

eGuide

# A Comparative Buyers Guide to Digital Process Automation

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Process automation is easy, when you have the right tool. This guide has been designed to support you in choosing the ideal tool for your organization.

*DETAILED G2  
COMPARISON  
GRID INSIDE*



*HANDY BUYER  
CHECKLIST  
INSIDE!*

# Digital Process Automation At A Glance

## What is Digital Process Automation?

Digital Process Automation (DPA) is the practise of using digital technology to automate processes and optimize workflows. Many organizations have adopted DPA technologies as it is now regarded as an imperative step that is demanded by digital transformation.

## Who is Digital Process Automation for?

No code process automation is ideal for organizations who want to:

- ✓ Rapidly transform their processes (5 times faster than low code)
- ✓ Empower businesspeople to digitize processes
- ✓ Generate ROI in less than 6 weeks
- ✓ Ensure seamless process agility
- ✓ Digitize for outcomes

## How to Identify Processes to Automate?

Which processes are most challenging within your organization? Prioritize the processes that would free up resources to focus on more strategic initiatives and aid the overall efficiency and effectiveness of your company. Think about processes that are costly in terms of the number of hours and perhaps number of employees it takes to execute. Are there processes that need to be completed to ensure you adhere to legislation? The opportunities are endless but consider which challenges to tackle first which will make a significant impact.

## What is driving DPA in 2025 and beyond?

The Forrester Research centre has identified a number of drivers for DPA in 2025 and beyond, their top three are:

1. To accelerate digital transformation
2. To improve customer experience
3. Cost reduction

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# FlowForma Focus

Much like our time to ROI, we'll make this quick:

FlowForma is globally recognized as the leading no code Digital Process Automation provider. Now powered by AI, FlowForma is designed for business and IT teams seeking to rapidly digitalize processes, harness data insights, and achieve operational excellence at lightning speed.

FlowForma customers are live with digital processes, empowered and self-sufficient within 4 weeks of onboarding, and secure a return on investment within 6 weeks. Users rapidly gain operational efficiencies, resilience and provide better customer experiences.

Headquartered in Ireland with offices in Boston and London, FlowForma serves 300,000+ global users. A Microsoft Gold partner, its multinational customers include Coinford, Aon, Grant Thornton and the NHS.

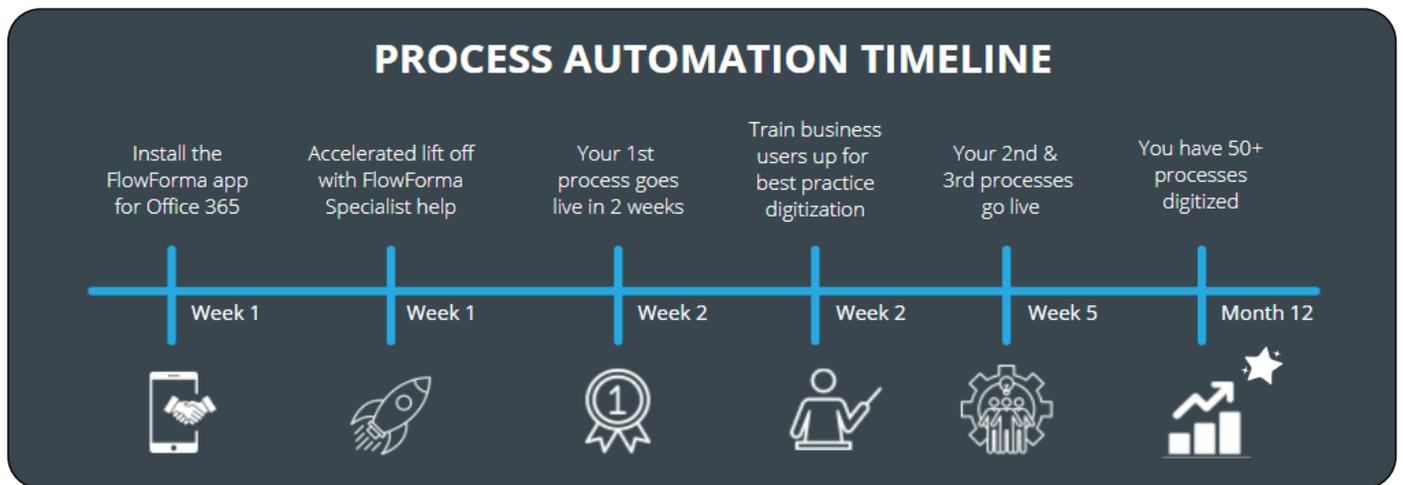
## Don't Just Take Our Word For It





# What To Expect In Your First 3 Months As A FlowForma Customer

The beauty of the FlowForma no-code tool is that customers get to reap the benefits quickly. The product is available out of the box and is extremely easy to configure. We have a highly experienced Customer Success team that ensures you get the expert advice required to get your first process live within 2 weeks. This knowledge transfer allows process owners to digitize processes at lightning speed. Customers report digitization of an average of 50+ processes in the first 12 months. The potential is endless, freeing up process owners to focus on more fruitful strategic projects with the confidence that essential processes are running accurately, in parallel, in the background with minimal to no dependency on the IT department.



## Typical Customer Outcomes

Return on Investment statistics can be very powerful but what do they equate to in business terms? Is the implementation of a successful process automation project merely just about saving dollars? You might say 'So what?' Sure, saving money is always good but what are the other intangible 'wins'. During this phenomenon of 'the great resignation,' it has become imperative to support scalable growth through customer and employee satisfaction, retaining talent that will in turn lead to a competitive advantage.



**Save <math>< \\$80,000</math>**  
per significant business process



**Save over 6,000 admin hours**  
each year



**Digitize 50+**  
processes each year



**Deliver a 16%**  
carbon footprint reduction



**Deploy processes 60% faster**

# FlowForma vs The Rest

Selecting a tool for any digitization project can be a daunting task. All organizations have different requirements, different levels of internal expertise, and varying budgets but often a large factor in the decision boils down to user reviews and real people who are currently using the particular tool.

The Autumn 2024 Satisfaction Scores provide the unbiased data required and illustrate how FlowForma Process Automation ranks against other tools. Not only do we have a robust tool to tackle simple and complex processes, but we pride ourselves on quick deployment, quality support, rapid digitization, and the ability for organizations to scale fast. Customers boast about substantial productivity increases, enhanced customer satisfaction, and overall brand reputation. The tool is intuitive. Don't just take our word for it – the figures speak for themselves.

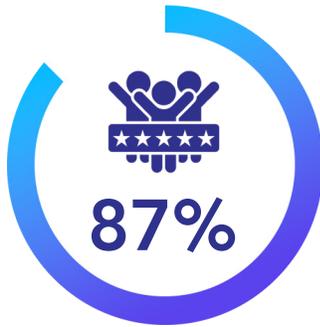
	 FlowForma <sup>®</sup> Empowering Process Automation	 nintex	 kissflow	 PowerApps	 nintex K2
Product Direction	92%	81%	86%	91%	81%
Ease of Doing Business With	93%	84%	86%	83%	84%
Quality of Support	92%	81%	87%	81%	81%
Workflow Automation	92%	89%	92%	not enough data available	89%
Document Management	89%	77%	89%	not enough data available	77%
Real-Time Updates	90%	80%	89%	not enough data available	80%
Data Migration	89%	75%	76%	82%	75%
Lifecycle Management	89%	80%	89%	84%	80%
Customized Branding	83%	81%	81%	83%	81%

# Businesspeople Love FlowForma Process Automation

G2 Reviews are an excellent way of comparing how customers feel about tools and the quality of the providers services, without involving bias, given that all reviews are independent.

FlowForma ranks highly on G2, with an average rating of 4.4 / 5 stars. Though we have achieved numerous G2 awards, what our customers have to say about FlowForma Process Automation is the most powerful accolade of all.

## G2 Satisfaction Score



A product's satisfaction score is calculated by a proprietary algorithm that factors in real-user satisfaction ratings from review data.

## G2 Usability Score



The usability score is calculated by a proprietary algorithm that factors in real user satisfaction ratings of how easy the product is to administer, as well as how well the product meets business requirements, among other ratings.

FlowForma ranks

# 10.5%

higher than our competitors average satisfactiorn scores.

"We chose FlowForma Process Automation mainly because of its speed - no coding skills are required. The solution we built in 4 weeks with Power Apps, we created in 1 week with FlowForma Process Automation!"

**Cameron Hyndman**  
National Digital Engineering Lead



"We looked at Nintex and K2, from our point, they were cost prohibitive. We also looked at PowerApps, it didn't really fit the bill. FlowForma Process Automation met all our requirements."

**James Morgan**  
IT Manager



★★★★★  
Read our reviews on



## How To Choose The Right DPA Tool?

The FlowForma product and customer reviews are compelling. Analysts and tech experts speak highly of our AI-Powered digital process automation tool and awards and accolades rubber-stamp our success with leading forward-thinking organizations in all industry sectors, globally. Whatever stage you are at in your digital transformation journey contact us to schedule a 14-day free trial to truly understand how you can achieve real results in an extremely short timeframe, across your organization.

If you are not ready to trial but know process automation will be a project that you will be responsible for soon, make sure to follow us on all our social platforms to keep abreast of what's new or happening in this space so that when the time is right, you have the latest information and are primed for success.

### Your Digital Process Automation Tool Checklist:

- 3-in-1 (forms, workflow, doc gen)
- A business developer tool
- Visual designer
- Build once for mobile and desktop
- Cloud product / security
- Proven rapid automation
- Seamless governance by IT
- InfoPath migration tool
- AI-Powered Process Automation
- Code free integrations to 1000's of systems using API's & databases
- Flat rate pricing
- Offline capability
- Access anywhere
- Teams App
- Inclusion of external stakeholders in processes

**PROCESS AUTOMATION MADE EASY**  
**START YOUR FREE TRIAL**



# FlowForma<sup>®</sup>

Empowering Process Automation

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