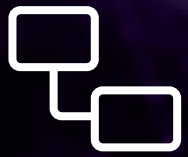


AI VS AUTOMATION THEY ARE NOT THE SAME THING

Two powerful technologies. Two different approaches to solving problems.

WHAT'S THE DIFFERENCE?



AUTOMATION

Follows predefined rules to perform tasks.



AI

Uses learned patterns to interpret information, generate outputs or make predictions.

Automation follows instructions. AI can handle more variation.

WHEN DOES AUTOMATION MAKE SENSE?

When the process is predictable and the rules are clear.

Example:

New form submitted → Create a record → Send a confirmation email

Same rules. Repeated tasks. Less manual work.

WHEN DOES AI MAKE SENSE?

When the task involves complex information, patterns or variation that fixed rules struggle to handle.

Example:

Read an incoming customer message → Identify its topic and urgency → Suggest the appropriate next step

More flexibility but outputs still need appropriate validation.

THE REAL OPPORTUNITY? COMBINING BOTH.

AUTOMATION

Receives a customer request



AI

Interprets the request



HUMAN

Reviews exceptions when needed

AI adds understanding. Automation turns it into action.

BEFORE CHOOSING AI, ASK THESE 3 QUESTIONS.

01

Is the process repetitive and rule-based?
Start by exploring automation.

02

Does it require interpreting complex or
unstructured information?
AI might help.

03

Does the process need both?
Combine AI and automation.



EVERY PROBLEM NEEDS THE RIGHT SOLUTION.

At Synteda, we help businesses identify where AI, automation or a combination of both can create real value.

Have a process you'd like to improve?

Let's talk. →