

Spotlight: Customer Case Study

# How Jaguar Land Rover Stays Ahead with Smart Automation



## Jaguar Land Rover

As a mature, sophisticated, user of automation, Jaguar Land Rover is intelligently and methodically applying this innovative technology across its business operations to achieve successful, sustainable, business transformation – so it remains highly competitive.

Forward-thinking British automotive company, Jaguar Land Rover (JLR) has always sought innovative ways of solving problems. One such challenge was improving the efficiency and effectiveness of its complex, process-driven, legacy IT infrastructure that had expanded over time through corporate acquisitions. As an alternative to renewing its enterprise IT environment – which would have been both difficult and prohibitively expensive – Robotic Process Automation (RPA) was deemed as a key enabler. RPA offered a tangible and effective method for transformation, especially due to the non-invasive way that it is deployed onto an existing IT landscape, which ensures that benefits can be realized quickly.

After a competitive selection process, Blue Prism and its Digital Workforce of advanced software robots were chosen. Blue Prism was deemed the best choice due to its excellent IT compliance capabilities, its intuitive user interface and that no coding was required for enterprise connectivity. Blue Prism's connected-RPA platform also gave JLR the ability to build a highly effective, secure and scalable Center of Excellence (CoE).

To ensure success, RPA was championed as a highly strategic, long-term initiative that would be used to liberate human capacity for higher value tasks creating a competitive advantage for JLR.



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**“From the outset, we made a significant investment in RPA and the creation of a supporting infrastructure. IT communities were involved early to ensure correct governance and security. Board level sponsorship was secured very early in the journey, so it is now a seamless part of our enterprise architecture.”**

**—ROB KESTERTON,  
Head of Business Optimization at  
Jaguar Land Rover**



## A Leading Center of Excellence

JLR is an example of connected-RPA in action. The company has created a sophisticated CoE with discovery, delivery and support divisions that drive an ecosystem that mirror their brand values of excellence, unity and integrity. The CoE provides a range of activities including, RPA evangelism and engagement, opportunity identification, assessment, design and testing. In addition, Digital Workers are managed to ensure they deliver optimal outcomes. The organization also undertakes continual process improvement, hypercare support to test and fix potential errors in the initial production, and management of process data analytics.

These tasks are managed by JLR's 30-person Business Optimization team, which consists of business process analysts, accredited Blue Prism developers and technical automation staff. The team continues to embed strategic capabilities across JLR by creating more automation opportunities, managing process improvements, and ramping up activities to provide greater scale for the next 12 months.



## Best Process Selection

Demonstrating proof of concept, value, as well as exciting stakeholders was key, so JLR's Business Optimization team ensured that business cases and positive impacts were clearly evangelized company-wide. When selecting initial candidates for automation, a number of criteria were considered. High frequency and simple yet high-impact processes were selected first, like accounts payable and invoice reconciliation. Demand from JLR's business units is now high and there are currently more than 30 automation projects in production including the following use cases:

- Automation of many manual transactional activities, such as the entry of finance data, for invoice reconciliation which, removes input errors and associated compliance risks. Service levels have also improved significantly.
- Workflow creation – the company trains Blue Prism's Digital Workers to automate a sequence of tasks with approved loops in order to improve the accuracy and cycle time of processes. For example, this involves checking and validating data accuracy, with hand offs to humans when required.
- Digital Workers enter data into systems, which reduces the potential for error, removes backlogs and frees people from mundane activity.
- The company's data analytics team uses Digital Workers to highlight and extract hidden data across the enterprise. Powerful algorithms are created using this rich data that can provide insight to generate both cost savings and commercial opportunities. The time intensive nature and scale of these tasks would be near impossible to complete with humans.







## Managing Change

Gaining stakeholder buy in to automation is key, so JLR's Business Optimization team works hard to create interest and engagement in this area. Once automation projects have been delivered, the team develops showcase materials; process SMEs provide testimonials to validate that benefits have been realized; and teams begin focusing on more strategic activities.

Clear and effective communication of RPA successes to the wider business is key for JLR. This is performed with in-person updates

showcasing progress, through an internal newsletter to all staff, and offsite sessions are arranged to provide updates and generate further opportunities.

The success hasn't been without its challenges, however, including providing Digital Workers with employee IDs and access to sensitive data, as well as managing employee records without payroll or personnel.



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**“Ultimately, with Blue Prism RPA’s universal enterprise connectivity capabilities, we see it as a key enabler for other technologies – including artificial intelligence and other cognitive technologies. For example, RPA can capture a huge amount of data that can then be applied to machine learning applications. RPA will provide the foundation for creating and extending these solutions across the business.”**

**—ROB KESTERTON,**  
Head of Business  
Optimization at Jaguar Land Rover

## Key Outcomes

JLR has generated multi-million pounds of value from connected-RPA, with all savings and human capacity carefully reinvested back into the business. This value has been achieved by liberating capacity for higher value tasks and generating greater revenue, while improving compliance and productivity. Greater insights have also been gained from process data, which are being used to optimize operational efficiencies – while revealing new commercial opportunities. The net result is a culture of continual innovation and improvement that is delivering a sustainable and profitable future for Jaguar Land Rover and its shareholders.

## About Blue Prism

As the Robotic Process Automation (RPA) pioneer, Blue Prism is the trusted, secure intelligent automation choice for the Fortune 500 and public sector. Today, Blue Prism’s connected-RPA joins operational leaders with accessible, advanced cognitive technologies and a community of experts to bridge the gap between human and digital workers while strengthening the capabilities of the new 21st century workforce.

More than 1,000 major enterprises leverage connected-RPA—available on-premise or in the cloud as an IaaS or SaaS deployment—empowering their people to automate billions of transactions while returning millions of hours of meaningful work back to the business.

Visit [www.blueprism.com](http://www.blueprism.com).

