UiPath
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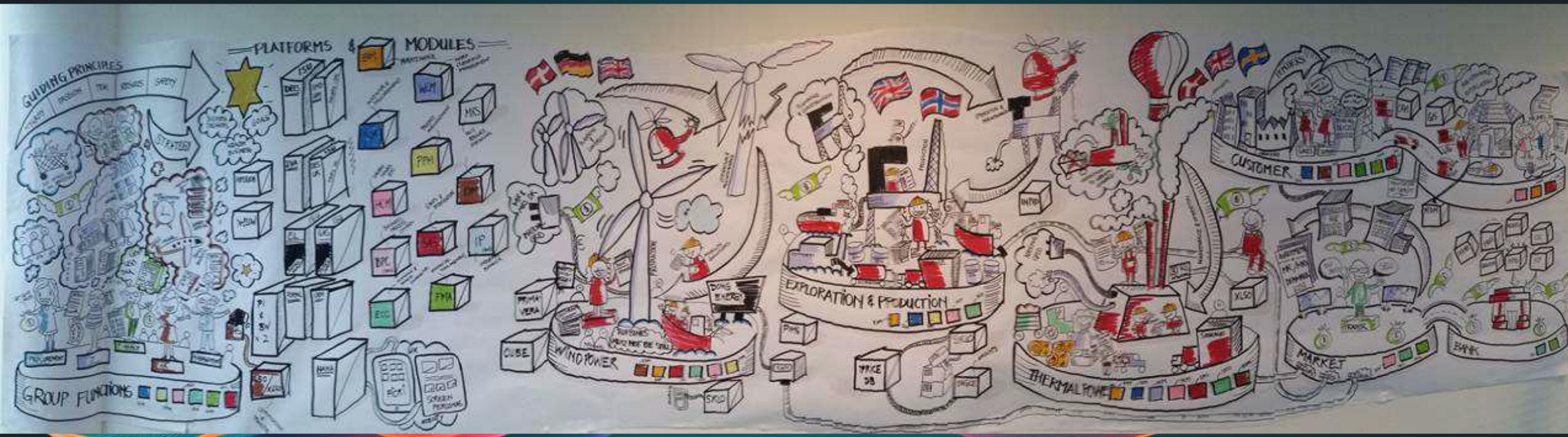
When ROI Meets AI: Delivering Agentic Business Impact

Saved hours is a budget exercise
Outcomes is how you support the organizational goals

If are seen as valuable, you will have less friction.
How do we show value?



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For McLaren, the goal is: Make the car go faster!
That is the only focus

Other “Cars”

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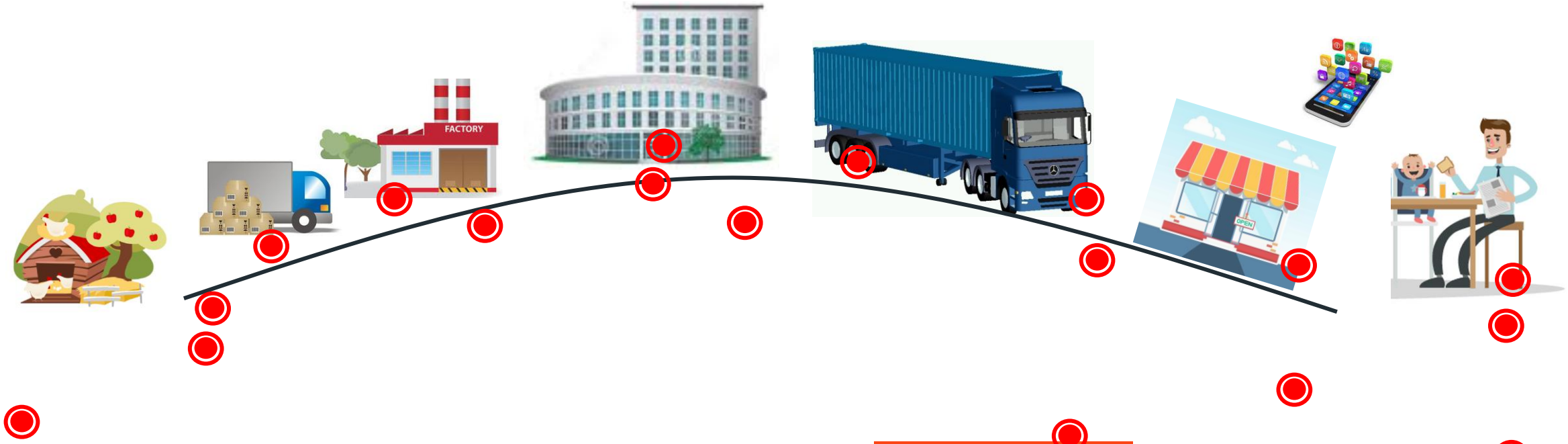
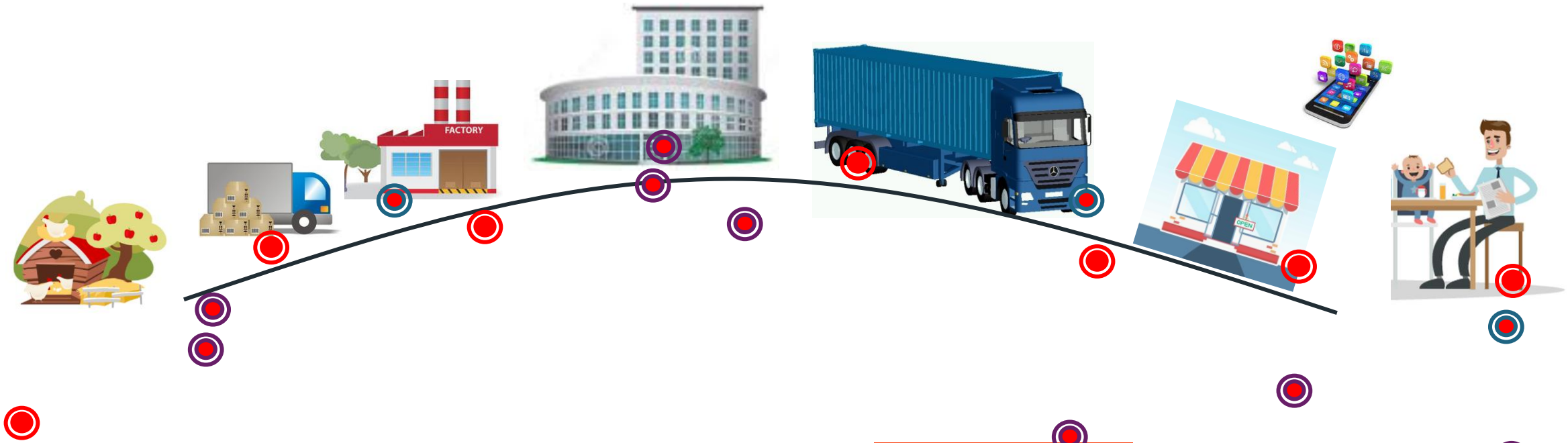


Support

Task based (RPA) Automation:

- Typical focus is saved hours

- This is typically where ROI conversations start, but it is an incomplete picture of the real value of automation

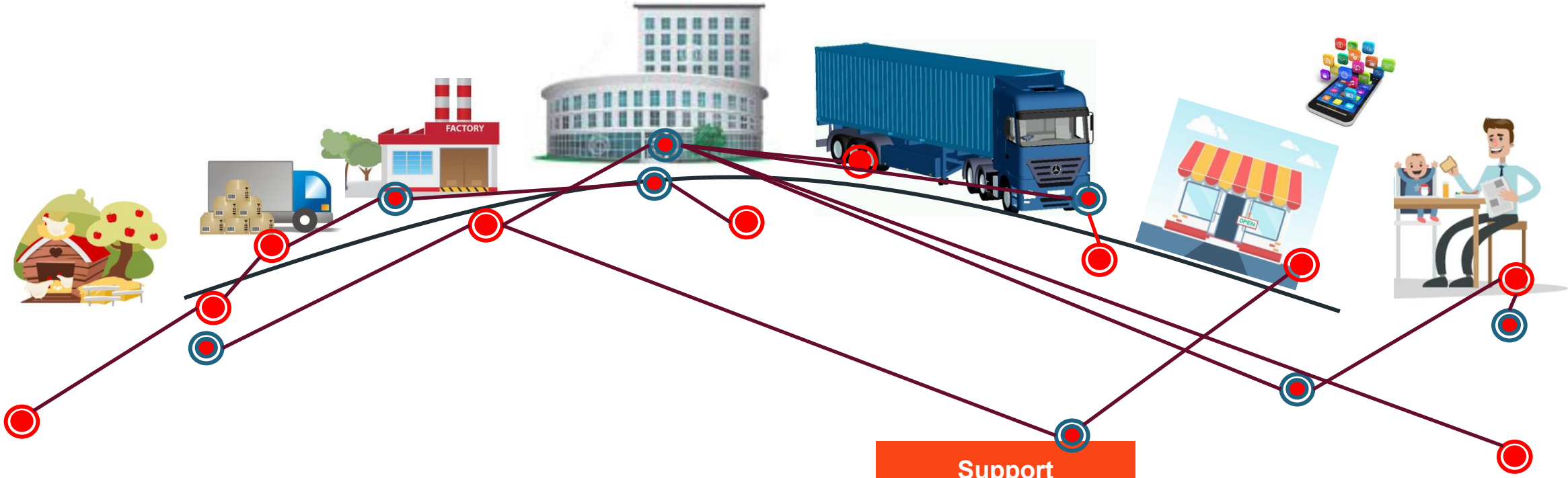


Support

Adding Agentic Automation:

- Focus is
  - Saved hours
  - Improved quality
  - Analysis and decision support by agents

- ROI includes improved customer outcomes



Orchestration Automation:
End 2 end automation.
Reduces delays and errors in handovers

Typical focus areas are:
- Improved TTM
- Improved customer experience
- Reduced errors and waste

Orchestration Automation:
Typical benefits are 10-100x of task automation
A complete picture of the business value
Communicates strategic impact of automation

Financial Services • Consumer Loans

Home equity loan origination

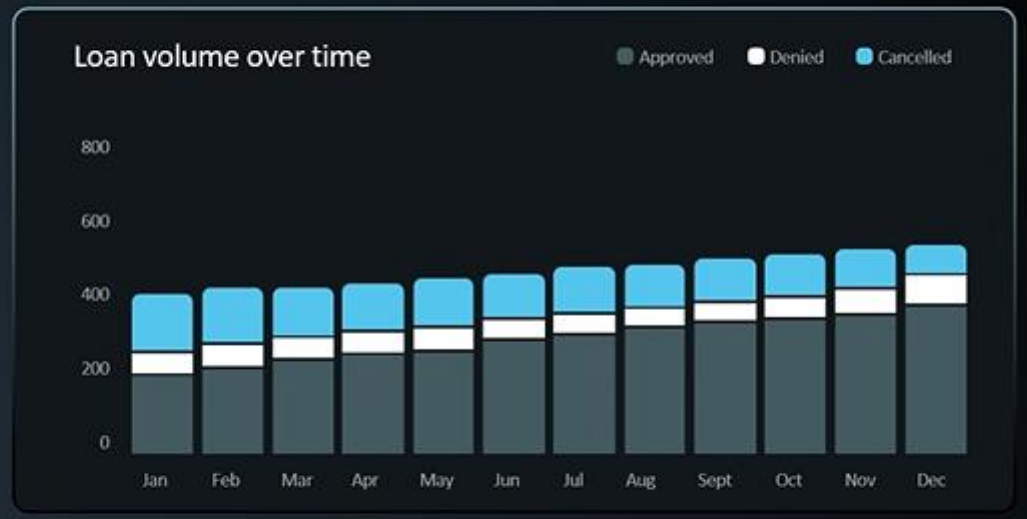
Simplify onboarding and document validation to cut manual work, improve accuracy, and fund loans faster.

- **Faster cycle times**
- **Increased loan volume capacity**

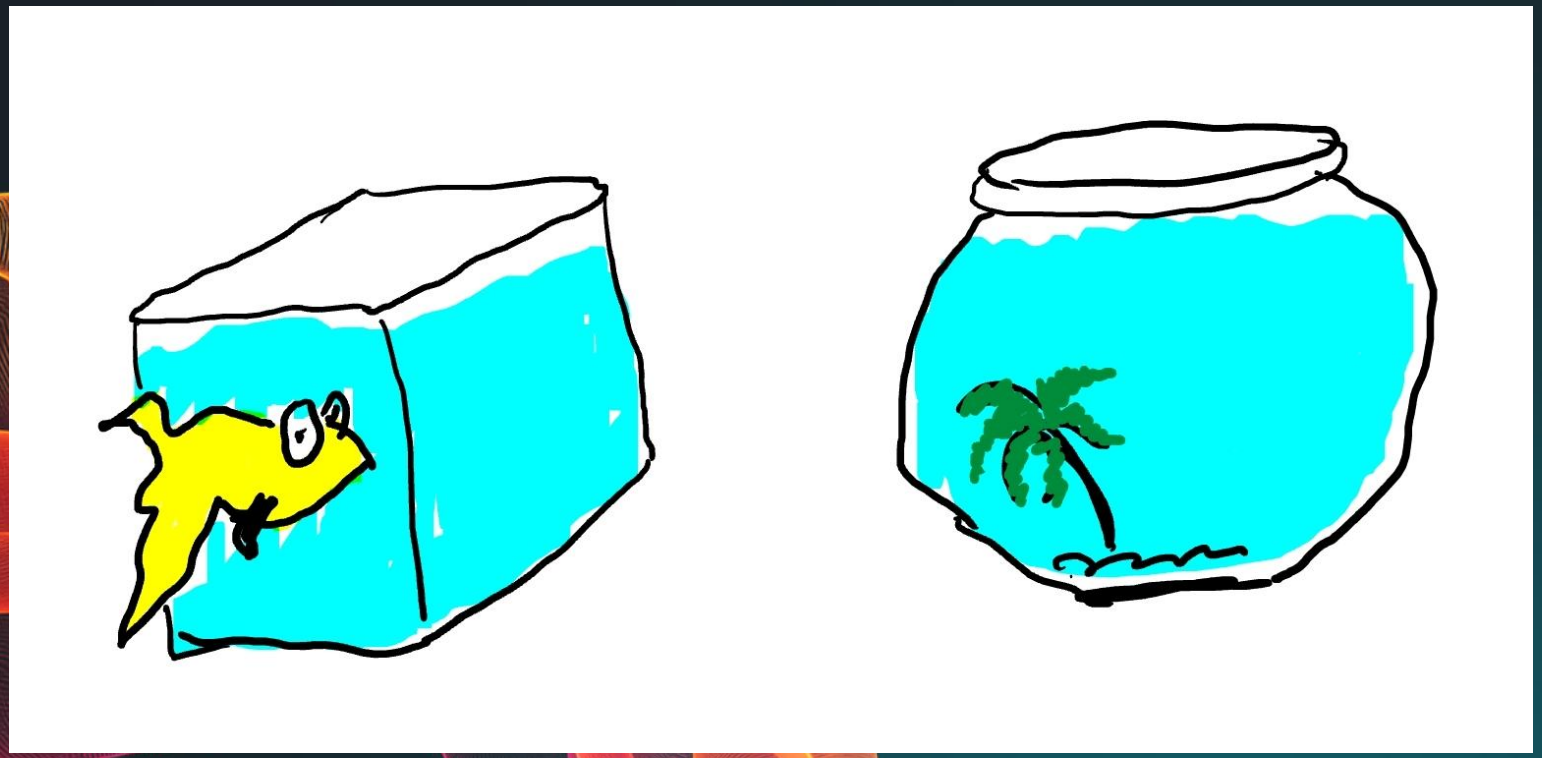
LMCU

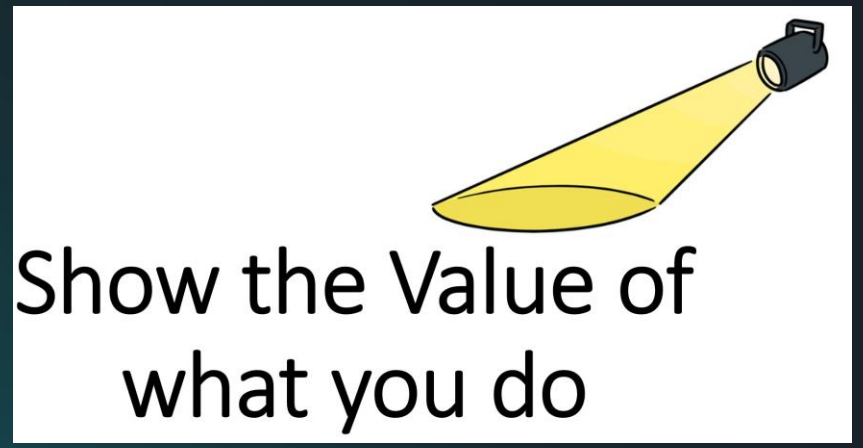
10-Day reduction in cycle time per loan

15% increase in loan volume



Fish don’t know they are in water





Your business people don’t know they rely on your work …

So where and what is the Value?

WHERE DO YOU CREATE IMPACT?

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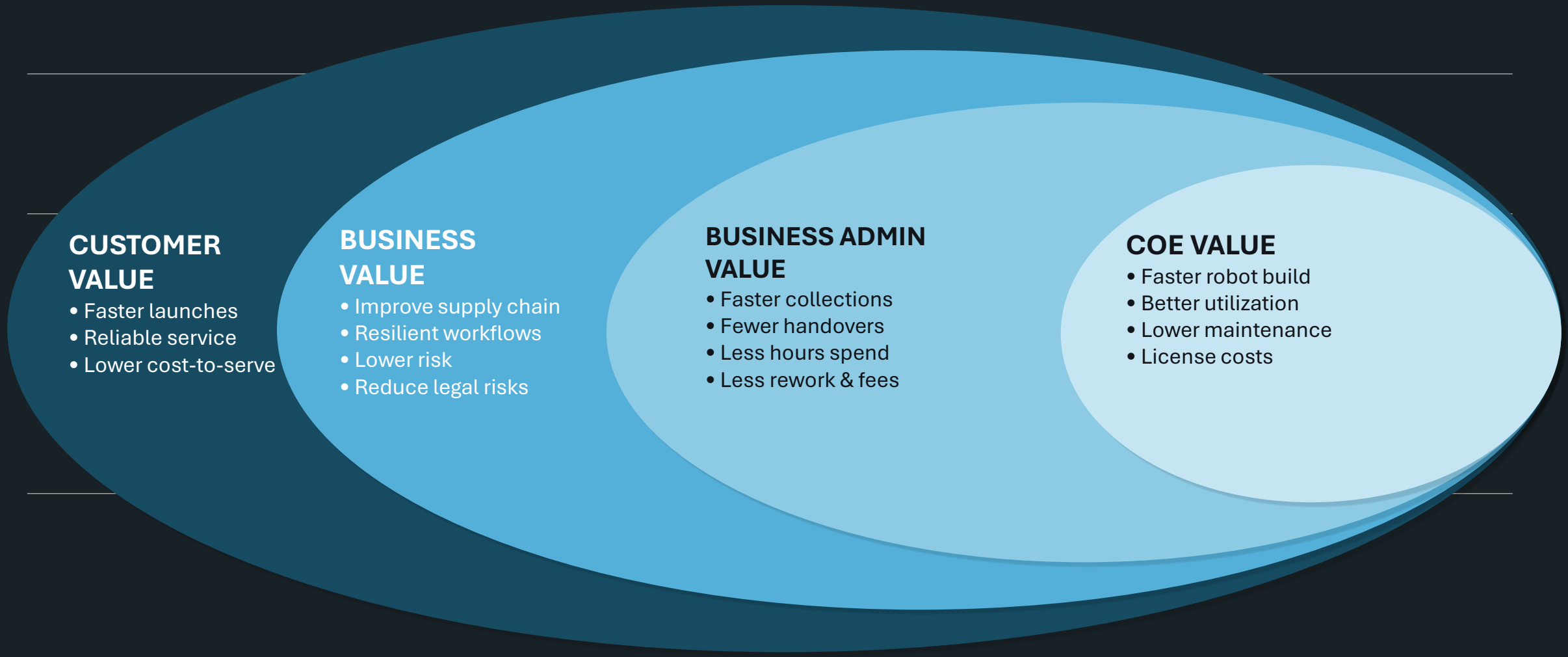

Ultimately, the customer experience improves as value expands outward.

← **Impact expands outward as automation scales**

WHERE DO YOU CREATE IMPACT?

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- Reduced furniture prices
- Faster handling of missing/broken item
- Faster refunds
- Improve warehouse status (is good there)

- Avoid empty trucks and empty shelves
- Keep lowering furniture prices
- Simplify internal cross-BU processes
- Invoice settlement up by 50% on time

- A robot in Europe is cheaper than a human in India
- Reduced error rates = reduced rework = reduced effort and lead time
- Saved 540 FTEs

- 300% faster development than BP
- Better process mining than Celonis
- UiPath more popular among dev

CUSTOMER VALUE

- Faster launches
- Reliable service
- Lower cost-to-serve

Value estimated at:

$1,2Bn in avoided revenue leakage

+ Customer word-of-mouth

Impacts 89.000.000 humans

BUSINESS VALUE

- Improve supply chain
- Resilient workflows
- Lower risk
- Reduce legal risks

Value estimated at:

$650M

+ Value of brand protection

Impacts 400.000 humans

BUSINESS ADMIN VALUE

- Faster collections
- Fewer handovers
- Less hours spend
- Less rework & fees

Value estimated at:

$150M ~ 0,3% of FTE costs

Impacts 20.500 humans

COE VALUE

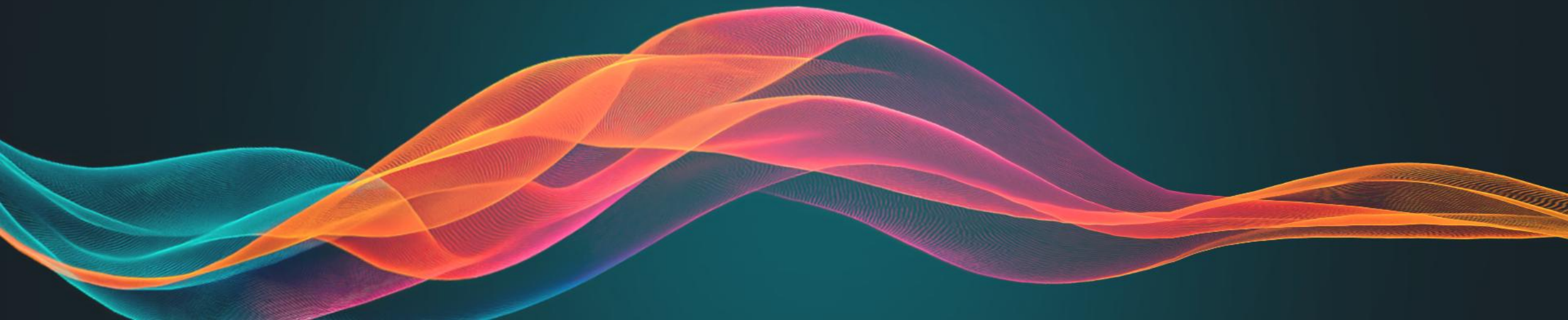
- Faster robot build
- Better utilization
- Lower maintenance
- License costs

Value estimated at:

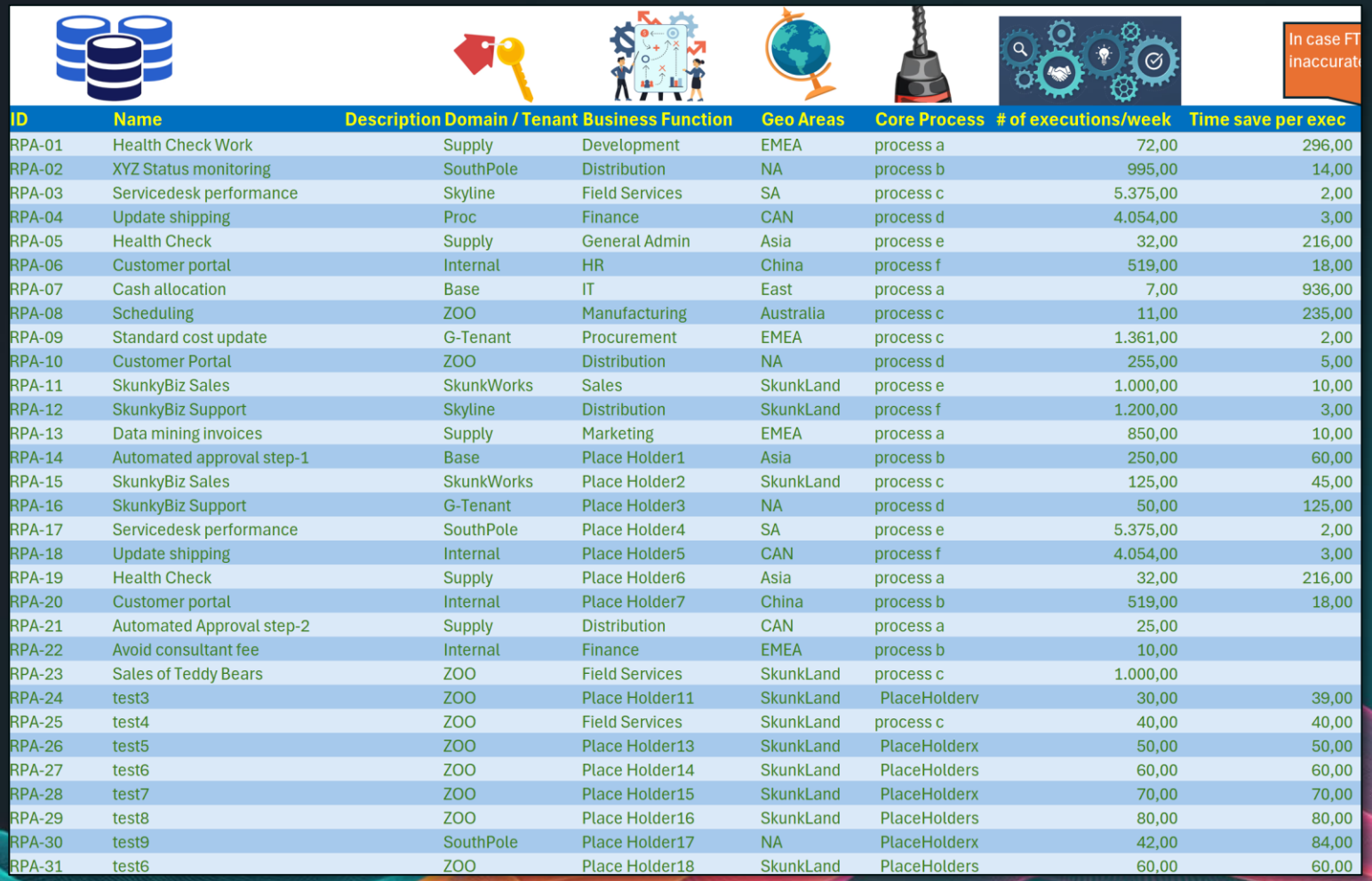
$1M

Impacts 50 humans

Ambition Tools and logic Goal Mapping



Step 1: Calculate your value …



ID	Name	Description	Domain / Tenant	Business Function	Geo Areas	Core Process	# of executions/week	Time save per exec
RPA-01	Health Check Work		Supply	Development	EMEA	process a	72,00	296,00
RPA-02	XYZ Status monitoring		SouthPole	Distribution	NA	process b	995,00	14,00
RPA-03	Servicedesk performance		Skyline	Field Services	SA	process c	5.375,00	2,00
RPA-04	Update shipping		Proc	Finance	CAN	process d	4.054,00	3,00
RPA-05	Health Check		Supply	General Admin	Asia	process e	32,00	216,00
RPA-06	Customer portal		Internal	HR	China	process f	519,00	18,00
RPA-07	Cash allocation		Base	IT	East	process a	7,00	936,00
RPA-08	Scheduling		ZOO	Manufacturing	Australia	process c	11,00	235,00
RPA-09	Standard cost update		G-Tenant	Procurement	EMEA	process c	1.361,00	2,00
RPA-10	Customer Portal		ZOO	Distribution	NA	process d	255,00	5,00
RPA-11	SkunkyBiz Sales		SkunkWorks	Sales	SkunkLand	process e	1.000,00	10,00
RPA-12	SkunkyBiz Support		Skyline	Distribution	SkunkLand	process f	1.200,00	3,00
RPA-13	Data mining invoices		Supply	Marketing	EMEA	process a	850,00	10,00
RPA-14	Automated approval step-1		Base	Place Holder1	Asia	process b	250,00	60,00
RPA-15	SkunkyBiz Sales		SkunkWorks	Place Holder2	SkunkLand	process c	125,00	45,00
RPA-16	SkunkyBiz Support		G-Tenant	Place Holder3	NA	process d	50,00	125,00
RPA-17	Servicedesk performance		SouthPole	Place Holder4	SA	process e	5.375,00	2,00
RPA-18	Update shipping		Internal	Place Holder5	CAN	process f	4.054,00	3,00
RPA-19	Health Check		Supply	Place Holder6	Asia	process a	32,00	216,00
RPA-20	Customer portal		Internal	Place Holder7	China	process b	519,00	18,00
RPA-21	Automated Approval step-2		Supply	Distribution	CAN	process a	25,00	
RPA-22	Avoid consultant fee		Internal	Finance	EMEA	process b	10,00	
RPA-23	Sales of Teddy Bears		ZOO	Field Services	SkunkLand	process c	1.000,00	
RPA-24	test3		ZOO	Place Holder11	SkunkLand	PlaceHolderv	30,00	39,00
RPA-25	test4		ZOO	Field Services	SkunkLand	process c	40,00	40,00
RPA-26	test5		ZOO	Place Holder13	SkunkLand	PlaceHolderx	50,00	50,00
RPA-27	test6		ZOO	Place Holder14	SkunkLand	PlaceHolders	60,00	60,00
RPA-28	test7		ZOO	Place Holder15	SkunkLand	PlaceHolderx	70,00	70,00
RPA-29	test8		ZOO	Place Holder16	SkunkLand	PlaceHolders	80,00	80,00
RPA-30	test9		SouthPole	Place Holder17	NA	PlaceHolderx	42,00	84,00
RPA-31	test6		ZOO	Place Holder18	SkunkLand	PlaceHolders	60,00	60,00

Stop Measuring

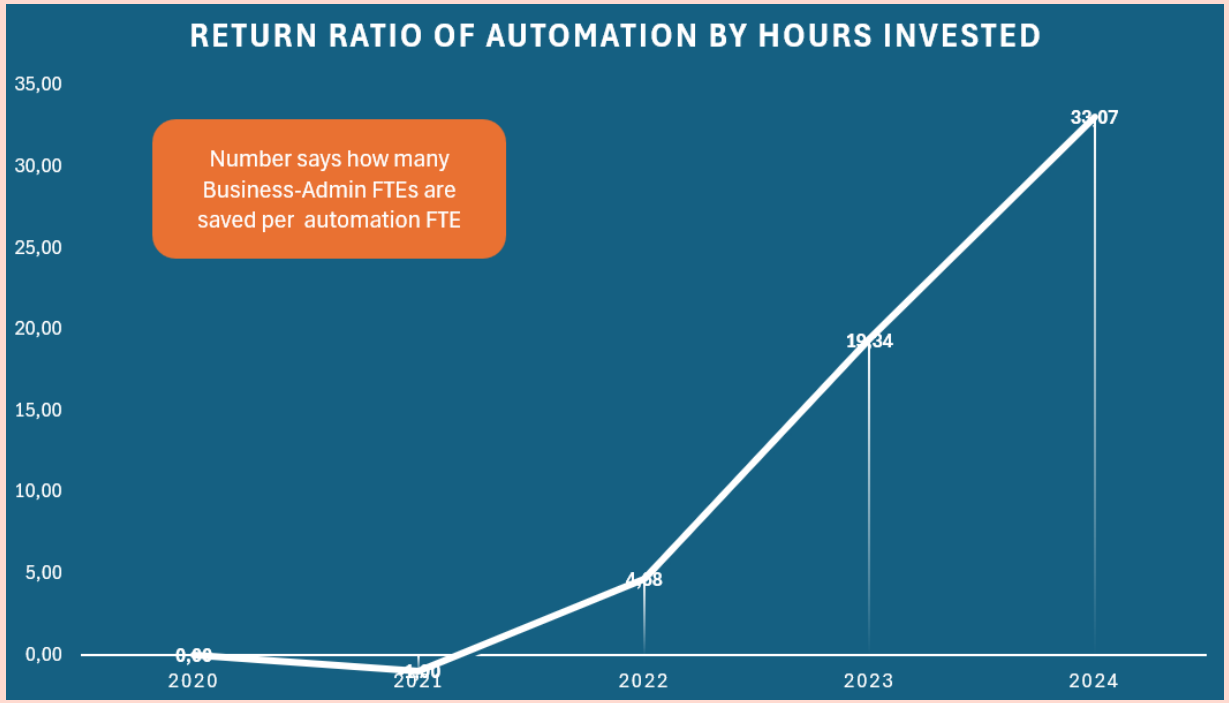
- License utilization
- Robot hours
- Error rates

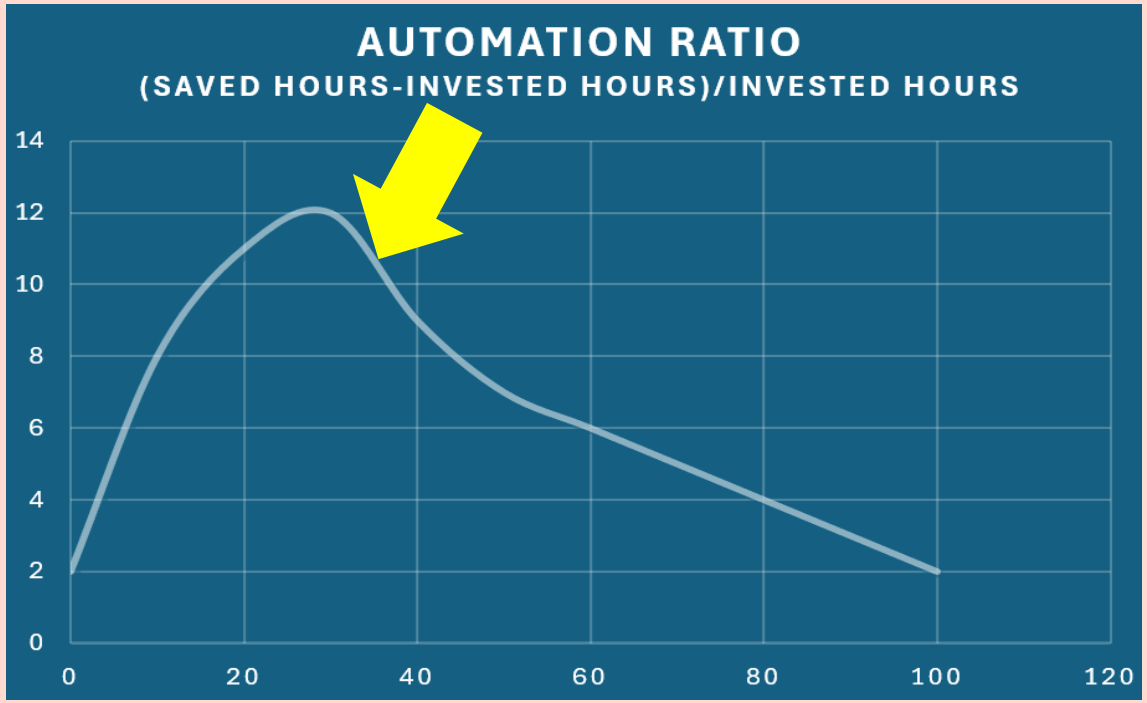
Start Measuring:

- Report on saved hours

- Report on how you impact the “hotdog stand”
- Reduced lead time
- Sales impact, reduced lead time, sales, lives, policemen, happy citizens

Step 2: Communicate the Outcomes

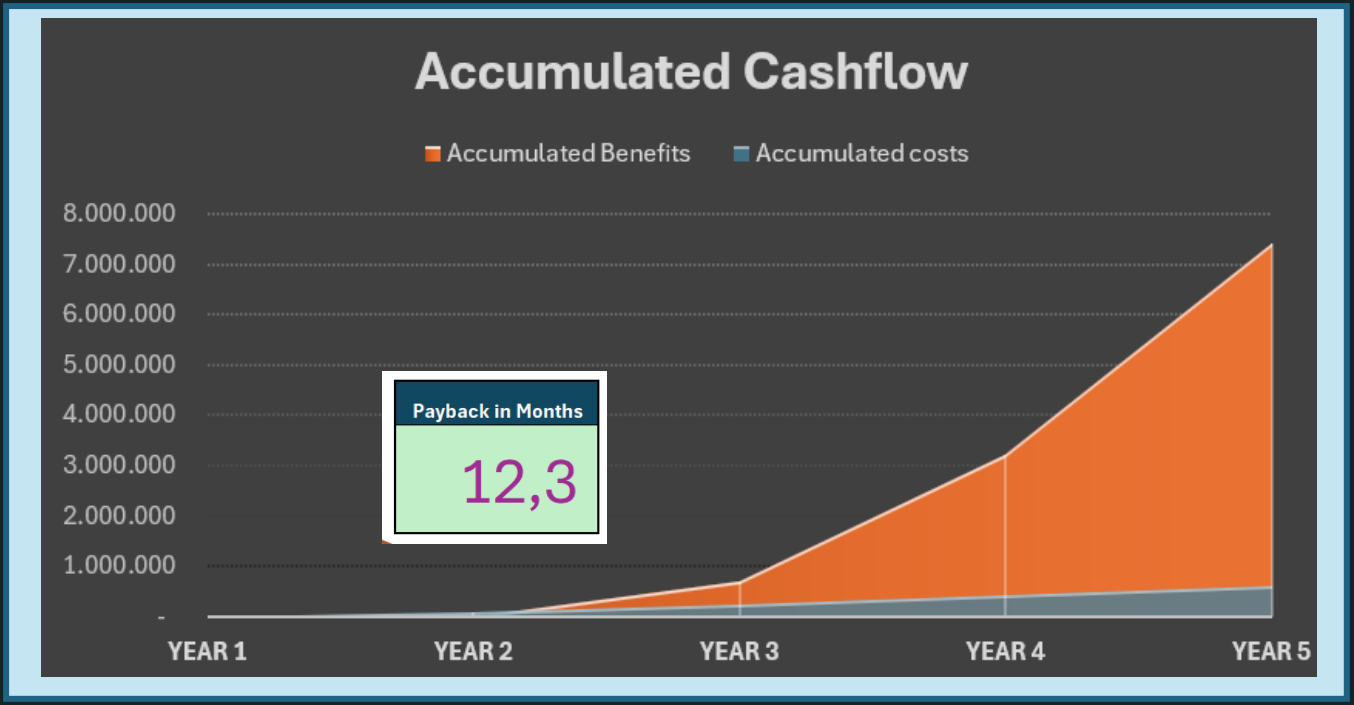


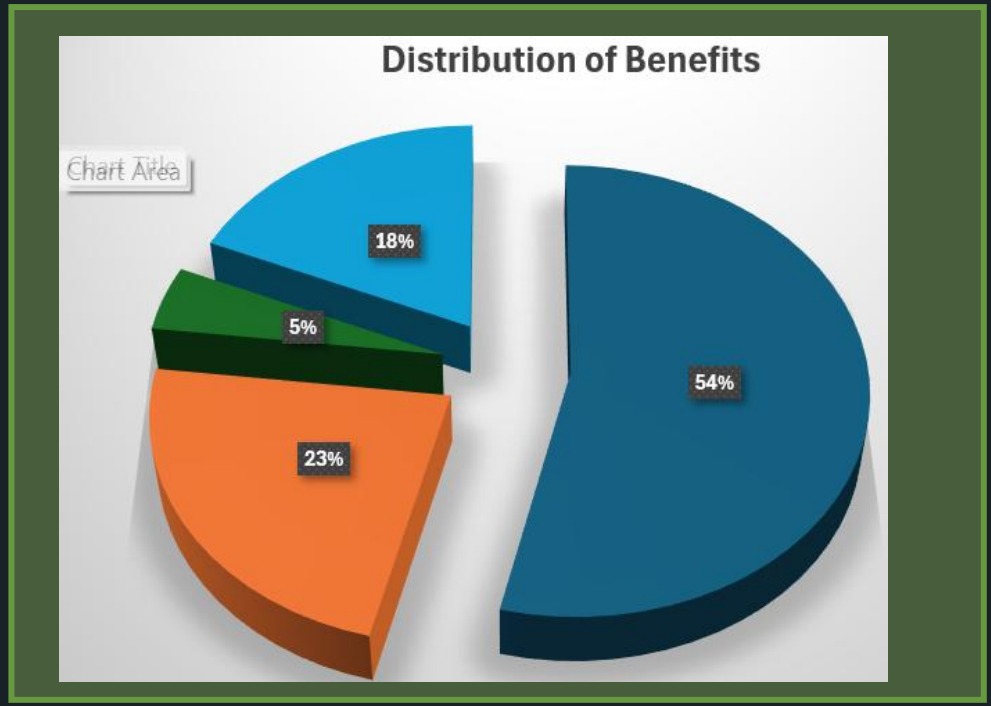


Automation ratio and benchmarking against peers

- How many hours is saved in the business for every hour spent in automation CoE?
- Compare this to our internal benchmarking

Our most popular outputs





Extended Reverse ROI

- Is automation worth your investment?
- When did you experience a break-even?

Where savings go?

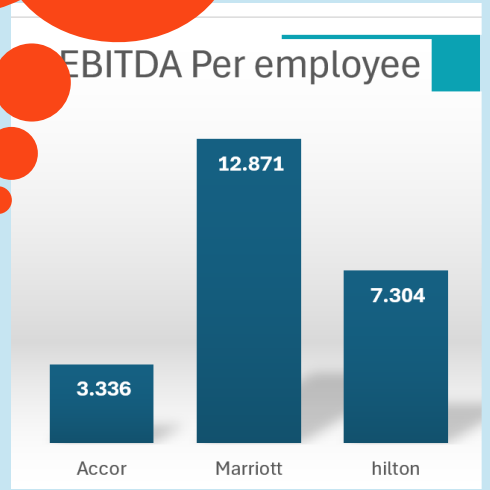
- How much is saving = money you can remove from budget
- How much is avoidance = money you don't need to add to budget
- How much is efficiency = time you saved, but you don't know where it went.
- How much is revenue/output = improved key results for the co

Step 3: Relate to the business

Take 10 minutes to explore how you impact your workplace ;-)

Competitor Benchmarking	Accor	Marriott	hilton
Employees	360.000	418.000	510.000
Annual hours	576.000.000	668.800.000	816.000.000
Revenue	5.690.000.000	26.190.000.000	12.280.000.000
Revenue/hour	10	39	15
EBITDA	1.201.000.000	5.380.000.000	3.725.000.000
EBITDA Per employee	3.336	12.871	7.304

EBITDA without the CoE	1.199.065.278
EBITDA/employee without CoE	3.331
Added EBITDA per employee by CoE	5



Step 4: Define the main goal in 1 sentence

UiPath will help automate logistics

The solution will give you FTE benefits of 1 million annually and increased sales of 30 millions.

The solution will be a mix of human, agentic, and automation.

Step 5: Logic Model: Map your work to the main goals

What is your organization's main goal?

Sell hotdogs, sell beer, save lives, …

Automation Task

- Automate finance and controls for reduced cost of overhead. Remove 10% admin
- Reduce cost of raw materials through improved procurement processes by 1%
- Improve logistics planning using AI (Peak) reducing waste of materials and water.
- Automate communications of all tasks to have data at hand for internal reporting and PR

Process improvement

- Normalize and automate documentation using agentic gives new products faster
- Reduce admin load
- Automate procurement
- Improve logistics for availability
- Logistics reduce need for water/power in brewing

Strategy

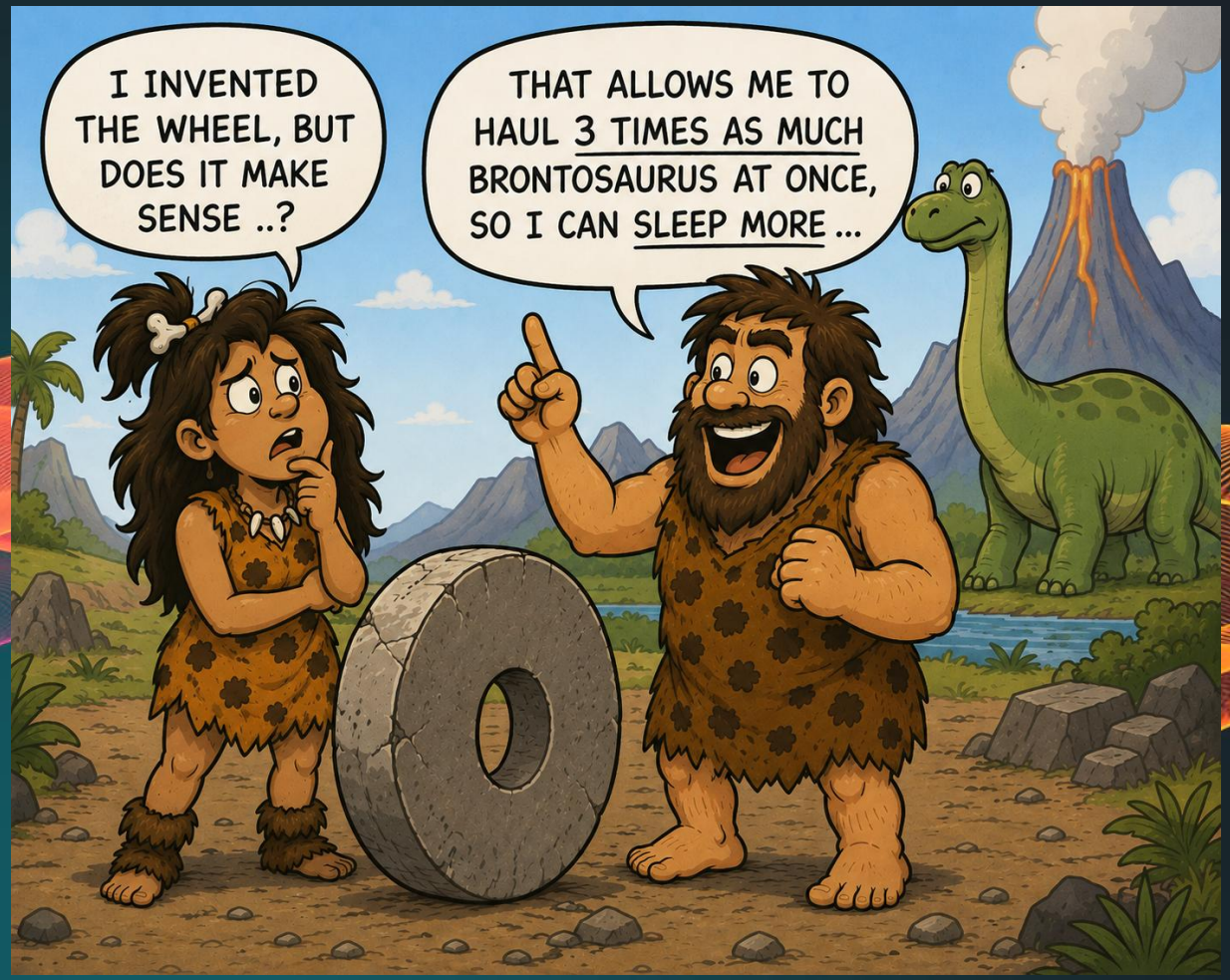
- **Millennials** don't drink beer: Win market share with new beverages
- Price control
- Ensure availability
- ESG Goals

Main Goal

Brew beer
Sell beer
Be profitable

Communicate the right message to the right Person

The best Reason is the one you don’t have to explain



Thank you

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