

CASE STUDY

Ingenious Game-Changer for Toy Engineers Becomes Company-Wide, Million-Dollar Automation Solution

Organization profile

A 100-year-old conglomerate known for creating and manufacturing iconic games, toys, and entertainment products globally.

Results

2.8M

Transactions processed

241K

Hours saved

\$13.2M

Saved

68

Automations globally



Intelligent Automation not only improved our global operations but also enabled our people and processes across our enterprise.

VP, Vendor Management/Strategic Sourcing



Challenge

The toy company's strategy to drive faster business output was challenged by its limited technology. Tedious data-entry tasks plagued its employees, including its most highly skilled employees, its toy engineers. Not only was this not a good use of their time, but it also caused many errors, delays, and unhappy customers.

However, departments were reluctant to change standard global processes. There were concerns that the changes may not meet the strict legal and internal auditing controls. The manufacturing company also used 900+ tools and needed to ensure any automations would work within these various platforms.

Solution

The toy and entertainment conglomerate strategically aligned with Automation Anywhere, harnessing the power of its AI-driven assistant, Automation Co-Pilot, to tackle key areas: HR reporting, finance budgeting, procure-to-pay, order-to-cash, and auditing. Spearheaded by a center of excellence (CoE) comprising business analysts, automation specialists, and process engineers, the global company initiated an agile automation process for the initial five use cases. Scaling ambitiously to 68 global automations, the company introduced a tooling management solution automating 2000+ processes for 115 vendors, resulting in an impressive saving of 11,000 hours. In total, the toy corporation processed 2.8 million transactions, achieving remarkable efficiencies with up to 90% reduction in processing time and savings exceeding \$13 million.



We weren't getting rid of their jobs; we're making it easier for them to do real, value-added work.

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14 Processes automated, including:

- Global customer service functions
- IT helpdesk tasks
- Supply chain processes
- Procure-to-pay functions
- Order-to-cash processes

The whole story

The toy and entertainment company, a leading manufacturing company, faced some troubling bottlenecks. Its strategy to drive faster business output was being challenged by its limited technology. As a result, its employees, including highly skilled toy engineers, were bogged down with administrative data entry work. Not only time-consuming, these tedious, manual tasks were prone to human errors, led to delays, and caused countless inefficiencies.

Partnered with an automation-savvy company, leadership was open to trying it, yet individual departments hesitated, fearing job losses and potential challenges in meeting audit controls. The company also had 900+ tools and needed an automation partner to help seamlessly integrate automation solutions into its daily practices without bringing manufacturing to a grinding halt.

The enterprise partnered with Automation Anywhere to leverage its AI-powered assistant, Automation Co-Pilot, and its API capabilities. Leadership earned buy-in from key influencers within the company and narrowed in on its first use cases in its Hong Kong location, focusing first on HR reporting, finance budgeting, procure-to-pay, order-to-cash, and auditing.

Within 12 weeks, the company had created its automation team, comprising business analysts, automation specialists, and process engineers, and focused on standardizing an agile automation process. The experiment was a great success, and the company began crowdsourcing ideas through a word-of-mouth roadshow, creating broader buy-in and scaling globally.

The toy conglomerate automated 68 global processes using automation fueled by responsible AI and with humans in the loop. The Automation Co-Pilot solution for tooling management involved 115 OEM vendors and automated 2,000+ orders, saving 11,000 hours annually. Integration with tools like DocuSign enabled a shift to a paperless and automated documentation system. Currently, the company processes 2.8 million transactions, achieving a 90% reduction in processing time and saving over \$13 million, all while minimizing errors and customer complaints.

The future

Achieving significant success with its initial automation projects, the toy and entertainment manufacturer plans to continue expanding automation across other departments and processes. The company has established an efficient intake process, enabling quicker process discovery and business leadership approval. The company plans to introduce 16-18 new Intelligent Automations annually, with regular end-of-year re-prioritization of work.



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).

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