



GEA is one of the world's largest systems suppliers for the food, beverage, and pharmaceutical sectors. Its portfolio includes machinery and plants as well as advanced process technology, components, and comprehensive services. Used across diverse industries, GEA enhances the sustainability and efficiency of production processes globally.

# GEA Americas' Automation Strategy Shifts Finance into the Driver's Seat

## The Challenge

Grappling with talent acquisition issues, fragmented processes, siloed systems, and inefficient data management, GEA Americas' finance department needed to pivot to a leaner structure and lower cost-to-serve. However, it had stringent data protection requirements, and many employees were resistant to change, especially with processes that had run the same way for 15-20 years.



“

The real buy-in comes from the subject-matter experts. When you convert them, the potential is limitless.”

Alfredo Civallo,  
CFO - Americas, GEA Group

## The Turning Point & Solution

In transforming finance from a reactive role to a proactive strategic partner, leadership determined that automation was key to success across GEA's broader business initiatives. The automation team began by evangelizing automation and creating buy-in, then tackled automating the tedious, high-volume freight invoicing, invoice approval queue management, and invoice backlog reporting processes.

Building on their initial wins, GEA simplified automations, improved data processes, and established an in-house development model. Process mapping and re-engineering streamlined operations, while modularized development allowed for scalability and cost-efficiency. With the flexibility of its automations, GEA Americas was able to quickly deploy automation in over eighty use cases.

## Results & Strategic Impact

GEA Americas' finance group selected intelligent automation as a means to transform to a strategic business partner. Facing fragmented systems, talent gaps, and inefficient data processes, the department launched its first digital assistant to automate freight invoicing and backlog reporting, generating internal momentum that led to team members ideating over 100 new automation ideas. Finance adopted a scalable, in-house citizen development model and streamlined operations across supply chain, customer service, and project management. The result: over 80 automations deployed, 6,000+ hours and \$400,000 saved, reduced errors, enhanced service, and sustained compliance—delivering both strategic and operational impact.



## What's Next

With over 200 automations in the pipeline, GEA Americas focuses on real-time KPI reporting, AI-driven forecasting, and fraud detection. With proven ROI realized by the finance department, intelligent automation has become a fundamental tenet across the company's functions to drive goal attainment.

**180**

Automations deployed and in pipeline

**6000+**

Hours of capacity saved

**\$400k**

In operational savings

**Transform your finance team.  
Talk to our team to learn how!**

**Request a demo**

**Contact sales**



### About Automation Anywhere

Automation Anywhere is the leader in AI-powered process automation that empowers organizations to drive productivity gains, foster innovation, improve customer service, and accelerate business growth. Learn more at [www.automationanywhere.com](http://www.automationanywhere.com)

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