

# Dataflix

## Bridging Technology Gaps with the Experts

**A**s the world recovers from the catastrophic events of the past year, businesses still reeling from the pandemic are betting high on the latest technologies to take their process quality, speed and productivity to the next level. In an ambitious bid to improve efficiency and control costs through business process automation, enterprises look forward to replacing existing business processes with more efficient, faster, and less expensive alternatives. Inclined to embrace technologies designed to automate mundane and repetitive tasks, businesses have recognized robotic process automation (RPA) as the vital element of the “perfect storm” of technology that encompasses AI, machine learning, big data, and IoT. In addition, the latest and next-generation approach of AI-powered RPA is enabling enterprises to automate processes more cost-effectively and reduce time-to-market. The widespread use of RPA use cases across ERP, HR and finance is adding to the growth of the digital workforce. However, implementing RPA in enterprises is where the rubber meets the road. As Eliyahu Goldratt puts it, “Automation is good, so long as you know exactly where to put the machine.”

When it comes to identifying and selecting the processes suited for RPA, leaders are at sea and often make a poor choice of process for the initial pilot, leading to unmet customer expectations. Selecting the proper process for RPA requires much thinking-through before implementation. This is where companies like Dataflix are moving the needle.

As a software company focused on emerging technologies, Dataflix enables innovation and digital transformation in enterprises, empowering them with products and solutions fueled by data, analytics, AI and RPA. “At the core, we are an AI-first company. With our RPA-powered solutions, we help create a “Digital Workforce” to boost efficiency and control costs. In essence, we help enterprises infuse intelligent-automation across business and IT processes—enabling them to increase overall efficiency and control costs more effectively,” says Suresh Tanneeru, VP, Customer Success, Dataflix.

Dataflix empowers enterprises with the core benefits of RPA—increased speed, agility, and flexibility, enhanced operational performance, improved employee and customer



Suresh Tanneeru

satisfaction—through its back-office automation, RPA in customer service, and document processing solutions.

Dataflix’s back-office automation solution uses unattended bots to automate manual tasks such as invoice processing, data collection, managing purchase orders, calculating payroll costs, and more. On the other hand, the company’s RPA solution in customer service has proved instrumental in improving customer experience by automating customer support activities, including processing faster refunds, price comparison, updating customer information, intelligent chatbots and interactive voice responses, and more. Lastly, the document processing solution drives significant improvement



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in efficiency by automating structured data extraction from unstructured content across various sources and document formats.

When it comes to addressing the two main challenges of identifying the right “process” for automation and stakeholder/business buy-in, Dataflinx takes a unique approach to problem-solving. To begin with, the team at Dataflinx goes through a detailed discovery process to make sure the use case is suitable for RPA technology. In

doing so, the company leverages a use case scoring model considering different factors like key business value drivers, process attributes, technologies and risk assessment. This helps in ensuring that the use case is appropriate for RPA. Further, Dataflinx conducts a series of RPA workshops--a day or two-long event designed to uncover the business value and impact of RPA through a process identification and high-level assessment exercise. In these sessions, the Dataflinx team of experts works closely with business teams and stakeholders to uncover a list of process automation candidates. This way, business teams are proactively engaged from the beginning.

When asked about what makes Dataflinx unique, Tanneeru’s response was as instant as it can get. “Our products-driven delivery and our thought leadership on automation-to-AI making us unique. While we specialize in building automations using industry leading RPA platforms, we focus on building accelerators to minimize time-to-market,” he explains.

Furthermore, its uniqueness also stems from the numerous success stories it has scripted for its clients. To add more perspective, Tanneeru

cites a recent success story wherein Dataflinx helped a customer automate repetitive and manual tasks with an RPA platform. With invoices are growing at a rapid rate month over month, the client had to invest increased human effort in managing account payable and receivable.

The majority of the tasks were manual and repetitive, which, in turn, became increasingly expensive for the organization to scale with growing business demand. Dataflinx stepped in to build automation with robots, where the robots capture data from files of all formats with improved accuracy and load them into mainstream applications like SAP & Oracle. This solution drastically reduced the manual effort while improving efficiency.

Moving forward, Dataflinx will continue helping businesses of all sizes automate back-office processes using RPA platforms. “At this point in time we are focused on helping customers across all stages of RPA, from discovery, build, run, manage, engage and measure. Eventually we want to build products and accelerators that will enable AI in the automation journey,” concludes Tanneeru. [UR](#)

# CIOReview

ISSN 2644-237X  
CIOREVIEW.COM

SEPTEMBER - 2021

The Navigator for Enterprise Solutions



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*The annual listing of 10 companies that are at the forefront  
of providing Robotic Process Automation RPA  
solutions and transforming businesses*