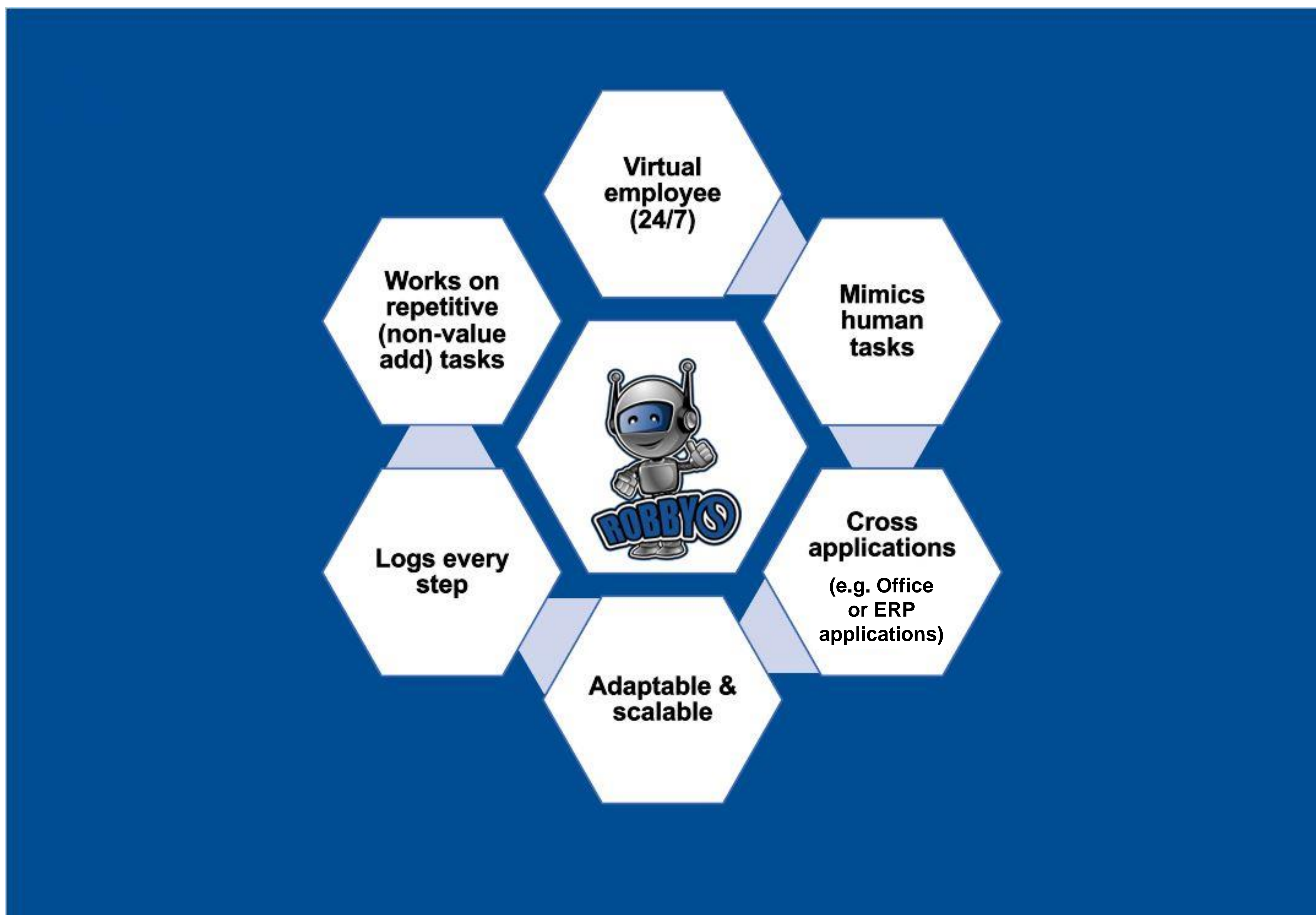


Process Automation within Semperit AG Holding



Problem Statement

Semperit AG Holding, listed on the stock exchange, is an international group of companies specialising in the development, production and worldwide distribution of rubber products. Over the past few years, the company has gained initial experience in the area of process automation using RPA.

Currently, the analysis of potential new process ideas is limited to a pure cost consideration, which is no longer sufficient from the company's point of view. Therefore, this thesis deals with the search for improvement potentials of the automation initiative and, in particular, with an extension of the criteria for the process assessment.

Solution Concept

An analysis of the current approach and common approaches in practice provided a good overview of the requirements for automation using RPA. A stakeholder analysis was used to identify the initiative stakeholders. This was followed by a SWOT analysis to identify areas for improvement. In addition, an MVP for an evaluation model for process ideas was created.

Results

The outcome of the work is a recommendation to simplify the process documentation so that more potential process ideas can be considered for automation, and a recommendation on how to better involve the relevant stakeholders in the initiative so that they can also better benefit from the successful continuation of the automation initiative.

The created MVP for an evaluation model covers the requirements that the company wants to move away from a pure cost consideration of the processes. The first

step is to use the model to assess whether the processes are suitable for automation using RPA. If this is the case, the idea moves on to further evaluation. The result is a prioritisation of the processes under consideration. This helps the department to decide which processes should be included in the business case calculation first.

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