



Axel Springer: Process Automation with RPA

Almato enables process automation at Axel Springer with Robotic Process Automation.

As part of its digitization strategy, Axel Springer uses Robotic Process Automation in customer service to improve subscription and premium services. In cooperation with Almato, the technical setup was realized and targeted training courses were held for Axel Springer employees. The aim was to quickly enable the Center of Excellence to independently automate high-volume standard processes. During the on-site training, individual special questions were discussed, system basics for setting up automation scenarios were discussed and the first software bots were developed. Throughout the entire project, Almato is available as an expert for detailed questions, support or special requirements for automation with RPA.

+ Automated processes with RPA (excerpt)

- Customer service processes: RPA enables the automatic processing of changes in the customer relationship. The software bots read a functional mailbox, check the accuracy of deadlines based on the customer number and enter change requests in SAP.
- Processes in the area of reporting: RPA enables the automatic creation of reports from SAP and the subsequent analysis and dispatch of these.



Customer Statement

»We are planning the versatile use of RPA and the establishment of a central Center of Excellence. Almato is an important partner for implementation and enabled us to achieve a very short time to market.«

Benedikt Böhme

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