI-Powered Business Process Automation

Organizations are under increasing pressure to become more agile so they can quickly adapt to changing market conditions, customer demands and technology shifts. Yet their agility can be impeded by manual processes, siloed systems and outdated workflows — leading to inefficiencies, high costs and slow response times.

Business process automation (BPA) can help enterprises eliminate manual, repetitive tasks and automate complex workflows predictably and accurately at scale. Integrating systems and using real-time data increases productivity, reduces operational costs and improves decision-making while helping ensure compliance and minimizing errors. To gain maximum value from BPA, companies need a robust automation framework to streamline and optimize operations by integrating disparate systems and automating repetitive tasks. BPA also leverages AI, machine learning and low-code/no-code technologies to not only automate processes but also optimize them for efficiency, supporting real-time, data-driven decisions.

Challenges and Business Impacts

Key challenges can impede your organization's ability to gain value from business process optimization.

Top Challenges for Optimizing Business Processes

Top Challenges	Business Impact
Manual processes are causing high labor costs and inefficiencies	Elevated operational costs and the need for human intervention
Difficult to implement scalable, adaptable and automated solutions	Inability to adapt to evolving business requirements without performance degradation or significant cost impact
Standardizing operations and reducing errors to comply with governance and regulatory standards	Increased risk of non-compliance with those standards and difficulty in case of audit
Achieving consistent process execution	Higher variability in outputs, quality and reliability of results
Delivering faster response times	Increased delays, reduced customer satisfaction and compromised business performance due to slower response and turnaround times

Key Benefits

- Improve cost efficiency and productivity
- Save time and resources with efficient workflows
- Facilitate business growth with enhanced scalability and flexibility
- Power trustworthy, data-driven decision-making
- Gain faster insights to gain a competitive edge
- Enhance accuracy by automating complex, manual business processes

Optimize Processes and Business Outcomes with AI-Powered Automation

To solve these challenges and maximize the value of BPA initiatives, your organization needs a solution that streamlines operations by integrating disparate systems and automating repetitive tasks. Modern, AI-powered BPA solutions streamline and optimize end-to-end workflows, enhancing operational efficiency across enterprise functions and lines of business. By minimizing manual errors and risk, increasing customer satisfaction and boosting operational performance, the right BPA solution can accelerate the business and enhance its competitive edge.

Choose a modern business process automation platform that helps:

- **Increase cost efficiency and productivity** by quickly developing and deploying automated business processes, including comprehensive data and application integration capabilities that ensure seamless data flows across diverse systems.
- **Save time and resources** with optimized, efficient workflows through efficient system integration.
- **Support scalability and flexibility** with a cloud-native platform that can meet growing business needs without significant infrastructure changes.
- **Provide batch and real-time data integration**, enabling seamless automated workflows and immediate responses to data-driven events.
- **Facilitate seamless application integration** using APIs and prebuilt connectors, automating workflows between various systems.
- **Enhance data governance and quality** using automated data quality checks and governance policies that increase data integrity and reduce manual intervention.
- **Automate and orchestrate complex business processes** with tools that enable end-to-end automation of business activities.
- **Enable AI-driven insights** that streamline the design and implementation of automated workflows.

¹ Gitnux, Workflow Automation Statistics, 2025.

² Camunda, 2024 State of Process Orchestration.

70%

decrease in processing errors by automating workflows¹

94%

of IT decision-makers and business leaders say that process orchestration plays a role in accelerating digital transformation²

NRMA Accelerates Data and Application Integration

The **National Roads and Motorists' Association** (NRMA), Australia's largest member-owned organization, offers benefits such as roadside assistance and discounts on travel, dining, entertainment and more to its 2.77 million members. With hundreds of diverse offers available at any time, personalization is an important way of making sure members see the benefits that interest them across web, mobile app or email. To achieve the desired level of personalization, all the NRMA teams need access to the same data from a reliable, central source.

By adopting **Informatica Intelligent Data Management Cloud™** (IDMC), the NRMA now manages all data in centralized data warehouses and data lakes while improving data quality and automating workflows for greater productivity across teams. "IDMC lets us easily create mapping templates without coding, so we can quickly start ingesting data from a wide variety of sources and have the data pipelines work seamlessly," says Vamsi Krishna Dhalli, Senior Data Manager, NRMA. "We reduced data ingestions and transformation times by 60%."

IDMC's Cloud Application Integration, with its low-code/no-code approach, empowers teams at NRMA to effortlessly create automated workflows through an intuitive process designer. It makes it easy to connect applications in real time, allowing teams to create automated workflows that increase productivity tenfold.

Using drag-and-drop UI and simple operations, teams companywide can access the analytics and build the reports they need. Reporting commission-based performance, for example, was simplified by 50%, enabling the NRMA to check performance as needed by allowing self-serve capabilities for metric creation based on predefined rules.

[Learn More](#)

Maximize the Benefits of Cloud Modernization with IDMC

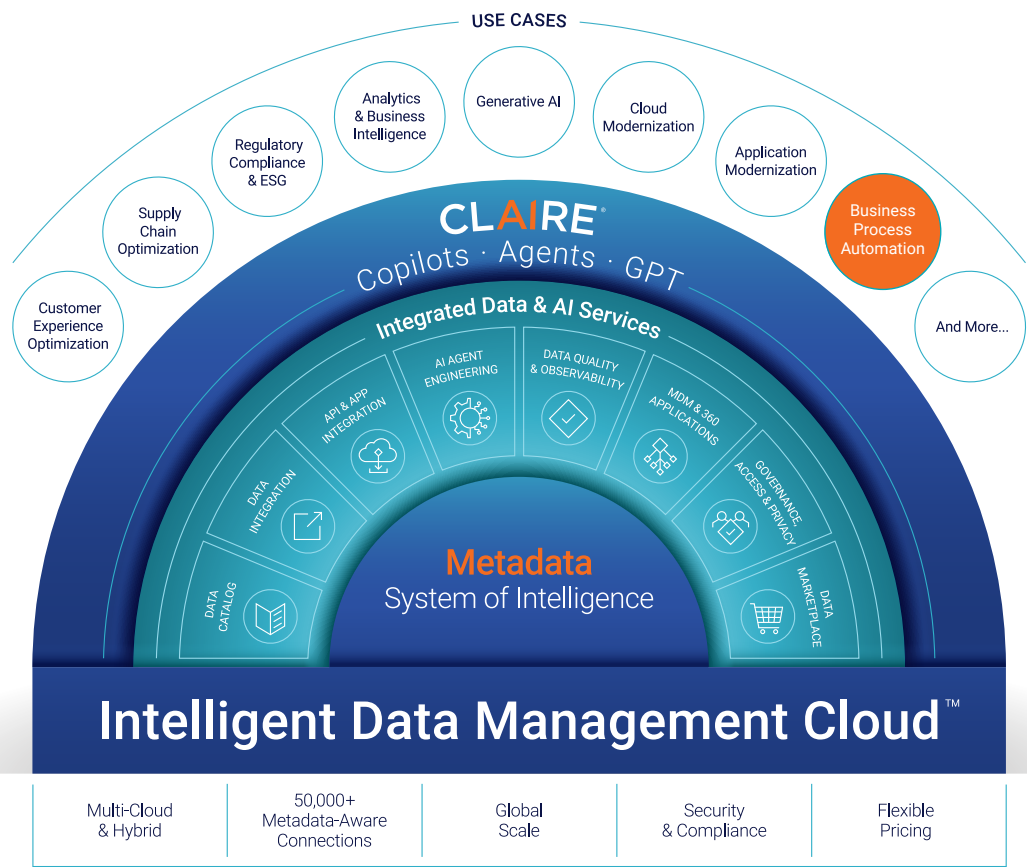
Many organizations cannot effectively address today's process automation challenges using legacy tools and processes. Without a modern, AI-powered BPA platform that streamlines operations by integrating disparate systems and automating repetitive tasks, gaining maximum value from BPA initiatives can be nearly impossible. That's where IDMC can help.

IDMC is an end-to-end, cloud-native data management platform powered by **CLAIRE® AI** (see Figure 1). The platform integrates data and applications and automates end-to-end workflows, enhancing efficiency across functions, including procurement, sales and finance. Using AI, machine learning and low-code/no-code technologies, IDMC not only automates processes but also optimizes them for efficiency, supporting real-time, data-driven decisions.

IDMC offers an intuitive, efficient and cost-effective solution for business process automation. The platform includes:

- A **cloud-native design** that facilitates flexibility, scalability and high performance
- Comprehensive features that support **batch and real-time data integration** and tools for automating extract, transform, load (ETL) processes, including real-time processing, enabling automated workflows and immediate responses to data-driven events
- **Application integration** functionality using APIs and prebuilt connectors, automating workflows between various business systems such as customer relationship management (CRM) and enterprise resource planning (ERP)
- Support for automated **data quality** checks and **governance** policies, ensuring high data integrity and reducing the need for manual intervention
- Advanced tools for **automating and orchestrating complex business processes**, enabling the end-to-end automation of business activities
- **AI-driven insights** and recommendations that enhance efficiency and accuracy by streamlining the design and implementation of automated workflows

In addition, flexible pricing options help organizations better plan for and predict usage and



budgeting, optimizing costs while automatically scaling compute power based on data workloads.

Figure 1. Informatica's end-to-end Intelligent Data Management Cloud (IDMC), powered by CLAIRE AI

“Our goal is to make the most of our data to drive the journey for our members. With a clearer picture of what our data is telling us, we can grow memberships, meet business outcomes and meet our members’ needs. With Informatica, we can now promote data-driven journeys across NRMA.”

Vamsi Krishna Dhalli, Senior Data Manager, NRMA

Beyond Business Process Automation: Exploring More Opportunities

As you tackle your process automation challenges and begin to see value, you open the door to enhancing your overall data strategy. IDMC supports additional use cases, such as supply chain optimization, regulatory compliance, customer experience optimization, support for new AI initiatives and more. IDMC is your key to a unified approach to sharing critical data assets across your organization.

Where data & AI come to



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Informatica (NYSE: INFA) brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across your organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud™, companies are breathing life into their data to drive bigger ideas, create improved processes and reduce costs. Powered by CLAIRE®, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity or workload across any location — all on a single platform.

Informatica. Where data and AI come to life.™

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Discover Informatica data management use cases at <https://www.informatica.com/use-cases/ai-business-process-automation.html>