



Power Automate: Task Automation by Citizen Bots 1/3

Our last couple of blogs have focused on the types of automation intervention, whether that be tactical or strategic and the ongoing debate around which should come first; optimisation or automation of business processes.

Given the recent news of Microsoft's foray into the automation game by bundling Power Automate in with all Windows OS, we thought it would be relevant to append to the above with some commentary on what this means for organisations needing to develop an automation strategy, the business process operators interacting with (and sometimes creating) these automations, and the industry as a whole.

Firstly, for the industry as a whole, this is great news, Microsoft, as we all know, is an absolute giant and (most of the time) they do things properly. It seems like this major play by Microsoft could make life very difficult for the other players in the market, right?

Well perhaps not.

While the market for Power Automate is very big, billions of daily users are already familiar with Microsoft's offerings. The targeted end-user is Small and Medium Enterprises looking to automate repetitive workflows.

Well that's nothing new... Apple has bundled its Automator within its OSX since 2005 and that app hasn't captured our attention like iOS has.

The real issue at hand for Microsoft here is their focus on minor task-automation by '*citizen bots*' as opposed to the real value-unlocking, enterprise grade, end-to-end, automation currently available to digitally transform organisations and fundamentally reshape the way organisations operate.

So is this likely to be a non-starter or a damp squib for Microsoft?

It's too early to tell, but what's for sure is this will bring the topic of automation to front of mind for the masses and bring more momentum to the revolution.

A rising tides raises all boats, as it were.

TBC

