

Robotic Process Automation (RPA) – Technology Provider Landscape with PEAK Matrix® Assessment 2021

September 2021: Complimentary Abstract / Table of Contents



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Market intelligence

Tracking: service providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

Contents

1. Introduction and overview	5
• Research methodology	6
• Focus of the research	7
• Background of the research	8
• Summary of key messages	9
2. RPA – Products PEAK Matrix® characteristics	10
• PEAK Matrix framework	11
• Everest Group PEAK Matrix® for RPA	14
• Characteristics of Leaders, Major Contenders, Aspirants, and Star Performers	15
• Technology provider capability summary dashboard	19
3. RPA market – competitive landscape	24
4. RPA technology trends	32
5. Enterprise sourcing considerations	38
• Leaders	38
– Automation Anywhere	39
– Blue Prism	41
– NICE	43
– UiPath	45

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Contents

• Major Contenders	47
– Aiwozo	48
– Appian	50
– AutomationEdge	52
– Datamatics	54
– HelpSystems	56
– IBM	58
– Jacada	60
– JIFFY.ai	62
– Kryon	64
– Laiye	66
– Microsoft	68
– Nividous	70
– SAP	72
– Servicetrace	74
– WorkFusion	76
• Aspirants	78
– ElectroNeek	79
– Nintex	81
– Perpetuuti	83
– Qruize	85
6. Appendix	87
• Glossary of key terms	88
• Research calendar	91

Background of the research

Robotic Process Automation (RPA) has been one of the fastest growing markets in the enterprise automation segment in the past decade. There is wide adoption across industries and geographies as more enterprises are becoming aware of its benefits. It has been a key enabler for organizations in reduction of costs, greater 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 Business Services (GBS), 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, rapidly evolving in terms of product features, deployment options, product architecture, training & support, partner ecosystem, and commercial models. The technologies along with the delivery models are 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 23 leading RPA technology vendors
- Competitive landscape in the RPA technology vendor market
- Key RPA technology trends
- Remarks on key strengths and limitations for each RPA technology vendor
- Assessment of RDA / attended RPA capabilities

Scope of this report:



Geography
Global



Technology providers
23 leading RPA technology providers



Products
Robotic Process Automation (RPA)

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

Proprietary database of 23 RPA technology providers

- The database tracks the providers’ offering/capabilities for:
 - Automation design, development, and integration
 - Automation control, monitoring, and analytics
 - Deployment and hosting options
 - Partnerships with service providers and other technology providers
 - Product-related training and support services
 - Availability and adoption of commercial model(s)
 - IT governance and security

Proprietary operational information database of technology providers (updated annually)

- The database tracks the following operational information for each provider:
 - Revenue and number of FTEs
 - Number of clients
 - FTE split by different Lines of Business (LoBs)
 - Portfolio coverage in terms of industry, geography, process areas, and buyer size

Demonstrations and interactions with technology providers and other industry stakeholders

- Detailed demos for a comprehensive product view and executive-level discussions with RPA providers 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 providers’ reference clients and enterprise RPA buyers to get the buyer perspective around:
 - Drivers and objectives for adopting RPA
 - Apprehensions and challenges
 - Assessment of providers’ performance
 - Emerging priorities / buying criteria
 - Outcomes achieved
 - Lessons learnt and best practices

Technology providers assessed¹



¹ In this study, we have assessed providers’ offerings / product capabilities as of April 2021. Analyses for Jacada and Servicetrace are based on their capabilities before they were acquired by Uniphore and Salesforce, 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

Overview and abbreviated summary of key messages

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

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

Everest Group RPA Products PEAK Matrix® 2021

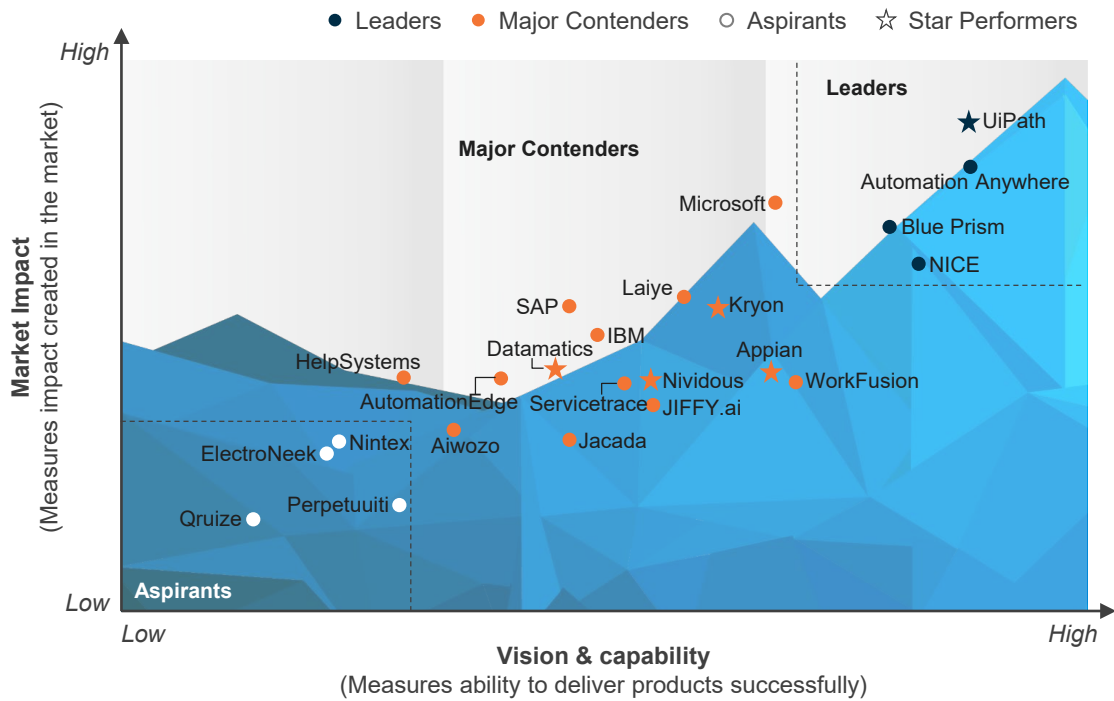
- Everest Group classifies RPA technology providers on the Everest Group Products PEAK Matrix® into the three categories of Leaders, Major Contenders, and Aspirants:
 - **Leaders:** Automation Anywhere, Blue Prism, NICE, and UiPath
 - **Major Contenders:** Aiwozo, Appian, AutomationEdge, Datamatics, HelpSystems, IBM, Jacada, JIFFY.ai, Kryon, Laiye, Microsoft, Nividous, SAP, Servicetrace, and WorkFusion
 - **Aspirants:** ElectroNeek, Nintex, Perpetuuti, and Quize
- Everest Group also identified five technology vendors as the “2021 RPA Market Star Performers” – Appian, Datamatics, Kryon, Nividous, and UiPath. This was based on the relative year-over-year movement of different technology providers on the PEAK Matrix®

Insights on competitive landscape

- Automation Anywhere, Blue Prism, and UiPath continue to dominate the market in terms of RPA software revenue. UiPath has achieved strong YoY growth in 2020 on a relatively larger base, further increasing its market share. Some of the new and smaller providers have also experienced high growth, indicating strong market demand for RPA technology
- Automation Anywhere, Blue Prism, HelpSystems, Microsoft, and UiPath lead the pack in terms of number of RPA clients. Aiwozo, Laiye, and Microsoft experienced over 100% YoY growth in number of RPA clients in 2020
- UiPath has the highest market share in most industry verticals. Automation Anywhere, NICE, Blue Prism, and Microsoft are also some of the top providers with high market share across different industry verticals
- Blue Prism and Automation Anywhere hold the highest market share by revenue in banking and insurance, and healthcare industry-specific process areas respectively, while UiPath leads across horizontal functions such as F&A, contact center, procurement, and HR

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

RPA Products PEAK Matrix® Assessment 2021¹



Capability assessment

Illustrative example

Measure of capability: ○ Low ● High

Technology provider	Market impact				Vision & capability					
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Development & integration	Deployment & maintenance	Product training & support	Commercial & sales model	Overall
Technology provider 1	●	●	●	●	●	●	●	●	●	●
Technology provider 2	○	●	●	○	○	○	●	●	○	○
Technology provider 3	○	●	●	●	●	○	○	●	●	●
Technology provider 4	○	○	●	○	●	○	●	○	○	○
Technology provider 5	●	○	○	○	○	○	○	○	○	○
Technology provider 6	○	○	○	○	○	○	○	○	○	○
Technology provider 7	○	○	○	○	○	○	○	○	○	○
Technology provider 8	○	○	○	○	○	○	○	○	○	○
Technology provider 9	○	○	○	○	○	○	○	○	○	○

Everest Group's remarks on technology providers

Illustrative example

Measure of capability: ○ Low ● High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Development & integration	Deployment & maintenance	Product training & support	Commercial & sales model	Overall
○	○	○	○	○	○	○	○	○	○

Strengths

- XXX envisions to provide an intelligent automation platform that brings together various components of digital transformation. It has a rich experience of serving enterprise clients globally across key verticals, and has deployed its platform for prevalent use cases
- Clients have appreciated XXX product vision, continuous innovation, quick roadmap progression

Limitations

- The XXX platform presently lacks a built-in process recorder capability that can help ease the learning process for new users to automate low complex tasks and processes
- Most of XXX clientele belongs to the BFSI industry and it has limited experience of serving enterprises in other verticals

1 Analyses for Jacada and Servicetrace are based on their capabilities before they were acquired by Uniphore and Salesforce, respectively.
 Note: Star Performers are selected based on a relative comparison of providers' performance on the market impact and vision & capability dimensions in the previous and latest PEAK Matrix® assessments. Providers 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.
 Source: Everest Group (2021)

Research calendar

Service Optimization Technologies (SOT)

Published Planned Current release

Flagship SOT reports

Release date

Process Mining – Technology Vendor Landscape with Products PEAK® Matrix Assessment 2021	May 2021
Intelligent Document Processing (IDP) – Technology Vendor Compendium 2021	June 2021
Intelligent Document Processing (IDP) State of the Market Report 2021 – Key to unlocking value in documents	June 2021
Intelligent Process Automation (IPA) – State of the Market Report 2021	June 2021
Conversational AI – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2021	August 2021
Robotic Process Automation (RPA) – Technology Provider Landscape with PEAK Matrix® Assessment 2021	September 2021
Conversational AI – State of the Market Report 2021	Q3 2021
Robotic Process Automation (RPA) State of the Market Report 2021	Q4 2021

Thematic SOT reports

Release date

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 2021	June 2021
Scaling Up Intelligent Automation – What Can We Learn from the Best?	August 2021

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