



Media Agency



United States

Global Media Agency Migrates Automation Bots from **UiPath** to **Power Automate**, Unlocking **\$1.95M** in **Cost Savings** with **AI-led Accelerator**

A global media agency providing end-to-end media planning and buying services to Fortune 500 brands migrated from UiPath to Power Automate Desktop to rein in rising automation costs—significantly reducing annual licensing and bot subscription expenses.

Highlights

- The client's automation estate spanned multiple platforms, driving high Total Cost of Ownership (TCO) and operational complexity.
- iOPEX accelerated bot migration from UiPath to Power Automate Desktop using migrAlte, its agentic AI-powered RPA migration platform.
- The approach minimized business disruption, reduced testing effort for business teams, compressed timelines from a year to a few months, and eliminated unnecessary automation spend.

Business Challenges

The client's automation estate had evolved across multiple technologies, making it increasingly expensive to add new automations, scale for AI adoption and maintain existing workflows.

A fragmented technology landscape drove the need for platform consolidation to reduce ongoing license expenditure.

High labor costs were associated with migrating UiPath bots to Microsoft 365 and Power Automate Desktop-based automations.

Institutional knowledge erosion, limited documentation of original automation use cases, business rules, and workflows created migration risk.

Business teams were wary of disruption, concerned that RPA migration would impact day-to-day operations.



iOPEX deployed migrAlte, our agentic AI-powered RPA migration platform, using a consultative, phased approach to migrate the customer from their UiPath estate:

Assess → Workshop → Migrate → Parity & Testing → Deploy → Business Sign-off

Migrated **20+ bots** in Month 1 with minimal disruption to business users

Migrated and deployed the five most complex automations in Month 2, with less than one day of total downtime

Successfully migrated **100+ bots** by Month 5, all in production

The Impact

\$200K+

in immediate savings and \$750K+ reduction in annualized license spend

12+

automations transitioned to citizen developers, freeing up IT capacity

\$1M+

saved through migrAlte's automated assessment and migration avoiding traditional consulting and software services costs



About iOPEX

iOPEX Technologies is a new-generation agentic AI and automation-led enterprise transformation partner headquartered in San Jose, California. At the intersection of enterprise operations, agentic AI, and intelligent automation, we deliver Intelligence as a Service, helping organizations embed intelligence directly into workflows for measurable impact. Over 70 global brands trust iOPEX to transform operations, accelerate revenue growth, and unlock value at scale. Contact us at marketing@iopex.com.

