

from manual to intelligent: ai automation beyond the hype

PRESENTED BY
Just Lenz &
Taha Jalilian

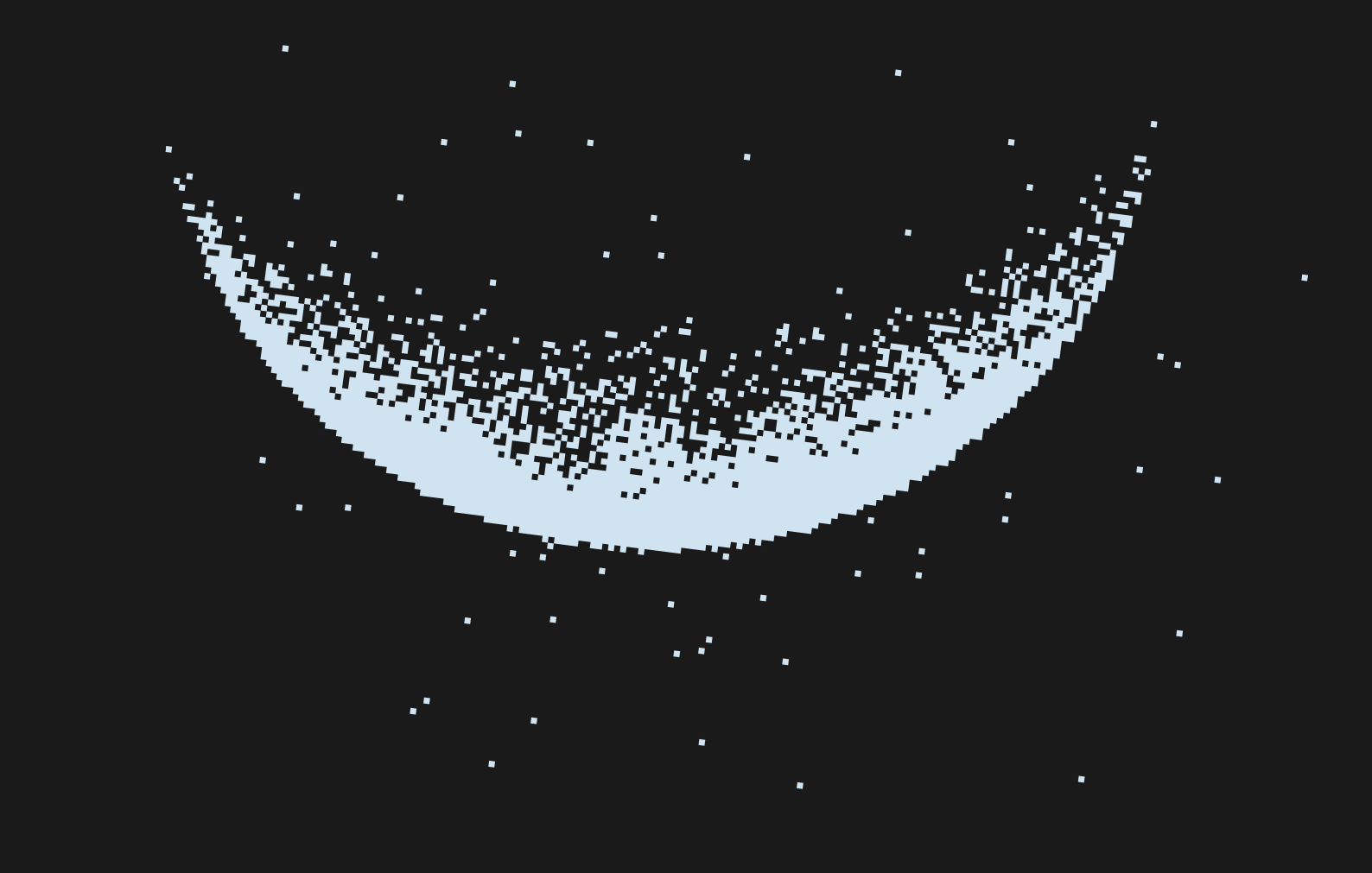


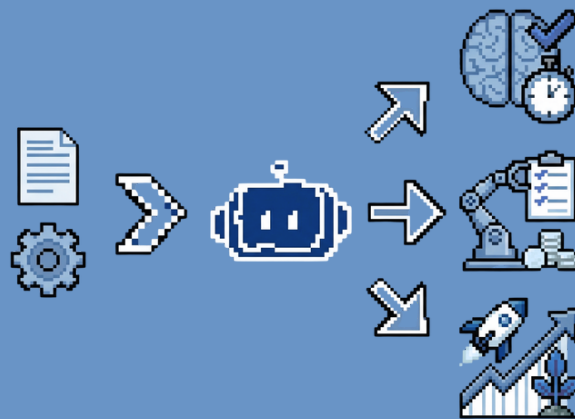
table of contents

01 AI Automation in Numbers & Facts	4
02 What AI Automation Actually Means	5
03 Core Benefits of AI Automation	6
04 Common Barriers – and How to Overcome Them	7
05 3 Real Use Cases of AI Automation	8
06 Implementation Process	11
07 Conclusion	12

executive summary

AI automation enables organizations to eliminate **repetitive manual work**, improve **data quality**, and **accelerate decision-making**—while keeping humans in control of strategy, creativity, and judgment.

Rather than replacing employees, AI automation **augments human capabilities**, allowing teams to focus on high-value work while intelligent systems handle repetitive, rule-based, and data-intensive tasks.



This whitepaper explains:

- Why AI automation delivers measurable business value
- Where companies gain the most impact
- What challenges must be addressed
- How AI can be implemented securely and pragmatically
- Practical use cases across industries

ai automation in numbers + facts

60–70%
of current tasks

can be partially automated with existing AI.
AI primarily affects **tasks**, not **jobs**.

impact on work

economic impact

Early AI automation adopters report

2–3 times
higher revenues,

lower operational costs and boosts of
productivity compared to late adopters.

“The real risk isn’t adopting AI,
it’s standing still while others accelerate.”

– MIT Sloan & McKinsey



what ai automation actually means

AI AUTOMATION COMBINES:

1. **Workflow automation tools**
(n8n, Make, Zapier)
2. **AI models**
(LLMs, classification, extraction)
3. **System integrations**
(CRM, databases, communication tools)

END-TO-END PROCESSES:

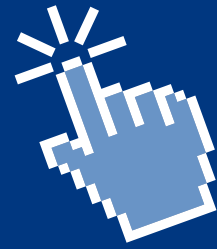
1. **Trigger actions**
2. **Interpret data**
3. **Make contextual decisions**
4. **Execute follow-up steps automatically**



AI Does Not Replace Humans – It Amplifies Them.

Automation Removes Manual Effort – Not Human Responsibility.

the core benefits of ai automation



productivity + efficiency

- Reduction of manual workload by **30–70%**
- Faster processing times
- Lower error rates

data quality + consistency

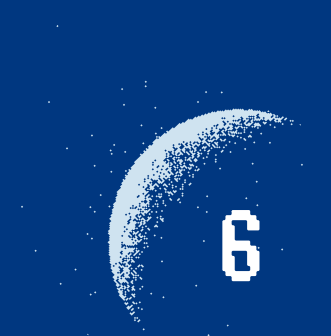
- Automated extraction eliminates manual input errors
- Standardized data formats across systems
- Real-time synchronization between tools

cost reduction

- Lower operational costs
- Reduced rework and delays
- Better use of existing staff

scalability

- Processes scale without linear headcount growth
- Automation runs 24/7
- Easily adjustable workflows



common barriers and how to overcome them



data security

Solution:

- Private AI deployments
- Role-based access control
- No training on customer data
- Encrypted storage & transmission



data quality

Solution:

- AI-supported data cleanup
- Structured ingestion pipelines
- Human-in-the-loop validation



technical expertise

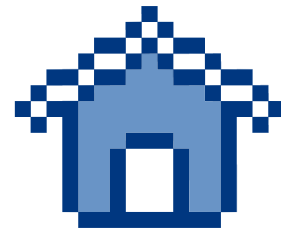
Solution:

- Low-code automation platforms
- Modular AI services
- External automation partners



3 real use cases

➤ real estate



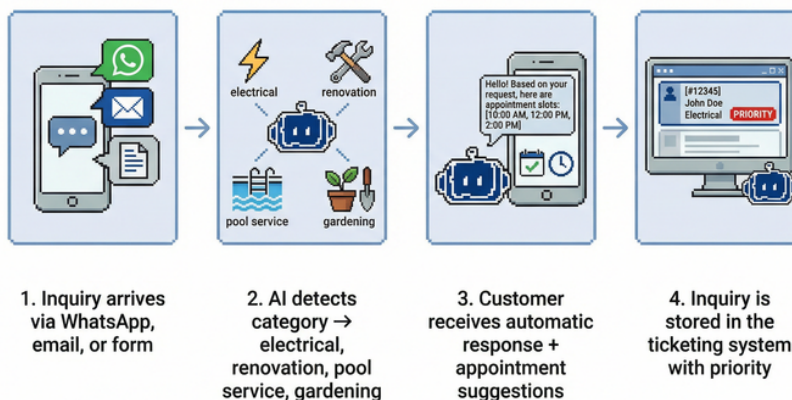
AI automation represents a fresh chance for the real estate industry to learn from its past and transform itself into an industry at technology's cutting edge.

typical automations

- Lead qualification
- CRM updates
- Document processing (contracts, IDs)
- Client follow-ups

use case example

Capturing & Responding to Quote Requests

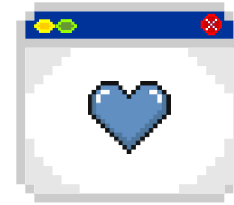


supporting article

[McKinsey - Generative AI can change Real Estate](#)

3 real use cases

➤ social media



AI automation in social media helps teams identify what matters for their brand, spot opportunities early and prioritize actions that drive real impact for a competitive edge.

typical automations

- Content generation & scheduling
- Performance reporting
- Lead routing
- Sentiment analysis

use case example

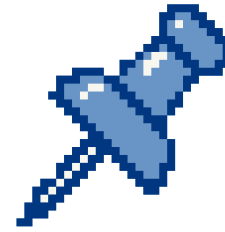


supporting article

[SproutSocial - How to use AI for Social Media](#)

3 real use cases

» services agency



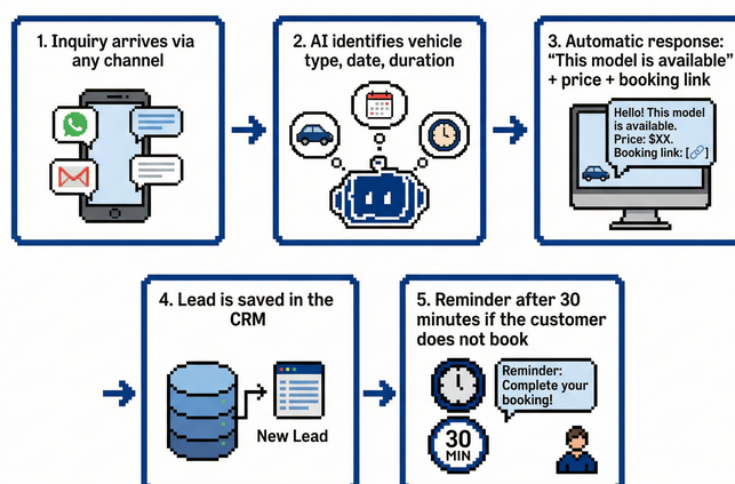
AI for the service industry has improved the experience for everyone - customers benefit from personalized service experiences that are usually faster and more accurate.

typical automations

- Proposal generation
- Client onboarding
- Time tracking & reporting
- Internal knowledge assistants

use case example

Capturing & Confirming Booking Inquiries



supporting article

[Salesforce - What is AI Automation > AI for Services](#)

implementation process

01

DISCOVERY & MAPPING

Analyze your workflows, identify bottlenecks, and define automation opportunities.

02

ARCHITECTURE & BLUEPRINT

Create a clear plan with system diagrams, workflows, and cost estimations.

03

IMPLEMENTATION

Build your automation using n8n, Make, APIs, and custom AI logic, to fit your business needs.

04

TESTING & QUALITY ASSURANCE

Every workflow should be stress-tested, error-proofed, and monitored to ensure a flawless integration and operation.

05

DEPLOYMENT & OPTIMIZATION

Launch the solution, train your team, and continuously optimize your systems.

start your ai automation journey now



AI automation is no longer experimental - it is **operational infrastructure**.

Companies that adopt AI automation usually **boost efficiency by 30-70%** and:

- ✓ reduce manual processes
- ✓ eliminate repetitive tasks
- ✓ accelerate operations more reliably
- ✓ improve process decisions
- ✓ free time for higher-value work

Those who delay risk being constrained by manual processes while competitors scale intelligently.

PROJECT IN MIND?

braik AUTOMATION

helps you identifying repetitive workflows,
start with a pilot automation project, measure
the impact & scale incrementally

who we are

break. build. automate.
evolve with ai.



braik **AUTOMATION** combines the strengths of two worlds:

- Technical Expertise (AI, Cloud & DevOps)
- Business & Real Estate Operations Insight

This dual perspective allows us to design solutions that are not only technically solid, but deeply aligned with real business needs.

We don't just automate,

we create intelligent systems that scale with your business.

get in touch

CONTACT US FOR A INDIVIDUAL FREE INITIAL CONSULTATION.



www.braik.ai



info@braik.ai