

Stepping into the Era of Digital Workers – Robotic Process Automation (RPA) State of the Market Report 2022

December 2021: Complimentary Abstract / Table of Contents



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Tracking: service providers,
locations, risk, technologies

Locations: costs, skills,
sustainability, portfolios

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For more information on this and other research published by Everest Group, please contact us:

Amardeep Modi, Vice President

Harpreet Makan, Practice Director

Utkarsh Shahdeo, Senior Analyst

Shiven Mittal, Senior Analyst

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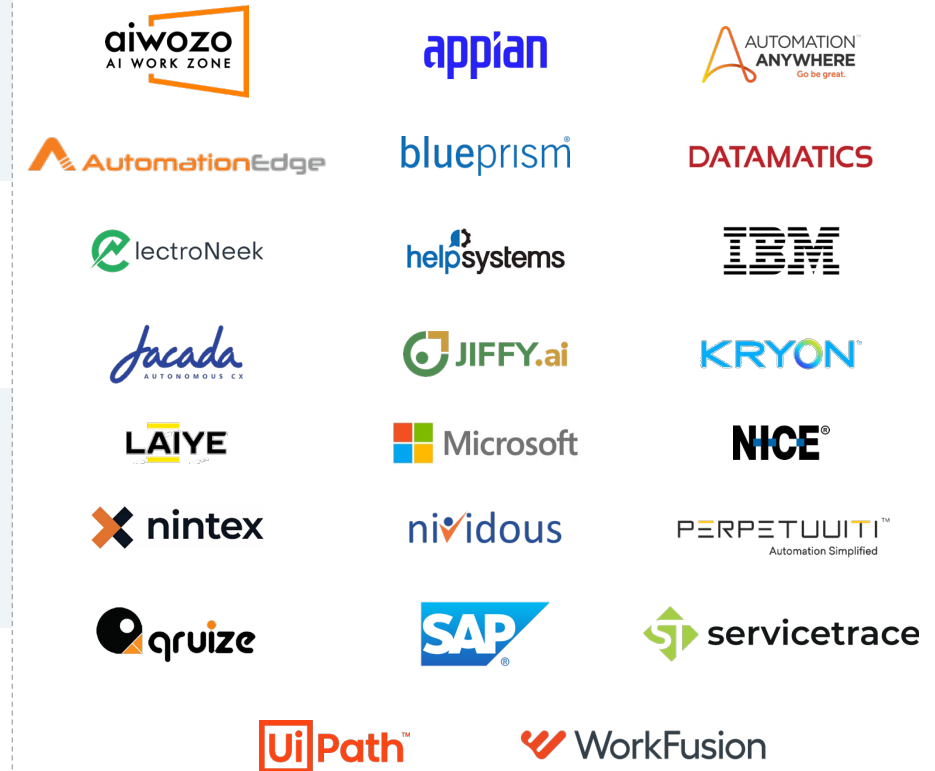
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Everest Group’s SOT research is based on multiple sources of proprietary information

- 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 demonstrations 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 learned and best practices adopted

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 information we collect that is contract specific will only be presented back to the industry in an aggregated fashion.

Background of the research

Robotic Process Automation (RPA) has been among the fastest growing markets in the enterprise automation segment in the past decade, with wide adoption across industries and geographies, as more enterprises become aware of its benefits. It has been a key enabler for organizations in reducing costs, improving operational efficiency and quality, increasing workforce productivity, enhancing customer and employee experience, and realizing quicker time-to-value. There has also been a slew of activities happening in the RPA market, which also saw the entry of some of the leading big technology players. Encouraged by a growing number of success stories and a positive word of mouth, many enterprises, Global Business Services (GBS) firms, and service providers are investing in RPA. These RPA platforms continue to rapidly evolve in terms of product features, deployment options, product architecture, training and support, partner ecosystem, and commercial models. Thus, it is critical for business leaders to be abreast with the latest trends in the RPA market.

In this study, we investigate the state of the RPA software provider market and focus on:

- Market size and adoption trends across buyer geography, size, industry, and business function
- Buyer expectations, barriers to adoption, and best practices
- RPA solution characteristics and key product capabilities and trends
- RPA provider landscape
- Outlook 2022-23

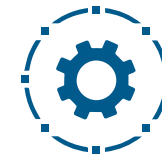
Scope of this report:



Geography
Global



Industry
All key industries



Technologies
Robotic Process Automation
(RPA)

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

This report provides RPA buyers, software providers, and third-party enablers (service providers, system integrators, etc.) a detailed view of the current state of the global RPA software provider market. It examines the market and analyzes it across various dimensions, including market size and adoption trends, buyer expectations, key barriers to RPA adoption and best practices, solution characteristics, product capabilities & trends, RPA technology provider landscape, and outlook for 2022-23

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

RPA software market size and adoption trends

- The global RPA software market stood at US\$1.8 billion at the end of 2020, posting a healthy YoY growth of over 45%
- The entry of tech giants such as Microsoft, IBM, ServiceNow, and Salesforce has significantly expanded the user base for RPA, further creating awareness around its potential benefits and accelerating its adoption

Buyer expectations

- Although cost savings continue to be an important driver, improving operational efficiency and employee productivity have become factors of paramount importance as enterprises adapt to new working models post COVID-19
- Buyers are quite satisfied with RPA providers in helping them meet their objectives for RPA adoption and have indicated high overall satisfaction

Key barriers to adoption and best practices

- While the RPA customer base continues to grow rapidly, a majority of enterprise clients are still in the early stages of adoption and presently deploy less than 10 RPA licenses
- The major inhibitors to accelerating value realization from RPA include gaps in RPA strategy and roadmap, ineffective change management and governance, lack of an effective automation CoE, identifying right level of optimization opportunities, and managing long-running workflows

RPA solution characteristics

- RPA technology providers made significant investments in enhancing their online training portal and content; they also expanded the breadth of training partners for remote training
- Almost all providers support both on-premise and cloud deployments; the SaaS delivery model has gained significant market traction in the past one year

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

RPA product capabilities and trends

- RPA technology continues to evolve with a host of native capabilities to help enterprises achieve superior outcomes
- Features to facilitate citizen development such as universal process recorder, AI-based guidance for developing automation, and task mining have been key focus areas of several RPA technology providers
- Improving ease of access and lowering TCO through cloud-native deployments have been other key themes of feature development

RPA technology provider landscape

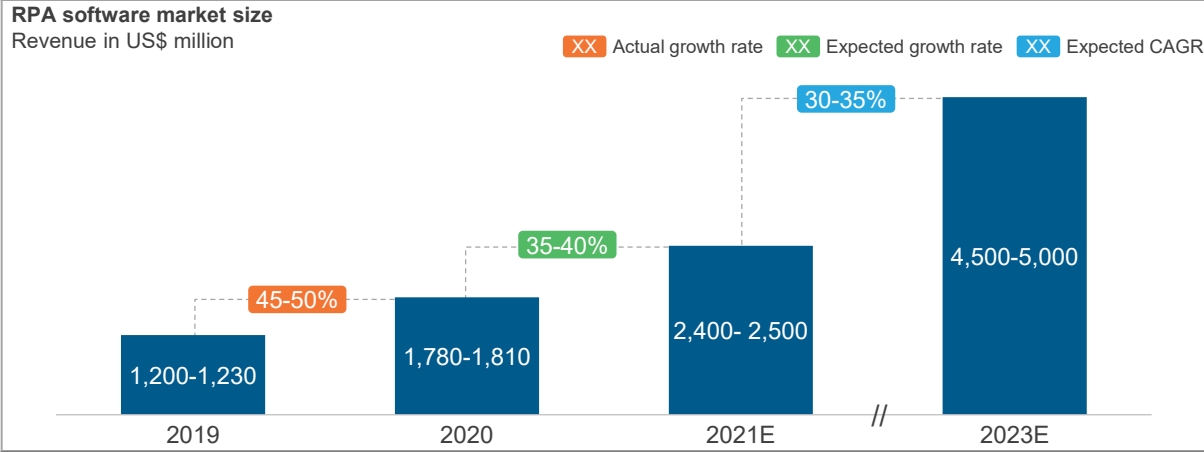
- Automation Anywhere, Blue Prism, and UiPath continue to dominate the market in terms of RPA software revenue; there was also a slew of M&A activities in the past few months marking the entry of several big technology providers in RPA space
- UiPath has the highest market share in most verticals; Automation Anywhere, Blue Prism, NICE, and Microsoft are also some of the top providers across industry verticals

Outlook for 2022-23

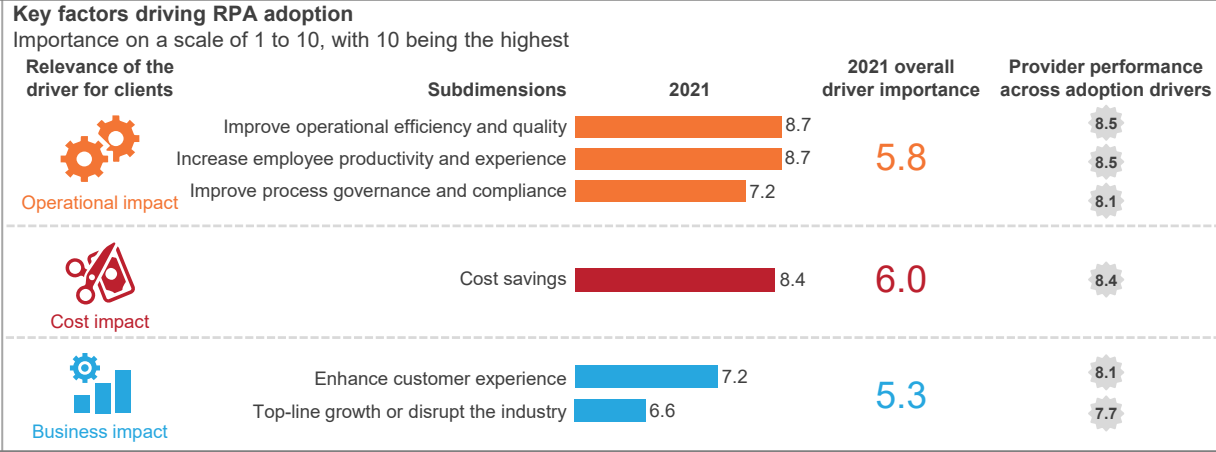
- While the COVID-19 pandemic slowed down the growth momentum in 2020, it has amplified the need for digital transformation and automation. As the global economy recovers, enterprises are expected to increase focus and investments for accelerating their automation journeys, driving greater adoption of RPA
- With an amplified demand for a holistic automation platform, the RPA market is likely to see more such mergers and acquisitions. There might also be increasing instances of big RPA providers acquiring providers with complementary capabilities (e.g., UiPath and ProcessGold, Appian and Lana Labs) to expand the scope of offerings
- The last year saw the rise and popularity of the as-a-service model, with organizations embracing SaaS, ITaaS, and other such services. In response to the growing demand, some providers have already invested in their own cloud or SaaS offerings, while many other providers are expected to follow suit and enhance their support for cloud offerings

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

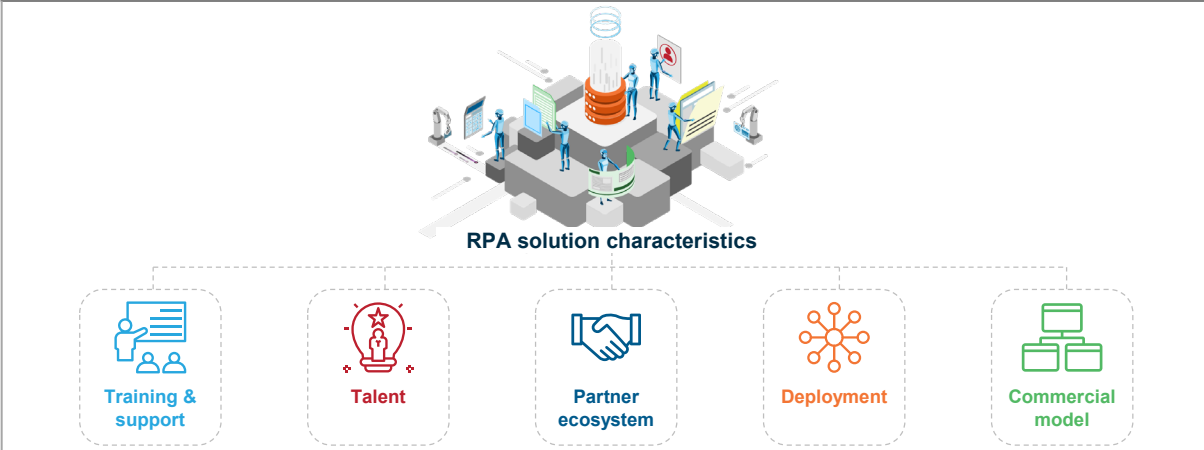
RPA software market size and adoption trends



Buyer expectations



RPA solution characteristics



RPA vendor landscape



Research calendar

Service Optimization Technologies (SOT)

Published Planned Current release

Flagship 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	October 2021
Stepping into the Era of Digital Workers – Robotic Process Automation (RPA) State of the Market Report 2022	December 2021

Thematic 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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everestgrp.com/blog

Dallas (Headquarters)

info@everestgrp.com
+1-214-451-3000

Bangalore

india@everestgrp.com
+91-80-61463500

Delhi

india@everestgrp.com
+91-124-496-1000

London

unitedkingdom@everestgrp.com
+44-207-129-1318

Toronto

canada@everestgrp.com
+1-647-557-3475

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