

# EMAAR's Hyper-Automation boosts transaction processing by 90% saving company over 30k hours annually

## EMAAR



### ORGANIZATION PROFILE

EMAAR is a multinational conglomerate and property development company located in the Dubai, United Arab Emirates. It operates in 6 major business segments with 60 active companies and presence in 36 international markets, primarily in Asia, Middle East, North Africa, Pan-Asia, Europe and North America., and is built upon the legacy of its flagship Downtown Dubai creations—the iconic Burj Khalifa, Dubai Mall, and Dubai Fountain.

### CHALLENGE

With multiple lines of businesses across 36 countries, EMAAR wanted a solution that improves the process efficiency of each of its verticals and allows employees to have more time to focus on core business or innovative tasks.

### SOLUTION

Partnering with Automation Anywhere™ software and services almost three years ago, EMAAR launched its automation journey using the company's Version 11 software. Following a successful migration to Automation 360™ cloud native platform, the organization has automated over 100+ processes across shared services and departments spread across its various business verticals. For certain use cases, EMAAR also leverages Automation Anywhere's intelligent document processing software, IQ Bot™, and AARI™ front-end interface for certain use cases.

### BENEFITS

40K

Averaged hours saved annually

3X

Faster transaction processing

2X

Faster bank account reconciliation

1M

Transactions annually

"Our hyperautomation program has helped us deliver operational excellence across multiple areas in a rapid and scalable manner, driving significant business benefits every time."

—**Binoo Joseph**,  
Group CIO  
EMAAR Group

## RESULTS

To achieve its goal of improved efficiencies, EMAAR integrates over 100 intelligent automation solutions throughout its different lines of businesses which includes property, retail, entertainment, hospitality, leasing, and within those businesses' automations exist in nearly every department. Many of the automations are self-service, processing complex data in accelerated speeds, and as detailed below, are as varied as the company's businesses.

During COVID lockdown, EMAAR provided rent relief to their Malls retailers, but the challenge was how to create and send out 4000 legal agreement modifications to their lessees in the given deadline. The massive process change required creating agreement amendments, new billing lines in the accounting system, the generation of new invoices, acceptance letters, for the tenants to sign them and record changes in the core ERP platform. EMAAR consulted with the ERP vendor who advised them that the process change would take a minimum of three months to implement. The other major challenge was the fluid nature of changes due to the changing circumstances in COVID-19, and which were unknown to business. This really complicated the implementation and executing changes on the ERP platform whenever an unknown is discovered. But with the support of Automation Anywhere's team, the 4000 legal agreements were generated in just 18 hours. Complex variables such as ever-changing financial calculations would have thwarted a manual process but with automation the rule could easily be tweaked and the bot set to run again, saving the company two to three weeks' worth of work in just a couple of hours.

In the Finance department, EMAAR has a use case to reconcile more than 400 bank accounts daily with the receipts received in their ERP system. Before automation, there were four dedicated full-time employees challenged with the daily reconciliation process. Each of the 400 accounts required logging in to the individual banking portal, and each bank statement downloaded before starting a manual reconciliation process. The automated process uses a soft token to acquire the one-time password to log into the banking portal, then downloads the 400 account statements, runs a reconciliation process, and generates a summary within just two hours, informing finance employees of each account's status as they arrive each morning, making morning coffee more enjoyable!

For Human Resource's quarterly education expense reimbursement, a benefit provided to all EMAAR's 10k employees for their children's education, the company leverages the power of IQ Bot's intelligent document processing. The process of manually checking 10k employee documents was very complex and time consuming and required automation. Now employees file for reimbursement by submitting their information into self-service ERP which triggers a bot to run the OCR and validate multiple business rules, and automatically rejects or approves the transaction. If the bot is not able to take a decision it automatically reassigns the transaction to a human for manual verification, which is around 10-15% of the overall transaction volume.

"Our first year we saved 30k hours in transaction processing time. Today our bots manage 7k, or 30% of our transactions per day, which we expect to grow up to 60% in the coming year."

—**Syed Ashar Ahmed,**  
Head of Intelligent  
Automation & PMO

## RESULTS

EMAAR's Community Management in Dubai manages around 100+ communities which are required by law to submit an annual end of year audit to the government. Prior to automation the reports took three months to generate and was possible only once per year due to massive manual efforts. With self-service, automation stakeholders are now able to generate the reports monthly, or quarterly, or whenever they wish, offering them the ability to closely monitor the financial performance, thus reducing the time from months to just a couple of hours, based on the volume and data.

Another use case related to tenant/management lease negotiation is for EMAAR's Malls business. The negotiation process requires a Statement of Accounts, which historically took three to four hours to manually generate based on complexity. With automation, the process is now self-service, allowing business users to generate account statements on demand by setting complex parameters & business rules in a self-service screen that triggers the bot to pull information from the ERP, apply the business rules set by the user, create the report, and send it to the user's inbox. The process not only reduced the generation of the statement from four hours to just minutes, but it also has scalability to suit multiple statement processes throughout the company.

Further examples of intelligent automations include the use of bots to process monthly utility billing for the group. This is a multi-step complex process which includes downloading utility bills, validating the data, and create invoices in company's ERP system. The other use cases are like intercompany reconciliations, VAT tax processing, rental invoices, deed of variation processing, and various high-volume transactions. BOTS are also deployed for analyzing the data collected every few hours from entertainment attractions, and then distributed to the stakeholder to determine which movies are performing well. This is a key use case in Entertainment industry to make data driven informed decisions.

Most recently the company launched a series of Shared Services for the EMAAR Group's finance department leveraging automation for accounts receivables & payables, reporting, transaction logging and other use cases.

## THE FUTURE

Having reached maturity level in the organization's automation journey, EMAAR continues to hyper-automate by further involving bots into the human workflow and plans to automate another 100+ processes. The company would like to increase the number of transactions managed by bots from 30% to almost 60% and explore process mining for its next juncture.

### Processes Automated

- Malls rent relief during COVID-19
- Bank statement reconciliation across 500+ bank accounts
- Audit reporting for 100+ communities
- Education expense reimbursement for all the group employees
- MIS generation pertaining to operations and sales

### Industry

Property Development, Malls, Entertainment, & Hospitality

### About Automation Anywhere

Automation Anywhere is a global leader in Robotic Process Automation (RPA), automating business processes with software bots performing repetitive, manual tasks, resulting in productivity gains and improved customer experience. Visit [www.automationanywhere.com](http://www.automationanywhere.com).

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