

3 Automation Myths Holding Organizations Back From Their Full Potential

In the age of Industry 4.0, automation has shifted from being a luxury to a necessity for organizations aiming to stay ahead in a competitive landscape. The benefits—efficiency, accuracy, and scalability—are universally acknowledged, yet many organizations are slow to implement or expand their automation efforts. The culprit? Persistent myths surrounding automation that create unwarranted fear and hesitation.

These myths often paint a picture of automation as a job-stealer, an intricate behemoth hard to manage, or an investment with questionable returns. Such myths don't just freeze progress; they keep organizations skating on the thin ice of obsolescence. In an environment where every second counts, and data-driven decisions make the difference between success and failure, can businesses really afford to be held back by fallacies?

This article dives deep into the world of automation myths, dispelling some of the most common misconceptions that are acting as roadblocks to organizational growth. By shedding light on the truth, we aim to empower companies to make more informed, less fear-driven choices that unlock their full potential. Consider this your myth-busting guide to the transformative power of automation.



Myth #1: Automation Solutions are too Complex and Require Extensive Training

Our research suggested that many organizations believed automation solutions to be too complex to integrate into existing processes, particularly if it was not a customizable solution.

“Every time we onboard a new partner, it’s a lot of manual effort and more work initially. We onboard all the time, but **it takes 6-12 months to onboard something the way we want it.**”

Brian, AD OP

Organizations also felt that implementing an automation solution would require extensive training that could negatively impact productivity.

“**Training is a big thing.** If you don’t have any secondary learning and I take 6 hours out of the day and am still not an expert on it, that’s troubling.”

Conner, AD OP

It bears mentioning that the perception by organizations regarding the complexity of integration and time-consuming training aspects of automation may stem from the increase in complexity of the ad operations ecosystem over the years. There’s no question that the entire order-to-cash (OTC) process for ad sales and operations, and campaign delivery is complex. However, automation simplifies these complex workflows by eliminating redundancies and streamlining processes making it far more efficient.

An automation solution such as Upward by Theorem, deploys a unique methodology that streamlines the OTC process without the need for extensive training or onboarding. In addition, there is no complicated integration with Upward. Instead, implementation occurs through a phased migration that has allowed certain brands to handle 30%-50% higher volume of work.





Myth #2: Automation will Replace Jobs

One of the most pervasive myths about automation is the fear that it will replace humans and lead to job loss. However, this myth couldn't be further from the truth. Our research showed that ad operations professionals are looking for an automation solution to empower them to be more productive, not to replace them. However, in reality, automation is not meant to replace jobs, but rather to enhance and streamline workflows.

While it's true that some repetitive tasks can be automated, this actually frees up employees to focus on more important strategic initiatives. 75% of ad sales and operations professionals in our study believe automation could save employees' time.

For example, in the world of retail media and advertising, automation can take care of tedious tasks like report processing or ad campaign optimization. This allows advertising operations and sales professionals to allocate their time and energy towards building stronger relationships with clients, developing innovative marketing strategies, and staying ahead of industry trends. Rather than eliminating jobs, automation empowers employees to work more efficiently and effectively. It complements human skills and expertise, enabling individuals to focus on higher-value tasks that require creativity, critical thinking, and problem-solving abilities.



Automation could save 5 hours a week per person. That could be thousands of hours a month and help us gain better insights.

Ave, Ad Sales



Myth #3: Automation is Expensive to Implement

Many organizations are deterred from implementing automation because they believe it is cost-prohibitive. While there may be upfront costs associated with implementing automation tools, the long-term benefits far outweigh the initial investment. However, our research indicated that many Ad Pros fail to see the cost of excessive makegoods and underestimate how critical processes and systems are to the success of the company as a whole, and where automation can actually save money in the long

run. By streamlining processes and reducing human error, automation can also help businesses optimize their advertising campaigns, resulting in increased ROI and revenue growth.

A Theorem client in the media and entertainment sector implemented Upward and saw an increase of 30% to 50% in ad sales and operations volume with minimal change to their internal process, resulting in substantially higher revenue and potential growth.



Final Thoughts...

In today's fast-paced advertising landscape, time is of the essence. The organizations most likely to retain a competitive edge are the ones who embrace automation as a solution for optimizing ad operations processes, streamlining workflows, and ultimately accelerating revenue growth.

"Upward is capable of automation across platforms and toolsets, coupling leading technology with deep industry and client process expertise to ensure customization that delivers value within a client's existing workflows." Brad Yaun, Automation Consultant.

To see UPWARD in action for yourself, [contact us today](#) for a free consultation.