Orby AI's $30M Funding to Revolutionize Enterprise Automation with Advanced Large Action Models

Abstract/Summary

Orby AI recently announced the successful closure of a $30 million Series A funding round, earmarked to advance their groundbreaking Large Action Model (LAM) technology in the realm of generative AI for automation. This development represents a significant leap forward in the automation industry, promising to enhance the efficiency and resilience of enterprise workflows through sophisticated AI-driven solutions.

Context/Background

The enterprise automation landscape evolved significantly over the past few decades, with business process automation tools becoming widely adopted in the last ten years. Early generations of these tools, including traditional robotic process automation (RPA), aimed to empower business users—often referred to as "citizen developers"—to create automation scripts using low-code or no-code methods. However, these tools came with several challenges. Despite their promise, many required users to learn basic coding and logic skills and often extended to deeper programming functions, such as .NET.

A key issue was that business users, while able to code straightforward processes (the "happy path"), typically lacked the engineering skills needed to handle exceptions (all the unhappy paths), implement logging, and ensure security and compliance. This gap led to the reliance on armies of consultants to create and maintain bots, undermining the low-code/no-code promise. Additionally, traditional RPA tools often relied on screen scraping to interact with application interfaces, a method prone to fragility and frequent breakdowns.

However, the biggest problem with traditional RPA is that it relies heavily on predefined rules to execute tasks. This means that the scope of automation is limited to clearly defined processes. Approximately 80% of the tasks performed by people involve understanding and judgements that exceed the capabilities of rules-based automation.

Orby AI's generative AI platform is based on patented AI technology designed to automatically observe, learn, and automate complex, repetitive tasks as workers perform them. Orby AI is unique in its application and support of neural symbolic programming. This approach represents a significant advancement in the enterprise automation space. Orby AI promises to address these historical shortcomings by offering more robust, consistent, and intelligent automation solutions applicable to both business process and IT process automation.

Key Ramifications

There are several key ramifications of Orby AI's advancement in Large Action Model technology.

Enhanced Automation Capabilities: Multimodal LAMs and sophisticated AI agents effectively provide a more resilient and adaptable automation solution. Unlike more traditional solutions, Orby AI is capable of understanding context within unstructured dataset environments, handling both standard and exception-oriented scenarios with ease.

Improved Integration: By leveraging a deeper understanding of application interfaces, LAMs reduce the fragility associated with traditional screen scraping methods, leading to more stable and reliable automation and uniquely adapting to dynamic workflow variabilities.

Increased Efficiency and Productivity: Organizations can expect significant improvements in efficiency and productivity, as well as a decrease in development costs. LAMs automate complex workflows that previously required human intervention and significant IT support.

Broader Adoption of AI-Driven Automation: The accessibility and effectiveness of Orby AI's generative AI platform will likely drive broader adoption across industries, setting a new standard for automation solutions.

Application to IT Operations: With increasing use of business process automation tools in IT operations, Orby AI's technology offers valuable applications for automating IT processes as well, enhancing operational efficiency and reliability while decreasing the increasing dependence of IT staff to intervene.

EMA Perspective

The future of business transformation lies in having a properly trained AI-first technology stack. Orby AI's Large Action Model technology represents a generative AI advancement in business process automation. Orby AI's patented technology, based on neural symbolic programming, promises to significantly reduce the dependency on external consultants and empower business users to create reliable automations for complex processes on their own terms.

Orby AI can overcome traditional challenges with user-defined business process automation by including awareness for exception processing and best practices for logging, security, and compliance. With a focus on more robust and resilient integrations, Orby AI can also mitigate the integration challenges. The most significant improvement is the ability to address complex processes that require cognitive capabilities.

While Orby AI's LAM technology addresses these challenges effectively, the issues of change management and compliance remain complex. Traditional process automation tools struggle with coordinating changes and ensuring compliance with regulations. If Orby AI works to balance ease of deployment for business users with attention to the best practices of development and IT operations, they can provide a more effective and consistent way to build robust automations.

Orby AI's platform offers potential mitigation through its more structured approach to automation development. By generating automations that are aware of standards and DevOps processes, Orby AI's solution can potentially provide better alignment with compliance and change management requirements.

Orby AI's Large Action Model technology offers a significant step forward in the automation industry. By addressing key challenges of traditional RPA, the LAM technology provides a more robust and resilient automation solution that can enhance efficiency, productivity, and reliability in enterprise workflows. With the growing trend of business process automation tools being used in IT operations, Orby AI's technology has valuable applications in both business and IT process automation, positioning Orby AI as a leader in the evolving landscape of AI-driven automation.