



# Robotic Process Automation (RPA) – Technology Vendor Landscape with Products PEAK Matrix™ Assessment 2018

Service Optimization Technologies (SOT)

Market Report – April 2018: Complimentary Abstract / Table of Contents

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# Background of the research

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## Background of the research

Robotic Process Automation (RPA) has the potential to offer key benefits – improved speed & accuracy, enhanced customer experience, and reduced cost, among others. Moreover, this value is realized fairly quickly, as deployments are rapid and low risk due to the fact that integration is typically non-invasive and easily remediable. As a consequence, many enterprises and global service providers are investing in RPA. However, RPA is a burgeoning market with technologies that are relatively new to many potential buyers in terms of solution features, deployment models, supporting frameworks, and commercial aspects. The technologies are also evolving, with an expanding feature set and increasing richness of functionality.

## In this study, we analyze the RPA technology landscape across various dimensions

- Everest Group's PEAK Matrix™ evaluation, a comparative assessment of 18 leading RPA technology vendors
- Remarks on key strengths and areas of improvement for each RPA technology vendor
- Competitive landscape in the RPA technology vendor market
- Key RPA technology trends and predictions

## Scope of this research

- **Products:** Robotic Process Automation (RPA)
- **Geography:** Global
- **Technology vendors:** 18 leading RPA technology vendors

# Principles of Service Delivery Automation (SDA)

1

Automation – at its most basic level – must utilize technology to replace a series of human actions. Correspondingly, not all technologies provide automation, and replacing a single human action with technology (e.g., a mathematical equation in a spreadsheet) is not automation. At the same time, automation can be done by degrees, but some steps will still require human interaction.

2

Much automation is already embedded in software systems (e.g., linking client information across marketing and supply chain systems); however, because it is part of the normal feature-functionality of a system, it is generally not considered automation, but simply a more powerful system(s).

3

Automation for IT is very different than for business processes:

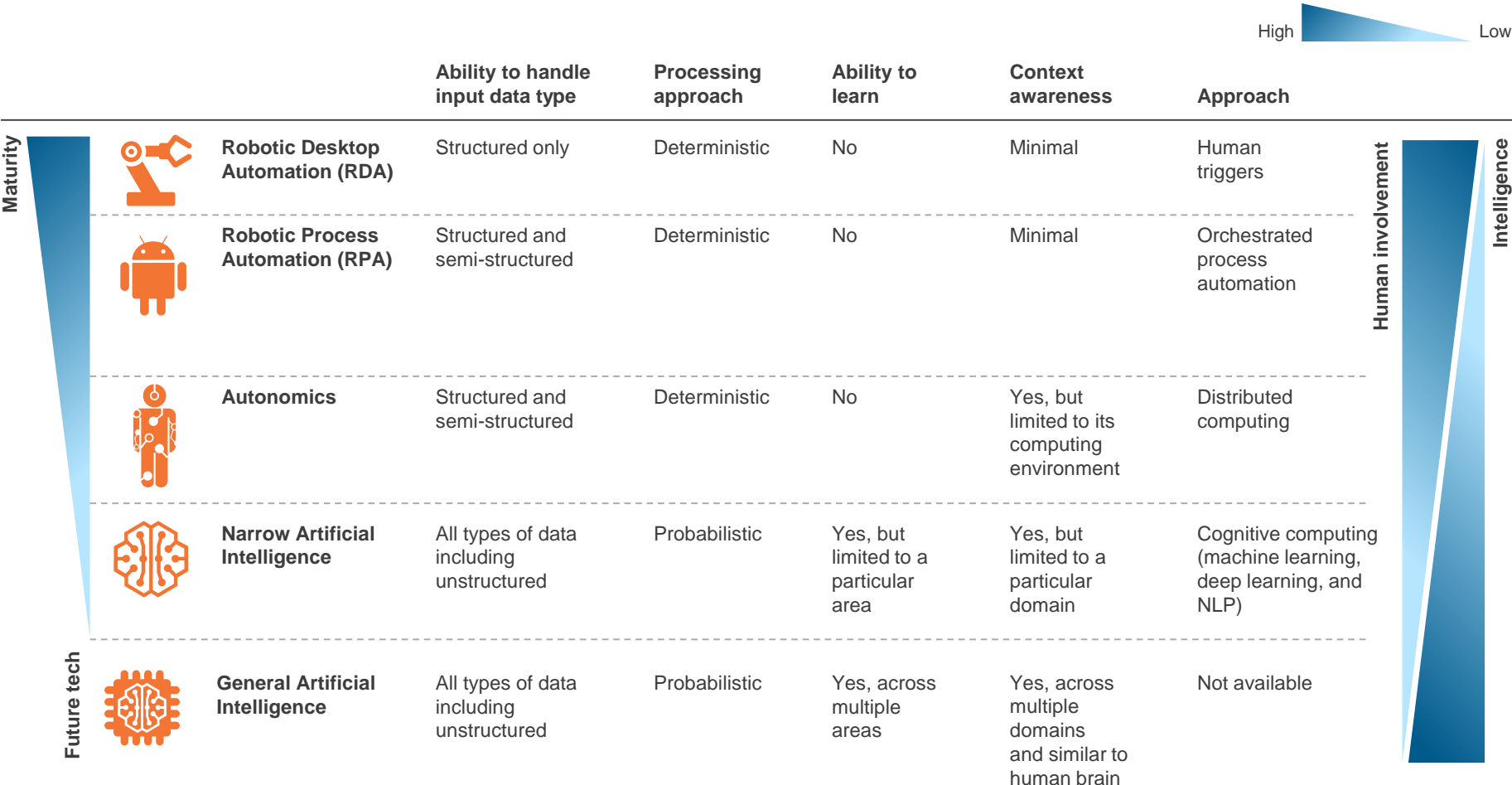
- In IT, automating is generally addressed by improving the core functionality and is handled by the IT system management tools. Further, these activities are owned by central IT, which is naturally incented to create more efficient IT operations
- In business processes, system limitations are generally much more difficult to overcome, and they stretch across many systems in the organization. As such, the business case for significant system change is generally unappealing. Finally, the benefits of improved processes accrue to the business and are hard to quantify with an ROI that can motivate central IT groups to invest their resources

4

Service delivery automation can be accomplished by combining multiple technologies. For example, traditional Business Process Management (BPM) technologies can be further enhanced by combining them with newer User Interface (UI) / robotic process tools. Cognitive computing, although in its infancy, represents the next horizon, as automation not only replicates human behavioral characteristics while executing judgment-intensive IT and business processes, but also creates the potential to spawn new businesses for IP-owners and enterprises.

# Everest Group's Service Delivery Automation (SDA) spectrum

SDA includes a spectrum of automation solutions for delivering global services



Note: In this report, we have referred to rules-based/deterministic SDA solutions (i.e., RDA, RPA, and autonomics) collectively as RPA



# This report is based on three key sources of proprietary information

## Proprietary database of 18 RPA technology vendors

The database tracks the following elements for each vendor:

- Automation development and integration features
- Automation management and resilience features
- IT governance and security features
- Partnerships with service providers and other technology vendors
- Support in terms of product training, maintenance, consulting, and other support services
- Availability and adoption of commercial model(s)
- Portfolio coverage in terms of industry, geography, process areas, and buyer size
- Vendor performance in terms of revenue and clients

## Demonstrations and interactions with technology vendors and other industry stakeholders

- Detailed demos and interviews with RPA technology vendors for a comprehensive view of the products
- Interviews with technology vendors' reference clients
- Executive-level discussions with technology vendors as well as service providers that cover:
  - Current state of the market
  - Opportunities and challenges
  - Expected direction of movement in the industry
  - Technology vendor / service provider vision and roadmap
- Executive-level discussions with industry enablers / specialist system integrators to get the buyer perspective, and also to reaffirm the findings from other sources
- On-site as well as conference meetings with enterprise RPA buyers to understand:
  - Vision and objectives
  - Buying criteria
  - Apprehensions and challenges
  - Outcomes achieved
  - Future direction

## Proprietary database of RPA and AI capabilities of 18 leading BPS providers complements the research

The database tracks the following capability elements for each service provider:

- Clients with automation deployments, scale and scope of deployments, cost savings, and case studies
- Automation client portfolio across buyer sizes, geographies, industries, and BPS segments
- RPA vision and strategy, top automation solutions, their value propositions, and RPA and AI features
- Technology partners and collaborations with academic institutes
- Investments specific to RPA and AI as well as engagement & commercial models

## Service providers covered in the analysis





# Overview and abbreviated summary of key messages

Robotic Process Automation (RPA) is one of the key enablers of digital transformation for enterprises and global service providers. In this report, we present a comparative assessment of 18 leading RPA technology vendors across their market impact and vision & capability using Everest Group's proprietary framework, the Products PEAK Matrix™. We also provide our remarks on key strengths and areas of improvement for these vendors. Lastly, we describe the competitive landscape in the market as well as key RPA solution trends and predictions.

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

## Everest Group RPA Products PEAK Matrix™ 2018

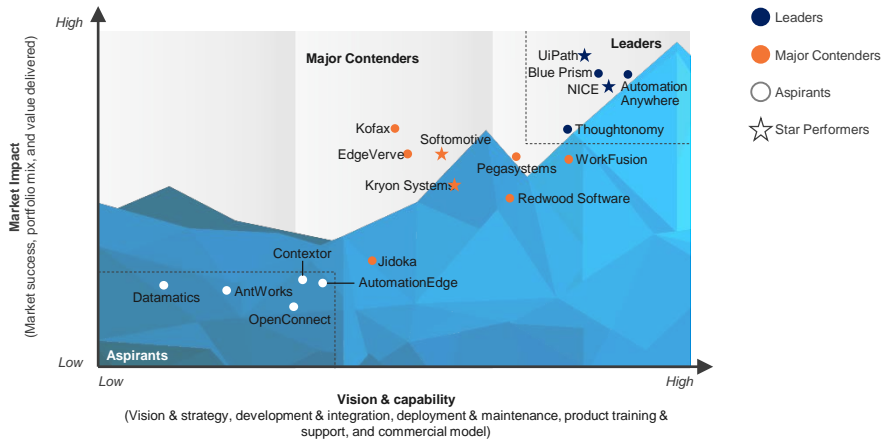
- Everest Group classifies 18 leading RPA technology vendors on its Products PEAK Matrix™ into the three categories of Leaders, Major Contenders, and Aspirants
  - **Leaders:** Automation Anywhere, Blue Prism, NICE, Thoughtonomy, and UiPath
  - **Major Contenders:** EdgeVerve, Jidoka, Kofax, Kryon Systems, Pegasystems, Redwood Software, Softomotive, and WorkFusion
  - **Aspirants:** AntWorks, AutomationEdge, Contextor, Datamatics, and OpenConnect
- Everest Group also identified four technology vendors as the “2018 RPA Market Star Performers” – NICE, Kryon System, Softomotive, and UiPath. This was based on the relative year-over-year movement of different technology vendors on the PEAK Matrix

## Insights on competitive landscape

- Automation Anywhere has the highest number of RPA clients. With over 600% year-over-year growth, UiPath closely follows
- Automation Anywhere, Blue Prism, and UiPath are the top three vendors in terms of RPA license revenue
- While Automation Anywhere and UiPath lead in North America and Asia Pacific, Thoughtonomy and Blue Prism have found the maximum success in the United Kingdom
- While all vendors enjoy high overall client satisfaction (CSAT), Leaders command superior CSAT, more so with their product vision & roadmap and delivering better business results
- Leaders have moved away from perpetual licensing to subscription-based licensing models. Advances in RPA technologies and increasing client maturity are fueling the rise of more output-oriented pricing models such as flexible usage-based and per-process or transaction-based models
- RPA solutions continue to evolve with a host of capabilities to help enterprises achieve strategic business outcomes

# The study offers five distinct chapters providing a deep dive into key aspects of RPA technology vendor landscape; below are four charts to illustrate the depth of the report

## Everest Group RPA Products PEAK Matrix™ 2018

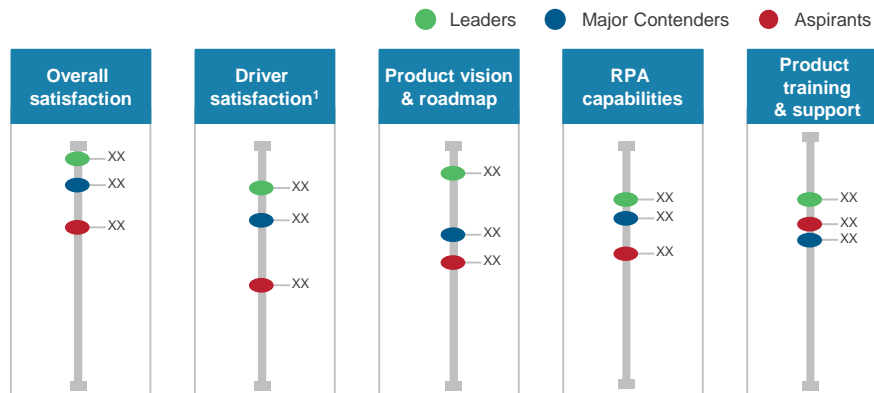


## Assessment of capability and market impact

Measure of capability: ● Best-in-class ● Very high ● High ● Medium high ● Medium ● Medium low ● Low ● Not mature

	Market impact				Vision & capability					
	Market success	Portfolio mix	Value delivered	Overall	Vision & strategy	Development & integration	Deployment & maintenance	Product training & support	Commercial model	Overall
Technology vendor 1	●	●	●	●	●	●	●	●	●	●
Technology vendor 2	●	●	●	●	●	●	●	●	●	●
Technology vendor 3	●	●	●	●	●	●	●	●	●	●
Technology vendor 4	●	●	●	●	●	●	●	●	●	●
Technology vendor 5	●	●	●	●	●	●	●	●	●	●
Technology vendor 6	●	●	●	●	●	●	●	●	●	●
Technology vendor 7	●	●	●	●	●	●	●	●	●	●
Technology vendor 8	●	●	●	●	●	●	●	●	●	●

## Average client satisfaction (CSAT) levels with RPA



<sup>1</sup> Clients' satisfaction with achieving their intended objectives/drivers behind RPA adoption

## Everest Group's remarks on technology vendors

Measure of capability: ● Best-in-class ● Very high ● High ● Medium high ● Medium ● Medium low ● Low ● Not mature

	Market impact				Vision & capability					
	Market success	Portfolio mix	Value delivered	Overall	Vision & strategy	Development & integration	Deployment & maintenance	Product training & support	Commercial model	Overall
	●	●	●	●	●	●	●	●	●	●

### Strengths

- XXX has a sturdy vision towards building an integrated digital workforce platform and has expanded RPA, cognitive, and BPM capabilities of its automation platform through in-house investment and partnerships. It also has a vision towards developing a robust learning ecosystem for RPA with eLearning courses, training programs, and university outreach
- It added XXX new enterprise clients in 2017 resulting in about XX% year-on-year growth in its number of clients. Our estimates indicate that it has the highest share of the RPA software market as well as the largest portfolio of enterprise clients. It also has a balanced client portfolio with significant presence across key geographies, industries, process areas, and buyer sizes
- It offers reusability and modularity features by allowing clients to create and share libraries of objects (XXX) to interact with underlying applications for a modular/layered robot design. Clients rate it highly for its scalability. It has also partnered with system integrators such as XXX for developing libraries of pre-built automations

### Areas of improvement

- While XXX has very strong unattended RPA capabilities, and lends itself very well for automating back-office processes, there is scope to further enhance its attended RPA/RDA capabilities with features such as next-best-action user guidance for XXX XXX
- XXX is yet to demonstrate considerable market success of XXX. It can focus on building function- / vertical-specific customized templates for XXX to make it more attractive for industries such as CPG and BFSI, and functions such as SCM, where use cases with unstructured data are highly prevalent. Clients also expect the vendor to improve its XXX capabilities (XXX). Its recent addition of NLP capabilities to its XXX is a step in this direction
- Adding out-of-the-box advanced workflow/orchestrator to integrate manual steps and orchestrate end-to-end processes would increase the value proposition for scaled-up use cases, and one-stop automation solutions

# Research calendar – Service Optimization Technologies (SOT)

Published
  Planned
  Current release

## Flagship SOT reports

### Release date

Enterprise RPA adoption – Pinnacle Model™ Assessment 2018 .....	March 2018
<b>Robotic Process Automation (RPA) – Technology Vendor Landscape with Products PEAK Matrix™ Assessment 2018 .....</b>	<b>April 2018</b>
Robotic Process Automation (RPA) – Technology Vendor Profile Compendium 2018 .....	Q2 2018
Robotic Process Automation (RPA) – Annual Report 2018 .....	Q2 2018
Intelligent Document Processing – Technology Vendor Landscape with PEAK Matrix™ Assessment 2018.....	Q3 2018
Chatbots / Virtual Agents – Technology Vendor Landscape with PEAK Matrix™ Assessment 2018.....	Q3 2018

## Thematic SOT reports

Viewpoint – Creating business value through next-generation smart digital workforce .....	February 2018
Report – Role of AI/Cognitive in CC Services .....	Q1 2018
Viewpoint – Enterprise-grade RPA .....	Q2 2018
Viewpoint – RPA in healthcare .....	Q2 2018
Report – Buyer feedback analysis for RPA .....	Q2 2018
Viewpoint – Citrix Automation - Challenges and Opportunities .....	Q2 2018
Viewpoint – Fulfilling the promise of RPA in F&A - A reality check .....	Q3 2018
Viewpoint – Growth and Impact of Cognitive/AI in FAO .....	Q4 2018
Viewpoint – Robot Security in RPA Implementations .....	Q4 2018

Note: For a list of all SOT reports published by us, please visit our [SOT reports portal](#)

# Additional SOT research references

The following documents are recommended for additional insight on the topic covered in this report. The recommended documents either provide additional details on the topic or complementary content that may be of interest

1. **Enterprise RPA Adoption | Pinnacle Model™ Assessment** ([EGR-2018-38-R-2586](#)); 2018. The service revolution is well underway, and enterprises across nearly all verticals are accelerating their Robotic Process Automation (RPA) efforts and related outcomes. While a majority of enterprises are still in early stages of RPA adoption, some enterprises have performed better than others in their RPA journey by developing a combination of differentiated capabilities along with deriving superior outcomes. Everest Group recognizes such RPA Pinnacle Enterprises™ by comparing enterprise performance on its proprietary Pinnacle Model™ methodology
2. **Everest Group - Artificial Intelligence in Global Services - State of the Market Report** ([EGR-2017-13-R-2397](#)); 2017. This report helps demystify AI from the point of view of global services (i.e., IT and business process services). It includes perspectives from the market about the differing definitions of AI, its adoption across industries and functions, various drivers behind and threats to adoption, and a deep-dive into the AI technology vendor landscape
3. **RPA Implementation in GICs – Learnings and Best Practices** ([EGR-2017-2-R-2514](#)); 2017. This report captures key learnings and experiences of best-in-class GICs that have undertaken RPA implementation. It also includes case studies on the RPA journey of leading GICs from a variety of industry verticals and stages of RPA adoption, with a focus on challenges faced and mitigation approaches employed
4. **The Business Case for RPA and Chatbots in Contact Centers** ([EGR-2017-1-R-2462](#)); 2017. This report assesses the financial impact of the adoption of SDA solutions such as RDA, RPA, and chatbots on the total cost of contact center operations and the typical SDA adoption journey for enterprises. It also provides few case studies of enterprises, who have currently adopted the SDA solutions to improve customer experience along with key learnings

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## About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empower clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at [www.everestgrp.com](http://www.everestgrp.com).

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