



INSTITUTE FOR
ROBOTIC PROCESS
AUTOMATION

IRPA Selects PenVine as its PR Agency of Record

Firms Partner to Promote Robotics Process Automation Industry Education

New York, NY – October 20, 2014 – [IRPA](#) (The Institute for Robotic Process Automation), an independent professional association and knowledge forum for the robotic process automation (RPA) industry, today announced it has selected [PenVine](#) as its PR Agency of Record. Under the agreement the companies will help IRPA members promote industry growth through education about one of the most disruptive changes in outsourcing today, robotic process automation.

In addition to helping support the Institutes' PR initiatives and upcoming inaugural [Automation Innovation Conference 2014](#), PenVine will offer PR and AR services to member providers, helping clients educate business leaders across vertical industries about RPA, its benefits and its impact on business.

From media and analyst relations, social media marketing and content development to thought leadership and branding, PenVine has personalized its services to help IRPA members to shape trends, build awareness and mindshare, accelerate business development and exceed financial goals.

“Robotic Process Automation presents a unique and positive shift in how enterprises derive greater efficiencies and improved IT processes to stay competitive,” said Jennifer Schenberg, CEO of PenVine. “IRPA has taken the initiative to gather the brightest minds and leading players in the RPA industry to create a knowledge forum about this disruptive technology. We are delighted to partner with IRPA to socialize, promote thought leadership, dispel myths and help educate the marketplace about the impact RPA will have in the coming years.”

“PenVine has successfully introduced disruptive technologies into conservative marketplaces and is a natural partner for IRPA and our communications initiatives,” said Frank J. Casale, Founder & CEO The Outsourcing Institute and the Institute for Robotic Process Automation. “Their team has been central to the launch of the category of outsourcing and since then has successfully advanced many social, mobile, analytic and cloud-based offerings. RPA brings with it 25-40% labor cost reduction, killer analytics, and the beginning of a game changing shift beyond labor arbitrage. In order to raise awareness about RPA, we needed a leader with a proven track record and deep expertise to stimulate accelerated awareness and education on RPA's benefits, dispel myths, promote the value chain, and build market share – that's PenVine.”

To learn more about PenVine services for IRPA Member Providers please visit <http://www.penvine.com>.

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About IRPA

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. Our network and advisory services offer leading-edge market intelligence, industry research, best practices, and alliance-building opportunities for stakeholders across service industry functions. IRPA helps business leaders position themselves at the cutting edge of knowledge work technology. To learn more please visit www.irpanetwork.com.

About PenVine

PenVine is a team of precision thinkers, publicists, and wordsmiths dedicated to fostering innovation and growth in the technology, mobile, marketing, robotics and outsourcing sectors. Together with our clients, we've showcased innovations, proven new business models and paved the way to new lifestyles. To learn more please visit www.penvine.com.

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Media Contacts:

Raheem Hasan
IRPA
Tel: +1 516-403-2048 ext. 750
Email:
raheem.hasan@irpanetwork.com

Ilona Mohacsi
PenVine for IRPA
Tel:+1 631-764-3729
Email: ilonam@penvine.com