Process Mining – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2021

June 2021: Complimentary Abstract / Table of Contents

Everest Group
PEAK MATRIX®

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- This report is included in the following research program(s)
  – Service Optimization Technologies
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In addition to a suite of published research,
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- Analyst access
- Data cuts
- Pinnacle Model® reports
- PriceBook
- Virtual Roundtables
- Workshops

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

Everest Group defines Process Mining (PM) as a software product that involves a fact-based approach to help discover, monitor, and optimize as-is processes by analyzing process-related information from event logs generated by information systems (ERP, CRM, etc.) and/or recordings of activities performed by users on their desktops. Process mining has been one of the fastest growing markets in the intelligent automation space over the past few years. Process mining products find a wide variety of use cases from different business functions and verticals. Adoption of process mining solutions can not only help enterprises achieve cost savings and operational efficiency by identifying process optimization/automation opportunities, but also improve workforce productivity and enhance customer experience. These products are also rapidly evolving in the sophistication of their capabilities, features, and functionalities.

In this study, we assess process mining software products in the market that can analyze process-related information captured in event logs to discover process models, and which are available for independent licensing.

In this study, we analyze the process mining technology landscape across various dimensions:

- Everest Group's PEAK Matrix® evaluation, a comparative assessment of 18 leading process mining technology vendors
- Overview of process mining software products
- Competitive landscape of the process mining technology vendor market
- Key process mining technology trends
- Remarks on key strengths and limitations for each process mining technology vendor
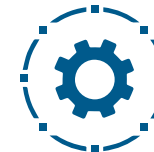- Desktop process mining / task mining technology vendor landscape

Scope of this report:

Products
Process mining

Geography
Global

Technology vendors
18 leading process mining technology vendors

Everest Group's SOT research is based on multiple sources of proprietary information

Proprietary database of 18 process mining technology vendors
- The database tracks the vendors' offerings/capabilities for:
  - Process setup, data preparation, and integration
  - Process discovery, conformance, and monitoring features
  - Deployment and hosting options
  - Partnerships with service providers and other technology vendors
  - Product-related training and support services
  - Availability and adoption of commercial model(s)
  - IT governance and security

Proprietary operational information database of technology vendors (updated annually)
- The database tracks the following operational information for each vendor:
  - Revenue and number of FTEs
  - Number of clients
  - FTE split by different lines of business
  - Portfolio coverage in terms of industry, geography, process areas, and buyer size

Demonstrations and interactions with technology vendors and other industry stakeholders
- Detailed demos for a comprehensive product view and executive-level discussions with process mining vendors that cover:
  - Current state of the market
  - Vision and strategy
  - Annual performance and outlook
  - Opportunities and challenges
  - Emerging areas of investment

Buyer reference interviews, ongoing buyer surveys, and interactions
- Interviews with technology vendors' reference clients and enterprise process mining buyers to get the buyer perspective around:
  - Drivers and objectives for adopting process mining
  - Apprehensions and challenges
  - Assessment of vendors' performance
  - Emerging priorities / buying criteria
  - Outcomes achieved
  - Lessons learnt and best practices

Vendors assessed[1]

apromore · celonis · EVERFLOW

integris · LANA · livejourney

Live Objects · logpickr · MEHRWERK PROCESSMINING

minit · M⊙NKEY mining · my invenio

paf now · QPR · SIGNAVIO

software AG · UiPath™ · upflux

1 In this study, we have assessed vendors' offerings / product capabilities as of December 2020. Analyses for Signavio and myInvenio are based on their capabilities before they were acquired by SAP and IBM, respectively
The source of all content is Everest Group unless otherwise specified
Confidentiality: Everest Group takes its confidentiality pledge very seriously. Any contract-specific information collected will only be presented back to the industry in an aggregated fashion

Our research methodology is based on four pillars of strength to produce actionable and insightful research for the industry

01
Robust definitions and frameworks

Function-specific pyramids, Total Value Equation, PEAK Matrix®, and market maturity

02
Primary sources of information

Annual RFIs, vendor briefings & buyer interviews, and web-based surveys

03
Diverse set of market touchpoints

Ongoing interactions across key stakeholders, input from a mix of perspectives and interests, supports both data analysis and thought leadership

04
Fact-based research

Data-driven analysis with expert perspectives, trend-analysis across market adoption, contracting, and vendors

Proprietary database on process mining capabilities of 18+ technology vendors

Repository of existing research in process mining
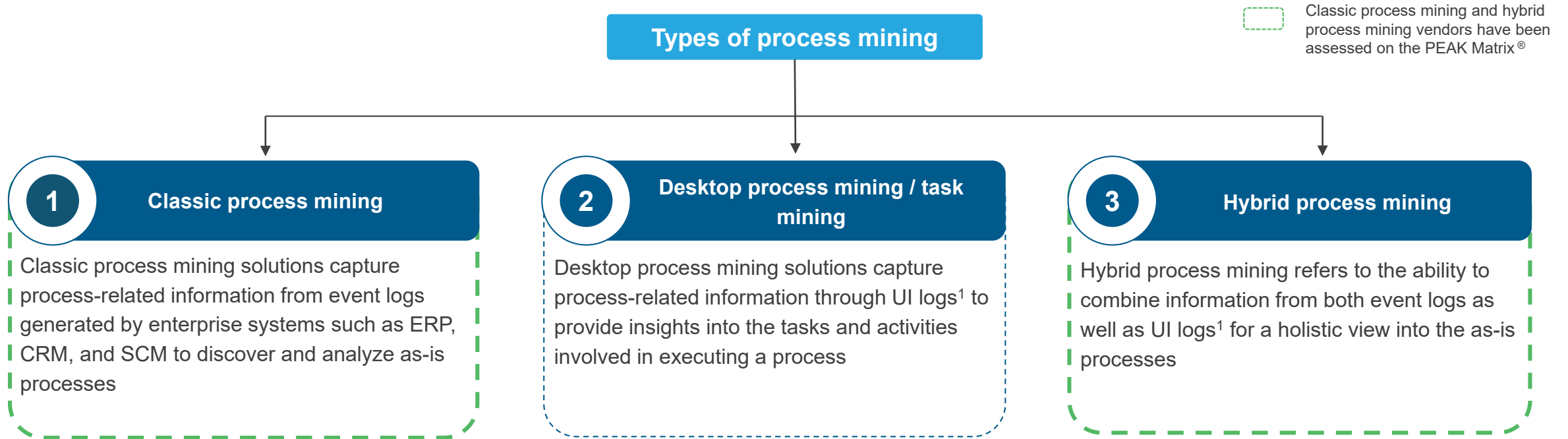
Dedicated team for process mining research

Executive-level relationships with buyers, service providers, technology providers, and industry associations

Understanding process mining solutions
Process mining solutions leverage different types of system and user activity data to provide enterprises visibility into their business processes

Process mining

Process mining involves a fact-based approach to help discover, monitor, and optimize as-is processes by analyzing process-related information from event logs generated by information systems (ERP, CRM, etc.) and/or recordings of activities performed by users on their desktops

Classic process mining and hybrid process mining vendors have been assessed on the PEAK Matrix®

Types of process mining

1 **Classic process mining**

Classic process mining solutions capture process-related information from event logs generated by enterprise systems such as ERP, CRM, and SCM to discover and analyze as-is processes

2 **Desktop process mining / task mining**

Desktop process mining solutions capture process-related information through UI logs[1] to provide insights into the tasks and activities involved in executing a process

3 **Hybrid process mining**

Hybrid process mining refers to the ability to combine information from both event logs as well as UI logs[1] for a holistic view into the as-is processes

1   User actions and metadata, such as keystrokes, mouse clicks, activity screenshots, and application object IDs, are captured/recorded across desktops to create UI logs

Overview and abbreviated summary of key messages

Process mining is a key enabler to achieve process excellence and accelerate organizations' digital transformation journeys. This report leverages Everest Group's proprietary PEAK Matrix® framework to assess and evaluate the process mining capabilities of independent software vendors across two key dimensions: market impact and vision & capability. It also features a competitive landscape and market share analysis, examines technology vendors' key strengths and limitations, provides insights into advances in process mining technologies, and studies desktop process mining / task mining vendors.

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

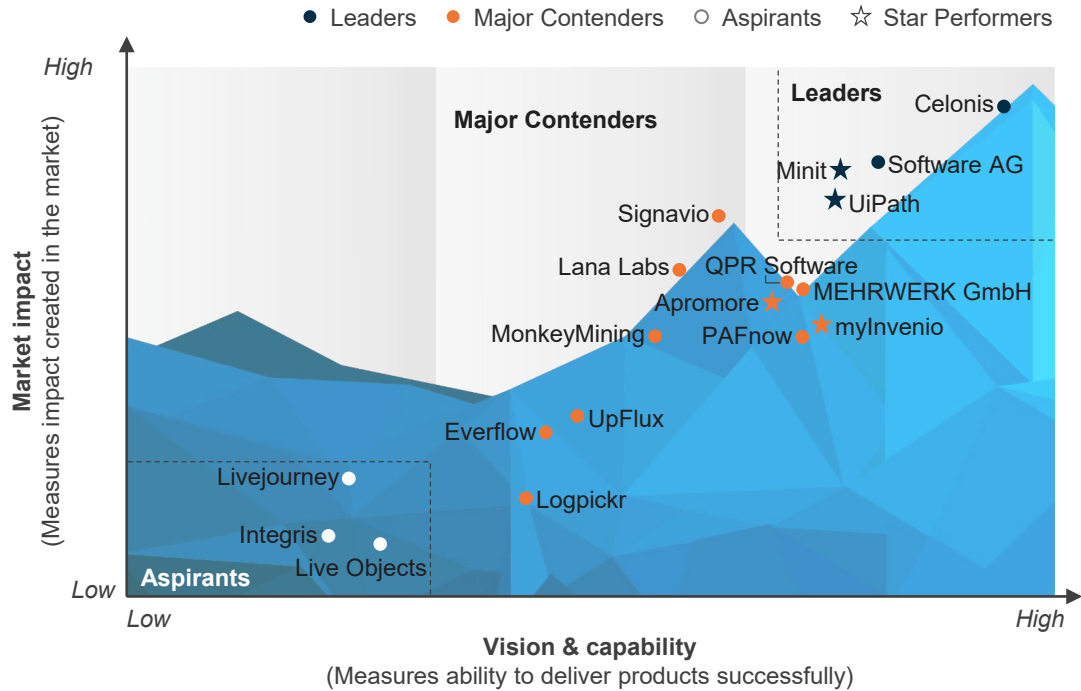|	

Everest Group Process Mining PEAK Matrix® 2021	• Everest Group classifies 18 process mining technology vendors on the Everest Group Products PEAK Matrix® into the three categories of Leaders, Major Contenders, and Aspirants:
	  – **Leaders:** Celonis, Minit, Software AG, and UiPath
	  – **Major Contenders:** Apromore, Everflow, Lana Labs, Logpickr, MEHRWERK GmbH, MonkeyMining, myInvenio, PAFnow, QPR Software, Signavio, and UpFlux
	  – **Aspirants:** Integris, Livejourney, and Live Objects
	• Apromore, Minit, myInvenio, and UiPath have demonstrated the strongest year-over-year movement on both market impact and vision & capability dimensions and emerged as "2021 Process Mining Market Star Performers"

Insights on competitive landscape	• Celonis continues to dominate the market in terms of process mining software revenue and holds over 60% share of the market. The other top vendors by process mining software market share include Minit, Software AG, and UiPath • Apromore has experienced the highest year-over-year growth in process mining software revenue. MonkeyMining, UiPath, and UpFlux are the other vendors that have achieved over 200% YoY growth, indicating strong market demand for process mining technology • Celonis has the largest client base, and Software AG holds the second spot in terms of number of process mining clients • Celonis has the highest market share by revenue in all the key verticals including manufacturing, BFSI, healthcare & pharma, high-tech & telecom, CPG & retail, and professional services. Software AG has the second highest market share in the majority of verticals • Celonis continues to hold the highest share of the process mining market across Continental Europe, North America, the UK, and LATAM regions, while Software AG is leading in emerging markets of APAC and MEA • Celonis has the highest share of process mining clients across large, mid-size, and small enterprise buyer segments. Software AG leads in the SMB segment (<US$50 million in revenue) and has the second highest share of clients in other segments

This study offers six distinct chapters providing a deep dive into key aspects of process mining technology vendor market; below are three charts to illustrate the depth of the report

Process Mining Products PEAK Matrix® Assessment 2021[1]

Illustrative example

● Leaders ● Major Contenders ○ Aspirants ☆ Star Performers

Market impact (Measures impact created in the market)

High

Low

Vision & capability (Measures ability to deliver products successfully)

Low — High

Leaders
- Celonis
- Software AG
- Minit ★
- UiPath ★

Major Contenders
- Signavio
- Lana Labs
- QPR Software
- Apromore ★
- MEHRWERK GmbH
- MonkeyMining
- PAFnow
- myInvenio
- Everflow
- UpFlux
- Logpickr

Aspirants
- Livejourney
- Integris
- Live Objects

1. Analyses for Signavio and myInvenio are based on their capabilities before they were acquired by SAP and IBM, respectively

Note: Star Performers are selected based on a relative comparison of vendors' performance on the market impact and vision & capability dimensions in the previous and latest PEAK Matrix® assessments. Vendors with the highest year-over-year improvement are designated as Star Performers. The Star Performer title does not reflect the overall market leadership position, which is designated through Leaders, Major Contenders, or Aspirants

Capability assessment

Illustrative example

Measure of capability: ● High ◑ Low

Technology Vendor	Market impact				Vision & capability					
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Process setup and integration	Process intelligence	Implementation and support	Commercial and sales 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 technology vendors

Illustrative example

Measure of capability: ● High ◑ Low

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Process setup and integration	Process intelligence	Implementation and support	Commercial and sales model	Overall

Strengths

Areas of improvement

- Technology provider 1 focuses on delivering a process mining platform that offers interoperability with adjacent technologies such as RPA, OCR, and BI. Through its platform, the company aims to complement the existing application landscape and provide insights into business processes to help enterprises drive efficiencies

- It has a built-in ETL module to offer data pre-processing features such as the ability to merge event logs from different enterprise applications and configure attributes in log data

- Technology provider 1 serves clients based out of Continental Europe and lacks experience of serving enterprises in geographies such as North America, the UK, LATAM, MEA, and APAC

- Its clientele is skewed toward government & public sector, healthcare & pharma, and insurance industries. Its experience of serving enterprises in other key verticals such as manufacturing, banking, hi-tech & telecom, and retail industries is relatively limited

Research calendar
Service Optimization Technologies (SOT)

Flagship SOT reports	Release date
An Evolving Digital Workforce to Assist Humans – Robotic Process Automation (RPA) State of the Market Report 2021	December 2020
Intelligent Process Automation (IPA) – Solution Provider Landscape with Solutions PEAK Matrix® Assessment 2021	March 2021
Intelligent Document Processing (IDP) – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2021	April 2021
Process Mining – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2021	**June 2021**
Intelligent Process Automation (IPA) – State of the Market Report 2021	Q2 2021
Process Mining – Technology Vendor Compendium 2021	Q3 2021
Process Mining – State of the Market Report 2021	Q3 2021
Conversational AI – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2021	Q3 2021

Thematic SOT reports	Release date
Accelerated Intelligent Automation (AIA) in Enterprises	May 2020
The 360-degree Enterprise Automation Playbook	May 2020
AI Start-ups Redefining Business Processes: Top 30 Trailblazers	December 2020
Understanding Cloud-native RPA	January 2021
Mine Your Journey to Digital Excellence	March 2021
Intelligent Document Processing (IDP) Playbook 2021	Q2 2021
Process Mining Playbook 2021	Q2 2021

Note: For a list of all of our published SOT reports, please refer to our website page

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