

A New Era of Business Process Innovation – Intelligent Processes Automation (IPA) State of the Market Report 2022

June 2022: Complimentary Abstract / Table of Contents



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Background of the research

Evolving into a digital-first business is becoming increasingly important for organizations to remain resilient and competitive, especially after the pandemic. Manual operations pose numerous challenges, and hence, organizations are trying to shift to digital, automated, and intelligent business processes. Digital technologies, including intelligent automation, are becoming ubiquitous. Apart from seeking cost reduction and operational efficiency from their transformation initiatives, enterprises are expecting next-generation benefits such as superior customer experience. Solution providers have recognized the demand and are pivoting quickly to a digital-powered model to provide these benefits to their buyers. One of the most potent digital levers enabling this transformation is Intelligent Process Automation (IPA).

Everest Group defines IPA as IA in business processes achieved through any combination of automation technologies such as Robotic Process Automation (RPA) and cognitive-/AI-based automation. The scope of this report includes:

- IPA solutions: sourcing of IPA technology products along with consulting, implementation, and maintenance services; but no traditional BPO services
- IPA services only: sourcing of IPA services such as consulting, implementation, and maintenance

This report does not cover IPA technology products that are licensed independently or embedded within broader BPO deals.

In this study, we investigate the state of the IPA market and focus on:

- IPA market overview
- Adoption trends by industry, business function, geography, and buyer size
- Solution characteristics
- Services characteristics
- IPA solution provider landscape
- Challenges, best practices, and future outlook

Scope of this report



Geography
Global



Industry
All industries



Solutions
Intelligent Process
Automation (IPA)

Overview and abbreviated summary of key messages (page 1 of 2)

This research provides IPA buyers and solution providers a detailed view of the market and analyzes it across dimensions including market overview, adoption trends, solution characteristics, services characteristics, solution provider landscape, challenges, best practices, and outlook for 2022-23.

Some of the findings in this report, among others, are:

IPA market overview

- The global IPA market stood at US\$4.8-5.0 billion in 2021, with a YoY growth of 17-22%. There was a short decline in growth rate due to the COVID-19 pandemic, but the market has gained pace again and is expected to grow at a healthy pace over the next two years
- While optimization of operations is the key driver of IPA adoption, buyers are also focused on increasing employee productivity and improving customer satisfaction
- As IA gains maturity, IPA deployments deliver greater outcomes, such as increased FTE capacity, for enterprises

Adoption trends

- BFSI continues to be the largest adopter of IPA solutions. Among business processes/functions, industry-specific processes and F&A experienced the highest adoption in 2021
- North America is the largest adopter of IPA, followed by Continental Europe and the UK & Ireland
- As enterprises move beyond basic automation, cognitive technologies are gaining traction. Nevertheless, the adoption of RPA is still the highest among all technologies

Solution characteristics

- To keep up with the demand for AI, solution providers are increasingly focusing on FTEs with cognitive automation skills, thereby contributing to its increased share in 2021
- Solution providers are offering solutions across RPA, IDP, workflow/orchestration, etc., crafting innovative solutions such as digital CoE, and investing more in as-a-Service offerings
- IPA deals are largely employing input-based and fixed price models; outcome-based pricing, although hindered by lack of awareness, is gaining traction

Overview and abbreviated summary of key messages (page 2 of 2)

Services characteristics

- Solution providers offer a wide range of consulting services in the IPA space. They are bringing in differentiation in their implementation and maintenance services by investing in areas such as simulation analysis and self-healing systems
- With increasing sophistication of process intelligence tools, their adoption is rapidly growing and spanning industries and process areas
- Solution providers are investing in accelerators to support enterprises with quick time-to-value. The most prominent accelerators include consulting frameworks and reusable robots

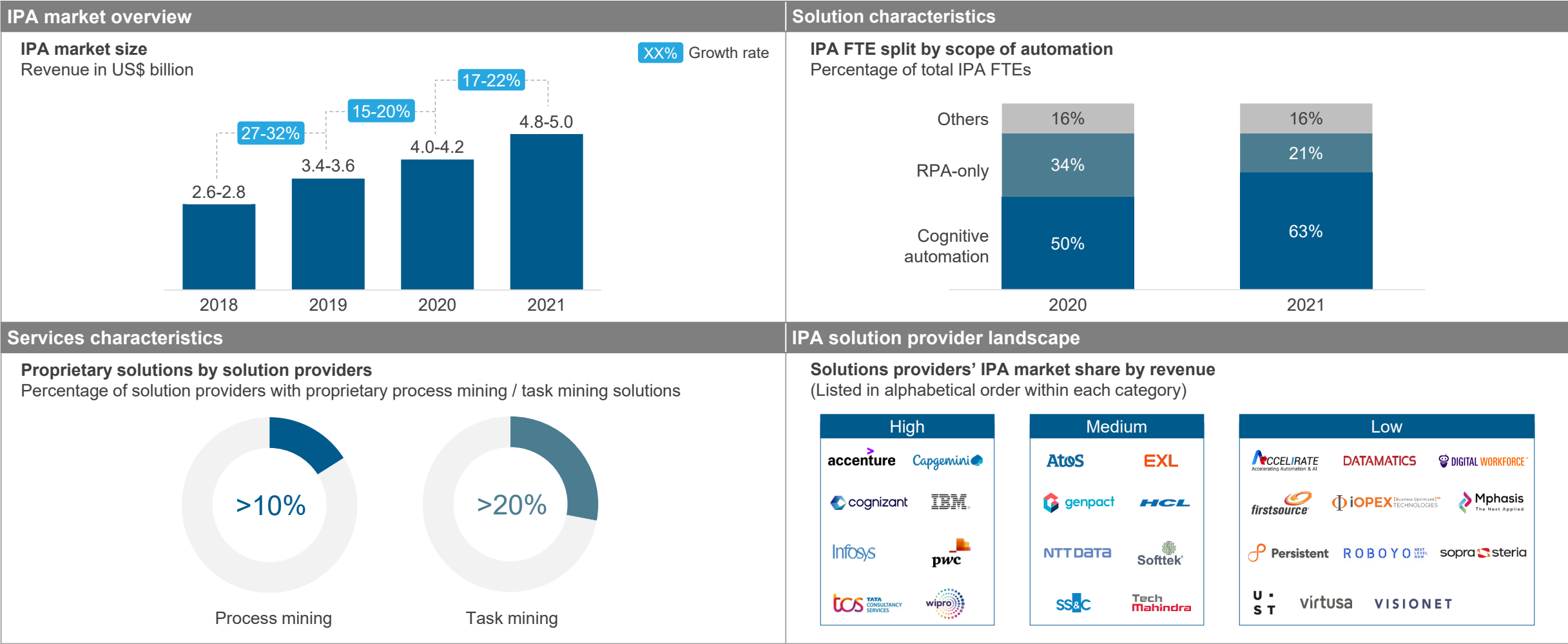
IPA solution provider landscape

- Accenture, Capgemini, Cognizant, IBM, Infosys, PwC, TCS, and Wipro have the largest market share in terms of IPA revenue. Firstsource, Sopra Steria, and Visionet recorded the highest IPA revenue growth in 2021
- Cognizant and TCS are dominating the IPA market in most of the verticals; IBM and TCS have dominant market shares in most business functions
- Accenture and IBM lead in Continental Europe and APAC respectively; while Cognizant has the highest market share in North America

Future outlook

- With increasing maturity of AI-based solutions, there will be a greater demand for cognitive automation. All-round adoption of IPA will be fueled by providers entering new geographies and organizations starting IA initiatives
- Owing to their flexibility, as-a-Service models and progressive commercial models are gaining traction and are expected to grow in the coming years
- Solution providers are expected to invest in citizen development and low-code/no-code technologies enabling business users to build automation, consequently also addressing the talent shortage in the market
- Providers are expected to take conscious steps toward promoting sustainable AI by developing solutions complying with ESG parameters. They are also investing in AI solutions that are transparent about their working and usage of data

This study offers six distinct chapters providing a deep dive into key aspects of the IPA market; below are four charts to illustrate the depth of the report



Research calendar

Service Optimization Technologies (SOT)

Published Planned Current release

Reports title	Release date
Robotic Process Automation (RPA) – Technology Provider Landscape with PEAK Matrix® Assessment 2021	September 2021
Conversational AI – State of the Market Report 2021	October 2021
Stepping into the Era of Digital Workers – Robotic Process Automation (RPA) State of the Market Report 2022	December 2021
Intelligent Document Processing (IDP) Playbook 2021	June 2021
Process Mining Playbook 2021	June 2021
Intelligent Document Processing (IDP) in Healthcare	November 2021
Defining Attended RPA – What to Look for in an Enterprise-grade Attended RPA Solution?	March 2022
Intelligent Process Automation (IPA) – Solution Provider Landscape with PEAK Matrix® Assessment 2022	March 2022
Intelligent Process Automation (IPA) – Solution Provider Compendium 2022	May 2022
Intelligent Document Processing (IDP) – Technology Provider Landscape with Products PEAK Matrix® Assessment 2022	May 2022
Process Mining – Technology Provider Landscape with Products PEAK Matrix® Assessment 2022	June 2022
The Business Case for Process Mining – From Evaluation to Value Realization	June 2022
Intelligent Document Processing (IDP) – Technology Provider Compendium 2022	June 2022
A New Era of Business Process Innovation – Intelligent Processes Automation (IPA) State of the Market Report 2022	June 2022
Intelligent Document Processing (IDP) – State of the Market Report 2022	Q3 2022
Task Mining – Technology Provider Landscape with Products PEAK Matrix® Assessment 2022	Q3 2022

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