



Amplio Technologies
Amplio & Automate

Tactical v Strategic Automations

When deploying an automation intervention, there are generally two approaches one can follow; **Tactical or Strategic**.

The selected route very much depends on the business context more so than the process itself.

A **tactical** intervention is very much a quick fix, ideal for use when the process itself is suffering issues, either through failure or lacking capacity.

This is great if we are upsetting customers, vendors, or, if we have a regulator breathing down our neck. Effectively buying some time to allow the root-cause to be addressed.

The **strategic** approach focuses on the long-term, ensuring the process is automated in line with the organisations vision for the future and implemented with consideration to the human-machine interface – how the robots and operators interact.

Being strategic, with the luxury of a little more time, allows us to really consider all the moving parts and interactions of the end-to-end process. This is how to get the best results from our implementations.

Too often, results are demanded immediately, and while this is possible by rapidly deploying a tactical approach, it has the habit of leaving a lot of potential gain on the table.

Our recommendation would always be a tactical approach...if the process is on fire.

If the danger is not imminent, take a moment to understand the broader process in context and optimise the process alongside your automation efforts. It's surprising how much more effective, and perhaps counter-intuitively, how much quicker ROI can be.

Remember, a tactical approach is exactly that, a short-term fix – do not allow the temporary fix to become the long-term solution because no doubt it will be sub-optimal. Ensure the tactical repair is upgraded to a strategic solution once the immediate process issues are resolved.

We will provide our thoughts on the ongoing '*optimise and/or automate*' debate in a forthcoming blog post.