



CASE STUDY

Bridging the Brazilian talent gap through inclusive automation training

Organization profile

Viaflow is a consulting and technology company dedicated to driving business transformation through digital products, hyperautomation, training, and strategic design.

Results

15K+

hours of RPA training

4K+

training program subscribers

100%

job placement success

85+

training program graduates in five years



Automation Anywhere's technology enables us to support the evolution of our country through our contribution of technical education and grassroots social work.

Graziele Rossato, CEO & Founder of Viaflow and Head of Technology of Anefac



Challenge

Viaflow identified an urgent and growing crisis in Brazil's technology sector: a looming talent gap expected to leave over 500,000 positions unfilled in the coming years according to the Association of Brazilian Information Technology Companies. Recognizing the need to address the shortage of qualified professionals in the sector and increase access to opportunities for marginalized communities, Viaflow launched an inclusive technical training solution. By leveraging Automation Anywhere's technology, Viaflow further improved the FlowTalents program to help close Brazil's technology talent gap and empower individuals for tech roles.

Solution

In 2018, Viaflow launched its FlowTalents learning program. The program was aimed towards individuals seeking roles in the technology sector, regardless of their prior training, to be able to train in the technical, automation, and social skills that would make them competitive for meaningful and life-changing job opportunities. The program, offered free of charge, provides three months of training followed by 12 months of case management as graduates apply their training in jobs. The program has proven successful, with 100% of the 85+ graduates finding job placement internally at Viaflow or in other technology sector opportunities.



I dreamed of working in IT for many years. Due to my lack of experience and age, I thought it would be impossible to fulfill this dream. However, a friend recommended FlowTalents to me, and through him, I saw the flame of that dream rekindled and become a reality.

Ruan Barreto,
FlowTalents graduate

Recognitions

- Winner of the ABRH-RS TOP Human Being Award - 2022
- Social Impact Partner of the Year Award Winner for LATAM at Imagine 2023

The whole story

To combat the urgent and growing talent gap in the Brazilian technology sector, Viaflow developed an inclusive technical training program to empower individuals for these tech roles. The program, called FlowTalents, targets adults seeking to gain technical, social, and automation skills, regardless of their educational background or financial situation, and aims to transform participants into competitive professionals equipped to stand out in the job market.

The program launched in 2018 and began offering participants three months of training and 12 months of case management. To ensure the success of its participants, Viaflow focused on accessibility. Often, interested and qualified candidates were already working to support not only themselves but also their families. To allow better flexibility, Viaflow transitioned its program to a 100% remote format in 2020 and implemented a training grant in hopes of further removing barriers to entry. In addition, program outreach and messaging evolved to promote accessibility and increase confidence amongst potential candidates, many of whom would be eligible but otherwise felt unqualified.

The impact of FlowTalents is profound. The program has attracted over 4,000 subscribers and trained more than 85 professionals with 100% job placement, 50% of which were absorbed internally by opportunities within Viaflow. The program has helped fill critical vacancies and uplifted more than 100 families. It has also earned Viaflow the 2023 LATAM Social Impact Partner of the Year award from Automation Anywhere and the 2022 ABRH-RS TOP Human Being award.

The future

After the successful transition to a fully online and remote format, Viaflow plans to expand the FlowTalents program further. In 2024, Viaflow intends to introduce new classes tailored for Automation Anywhere customers with social projects. These courses are designed to enhance marketing efforts and provide training and job-seeking infrastructure support. These enhancements aim to further empower participants with the skills and opportunities needed to succeed in an evolving tech industry.



About Automation Anywhere

Automation Anywhere is the leader in Intelligent Automation solutions that put AI to work across every aspect of an organization, empowering businesses worldwide to unleash productivity gains, drive innovation, improve customer service, and accelerate growth. Learn more at [automationanywhere.com](https://www.automationanywhere.com).

☎ North America: 1.888.484.3535 x1 | International: 1.408.834.7676 x1

📘 [facebook.com/automationanywheresoftware](https://www.facebook.com/automationanywheresoftware)

🐦 [@AutomationAnywh](https://twitter.com/AutomationAnywh)

🌐 [linkedin.com/company/automation-anywhere](https://www.linkedin.com/company/automation-anywhere)

✉ sales@automationanywhere.com