



CUSTOMER SUCCESS STORY

CASE STUDY

Novuna Financial Services

A digital transformation journey.

How a financial services organisation with £5bn in assets transformed their integration and automation capabilities with Cloudorizon and Workato.

INDUSTRY	TIMELINE	PLATFORM	ASSETS
Financial Services	2020 – Present	Workato	£5bn+

PROJECT OVERVIEW

The Results at a Glance

From siloed digital initiatives to a cohesive, enterprise-wide automation strategy — and measurable business value.

5x

Faster delivery time for integrations

10x

Cost reduction for automations

80

Live automations

£2M+

In benefits realised

In this case study

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NOVEMBER 2020

Initial State

When we first engaged with Novuna, they had over £5bn in assets and significant digital ambitions but lacked a cohesive strategy. Despite their size and potential, they faced several challenges:

- RPA was implemented in only one business unit for 18 months, with “minimal ROI”
- Digital initiatives were siloed, with “no integration / automation strategy”
- Integration and API development were ad-hoc and time-consuming (40 and 30–50 days respectively)

Key barriers included financial planning limitations, the perception of RPA as a “silver bullet,” and a lack of understanding of end-to-end processes.

THE STRATEGY

Our Approach

We began by creating comprehensive digital and automation strategies, and after a competitive tender process, selected Workato as the integration platform. Our approach included:

- Implementing foundational automation technologies
- Developing a “2-speed approach” to integration and automation identification
- Introducing an automation prioritisation framework
- Establishing an enterprise-wide automation platform team

FEBRUARY 2021

Transition Phase

During the transition phase, we faced persistent barriers:

- Financial planning constraints
- Siloed thinking by process owners
- A lack of relevant data (“a HIPPO culture”)
- Limited understanding of process performance and friction

To address these challenges, we combined high-level process mapping with detailed process mining, providing data-driven insights for automation decisions.

AUGUST 2021 & BEYOND

Progress and Success

By August 2021, we had achieved significant results.

5x Faster delivery time for integrations	10x Cost reduction for automations
31 Live automations	£430k Benefits realised

Process mining using Fluxicon proved invaluable in uncovering unexpected process complexities. For example, it revealed that the actual invoice volume was more than twice the estimate — justifying automation over outsourcing.

Novuna implemented end-to-end automations leveraging a combination of technologies, including Workato for orchestration and integration, and Evolution AI for intelligent data extraction with a guaranteed 99.5% accuracy.

TODAY

Current Success

Workato has become the “go-to tool for integration and automation at Novuna” — even being used for new initiatives like Open Banking.

42

Identified opportunities

61

Individual task automations

19

End-to-end automations

80

Live automations

£2M+

Benefits realised

SUMMARY

Key Takeaways

- Novuna transformed from siloed digital initiatives to a cohesive, enterprise-wide automation strategy.
- Data-driven decision making through process mining was crucial for identifying and prioritising automation opportunities.
- The combination of Workato for integration and Evolution AI for data extraction created powerful end-to-end automations.
- The project delivered substantial ROI — over £2 million in benefits realised, with significant efficiency improvements.
- Establishing an enterprise-wide automation platform team ensured consistent implementation and ongoing success.

Technologies Used

Workato — Integration

Fluxicon — Process Mining

Evolution AI — Data Extraction

YOUR TRANSFORMATION

Ready to write your own success story?

Cloudorizon helped Novuna turn ad-hoc, siloed automation into an enterprise-wide capability delivering over £2M in benefits. Let's talk about what a data-driven integration and automation strategy could deliver for you.

Get in touch cloudorizon.com/contact

Read the full story cloudorizon.com/case-studies/novuna-financial-services