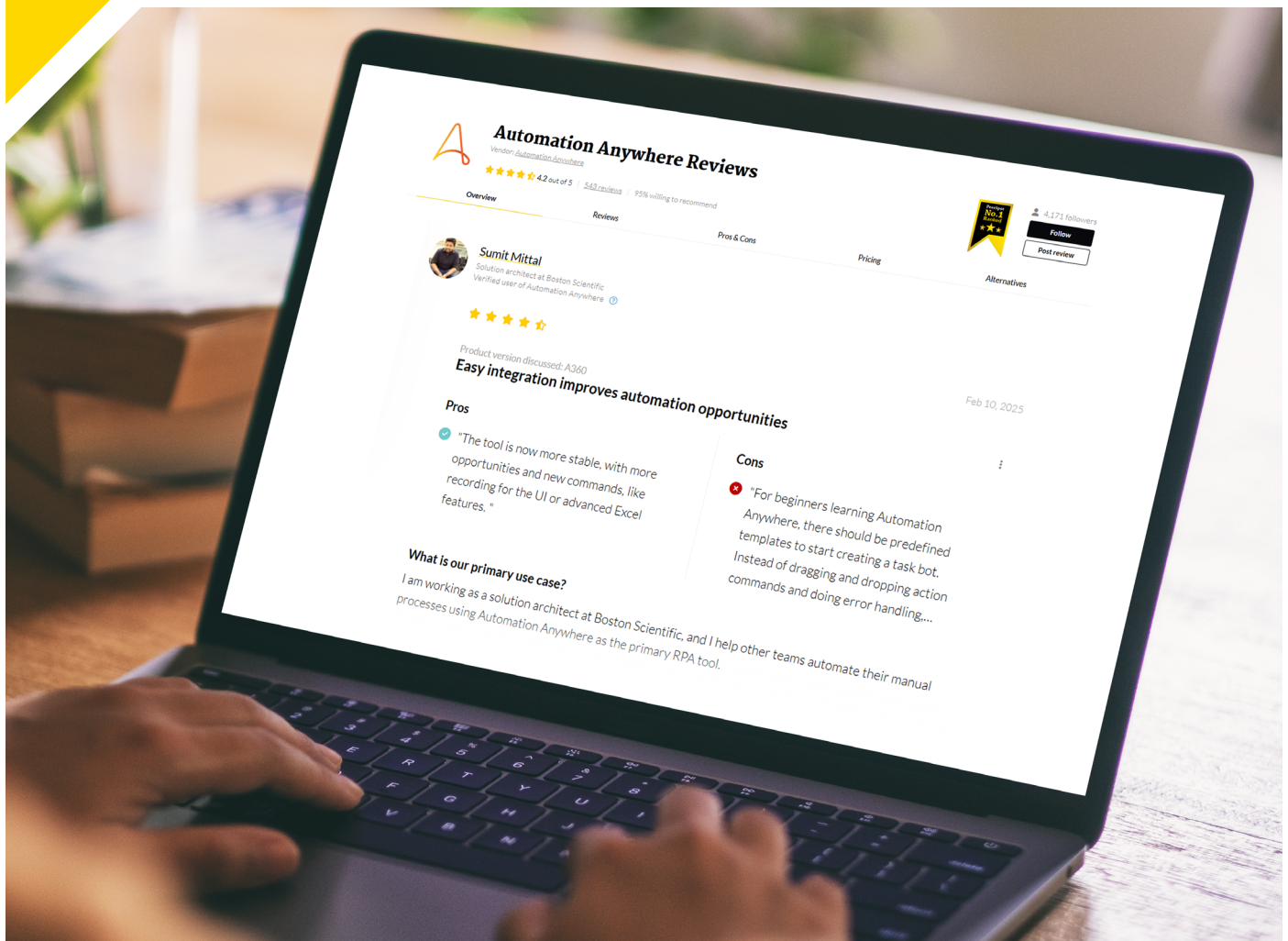


PeerPaper™ Report 2025

Based on real user reviews of Automation Anywhere

The Top 4 Reasons Customers Selected Automation Anywhere Over Competing Platforms



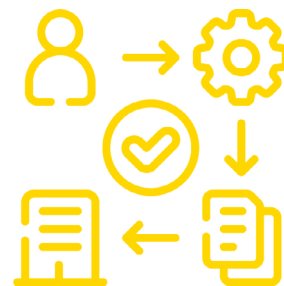
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Introduction

The use of Agentic Process Automation (APA) is on the increase. Organizations in multiple industries are putting the technology, which combines robotic process automation (RPA) and artificial intelligence (AI), to work in accounting, human resources (HR), financial processes, and more.

As usage grows, organizations that want intelligent automation have a growing number of choices in the marketplace. What makes for the right solution? As PeerSpot members who use Automation Anywhere explain in this paper, four key factors drove preference for that platform. They were value, including return on investment (ROI), flexibility, capabilities, and ecosystem/support.

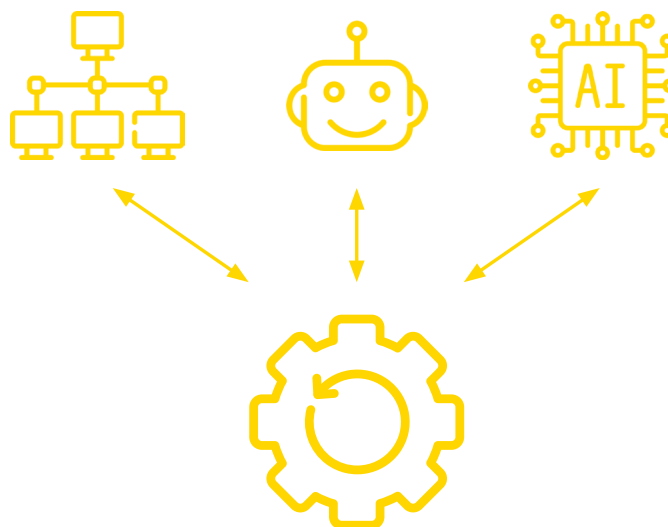


**Agentic Process
Automation**

Agentic Process Automation: A Brief Overview

Agentic Process Automation, sometimes also referred to as intelligent process automation, comprises of software that adds the analytical and reasoning powers of AI to RPA. Working this way, APA leverages pattern analysis, data assembly, and classification to drive gains in efficiency and cut costs. Implemented correctly, APA streamlines tasks and reduces repetitive work for people. Some APA solutions have the ability to learn, over time, so they can improve the way they execute workflows.

Examples of APA in action include automated reading and response to customer emails, intelligently routing sales orders through operational systems, and more. APA solutions can also be customized to perform roles in industry specific contexts, such as processing the intake of insurance claims or loan applications.



Key Takeaways

Automation Anywhere users are excited about APA, putting the technology work in use cases that span multiple areas of corporate activity, including:

- ✔ Human resources, e.g., automating the employee onboarding process.
- ✔ Finance & accounting, e.g., replacing manual data entry in accounts payable.
- ✔ Customer account management and support, e.g., streamlining the account opening process.
- ✔ Cross-functional processes, e.g., automating workflows that extend from the service desk to accounting & finance.

Users cited four main reasons they selected Automation Anywhere over competitors:

- ✔ Value/ROI, with a user noting that a UiPath customer “would pay more than \$37,000, while an Automation Anywhere customer would only pay \$25,000. That is a game-changer.”
- ✔ Capabilities, e.g., innovative features—with a user saying, “I also like that the Automation Anywhere (AA) team is always innovating...e.g. they’re always coming up with new features that would speak to various operational use cases.”
- ✔ Flexibility and ease of use, with a user stating, “Automation Anywhere is easy to use. It is a simple platform to understand. A simple platform to roll out.”
- ✔ Ecosystem, including the people and partnership aspects of the platform, with a user explaining he “found Automation Anywhere to be a better partner to work with and a more stable one in 2018” after evaluating competing options.

Agentic Process Automation Use Cases Among PeerSpot Members

Automation Anywhere users on PeerSpot have found innovative Agentic Process Automation use cases that span multiple areas of corporation operations. In Human Resources (HR), accounting and finance, and customer management and support, APA is helping users automate complex workflows, simplifying them and saving time in the process.

Human Resources (HR)

HR work is characterized by repetitive, data- and document-intensive processes. HR departments tend to face administrative backlogs, with legacy systems and manual processes impeding productivity. Using APA, HR teams can accelerate processes and enhance employee experiences. For example, an Associate Director of Cloud Services & Software at a tech consulting company is putting Automation Anywhere to work in HR departments, automating employee onboarding processes.

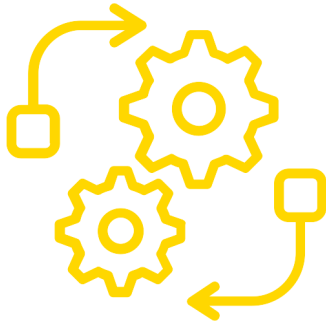


Bharathidasan D.
General Manager at LifeCell
international Pvt.Ltd



“We chose Automation Anywhere because we could get significant ROI.”

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Automates Repetitive Tasks

Finance & Accounting

Like HR, finance and accounting processes are typically document-driven and manual. APA can help automate repetitive tasks, relieving accounting and finance employees of tedious work while improving accuracy at the same time. Freed from drudgery, accounting and finance employees can focus on higher-value, more strategic work that supports business transformation.

Ampliforce, a small tech services company, started using Automation Anywhere for accounts payable. Now, according to their VP Business Development, the company is starting to do more vertical revenue cycle management in healthcare. They mentioned:

"We were able to replace a lot of the manual and data entry workload that our accounts payable clerks were doing. We had 18 accounts payable clerks, most of them are still there with us, and the work that was done before by this original group can now be done by four people."



Bharathidasan D.
General Manager at LifeCell
international Pvt.Ltd



**“We added a PoC
with UiPath and
other solutions....
[Automation
Anywhere’s] accuracy
and costs were better
than others.”**

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CRG Solutions, a Global Digital Transformation Company, uses Automation Anywhere in the banking sector. Their Business Head of Intelligent Automation said:

“In the banking, financial services, and manufacturing domains it is used for process automation and OCR [optical character recognition]. For example, it is used by banks for large-scale reconciliation. A group of companies often has multiple bank accounts. We have to do the reconciliation with multiple currencies. On a daily basis, there can be more than 10,000 transactions.”

Finance workflows are where an Associate Director of Cloud Services & Software at a tech consulting company is putting Automation Anywhere to work. His team uses the platform for month-end reports, ledger updates, and Accounts Payable (AP) automation. They deploy the platform both on-premises and in the cloud.

Customer Account Management and Support

Managing customer accounts and support involves a variety of workflows that have long relied on manual processes, many of which handle data and documents. The potential for errors is great, especially if employees have to enter data from forms or rekey information from one system to another. APA has the potential to speed up such repetitive tasks and increase their accuracy.

For instance, the Head of Digital Business and Innovation at ActivEdge, a small tech company, explained how Automation Anywhere is helping them with banking use cases, such as the account opening process. He explained:

“Customers go into the bank, then apply for account opening. They will go to a portal, fill out the form, then input their documents. All the data that had been entered and all the documents that are being uploaded will go into a document repository.”

This user further shared that Automation Anywhere’s data capture solution extracts the data, and then puts the data into a case management solution:

“instead of having somebody just taking data and doing manual data entry into the CRM platform or core banking platform.”

The solution can then log into the bank’s customer relationship management (CRM) platform and key in the data, “instead of having a human doing that repetitive task of data entry,” as he put it. Figure 1 captures this workflow.

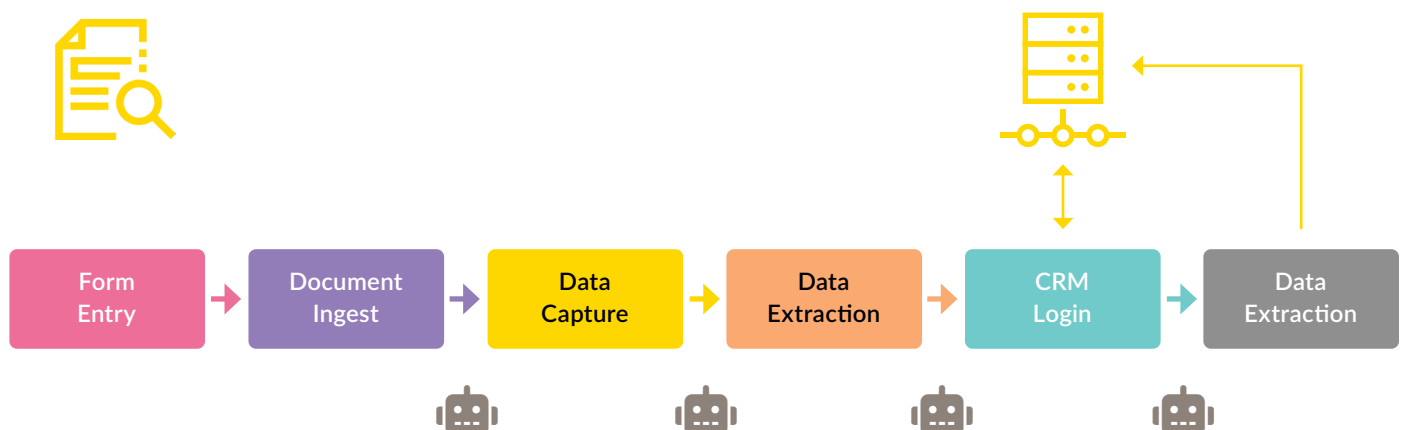


Figure 1 – Agentic Process Automation at work in opening a bank account.

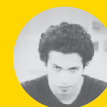
Cross-Functional Processes

In some cases, APA works across multiple functions. This should make sense, given that business processes often cut across multiple departments and systems. The Chief Executive Officer of the marketing services firm Imbassy shared how his team uses Automation Anywhere:

“to automate all the repetitive tasks that (were) previously done manually by individuals and to reduce the risk of human-errors so we can save time and money.”

To him:

“It’s like creating a digital employee that will work more quickly and accurately than humans. We mainly use it for the service desk tasks and to handle requests and also to create invoices and approving bills in finance and accounting departments.”



Yasser
Chief Executive Officer
at Imbassy



“It’s like creating a digital employee that will work more quickly and accurately than humans.”

[Read review »](#)

Top 4 Reasons Customers Select Automation Anywhere

Customers choose an APA solution for many reasons that are unique to their particular organizations, but as PeerSpot members revealed in their reviews of Automation Anywhere, four reasons stood out in their selection of the platform over alternatives.

#1—Value/ROI

Automation Anywhere users shared that they preferred the platform because of its ability to create value and ROI. One user even described the platform as a “game changer” in this context.

Key benefits cited:

Cost Savings—with CRG Solutions’ Business Head of Intelligent Automation questioning why a UiPath customer:

“would pay more than \$37,000, while an Automation Anywhere customer would only pay \$25,000. That is a game-changer.”

ROI—with the General Manager at LifeCell international Pvt. Ltd, a pharma/biotech company, sharing:

“We chose Automation Anywhere because we could get significant ROI with Automation Anywhere.”

Productivity—with the CEO of Robo Co-op observing:

“As an estimation, Automation Anywhere is about 60 times faster than a human. The time spent goes from one hour down to one second when we use Automation Anywhere.”



Reduces Costs



Aliu B.

Head, Digital Business and
Innovation (BSc/MSc Computer
Science, CISA) at ActivEdge



**“The Automation
Anywhere (AA) team is
always innovating...e.g.
they’re always coming up
with new features that
would speak to various
operational use cases.”**

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Further to the idea of cost savings and productivity, CRG Solutions’ Business Head of Intelligent Automation said that his team evaluated Power Automate, but cost was a factor. He said:

“Power Automate charges per process, not per bot. For example, it doesn’t take more than 10 minutes to close the last month’s General Ledger. One of our customers was paying \$600 per month for this process with Power Automate. He went with Automation Anywhere, where he only had to pay \$3,000 to \$4,000 in total for an unattended bot, which was able to help 24/7.”

He also cited an API integration scenario where Automation Anywhere offers a cost advantage. As he described:

“If you want to work with standard applications like SAP or Oracle, you can use APIs or desktop automation. I faced an issue with one of my customers who said that to do an API ABAP integration for SAP automation, he would have to pay for automation and ABAP development. I suggested he not pay for ABAP and just do desktop automation.... If a customer has to spend \$10,000 on ABAP and another \$30,000 to \$40,000 for Automation Anywhere, they will kick us out. But if we go with Automation Anywhere and there is no need for ABAP, and instead we’ll do desktop automation, the customer will be much happier because they are saving costs.”

ROI for Automation Anywhere, in contrast to competitors, became apparent to a General Manager at LifeCell international Pvt. Ltd, a pharma/biotech company. He explained:

"We also did a PoC [proof of concept] with UiPath and other solutions.... Its accuracy and costs were better than others. We have purchased the bot with Orchestrator."

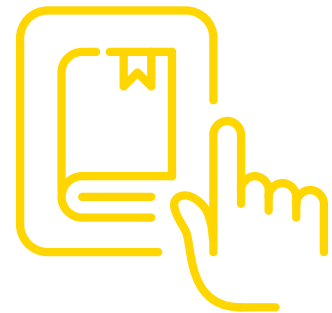
#2—Capabilities

The platform's core capabilities, such as its no-code mode for developers, were drivers of preference for buyers. Users also shared that features like IQ Bot, a web-based, cloud-native intelligent document processing solution that can read and process complex documents and emails, and Document Automation, led them to select Automation Anywhere.

Key benefits cited:

Innovative features—with Activedge's Head of Digital Business saying:

"I also like that the Automation Anywhere (AA) team is always innovating...e.g. they're always coming up with new features that would speak to various operational use cases."



**Easy to Learn
and Use**



Aliu B.

Head, Digital Business and
Innovation (BSc/MSc Computer
Science, CISA) at ActivEdge



“Automation Anywhere (AA) really, really stands out. One of the things I like about this solution is its functionality. It’s highly functional, aside from it being stable and scalable.”

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No Code—with the CEO of Robo Co-op, a small tech services company, saying Automation Anywhere is:

“easier to learn and use,” because, as he put it, “Other products are more low-code, whereas Automation Anywhere is no-code, making it easier to learn and user-friendly.”

Cognitive intelligence and the ability to ingest and transform unstructured data—with an SGO - IA Practice Leader at Zensar Technologies, a tech consulting company, comparing Automation Anywhere with UiPath and Blue Prism. While he felt that the products were broadly comparable, he said:

Automation Anywhere has a uniqueness with respect to the IQ Bot.

ActiveEdge’s Head of Digital Business and Innovation seemed to sum up how the platform’s capabilities made it a better choice than competitive solutions like Blue Prism and IBM Robotic Process Automation (RPA). As he said:


“Those are very good ones, but if you ask me, Automation Anywhere (AA) really, really stands out. One of the things I like about this solution is its functionality. It’s highly functional, aside from it being stable and scalable.”

The SGO - IA Practice Leader at Zensar Technologies also acknowledged the value of Document Automation, which he described as a “unique feature.” With Document Automation, the Agentic Process Automation is able to ingest numerous documents, read them, extract information, and then categorize and organize that data for use in business processes. Figure 2 depicts a typical Document Automation workflow.

“I appreciate the core functionality and the fact that it’s a low-code solution,” said a Director of Platform and Hyperautomation Services at Paramount, a media company.

“That is one of the key elements that differentiates Automation Anywhere from other platforms and one of the reasons we have been able to achieve success.”

Being low code meant that the platform was “*accessible to business users with few technical skills.*”



Srikanth H.
Director of Platform and
Hyperautomation Services
at Paramount

★★★★★

**“I appreciate the core
functionality and
the fact that it’s a
low-code solution.”**

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Figure 2 - Example of Document Automation workflow.

#3—Flexibility and Ease of Use

Organizations that implement Agentic Process Automation prefer solutions that are flexible. This means having a choice between cloud and on-premises deployment, as well as a smooth upgrade path.

Key benefits cited:

Shorter learning curve—with the Director of Data Engineering and Automation at a tech vendor saying:

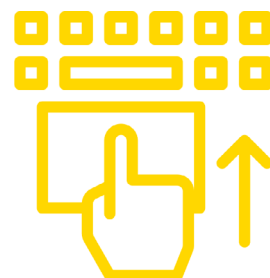
“We evaluated UiPath but AA is more resource friendly and has a shorter learning curve.”

Automation Anywhere’s people—with the CEO at Novatio, a tech services company, sharing:

“The team outside of the technology, the people putting it together, is what makes [Automation Anywhere] itself better.”

Smoother upgrades—with a Global Intelligent Automation COE Lead at Cargill, a wholesaler/distributor, saying:

“I wanted us to be more streamlined so that we don’t have glitches down the road with upgrades and version updates. That’s one reason that I wanted to stay with Automation Anywhere.”



Drag-and-Drop Interface



Jermani M.
Sr Director of Automation
at Asure Software Inc



“Automation Anywhere is easy to use. It is a simple platform to understand. A simple platform to roll out.”

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Ease of use—with a Sr. Director of Automation at Asure Software Inc, a computer software company saying:

“Automation Anywhere is easy to use. It is a simple platform to understand. A simple platform to roll out.”

For Bigiota Analytics LLP, a small tech consulting company that works with banking clients, on-premises operation is essential, due to regulatory issues and security. Their Chief Executive Officer explained that Power Automate, which they also use:

“is mostly cloud-based, which is not ideal for our banking and insurance clients. They prefer on-premise solutions.” As a result, they use Automation Anywhere for these clients.

Ease of use matters, too, when it comes to selecting an intelligent automation platform. An RPA CoE Manager at Vale, a mining and metals company, shared that his organization looked at solutions in 2018:

“but Automation Anywhere was a perfect fit. We didn’t have any issues that Automation Anywhere couldn’t solve. The critical factor for us was its ease of use. We liked the drag-and-drop interface and the low-code capabilities.”

The CEO of Robo Co-op, which offers digital skills training to forcibly displaced refugees, offered a different but useful perspective on ease of use. He said:

“Automation Anywhere is super easy to use for people who don’t have technical skills.”

#4—Ecosystem

An Agentic Process Automation platform is just part of a bigger ecosystem, as PeerSpot members commented on in their reviews. The size and quality of a platform's ecosystem, as well as support, count when it comes time to select a solution. As users shared, Automation Anywhere's people add value to the ecosystem.

Key benefits cited:

Setup and deployment guidance—with a Head of Functional & Technical Architecture at a manufacturing company being impressed by how the company provided setup and deployment suggestions. He remarked:

“As a result, we ultimately decided to discontinue the use of UiPath and transitioned to Automation Anywhere....We were able to recognize that Automation Anywhere was one of the market leaders and swiftly create a proof of concept.”

Partnership—with an Executive Director, Business Analytics & Optimization at a hospitality company saying he:

“found Automation Anywhere to be a better partner to work with and a more stable one in 2018” after evaluating UiPath, Blue Prism, Automation Anywhere, and WorkFusion.

Experience—with the Founder of Skillculture, a small tech consulting company, noting that Automation Anywhere :

“had more experience in this area” than UiPath and Selenium, which, as he put it, “gave us greater confidence that the project would be successful.”



Head of functional &
technical architecture
at a Manufacturing Company
with 5,001-10,000 Employees



“We were able to recognize that Automation Anywhere was one of the market leaders and swiftly create a proof of concept.”

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Linux Support is part of this story, as well. CRG Solutions' Business Head of Intelligent Automation spoke to its importance when he said:

"Automation Anywhere is the only RPA tool that is developed using something other than .NET technology. If you go for UiPath, Blue Prism, AutomationEdge, or Pega, they are all built on .NET, and only support Windows."

In contrast:

"Automation Anywhere is developed on Java and Python entirely, and is totally web-based. Other tools are desktop-based. That means I can install their server on Linux too. Most banks and many other enterprise organizations require servers on Linux, not Windows. That's an advantage for Automation Anywhere."

Conclusion

Agentic Process Automation continues to gain traction in industries like financial services, manufacturing, and tech. This growth has led to competition, with customers now having their pick of platforms. PeerSpot members selected Automation Anywhere because they saw how the platform realized value for their businesses. They appreciate the platform's capabilities, along with its ecosystem and support. Ease of use was also a key differentiator that drove selection. Each of these elements contributed to the customer's ultimate decision to go with Automation Anywhere.

About PeerSpot

PeerSpot is the authority on enterprise technology buying intelligence. As the world's fastest growing review platform designed exclusively for enterprise technology, with over 3.5 million enterprise technology visitors, PeerSpot enables 97 of the Fortune 100 companies in making technology buying decisions. Technology vendors understand the importance of peer reviews and encourage their customers to be part of our community. PeerSpot helps vendors capture and leverage the authentic product feedback in the most comprehensive way, to help buyers when conducting research or making purchase decisions, as well as helping vendors use their voice of customer insights in other educational ways throughout their business.

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About Automation Anywhere

Automation Anywhere is the world's leading Agentic Process Automation (APA) System that puts AI to work across organizations. The company's platform is powered with specialized AI, generative AI and offers process discovery, RPA, AI agents, end-to-end process orchestration, document processing and analytics, with a security and governance-first approach. Automation Anywhere empowers organizations worldwide to unleash productivity gains, improve customer experiences and create new revenue streams. The company is guided by its vision to fuel the future of work by unleashing human potential through Agentic AI-powered automation. Learn more at www.automationanywhere.com