The Washington Post

The Washington Post is as much a tech company as it is a media company, combining world-class journalism with the latest technology and tools so readers can interact with The Post anytime, anywhere. Its approach is to shape ideas, redefine speed, take ownership, and lead every employee, every project, every day.

The Washington Post ignites Agentic AI to pioneer transformative media monetization strategies with speed and scale

The Challenge

Facing constant disruption from evolving technology, The Washington Post needed to adapt its business model to develop sustainable monetization strategies and redefine the idea of media operations. With print circulation declining, how could it continue to grow its subscriber base and create new revenue streams?

$1M
in automation value within year 1

0
Tax overpayments

100%
of invoices analyzed for tax accuracy

> "
> We're not moving slowly, we're moving with speed and scale. This technology is real. When you see the impact of Gen AI and language models on business processes, there's only one conclusion: move fast, scale fast, don't blink."
>
> Vineet Khosla,
> Chief Technology Officer,
> Washington Post

The Turning Point & Solution

With AWS cloud infrastructure and automation evangelism already underway, The Washington Post could capitalize on transformational opportunities via Agentic Process Automation (APA) with speed and scale. The company identified 4 use cases ripe for gen AI and seized the opportunity to capture that business impact without blinking. With a Finance use case, staff lacked the capacity to check taxed amounts on invoices. The formats differed with every invoice, and the volume was simply too enormous to spend time tracking. The Post implemented Agentic AI to read, extract, and analyze tax on every single invoice and make corrections with the vendors.

Results & Strategic Impact

By deploying an AI Agent powered by its proprietary LLMs, The Washington Post was able to validate and issue tax corrections on 100% of invoices, significantly reducing overpayments. The same AI Agent proved reusable across departments— for example, by automatically redlining contracts in Legal—unlocking additional ROI with minimal implementation effort and positioning the company to further reduce manual workloads and scale valuable impact across multiple functions.

What's Next

Forward-looking angle

The Washington Post's go-forward strategy is "AI everywhere." As a tech and media company with an established in-house ML, Data and AI Analytics team, the company is investing in packaging its proprietary LLMs not only to enhance customer and reader experience in innovative ways, but also to generate new revenue streams by syndicating its LLM Agent's knowledge base to other major LLMs. On a recent panel at Automation Anywhere's Imagine event, the Post's CTO summed up its future vision with AI perfectly when he said, "The promise of AI is overwhelming, even though the initial delivery can sometimes be underwhelming. I've seen the math and science behind this technology for over 20 years. It is real and powerful, and that will take our business extremely far. We're going to keep delivering value with speed thanks to AI."

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AUTOMATION ANYWHERE

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

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