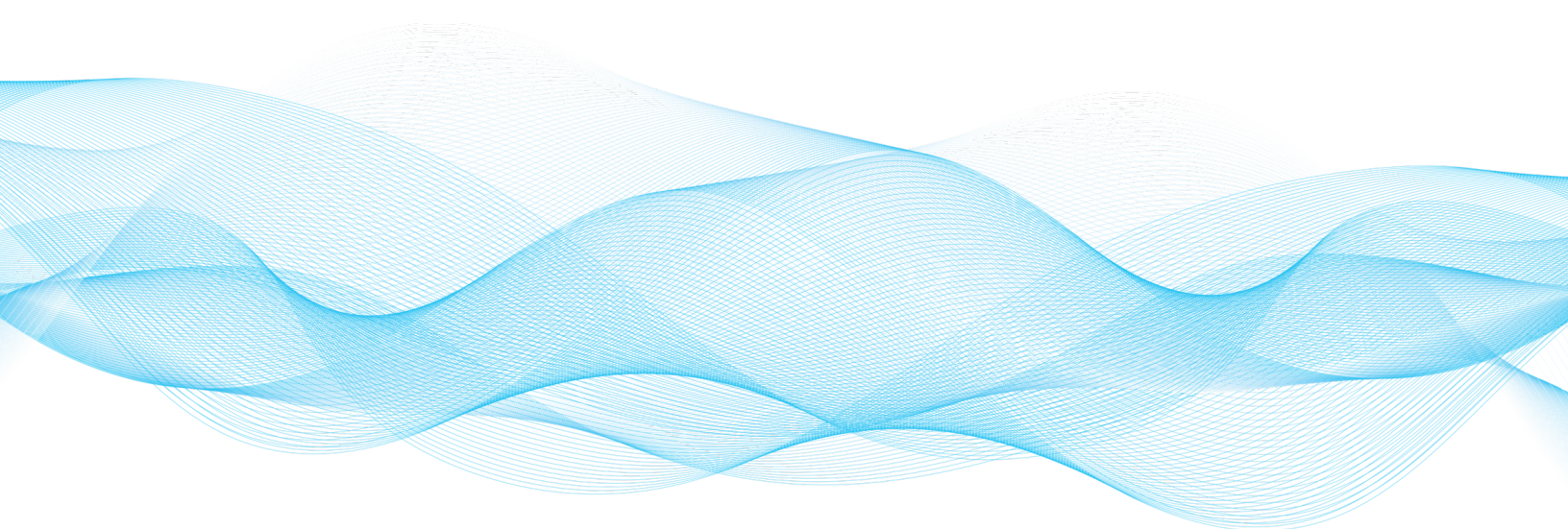




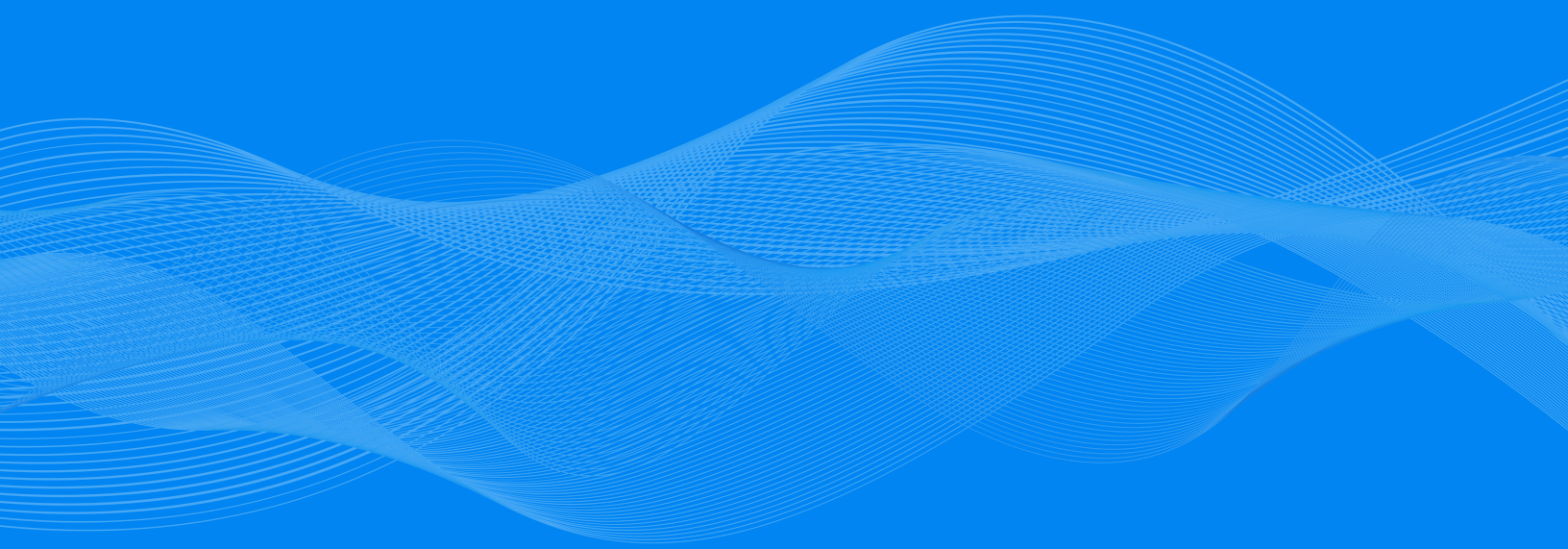
Why Microsoft Power Automate May Be Slowing Down Your Business Growth

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01 Overview



When organizations set out to streamline their operations and boost productivity, **Microsoft Power Automate** often tops the list of automation tools.

It's easy to see the appeal. After all, Power Automate offers some great benefits to both SMBs and enterprises:

- **Large Time and Cost Savings:** Automating workflows with Power Automate can save employees more than 15 hours per week on repetitive tasks, resulting in significant time and cost savings each year.
- **Citizen Development and Ease of Use:** As a low-code platform, Power Automate promises to help organizations enact citizen development practices in their workplace, enabling non-technical users to easily develop automated processes.
- **Large, Active Community:** With over reportedly 33 million monthly active users, Power Automate's community offers a wealth of discussion, documentation, and resources.
- **Seamless Integration with Microsoft Products:** Power Automate integrates seamlessly within the Microsoft 365 ecosystem, enabling automation across tools like Microsoft Office, SharePoint, and more. This is extremely valuable for those whose work largely remains within the Microsoft ecosystem.



Power Automate
Process automation



Power BI
Business analytics



Power Pages
External-facing websites



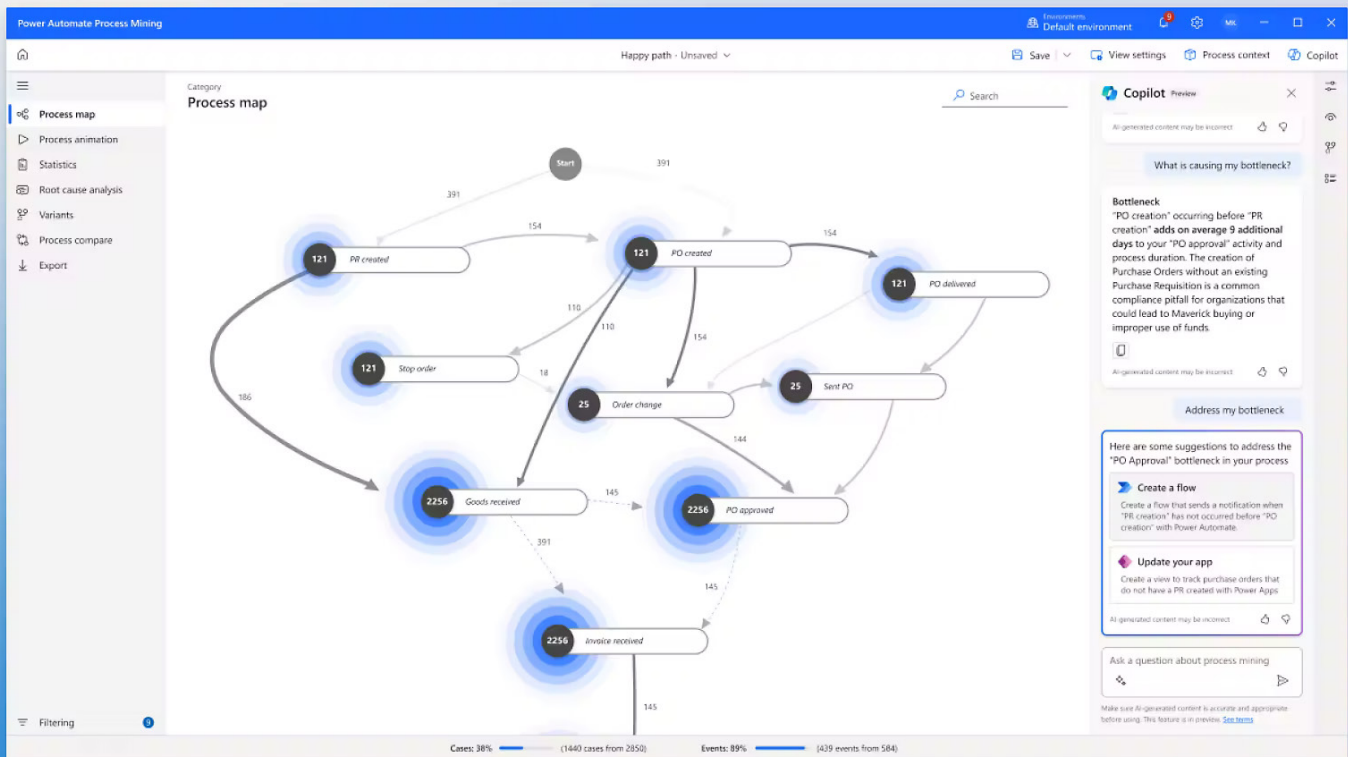
Power Apps
App development

There's no denying Power Automate's capabilities. However, every tool has disadvantages.

Many enterprise users are starting to discover Power Automate has significant limitations that don't hold up well for companies with robust growth aspirations.

Organizations that are serious about barriers to entry, ease of use, cost management, operational efficiency, functionality with other tools, and leveraging AI may need to reconsider whether Power Automate is the right tool for them.

This paper will cover the key reasons why Power Automate may hinder growth rather than foster it — and what alternatives organizations can explore.



02 **Functionality Issues with Power Automate**

From Low-Code to Full-Code: Breaking Promises of Accessibility

At its core, Power Automate is marketed as a **citizen-friendly low-code tool**. But what does that really mean? Why is that important? And is it true?

Low-code, no-code tools (LCNC) are software tools that allow users to create complex business processes and applications with minimal or zero code.

Citizen development is the practice of empowering non-IT and non-technical staff (**citizen developers**) to build workflows and automate processes using LCNC tools to achieve regular and consistent optimization to business operations over time.

By lowering the technical barriers to entry in automating processes, more staff can independently implement their own improvements. Implementing citizen development practices results in:

- Improved productivity of both IT and non-IT staff
- Outsized operational benefits
- Large time and cost savings

With Gartner reporting 41% of employees on average to be non-IT staff with insight into business processes, increasing throughput by enabling citizen developers is a smart move for any organization.



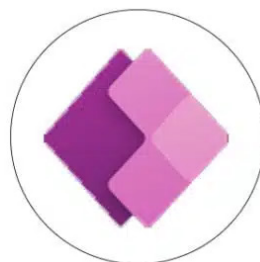
So is Power Automate a citizen-friendly low-code tool? Yes – *unless you decide to automate workflows outside the Microsoft environment.*

Unfortunately, Power Automate's low-code capabilities are limited to other Microsoft products. If you're attempting to automate workflows outside the Microsoft environment, it can turn into a nightmare of full-code complexity, even if it's just a simple low-code task.

In those situations, these obstacles necessitate hiring developers with advanced (and costly) coding skills, defeating Power Automate's purpose as a low-code platform. This shift not only contradicts the essence of citizen development but also:

- Slows down innovation
- Creates dependency on technical teams
- Drives up operational costs

If you feel your organization is OK with this, think about its tech stack. It surely uses other tools besides Microsoft products. **If you're only enabling your teams to automate within the Microsoft ecosystem, you're preventing them from creating time and cost savings in other important parts of your processes.**



Lack of Support for End-to-End Processes

One of the biggest limitations of Power Automate is that it doesn't support **end-to-end process automation**: automating entire business processes from start to end.

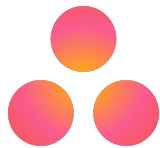
Again, think about some of your organization's business processes. **In the real world, organizations mix and match tools together**, often intentionally to avoid reliance on one company.

While Microsoft products cover a wide range of use cases, it's unlikely that organizations have processes that are fully dependent on them.

For instance, look at the following examples of processes and some external tools organizations commonly use:

Task Management:

Asana, JIRA, Trello, Notion



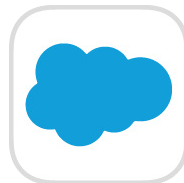
Approval Processes:

DocuSign, Adobe Sign, Zapier, Monday.com



Marketing / Sales CRMs:

Salesforce, Hubspot, Zoho, Pipedrive



Power Automate's subpar integration prevents organizations from reaping the productivity and savings boosts that come from automating and optimizing entire business processes. It immediately sets a ceiling on your organization's growth rate and potential.

Interested in reading more? Access the complete 24-page report by completing the form.