



Robotic Process Automation (RPA) – Technology Vendor Landscape with Products PEAK Matrix™ Assessment 2019

Service Optimization Technologies (SOT)

Market Report – June 2019: Complimentary Abstract / Table of Contents

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Custom research capabilities

- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

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Background of the research

Background of the research

Robotic Process Automation (RPA) is a key enabler of enterprise automation. It is rapidly gaining traction across industries and geographies, as more enterprises are becoming aware of its benefits. These benefits include reduction in costs, increased operational efficiency & quality, increased workforce productivity, enhanced customer & employee experience, and quick time-to-value. Encouraged by a growing number of success stories and positive word of mouth, many enterprises, Global In-house Centers (GICs), and service providers are investing in RPA. Selecting the right enterprise-grade RPA technology partner(s) is critical to success. However, RPA is a burgeoning market with technologies that are relatively new to many potential buyers in terms of product features, deployment options, training & support, partner ecosystem, and commercial models. 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 of RPA technology vendors
- Competitive landscape in the RPA technology vendor market
- Key RPA technology trends
- Remarks on key strengths and areas of improvement for each RPA technology vendor
- Assessment of RDA / attended RPA capabilities

Scope of this research

- **Products:** Robotic Process Automation (RPA)
- **Geography:** Global
- **Technology vendors:** 22 leading RPA technology vendors

Principles of Intelligent Automation (IA)

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

Intelligent 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 SOT research is based on multiple sources of proprietary information

Proprietary database of 22 RPA technology vendors

The database tracks the following elements for each vendor:

- Automation design, development, and integration
- Automation control and monitoring
- IT governance and security
- 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 40+ leading technology vendors and 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
- 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

Vendors covered in the analysis

**ANOTHER
MONDAY**

ANTWORKS
Reimagine • Rethink • Recreate

**AUTOMATION
ANYWHERE**
Go be great.

AutomationEdge

blueprism

DATAMATICS
Data to Intelligence

edgeverve
An Infosys company

helpsystems

INTELLIBOT

Jacada
CORPORATE

Jidoka

KOFAX

KRYON

NICE

nintex

nividous

PEGA

servicetrace

softomotive
We talk automation

thoughtonomy

UiPath

WorkFusion

Overview and abbreviated summary of key messages

Robotic Process Automation (RPA) is a key enabler of enterprise automation. This report uses Everest Group's proprietary PEAK Matrix™ to assess and evaluate RPA capabilities of independent software vendors across two key dimensions, market impact and vision & capability. It also includes competitive landscape & market share analysis, Everest Group's remarks on technology vendors highlighting their key strengths & areas of improvement, assessment of vendors' attended RPA / RDA capabilities, and insights into advances in RPA technologies.

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

Everest Group RPA Products PEAK Matrix™ 2018

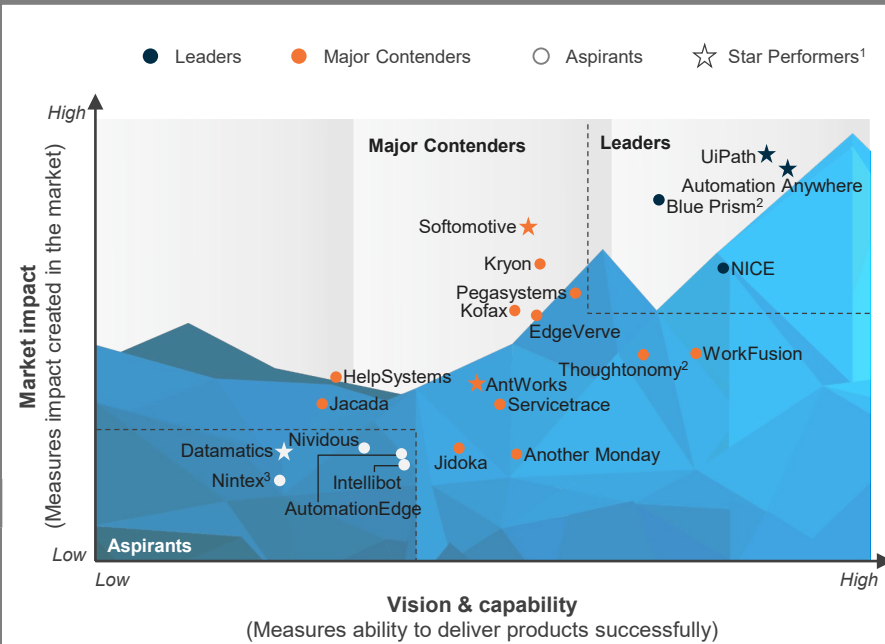
- Everest Group classifies 22 leading RPA technology vendors on its Products PEAK Matrix™ into the three categories of Leaders, Major Contenders, and Aspirants
 - **Leaders:** Automation Anywhere, Blue Prism, NICE, and UiPath
 - **Major Contenders:** Another Monday, AntWorks, EdgeVerve, HelpSystems, Jacada, Jidoka, Kofax, Kryon, Pegasystems, Servicetrace, Softomotive, Thoughtonomy, and WorkFusion
 - **Aspirants:** AutomationEdge, Datamatics, Intellibot, Nintex, and Nividous
- Everest Group also identified five RPA technology vendors as the “2019 RPA Market Star Performers” – AntWorks, Automation Anywhere, Datamatics, Softomotive, and UiPath. This was based on the relative year-over-year movement of the technology vendors on the PEAK Matrix™

Insights on competitive landscape

- Automation Anywhere, Blue Prism, and UiPath are the top vendors in terms of RPA license revenue, closely followed by NICE. Pegasystems leads in terms of revenue from attended RPA (RDA) licenses
- Automation Anywhere leads in North America, which is the largest RPA market, and Latin America. Blue Prism leads in the UK and MEA markets, while UiPath leads in Continental Europe and Asia Pacific
- UiPath has the highest market share in most verticals including high-tech & telecom, insurance, healthcare & pharma, and CPG & retail. Blue Prism and Pegasystems have the highest market share in banking & financial services and manufacturing industries, respectively
- UiPath holds the highest market share by license revenue across horizontal functions such as F&A, procurement, and HR, while Blue Prism leads in banking and insurance industry-specific process areas
- RPA solutions continue to evolve with a host of capabilities to help enterprises achieve strategic business outcomes
- Advances in RPA technologies and increasing client maturity are fuelling the rise of more output-oriented pricing models such as flexible usage-based and per-process or transaction-based models

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

Assessment of RPA vendors



- 1 Star Performers are selected based on a relative comparison of vendors' performance along both the market impact and vision & capability dimensions between our previous and current PEAK Matrix™ assessment. Those vendors with the greatest year-over-year improvement are designated as Star Performers
- 2 Analysis for Blue Prism and Thoughtonomy is based on capabilities before Blue Prism announced its intent to acquire Thoughtonomy
- 3 Analysis for Nintex is based on Foxtrot RPA capabilities before the acquisition of EnableSoft by Nintex

Capability assessment

Illustrative example

Measure of capability: ● High ○ Low

	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	●	●	●	●	●	●	●	●	●	●

Everest Group's remarks on service providers

Illustrative example

Measure of capability: ● High ○ Low

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

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

Intelligent Document Processing (IDP) – Technology Vendor Landscape with Products PEAK Matrix™ Assessment 2019	March 2019
Intelligent Document Processing (IDP) Annual Report 2019 – Let AI Do the Reading	May 2019
Robotic Process Automation (RPA) – Technology Vendor Landscape with Products PEAK Matrix™ Assessment 2019	June 2019
SDA in Business Process Services (BPS) – Solution Provider Landscape with PEAK Matrix™ Assessment 2019	Q3 2019
Conversational AI – Technology Vendor Landscape with Products PEAK Matrix™ Assessment 2019	Q3 2019
Enterprise AI Automation Adoption – Pinnacle Model™ Analysis 2019	Q3 2019

Thematic SOT reports

Conversing with AI – Intelligent Virtual Agents (IVA) Market Report 2019	November 2018
Think Banks Have Gotten the Most Out of Automation? Think Again!	February 2019
Process Mining – The New Juggernaut Driving Digital Transformation	March 2019
Intelligent automation: Accelerating from Short-term Wins to Long-term Strategic Business Outcomes	March 2019
Delivering Business Value Through Content Intelligence	Q3 2019
AI in Business – A Primer	Q3 2019
RPA in Healthcare	Q3 2019
Managers vs. Staff – Different Approaches to RPA Adoption – Ground Up vs. Top Down	Q3 2019
AI in Internet of Things (IoT)	Q4 2019
AI Automation Enterprise Playbook	Q4 2019

Note: For a list of all of our published SOT reports, please refer to our [website page](#)

Additional SOT research references

The following documents are recommended for additional insight into 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. **Intelligent Document Processing (IDP) – Technology Vendor Landscape with Products PEAK Matrix™ Assessment 2019** ([EGR-2019-38-R-3101](#)); 2018. This report uses Everest Group's proprietary PEAK Matrix™ to assess and evaluate IDP software products of 16 technology vendors across two key dimensions – market impact as well as vision and capability. It also includes IDP competitive landscape, Everest Group's remarks on IDP technology vendors highlighting their key strengths and areas of improvement, and IDP product capability trends and predictions
2. **Smart RPA Playbook** ([EGR-2018-38-R-2824](#)). Smart RPA, which blends both RPA and AI capabilities, is a core competency that can successfully enable digital transformation for enterprises. Using a five-step approach to adopt, expand, and scale Smart RPA deployments, this Playbook taps various frameworks, such as Everest Group's Pinnacle Model™ and Capability Maturity Model (CMM), to empower enterprises to conceptualize where they want to go with enterprise automation, what capabilities they need to develop to get there, and the ideal path for their journeys
3. **Enterprise RPA Adoption | Pinnacle Model™ Analysis** ([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 the 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

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