

## Blue Prism opens office in SA

Robotic Process Automation (RPA) pioneer, Blue Prism announced that it will be expanding its global presence by opening up a local office in Cape Town, South Africa.

Blue Prism's former sales director for Africa, Greg Newton, is relocating from Blue Prism's UK office to Cape Town to serve as the new South Africa country manager. Newton says the establishment of a local office comes on the back of a highly successful Blue Prism roadshow in Johannesburg and Cape Town last year, and a surge in demand from local enterprises for Blue Prism's enterprise-grade RPA solutions.

"Blue Prism has been working in the South African market since 2016, and we now have in excess of 20 major clients," says Newton. "These include major financial services organisations such as Old Mutual, Nedbank and First Rand, plus an array of large enterprise clients across multiple industry sectors. We saw a need to formalise a South African office to work more closely with our rapidly growing customer base, as well as to support South Africa's digital transformation process."

The new office will help raise awareness of RPA in the local market and aims to collaborate with partners and academia to help build RPA and Artificial Intelligence skills pools in-country.

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