

By Karthik Shankaran

IMPACT OF AUTOMATION ON BUSINESSES

Not only has automation made our workstations simpler and convenient, it has brought more precision to it.



“Secret to business growth lies in operational efficiency. More efficient the operations are, more successful a business is going to be.”

The impact of automation is no more a mystery now. Technology has already become a significant part of our lives. We have incepted in an era which is exciting and innovative and is engulfed with futuristic technologies making everything possible at our fingertips.

Technology experts believe machine learning which has already become such an important technology, is going to witness a market expansion of beyond \$7.4 billion by 2022. Automation is impacting businesses in more ways than one. Let's take a peek into the future:

Enhanced Customer Experience: An effective proof of concepts that automation has established is revolutionising customer experience, largely due to the introduction of chatbots, customer service is never “on hold” now. It has become a 24X7 on-going process, providing quicker, enriched customer experience across the globe. Chatbots are pocket friendly as well.

Improved Operational Efficiency: More efficient the operations are, more successful a business is going to be. The introduction of automation at work places has made the level of efficiency manifold. Sometimes, it is crucial to make use of technology at certain points so


that human resources could be utilised in better ways. While automation make operations smoother and more efficient, it leaves human minds, the most precious resources to any business, with more space and time to think better about businesses. As per a research done by Xero, automation will hold a common place in accounting and financial sphere by 2020.

Better Accuracy: When it comes to some financial tasks like accounting or some technological testing, machines can play a better role in circumventing manual errors as they do not get tired or bored or get negligent. The accuracy that machines provide in the limited time is unmatched with any other tool.

New-Age Marketing: Artificial intelligence is paving way for better, more effective and focused marketing campaigns. AI-ML are being used extensively to seek customer's information and use it judiciously to plan out the marketing techniques. Automation is soon going to help in creating personalized, real-time content that will be very useful in connecting with the focused, target audience in the best way possible.

CAE REDUCES GESTATION TIME BETWEEN PRODUCT DESIGN & MARKET

In early stages of product design and development, in the CAE design stage, CAE process automation helps companies significantly. Several parts of CAE Standard Operating Procedures (SoPs) are repetitive in nature, and automation provides opportunity to save time spent on those repetitive activities by the CAE User. Process Automation in CAE can cover tasks like pre-processing, model assembly and / or post processing activities. Process automation in CAE can be deployed across various industries like automotive, heavy engineering, bio medical and aerospace.

In the future, this kind of automation will surely result in making businesses profitable and productive, and helping companies get products to market faster. Although the Engineer's creativity, cognitive input / judgment could make significant difference in quality of output achieved and the time invested. 

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