Cutting global content bottlenecks with agentic process automation

400+
content pieces translated each month

75%
faster information retrieval

60%
reduction in manual workloads

Challenge
Automation Anywhere produces 400+ content pieces monthly, making it difficult for global teams in marketing, product, and support to track, translate, and share relevant materials effectively.

Solution
Automation Anywhere revolutionized multilingual content delivery by leveraging agentic process automation to simplify and accelerate global operations. With AI agents integrated into Jira, translation requests are fulfilled in minutes, and automated notifications keep global teams synchronized. AI agents further optimize by creating content, like LinkedIn posts, by reusing what's already been made—transforming workflows into a seamless, efficient process.

Outcome
Better visibility about the content that's being produced across our platforms means global teams across departments are on the same page. Automation Anywhere can make the most of our content and ensure our teams and customers can access the information they need, faster.

> " Global success depends on delivering content seamlessly. Language should never be a barrier to doing business anywhere in the world.
>
> Luciano Arruda, Director, Globalization Programs

AUTOMATION ANYWHERE