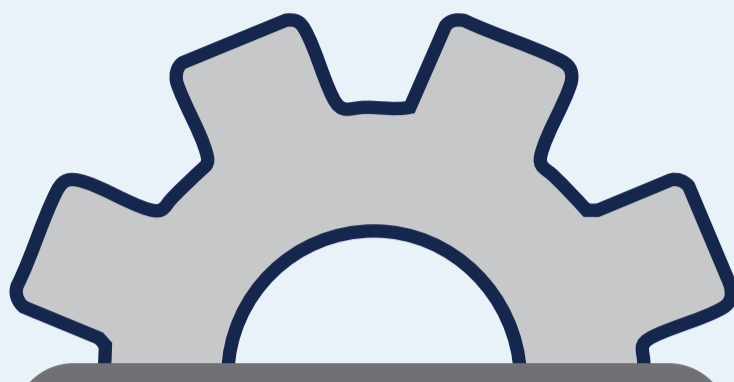


Automation vs. AI: What's the Difference?

Understanding the Tools Powering Work at Liberty University



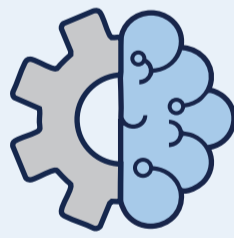
Automation



Artificial Intelligence (AI)

At A Glance	Executes predefined steps & workflows reliably at scale	Thinks, learns, predicts, & generates insights from data
Example	Power Automate	Microsoft Copilot
Rule-Based Tasks	✓	✗
Repetitive Processes	✓	✗
Same Output Every Time	✓	✗
Follows "If This → Then That" Logic	✓	✗
Executes Workflows, Triggers, & Integrations	✓	✗
Data-Driven Insights	✗	✓
Learns & Adapts Over Time	✗	✓
Analyzes Patterns & Predicts Outcomes	✗	✓
Recommends Actions Based on Context	✗	✓
Generates Content, Summarizes Information, & Enhances Decisions	✗	✓

Use Automation When...



Use AI When...

- The process is consistent & repeatable
- Rules are clearly defined
- Speed & efficiency are the priority
- Tasks are triggered by events (e.g., form submission, email received)
- You need approvals, routing, or system integrations

- Outcomes are influenced by context & judgement
- You need to analyze large volumes of data
- You want insights, predictions, or recommendations
- You need help with content creation or summarization
- You want to enhance decision-making with patterns & trends

Not sure what fits your needs? IS can help you identify where Automation or AI can add value. Email ITCustomerSuccess@Liberty.edu to get started!