



Amplio Technologies  
Amplio & Automate

## The Great Optimise–Automate Debate

Following on from our previous blog post where we touched on optimisation of a process along the automation development to ensure a holistic, end-to-end view, leading to a strategic intervention where the benefits are greater than the sum of its parts.

We have no doubt that everyone agrees that the combined efforts of optimisation and automation leads to greater operational efficiencies, a more harmonised digital and human workforce and, in some cases, as faster ROI.

The question therefore is; do we optimise then automate, automate then optimise or optimise and automate?

Firstly, we should all settle on the fact that automating without optimisation, except for the tactical cases we touched on last week, is a big no-no.

When we automate without consideration for the underlying process – especially if it's a broken one- we still get the garbage out the back-end as usual, just a lot, lot faster! For us, this is out of the question, barring very targeted tactical repairs.

OK, now we have the sequence established; optimise then automate. Sounds great, that settles it.

Not quite.

The issue with optimising prior to automation is the time to value becomes painfully slow and we lose the impetus to automate, instead getting bogged down in process minutiae.

That's without even mentioning the fact that the future-state we are hoping to achieve – a harmonised human-machine operation – cannot be implemented without the component automations, or the fact that the poor process operators have to go through two cycles of disruptive change.

Let's settle this debate once and for all and agree on the most optimal route to value, whilst improving business operations and maintaining employee morale is to optimise and automate concurrently.