Everest Group®

State of the Market Report | Service Optimization Technologies

Powering Business Processes with Intelligent Automation – Intelligent Processes Automation (IPA) State of the Market Report 2021

June 2021: Complimentary Abstract / Table of Contents

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Background of the research

Enterprises are facing unprecedented pressure to reduce costs, optimize operations, and increase business resilience, more so due to the ongoing COVID-19 crisis. Multiple digital elements are disrupting the status quo. Both on the demand as well as supply side; digital technologies, automation in particular, are becoming ubiquitous. Enterprises are expecting not only cost reduction, but also next-generation benefits from their relationships; and solution providers have recognized the need to pivot quickly to a digital-powered model to provide those benefits to their clients. One of the most potent digital levers enabling this transformation is Intelligent Process Automation (IPA).

Everest Group defines IPA as Intelligent Automation (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; however, 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 across areas such as industry, business function, geography, and buyer size

IPA solution characteristics

IPA services characteristics

IPA solution provider landscape

Outlook for 2021-22, along with challenges and best practices

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

This research provides IPA buyers and solution providers a detailed view of the current state of the market and analyses it across various dimensions, including market overview and adoption trends, solution characteristics, services characteristics, IPA solution provider landscape, and outlook for 2021-22.

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

IPA market overview

- Enterprises across the globe faced various challenges due to COVID-19 and realized the importance of automation for ensuring business resilience, agility, and growth
- The global IPA market surpassed US$4.5 billion at the end of 2020. Though the pandemic slowed growth in 2020, IPA adoption is expected to experience a significant uptick coming out of the crisis. It is expected to grow at a CAGR of 40-50% over the next two years, driven by the pent-up demand for automation

Adoption trends

- BFSI continues to be the largest adopter of IPA solutions and services, followed by healthcare & pharma, CPG & retail, and telecom
- In 2020, industry-specific processes and F&A experienced the highest adoption, while BFSI and healthcare had the highest adoption within industry-specific processes
- North America is the largest adopter of IPA with 50% of the market share, followed by Continental Europe and the UK

Solution characteristics

- IPA solution providers' attention is split almost equally between RPA and cognitive automation; while implementation talent dominates across the scope of services
- APAC continues to dominate as a source of IPA talent, followed by North America and Continental Europe
- Solution providers are offering solutions across RPA, IDP, conversational AI, etc., while rolling out innovative offerings, such as RPA-as-a-service, to address emerging needs in the IPA market

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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 that are spread across process, technology, automation strategy, and workforce transformation
- Process mining is becoming an integral tool that solution providers are leveraging to drive successful enterprise automation initiatives

IPA solution provider landscape

- Cognizant, IBM, Infosys, PwC, TCS, and Wipro dominate the market in terms of IPA revenue
- Accelirate, Persistent Systems, and Sopra Steria have experienced the highest YoY revenue growth, indicating strong market demand for IA technology
- Though Cognizant, IBM, and TCS are dominating the IPA market in most of the verticals, including BFSI and telecom, IBM, TCS, and Wipro have dominant market share in most business functions

Future outlook

- Enterprises that are ahead of their peers in digital transformation journey are performing considerably better during the COVID-19 pandemic. This realization has made enterprises accelerate their automation journeys
- Enterprises across verticals are looking to automate at a much faster pace, resulting in new use cases across verticals, especially in BFSI, healthcare, and the public sector
- Enterprises are increasingly seeking cognitive components in their IPA engagements to acquire human-like decision making capability for their business processes
- Solution providers are increasingly developing function- and vertical-specific packaged solutions due to increasing demand from enterprises

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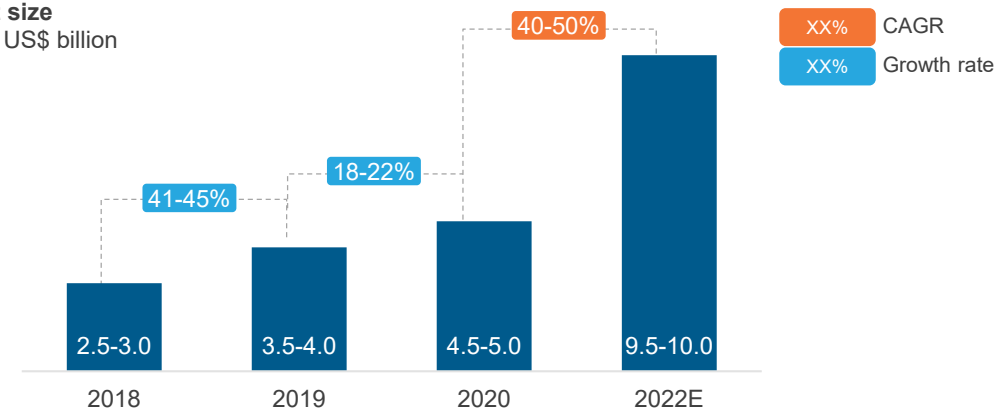
This study offers six distinct chapters providing a deep dive into key aspects of the IPA market; below are four charts to illustrate the depth of the report

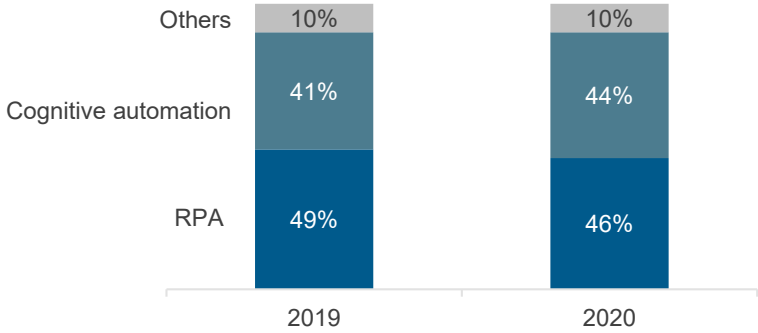
IPA market overview

IPA market size
Revenue in US$ billion



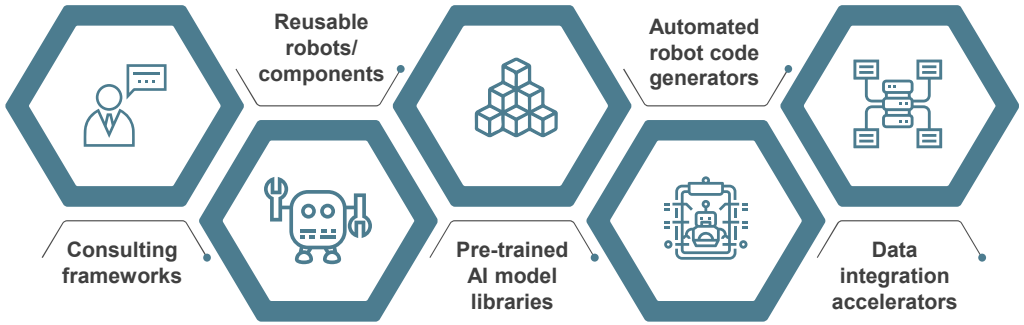
Solution characteristics

IPA FTE split by scope of automation
Percentage of total IPA FTEs



Services characteristics

Implementation accelerators offered by solution providers



IPA solution provider landscape

Solutions providers' IPA market share by revenue
(Listed in alphabetical order within each category)

>5%	1-5%	Less than 1%
Cognizant	Atos	ACCELIRATE
IBM	Capgemini	DATAMATICS
Infosys	DIGITAL WORKFORCE	DIGIBLU
pwc	EXL	exela TECHNOLOGIES
tcs TATA CONSULTANCY SERVICES	genpact	HEXAWARE
wipro	HCL	Mphasis
	Softtek	NTT DATA
	SYKES	Persistent
	Tech Mahindra	Robiquity
		RPATech
		sopra steria
		UST

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Research calendar

Service Optimization Technologies (SOT)

Published | Planned | Current release

Flagship SOT reports	Release date
Robotic Process Automation (RPA) – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020	September 2020
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
Intelligent Process Automation (IPA) – Solution Provider Compendium 2021	May 2021
Process Mining – Technology Vendor Landscape with Products PEAK® Matrix Assessment 2021	June 2021
Powering Business Processes with Intelligent Automation – Intelligent Processes Automation (IPA) State of the Market Report 2021	**June 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	June 2021
Process Mining Playbook	June 2021

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

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