

# AUTOMATION **EDGE**

ACHIEVE MORE. IN LESSER TIME.

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What If You Can Save \$8,000 In Cost And Increase Your Efficiency By Up To 5900%...On Just 1 of Your Work Process?

## Automation Edge Case Studies



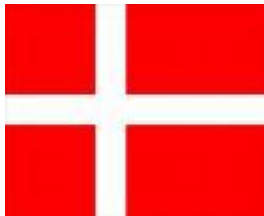
## Real Life Case Studies -

### What Are People Saying About The Power of Automation



#### 1. No More Bottlenecks, Repetitive Data Entry. And More Time For Patients!

**"Winautomation turned out to very helpful, wiping out most of the repetitive typing and clicking, as well as having the potential of automating database input"**



**Industry:** Health

## **Background**

Henrik Alf Melsom is an ophthalmologist intern who works at a public hospital in a relatively large specialized eye clinic in Copenhagen, Denmark.

## **Overview of Challenges/Problems**

Ophthalmology has become a high tech medical specialty and is by definition a very "visual" field of medicine, not only from the patient's perspective but also from the clinician's.

Physicians look through a lot of photos in order to screen and decide on whether a given patient should be treated or not. And they usually follow the patients for at least a year, once a month, each time taking a picture and deciding what to do.

All information, both in text and imagery form, is provided through a computer terminal with LAN connection to different databases.

The decision process is the **most cumbersome**, and ultimately the **prime bottleneck** in our patient flow is that everything has to be done with physical pen and paper.

At least 3 physical forms have to be filled out, date-stamped and signed - for each patient of which there are at least 25 per day. This is also on top of an already very busy schedule for doctors.

Ophthalmologist, like Henrik, therefore experienced delays of up to 3 weeks before photos were screened and decided upon.

That the whole process needed **revision and streamlining**, not only to shorten the screening process and thus remove or at least widen the bottleneck, but also to lower the **possibility of human error**, eg. mixing up patient data.

Another potential advantage of such a system would be automatic database input, which would be extremely helpful, **avoiding repetitive data input** (the patients rarely change address or phone no. and often the treatment relevant data remains unchanged too) and gaining very valuable data for individual and group follow ups.

### **Benefits/Problem Solved**

Automation turned out to be very crucial in helping Henrik wipe out most of the repetitive typing and clicking, as well as having the potential of automating database input. The first part of the process has turned out quite easy to do, whereas finding a secure, user-friendly and fast way of retrieving and adding data to a MySQL database is a bigger challenge.

Henrik said, "I am hoping to get time to build a fully working database with a graphic user interface (GUI) using WinAutomation in conjunction with database management software, and of course the existing applications that we use for accessing patient data.

WinAutomation allows automatic import/export of data between a SQL database and Excel, which is exactly what we need. Problem solved."

### **Summary of Processes That Were Automated:**

- Automatic database input
- Repetitive data entry
- Reading of excel data

- **Henrik Alf Melsom**

**Ophthalmologist**

**Eye clinic**

**Copenhagen, Denmark**

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## 2. Automation Helps Me Put My Operational Tasks On Autopilot



***"I love being able to run the job and walk away...and have my PC do the work for me in my absence. Brilliant!"***

**Industry:** Online Marketing and e-Commerce

### **Background**

Shawn Pringle own and operate TopNet Solutions, Inc. They generate 100% of its revenue from online activities. Their main focus is on software sales, as well as revenue from various affiliate marketing channels.

### **Overview of Challenges/Problems**

There are many tasks that an affiliate marketer must perform in order to generate content to promote a product. It can be **incredibly time consuming and tedious.**

### **Benefits/Problem Solved**

Shawn now employs automation on the affiliate side of his business, and he thinks automation has been a great help in **speeding up his revenue generating activities.**

According to Shawn, "Automation makes our job a LOT easier. I love being able to run the job and walk away and have my PC do the work for me in my absence. Brilliant!

Now for any repetitive task I have that needs done, I can Macro Record the job, or I can ask the fine people at Automation Edge for support and they will help me create the job. One specific job that saved us a lot of time was running standard affiliate links through an online script to turn "ugly" affiliate links into "pretty" affiliate links.

The software tackled this with no problems...and this is just one application! We have several jobs that help make our life easier now."

### **Summary of Processes That Were Automated:**

- Researching and putting together of content
- Converting affiliate links into "nice" links

**- Shawn Pringle**

**Owner**

**TopNet Solutions Inc**

**<http://www.topnetsolutions.net>**

**Almonte, Ontario**

**Canada**

### 3. Faster Organization Of Reports and Materials - Giving Me More Time For Actual Research



**Industry:** Education and Research

#### **Background**

Dr Denise Wood is a program director at the school of communications in the University of South Australia.

Her jobs include using a **combination of knowledge management tools** to streamline the process of organizing my vast bibliography of reference materials relating to her research.

#### **Overview of Challenges/Problems**

Part of the problems Dr Wood faced is having to undertake time consuming **organizational/file management** and **file processing** functions first in order to more effectively use these knowledge management tools.

The amount of data work, management and processing that Dr Wood has to go through is **long and tedious**.

Here's what she got to say about it.

*"I store all original articles (usually PDF but sometimes rtf, doc or html format depending on source), in sub-folders according to topic area. All these folders are stored in an overall bibliographic folder.*

*I have to **enter all these resources into my endnote bibliographic** software which allows me to include not only key field data (author, date, title, publication, publisher, ISBN, URL and if web site date viewed) but also keywords, abstract and notes where I can attach the original article to the endnote entry for fast retrieval.*

*I need to create a complete database once I finish the whole process. Now to help me enter the records I used **summarizer** because it generates key concepts that I can cut and paste into the key terms field in endnote (if the original publication doesn't have key terms defined) and I use the summary as an abstract if the original does not have a clearly defined abstract.*

*I convert the original articles to plain text and copy paste the text into the research notes field for each record. And now I have your date trigger, I can also quickly insert the date viewed for weblink references! I use a related **visual mapping program** (RefVix) which interacts with Endnote to generate matrixes showing key terms and all bibliographic entries with those terms.*

*Now to do that I need all PDF files to be text and many are not – they are in image text format. As you know I found out Acrobat allows a batch to do the **OCR** on all PDF files and save as text files – so I also do that process prior to using summarizer.*

*After, which I have to save all the summaries also so I can view them at any time by browsing through the relevant directories. Since I also like visual images, I use inforapid KnowledgeMap which creates **knowledge maps** for each text file corresponding to each article.*

*With the text files all created, I can then copy them (hence the process I requested) from their topic folders into one overall notes folder.*

*I then run **concordance software** that reads all text files, indexes every word and reports the frequency of word count for each. I can then easily locate all files with particular key terms and even link on them to open up a window showing the context (paragraph) in which the term appears in that file.*

*To provide an overall **visual map** I use Eaagle FTM software which also reads and maps all the text files and creates visual islands showing clustering of key terms together – so if I am interested in Social Activism as well as Web 2.0 it will show in visual map references clustering around those terms and I can retrieve those references to view the entire file."*

*So through this combination of methods I can easily find relevant references, and even specific words across all 1500 articles within minutes (once the initial management and processing to create the database and maps has been undertaken).*

*Since they are all recorded in my Endnote bibliographic database, I can then export those records in citation format to use as the reference section of my paper."*

The whole process, consisting of multiple steps and multiple usage of several applications, meant a **very labour intensive** job for Dr Wood. And because of the large amount of data involved, there is a **big possibility of human error**.

### **Benefits/Problem Solved**

With so many process points and applications, it is clear to Dr Wood that automation software is critical to this process.

It is a complex labour intensive task to set everything up and process so many articles, but the **time is reduced to a fraction** by the **automation of "brainless tasks"**

With such processes automated, it now leaves Dr Wood **more free time** to concentrate on using the resources, instead of trying to locate them every time she needs to address a new area of research!

### **Summary of Processes That Were Automated:**

- File management
- Data processing
- Integration of multiple applications into a streamlined process (e.g. Visual mapping software, summarizer, OCR, knowledge mapping software, concordance software, database etc)
- Saving files into custom folders

**- Dr Denise Wood**

**Program Director (Media Arts)  
Teaching and Learning Portfolio Leader  
School of Communication  
University of South Australia**

## 4. Automation Is The Future



**Industry:** Online Marketing and e-Commerce

### **Overview**

*"I just completed my first couple of Jobs.*

*The first one, to get my feet wet, simply sets up all the programs and opens all the files I need for working on the site that I'm currently building...including my mp3 player, tuned to my favorite working music.*

*Saves me a couple minutes each time I sit down to work!*

*The next one was a bigger job. Visit 37 webpages, download an image from each page resize it in photoshop and then re-name it (using the title of the page it was downloaded from) and save it into a folder.*

*Magic, when I got it working!*

*This **saved me 2 hours** if I had to do it manually, and I learned a ton...and saw the **FUTURE!** (for me at least) "*

**- Jon Cash**

**Online Business Owner**  
**ArtOfMoney.org**  
**Edmonton, Canada**

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## 5. Automating Allows Me To Do So Much More

**Industry:** Online Marketing and e-Commerce

### **Background**

Ichibanda is an online marketer with her own online business. She utilizes Internet marketing strategies such as blog marketing, website creation, article submission and social networking.

### **Overview of Problems/Challenges:**

Ichibanda realized that while a lot of her processes do have variable data and results, and that full automation might not be possible for a few of them, semi automation is definitely possible for almost all.

The main thing was that the **processes were repetitive and mundane**. Creating multiple accounts across for multiple social networking sites is not only time consuming, but also takes away her time to do more important copywriting stuff such as copywriting and sales generation.

### **Benefits/Problems Solved**

Here's what Ichibanda got to say about how automation can positively impact her business.

*"Let's be honest and get down to bottom line if the figures work like I am projecting this will pretty **easily add a couple thousand to my business**. By automating I will be able **to do so much more!**"*

*So really I want to encourage people. No matter what market, niche or style of selling you are doing I would venture to guess that automating tasks can really increase your bottom line and bring a ton of money into your business."*

*I would be willing to bet there are hundreds of tasks that you do all the time that could be automated. It is just a matter of getting your head around the concept of automating. I have found that **95% or more of my business can be automated**. The other 5% that can not be at least 2 to 3% of it can be semi automated with minimal user input.*

*Really amazing stuff once you give it some time to learn and think about what it can do. It took me a little while to do so as I thought everything would require my input and decision making."*

Just taking the setting up of WordPress site, including uploading of files, articles, customization - it used to take Ichibanda 5 hours per site.

Not it only takes her 45 minutes with automaton.

That's a **saving of 4 hours 15 minutes!**

And it's an increase of **567% in efficiency!**

Repeat this process 10 times a week and that is a nice time savings.

*"Pretty much everything can be automated that is what was so amazing to me.*

*Well I learned I am not that important in fact and the whole thing can just about run with out me. Pretty cool because now, well hopefully soon, I will be able to **spend more time with family and friends** instead of **slaving away** behind my other boss - the computer."*

#### **Summary of Processes That Were Automated:**

- Article submission
- Social bookmarking
- Account creation (setting up gmail accounts or yahoo.com mail accounts)
- Set up web 2.0 websites like Weebly, Squidoo and Hubpages
- Set up wordpress blogs automatically
- Post to wordpress blogs

#### **- Ichibanda**

#### **Online Business Owner**

**<http://blueberrywebs.com/>**

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## 6. Automating Gives You Time, Money...And...



**Industry:** Online Marketing and e-Commerce

### **Overview/Benefits**

*"Now I just give WinAutomation a list of FTP login details etc and let it get on with it. Neat. There are a few other minor things I use automaton for, all repetitive stuff, but at least it's not me that's repeating it anymore . I've got lots of other plans for automation too.*

*I'm a big fan of Excel and have stored all my data in there for as long as I can remember, which probably helped a lot when it came to getting things up and running with automation.*

***Automation gives you time, money AND keeps you fit."***

### **Summary of Processes That Were Automated:**

- Copying, moving, renaming files and folders in bulk
- Zipping files for client and processing orders
- Taking screenshots
- Inserting personalized details
- Bulk editing of CSS files
- Creating multiple sales pages and ebay listings
- FTP (uploading and downloading of data)

**- Diana**  
**United Kingdom**  
**<http://readymadewebsiteshop.com/>**

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## 7. What Used To Take 15 Minutes Now Takes 15 Seconds...



**Industry:** Engineering

### **Introduction**

Allen Nichols is the information technology manager for Iowa Precision Industries. Iowa Precision Industries engages custom designs and manufactures coil-fed automated processing systems.

### **Overview of Challenges/Problems**

*According to Allen, "Some of the components they use for their machines come from outside vendors. Many of these vendors require us to send them a CAD print with each order we place. Our purchasing person was taking the purchase order, looking up the part number, deciding if we need to send a print, and then faxing the purchase order and drawing to the vendor."*

*Depending on the order this manual process was taking 10 to 20 minutes per order. We decided try and find a way to automate this process.*

*The first step was fairly easy. I installed a fax server that is compatible with our ERP system so we could automatically fax our purchase orders. (We prefer using fax because there are less security issues compared to e-mails.) The next steps were much more challenging.*

*How do we pull the part number off the purchase order, decide if a drawing should be printed, find the drawing, convert it to a faxable print, and then send all documents to the fax server in a specific format all **without human intervention?**."*

### **Benefits/Problems Solved**

With automation, Allen had assembled and tested all the modules and had the entire process automated.

The purchasing agent can now create the purchase order as she normally does then save the order to a folder on a server located on the company's network. At specific intervals, the automation job checks for any new files in that folder. When it finds a new file, it starts another automation job.

The automation application looks up the purchase order on the SQL server, checks to see how many parts are on the order, grabs pertinent data on each part, runs a few logical tests to see if a drawing is needed, finds the drawing on our engineering server, creates a faxable TIFF image of each drawing, assembles all the data in a specific format needed for our fax server, saves the entire package to our fax server, and then saves all the data it gathered and used to an archive folder for an audit trail. The fax server sees the package and faxes everything to the vendor.

From start to finish the **entire automation process** takes about **15 seconds**.

Whereas the old manual way took **15 minutes!**

That's an increase of **5900%**. And a **cost saving of \$8,000**. And that's just for 1 process only!

In the process, automation also **eliminates human error** and helps to **speed up the entire order process** so there are additional savings.

Allen also used automation to handle a number of smaller repetitive tasks such as routinely deleting files from temporary folders and running file conversion processes.

Automation has redefined the way Allen has looked at information processing and has **truly made his job easier**.

# AUTOMATION **EDGE**

ACHIEVE MORE. IN LESSER TIME.

Automation is now a vital part of our company's daily operations.

Allen's reaction to whenever a task is successfully being automatically carried out for the first time - "Wow. Now *that* is cool."

If the average purchase order contains two parts that require a CAD drawing of those parts to fax with the order then the manual process took 15 minutes to complete. The new automated process takes only 15 *seconds* to complete that same process.

We figured the automation process will save us \$8,000 annually in labor cost alone. It also eliminates human error and helps to speed up the entire order process so there are additional savings that are hard to measure.

## **Summary of Processes That Were Automated:**

- Downloading data from database (Purchase order)
- Create TIFF screenshot images
- Runs logic test
- Assemble data
- Saved data to custom folder
- Saved data to fax server
- Faxing to vendor

**Allen Nicholas**

**Information Technology Manager**

**Iowa Precision Industries**

## Business Questions To Ask Yourself

- 1.** Are cutting cost, increasing productivity and profits important to you?
- 2.** Will human errors and delays have a significant impact on your business?
- 3.** Is speed of your operations important to you?
- 4.** Do you think you can create more value for your client if you can deliver to them in a faster, cheaper and simpler way?
- 5.** Are you doing enough to keep ahead of your competitors who are may be constantly improving themselves?
- 6.** Are you looking to stretch your marketing/operational/sales dollar?
- 7.** Are there any redundancies in your processes that you wish to eliminate?
- 8.** Are there any time consuming, labor intensive and repetitive part of your processes that you wish that you yourself can handle less?
- 9.** Do you wish you had more time to do more strategically important tasks (e.g. getting sales, networking etc) instead of repetitive mundane work?
- 10.** Do you need your tasks and operations to be moving all the time, without you having to be there?

If the answers to of the questions are a "yes", then automation may be a good solution for you.

You can scroll below and sign up to our **priority helplist** for a free automation consultation now.

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**“Boost Your Productivity...Increase Your Efficiency...Reduce Cost...Optimize Your Resources...And Do The Things That Matter The Most To You NOW...”**

**It's Time To Work Smarter And Automate Your Business**

**Simply sign up to be on our Priority Helplist and you'll receive your:**

- **FREE** Evaluation Of Your Workflow Process
- **FREE** Procedure Checklist + Automation Guide
- **FREE** Trial Of Our Automation Software Solution



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