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# A partner’s guide to framing ThinkAutomation: top 10 product USPs

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What differentiates ThinkAutomation from other platforms in the process automation space? To help you present ThinkAutomation to your clients, we’ve pulled out the product’s top 10 unique selling points.

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### Open-ended scale

Rather than coming pre-loaded with set workflows, or powering a set selection of options, ThinkAutomation offers truly open-ended orchestration. You can build any workflow, connect into any program, and automate any sequence of actions, across any process. This includes designing your own custom actions and integrations as needed.

### 2. One licence for everything

Where other automation solutions impose caps on how much you can automate, ThinkAutomation removes boundaries. A single licence covers you for unlimited use, unlimited processing, and unlimited automations. Build and connect as much as you need.

### A fraction of the usual automation cost

The standard edition of ThinkAutomation costs £999 per year. The professional edition (which includes a built-in IDE for developers), costs £1999 per year. Now compare these costs to the standard RPA model, in which a single licence costs £10,000 – and you’ll need many licences to automate at scale. The average cost of an RPA implementation is estimated at £206,180.

### Enormous processing power

ThinkAutomation can process hundreds, thousands, or even millions of messages a day. A standard deployment offers bottomless message processing – a uniquely industrious offering. Plus, extra clients and servers can handle even the heaviest processing needs.

### Rapid processing speeds

Not only can ThinkAutomation handle vast data volumes, it can do so without the usual lag. The software checks for new messages every 30 seconds, and can then process these messages in a split second. So, workflows run rapidly and round the clock.

### 6.   On-premises deployment with control at the core

ThinkAutomation offers full installation control as standard. The solution is on-premises, offering total end user ownership. It runs on private company servers, behind private company firewalls, or even behind a private company DMZ. So, you can enjoy full stack automation – across any local or cloud service – with the security and cost-savings of on-prem processing.

7.     Full tech stack automation from one machine

ThinkAutomation is near-invisible in terms of the resource it consumes. It doesn’t need to sit on multiple machines to work. Rather, it only requires a network-connected workstation. From a single machine, then, you can automate processes across the entire company.

8.     Historical syncing power

Most automation solutions will only work on data from the point of installation. Not so with ThinkAutomation. With a full licence, the solution can process years of historical or legacy data, for maximum resource alleviation.

9.     Continuous reliability

ThinkAutomation is rock-solid once set-up. As long as the machine it sits on has power, it will never stop working. And, since you have control once downloaded, there is no risk of an unexpected feature shutdown or functionality loss.

### 10.     Instant access to benefits

Unlike RPA automation solutions, ThinkAutomation does not work via trained bots. It does not need to ‘watch’ users to learn over a course of several months. Instead, you can immediately configure your logical processing rules and start enjoying automated efficiency.