



Outsourcing Institute Founder to Launch New Institute for Robotic Process Automation (IRPA), Alerting Outsourcers to Prepare for the “Big Shift”

New York, NY – December 4, 2013 Frank Casale, founder and CEO of the Outsourcing Institute, announced today that he is launching an entirely new network focused on robotic process automation to help educate and prepare leaders in the IT, ITO and BPO arenas. "Brace for impact," says Casale. "I'm not one to make exaggerated claims, but this is a real game changer. Process automation promises 25-40 percent cost savings for many buyers and a bloodletting among service providers due to plummeting price points. The reality is 98 percent of the marketplace isn't aware of robotic process automation let alone the impact it will have on them. The primary objective of IRPA is to change that."

Robotic process automation (RPA) is the application of advanced software and algorithms to enable devices (machines/computers) to complete repetitive tasks and operations that were previously performed by humans. The software robot can capture and interpret existing applications for processing a transaction, manipulating data, triggering responses and communicating with other digital systems.

IRPA will be the first of its kind and will serve as an independent clearinghouse for information, advice, best practices and networking on this rapidly emerging and disruptive trend.

Since its founding nearly 20 years ago, the Outsourcing Institute has grown to over 70,000 members globally, and Casale has become known as a prognosticator of business trends and the builder of global communities and networks. With this new venture, Casale aims to build the go-to source for thought leadership and services related to robotic process automation, a technology capable of delivering unprecedented gains in operational agility, process efficiency, accuracy, capacity, the elimination of dull, routine tasks from employee's work streams and, most importantly, significant cost savings not seen since the first wave of outsourcing in the late 1980's and early 90's.

If the last generation of cost savings and innovation was built on outsourcing, Casale believes this next wave will be fueled by RPA. "It will be a significant disruptor with big winners and big losers over the next decade," says Casale. "Marketplace stakeholders need to get plugged in, get educated and prepare for this big shift."

The IRPA network will aggregate the trends, case studies, practices and collective experience of those at the forefront of robotic process automation. The website launch is set for the middle of December.

For more information, to request notification of the site launch, or if you would like to join the conversation by submitting thought leadership on this topic, please contact us at helpdesk@irpanetwork.com.

About the Institute for Robotic Process Automation

The Institute for Robotic Process Automation (IRPA) is an independent professional association and knowledge forum for the buyers, sellers, influencers and analysts of robotic process automation (RPA). IRPA offers a neutral network and advisory services for the research and strategy needs of forward-thinking organizations and service providers. Members of the IRPA network gain access to leading-edge market intelligence, industry research and best practices. IRPA is a place to connect, learn and succeed.

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