Robotic process automation (RPA) is a software technology that makes it easy to build, deploy, and manage software robots that emulate humans actions interacting with digital systems and software. Just like people, software robots can do things like understand what’s on a screen, complete the right keystrokes, navigate systems, identify and extract data, and perform a wide range of defined actions. But software robots can do it faster and more consistently than people, without the need to get up and stretch or take a coffee break.

In the old days of managing business processes, people used meetings, interviews, and simply observing things to understand how processes worked. However, this approach often painted an incomplete, and one-sided view of processes. It also meant people spent more time understanding processes rather than making them better.

Robotic process automation (RPA) can help your business be more efficient, agile, and profitable. It can make customers’ experiences richer by letting you serve them quickly, flexibly, and responsively. And put more joy in each employee’s workday by taking repetitive routine out of it.