

Introduction	9
Your company in the age of business process automation	9
Chapter 1.	12
AI-Powered automation as the foundation of the business of the future	12
1.1. What is business process automation really about?	12
1.2. What is Artificial Intelligence, Machine Learning, and Deep Learning?	15
1.3. How Netflix, Amazon, and small businesses use automation	18
1.4. The Polish perspective: reports and data on the implementation of automation	21
1.5. Why postponing the decision to automate is the most expensive option	24
1.6. Automation as the new operating standard	27
Chapter 2.	30
Overview of the engines driving transformation	30
2.1. OpenAI GPT, Google Gemini, Claude, DeepSeek	30
2.2. Computer Vision in business – machines that see more	34
2.3. Natural Language Processing (NLP)	36
2.4. AI that predicts the future	39
2.5. Personalization at scale	41
2.6. How advanced AI models connect with automation tools	45
Chapter 3.	47
Mapping Your Kingdom: How to identify processes worth automating?	47

3.1. The Methodology of process identification	47
3.2. Selection criteria: repetition, time consumption, volume, error-proneness	50
3.3. Workshop: A 20-process automation checklist for every company	52
3.4. Process mapping tools (from simple diagrams to BPMN notation)	55
3.5. Case Study: Mapping the order fulfillment process in an online store	58
3.6. Case Study: mapping the recruitment and onboarding process	61
Chapter 4.	65
The Toolbox: an overview of automation platforms	65
4.1. From simple integrators to advanced low-code platforms	65
4.2. Why does n8n give an advantage over other platforms?	68
4.3. Make, Microsoft Power Automate, Zapier – Who are they best for?	70
4.4. In-App Automation: API as Your company's "superpower"	75
4.5. Specialist Tools: marketing and customer service automation	77
4.6. Decision matrix based on budget, complexity, and needs	79
Chapter 5.	84
How to lead Your team through digital transformation?	84
5.1. Design Thinking in automation: create solutions for people	84
5.2. How to sell the idea of automation to Your team?	87
5.3. How to retrain Your team for higher-value tasks?	89
5.4. Building a culture of experimentation and continuous improvement (Kaizen)	91

5.5. The Role of the “Automation Champion” in the company	94
5.6. The Ethics of automation and responsible use of AI	97
Chapter 6.	100
Step-by-step implementation strategy: from pilot to scale	100
6.1. Phase 0: Preparation – team, goal, success metrics (KPIs)	100
6.2. Phase 1: Pilot project – choosing a simple but visible process	102
6.3. Phase 2: build, test, feedback – an iterative approach to development	105
6.4. Phase 3: Implementation and monitoring – “Go Live” and measuring results	107
6.5. Phase 4: Scaling – replicating success across processes	109
6.6. Risk Management: What to watch out for?	112
Chapter 7.	116
Automation of sales and marketing	116
7.1. Automatic lead collection and verification from forms + AI scoring	116
7.2. Automated messages based on user behavior	120
7.3. Automatic content publishing	124
7.4. Automated competitor analysis	128
7.5. Automatic customer record updates	132
7.6. AI Chatbots on Your website as the first line of support and sales	137
Chapter 8.	141
Automation of operations and administration	141

8.1. Automation of financial and accounting processes	141
8.2. Automatic processing of invoices, contracts, and scans	145
8.3. Inventory management automation	149
8.4. Automated report generation	154
8.5. Project management automation	158
Chapter 9.	163
Hyperautomation and self-steering organizations	163
9.1. What is hyperautomation (according to Gartner)?	163
9.2. A Digital counterpart of Your business for simulation and forecasting	165
9.3. Autonomous Agents	167
9.4. Building an “AI-Native Company”	170
9.5. Which roles will emerge, and which will disappear?	173
9.6. Your company’s long-term technology strategy	175
Chapter 10.	178
Building a continuously learning organization	178
10.1. Continuous improvement of automated processes	178
10.2. Investing in future skills: how to train yourself and your team	181
10.3. Building an ecosystem: technology partnerships and communities	183
10.4. The Future of automation: forecasts to 2030	186
10.5. Your 12-month roadmap	189

10.6. The last word: technology as human potential amplification	192
Conclusion	195
Appendix A	197
Glossary of terms	197
Appendix B	200
Automation implementation checklist	200
Appendix C	202
Useful resources	202