

RPA SOLUTION PROVIDERS

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Insider

BRAJESH SINGH,
FOUNDER & GLOBAL MANAGING DIRECTOR

**UTS
GLOBAL**

A New Era of Robotic
Process Automation
Taking RPA to the
Next Level

₹150





10 MOST RECOMMENDED
RPA SOLUTION PROVIDERS - 2025

UTS GLOBAL

A New Era of Robotic Process Automation Taking
RPA to the Next Level

By Ashwin B V

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s the adage goes, "Time is money". It is essential to save every possible second, especially in the corporate realm. Imagine if we get to use that "saved time" for creative and strategic initiatives. This is precisely why Robotic Process Automation (RPA) is pivotal in accelerating processes and enhancing resolution times. It is no coincidence that the global RPA market size is projected to reach \$30.85 billion by 2030 (according to a report from Grand View Research), growing at a whopping average annual growth rate (CAGR) of 39.9 percent. However, the key to getting to use the comprehensive capabilities of RPA lies in skillful deployment by meticulously understanding the pain points of the organization. Remember, most organizations don't have the means for a go-around with their RPA deployment.

Hence, it's no wonder they depend on established RPA solutions providers like Universal Technology Solutions (UTS Global).

UTS Global is a global technology company focused on 100 percent script less test automation and RPA. Established in 2007 by seasoned IT professionals with decades of experience, the company is dedicated to streamlining and accelerating automation and testing for enterprises. UTS Global operates across India, Singapore, the UAE, and the U.S., catering to a wide range of industries such as BFSI, Telecom, Manufacturing, Retail, and Healthcare. Its flagship products include TestMagic, a no-code test automation platform that cuts ownership costs by up to 60 percent and boosts ROI by up to 15 percent, and RoboMagic, an AI/ML-driven Hyper Automation Platform built for end-to-end RPA without any coding. Distinctive features like iAutoHeal, which allows bots to adapt to UI and tech changes automatically, and STAAMAP, which ensures seamless omnichannel automation, further set UTS apart. With over a decade of innovation, a global team of over 100 experts, and a 98 percent client retention rate, UTS Global continues to deliver impactful automation solutions worldwide. CIO Insider recently interviewed the man at the helm of the company, Brajesh Singh, Founder & Global Managing Director, UTS Global, a technocrat with close to three decades of technology experience.

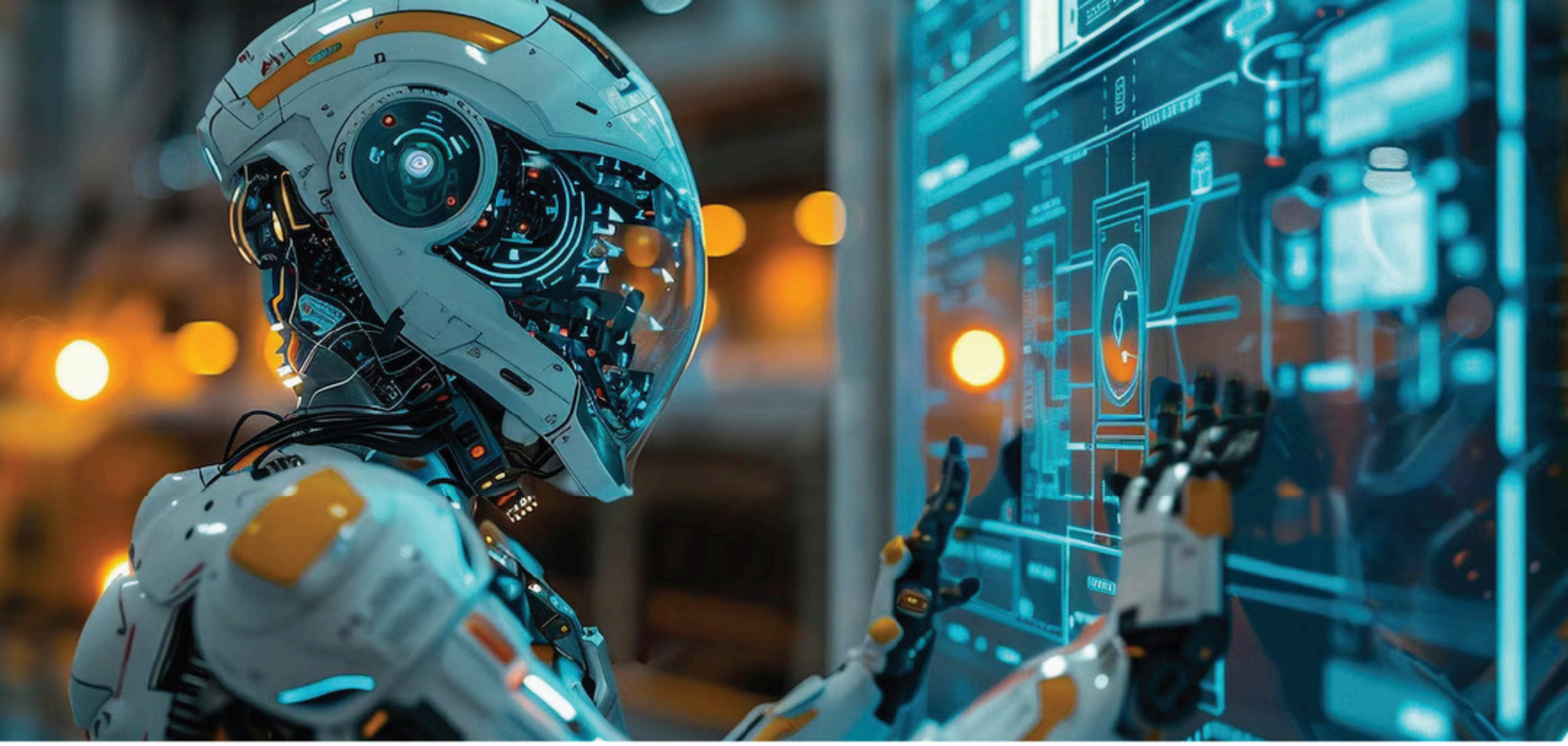
COVER STORY

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How have you been refining your strategies to learn more about customers' needs, particularly regarding robotic automation?

Our approach centers on customer discovery, deeply understanding the client's application and operations, and identifying their pain points. I consistently emphasize to our team and clients that our platform is "for you, by you" by actively encouraging feedback to enhance usability and outcomes. Our roadmap is shaped by two key inputs, i.e., continuous R&D driven by industry trends and competitor analysis, and direct input from customers on what's missing or challenging for them. We revise our roadmap quarterly to align with evolving client needs, which in turn strengthens customer satisfaction and retention.

Cognitive automation and RPA also help them run critical business processes, often during off-hours without constant human monitoring. For instance, in anti-money laundering use cases, we identified that 90 percent of the monitoring was repetitive. We automated that portion, enabling the system to flag exceptions. This drastically reduced manual effort, improved accuracy, and boosted productivity. In fact, clients who previously handled 100 tasks a week now manage over 1,000 with fewer resources. Our solutions help them scale seamlessly while maintaining security, control, and operational efficiency.

What flagship RPA solutions have you developed to cater to diverse business needs?

Unlike traditional RPA platforms that demand coding skills, our solution is built for business users, including those lacking technical expertise. The user just needs to understand the process,

and our system takes care of the rest by automatically learning workflows and generating bots without a single line of code. Execution is optimized with auto-synchronization for reliable performance across environments. The modular framework makes up to 85 percent of workflows reusable. Bots are version-controlled, centrally stored, and dynamically fetch data, cutting down on redundancy and storage. Our binary image rendering makes automation resolution-independent. These Bots can even be created offline using wireframes, recordings, or documentation, making automation accessible and flexible. Altogether, we provide intelligent, no-code automation that is robust, scalable, and far more resilient than traditional RPA tools.

Could you share a challenging case study that reflects the positive outcomes drawn from your solutions and the problems solved for them?

I will explain two superior examples that illustrate the real-world impact of our solutions. We worked with a leading international commercial bank struggling with a slow, manual process for handling customer complaints, especially disputes over incorrect charges. The original workflow involved multiple manual steps across departments, from raising a ticket to finalizing refunds. This process typically took around three days. After deploying our automation solution, we cut the entire resolution time to less than 20 minutes! The result was not only faster service but also the ability to manage a significantly higher volume of cases efficiently. Currently, around 40+ Workflows are running successfully on RoboMagic in Production. The second case involves a leading payment service provider managing card transaction disputes for banks and major networks like MasterCard and Visa. Their

10-person support team could only process 4–5 tickets per person daily, hindered by legacy systems, image-based data, and accuracy issues. Previous automation tools failed to deliver results, until they implemented our RoboMagic platform. Our solution fully automated the dispute resolution workflow, running 24/7 with minimal human input, required only for final review and report dispatch. Productivity improved 25x, enabling them to scale operations, speed up resolutions, and serve more banks seamlessly. This system is live and integrated with all major payment networks.

How would you describe the brains working behind creating these solutions and responsible for constantly propelling the company toward success?

When I started this company, I knew I couldn't attract top IIT talent for two reasons, namely limited financial resources and uncertainty about gaining their trust in a new venture. So, instead of chasing "big brains", I focused on people who thought differently, those who might lack traditional credentials but had a unique and practical approach to solving problems. Building a strong, trust-based relationship is important. We ensured our team members felt valued, and in return, we invested in their growth through hands-on R&D, learning opportunities, and a nurturing work environment.

For instance, we hired six freshers in 2010 who are still with us, serving as core contributors and independent thinkers. Their belief in our vision and deep understanding of the product drives exceptional results. This people-first approach continues to guide our hiring, focusing not only on what they bring but also on how we can help them grow.

How do you keep yourself up to date with the ongoing industry trends?

At the core of our mission is a focus on the organization and its people. Recognizing that each team member brings a unique approach, some needing guidance, others excelling independently, we aim to unite everyone under a continuous learning and innovation culture. To support this, we built two foundational pillars. The first is our Organizational Capability Building framework, which is mandatory for all and encompasses more than formal training. Activities like mentoring, project collaboration, and module completion are recognized and rewarded through financial incentives and public appreciation. Everyone commits 8–10 hours monthly to learning, driving both skill development and idea generation.

The second pillar is our R&D team, which monitors academic research, technology trends, and market signals. Once in two weeks, they challenge the organization to take innovation a step

further, helping us evolve ideas rather than just adopt them. Failure is embraced as part of learning. Looking ahead, we are developing a platform that automates workflows directly from production data, eliminating the need for manual configuration. This represents our future, which is simple, intelligent, data-driven automation that removes complexity and empowers innovation.

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What is the next chapter of UTS?

Until now, I've spoken about going beyond the obvious, now let's talk about going beyond imagination. We're exploring what lies beyond GenAI.

Imagine a system where you don't need to manually build bots. Instead, you simply provide your data, and the platform automatically generates bots on the fly, executes the process, delivers the reports, and then even destroys the bots if needed, leaving no footprint.

There's no time spent on bot creation or execution, just data in and results out. Of course, field mapping is essential, because without it, data lacks context. So, once the fields are mapped correctly to the target application, all you need to do is feed the data into our platform. From there, everything is automated, including bot creation, execution, reporting, and cleanup, with no manual intervention and minimal resource usage. That's the future we're building, and the upcoming enhanced RoboMagic version, "XPediteBusiness" is a significant step forward, packed with powerful new features designed to make process automation faster and more simplified than ever before. 