Everest Group®

Everest Group PEAK MATRIX® | Service Optimization Technologies

Task Mining – Technology Provider Landscape with Products PEAK Matrix® Assessment 2022

August 2022: Complimentary Abstract / Table of Contents

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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 pyramid, Total Value Equation (TVE), PEAK Matrix®, and market maturity

02

Primary sources of information

Annual contractual and operational RFIs, provider briefings and buyer interviews, 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 providers

Proprietary database on task mining capabilities of 17+ technology providers

Year-round tracking of 17+ task mining providers

Large repository of existing research in task mining

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

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Background of the research

Background of the research

Everest Group defines task mining as a type of software product that can capture user actions and metadata, such as keystrokes, mouse clicks, activity screenshots, and potentially other system-level activities, performed together on multiple desktops to discover tasks and provide insights into the tasks and activities involved in executing a process. The technology provides a data-based approach to process optimization and automation through different applications and use cases spanning industries and process areas. This has led to task mining being one of the fastest-growing markets in the Intelligent Automation (IA) space. Adoption of task mining solutions can not only help enterprises achieve cost savings and operational efficiencies by optimizing/automating tasks, but also enhances employee experience through better resource allocation. While task mining can play a key role in the success of an organization's digital transformation journey, task mining technology is relatively new to many potential buyers in terms of product capabilities, features, and commercial models.

In this study, we assess task mining software products that can capture user actions and metadata performed together on multiple desktops to virtually reconstruct and analyze processes and are available independent of professional services.

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

- Overview of process intelligence software products
- Everest Group's PEAK Matrix® evaluation, a comparative assessment of 17 leading task mining technology providers
- Competitive landscape of the task mining technology provider market
- Key task mining technology trends
- Remarks on key strengths and limitations for each task mining technology provider

Scope of this report

Geography
Global

Technology providers
17 leading task mining technology providers

Product
Task mining

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This report is based on multiple key sources of proprietary information

Proprietary database of 17 task mining technology providers

- The database tracks the following elements of each provider:
  - Data collection and preparation
  - Task discovery, insights, and monitoring features
  - 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 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

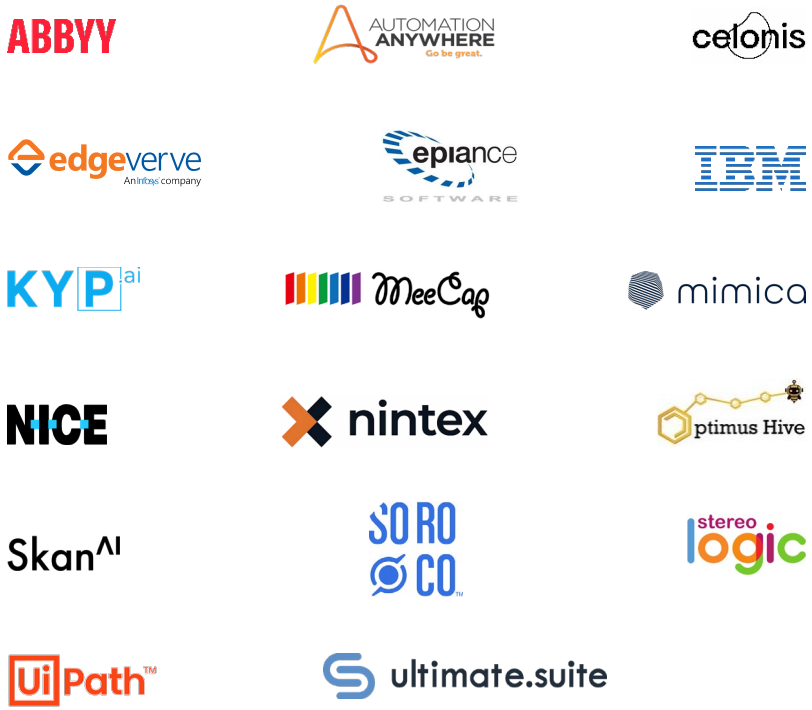
Demonstrations and interactions with technology providers and other industry stakeholders

- Detailed demos for a comprehensive product view and executive-level discussions with task mining providers that cover:
  - Current state of the market
  - Vision and strategy
  - Annual performance and future outlook
  - Opportunities and challenges
  - Emerging areas of investment

Buyer reference interviews, ongoing buyer surveys, and interactions

- Interviews with technology providers' reference clients and enterprise task mining buyers to get the buyer perspective around:
  - Drivers and objectives for adopting task mining
  - Apprehensions and challenges
  - Assessment of providers' performance
  - Emerging priorities / buying criteria
  - Outcomes achieved
  - Lessons learned and best practices adopted

Providers assessed[1]



1 In this study, we have assessed providers' offerings / product capabilities as of December 2021. Analysis for Kryon is based on its capabilities before its acquisition by Nintex

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

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Types of process intelligence solutions

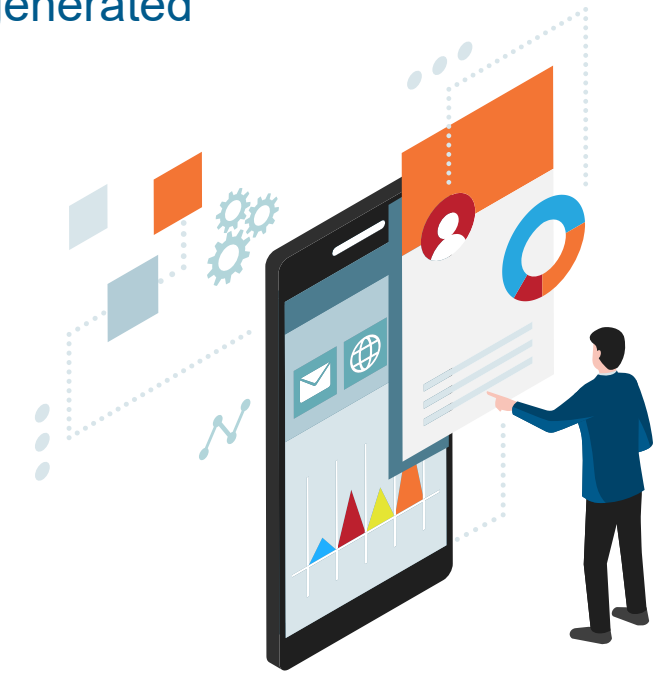
Process intelligence solutions can either include or be grouped into two categories, depending on the nature of data leveraged and the scope of insights generated

Types of process intelligence

Focus of this research

Process mining

Process mining solutions capture process-related information from event logs generated by enterprise systems, such as ERP, CRM, and Supply Chain Management (SCM), to discover and analyze as-is processes; process mining is primarily carried out at a macro level.



Task mining

Task mining captures process-related information through UI activities[1] to provide insights into the tasks and activities involved in executing a process; it is primarily carried out at a micro level.

Initial pilot → Early adoption → Industry adoption

Current market adoption and maturity of these technologies

Initial pilot → Early adoption → Industry adoption

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

Note: In this research, process mining is considered as a complementary capability for task mining solutions

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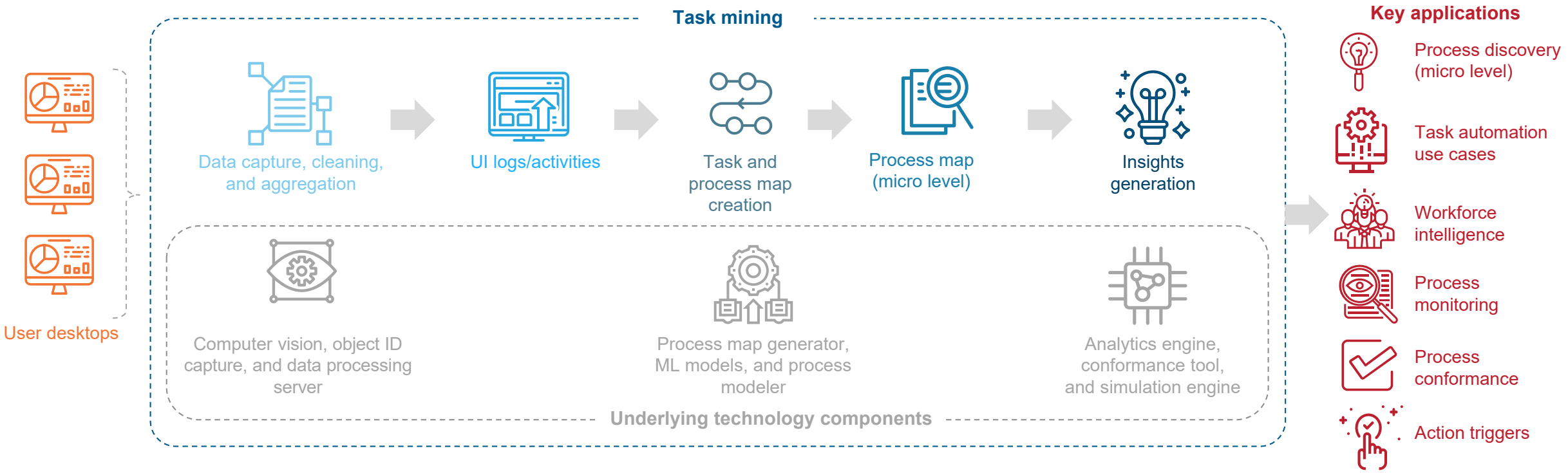
Understanding task mining

Task mining solutions leverage user-action recording / screen recording to capture steps taken by users outside of IT systems and generate task and process maps and derive relevant business insights for process improvement

Task mining is any software product or solution that can:

- **Create UI logs:** User actions and metadata, such as keystrokes, mouse clicks, activity screenshots, and application object IDs, are captured/recorded across desktops to create UI logs
- **Generate** process maps capturing the different process variants, with the sequence of tasks/steps involved
- **Extract relevant business insights**, such as task-level automation opportunities



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Overview and abbreviated summary of key messages

Everest Group defines task mining as a type of software product that can capture user actions and metadata, such as keystrokes, mouse clicks, activity screenshots, and potentially other system-level activities, performed together on multiple desktops to discover tasks and provide insights into the tasks and activities involved in executing a process. The technology provides a data-based approach to process optimization and automation through different applications and use cases spanning industries and process areas.
This report uses Everest Group's proprietary PEAK Matrix® to assess and evaluate task mining capabilities of independent technology providers across two key dimensions, market impact and vision & capability. It also includes competitive landscape, Everest Group's remarks on technology providers highlighting their key strengths & limitations, and task mining product capability trends.

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

Everest Group Task Mining Products PEAK Matrix 2022

- Everest Group classifies task mining technology providers on the Everest Group Products PEAK Matrix® into the three categories of Leaders, Major Contenders, and Aspirants:
  - **Leaders:** Automation Anywhere, EdgeVerve, NICE, Nintex, and Soroco
  - **Major Contenders:** ABBYY, Celonis, Epiance, IBM, KYP.ai, Mimica, Skan.ai, StereoLOGIC, UiPath, and UltimateSuite
  - **Aspirants:** MeeCap and Optimus Hive

Insights on competitive landscape

- Celonis and NICE are the leading players in the market in terms of task mining software market share by revenue. The other top providers by task mining software market share include Nintex, Soroco, and StereoLOGIC.
- Skan.ai has experienced over 200% Year-over-Year (YoY) growth in task mining software revenue. Many task mining providers have doubled their task mining revenue in the past one year
- Automation Anywhere, Celonis, NICE, StereoLOGIC, and UiPath are the top providers by task mining clients. ABBYY, Automation Anywhere, IBM, Mimica, Nintex, and Skan.ai have experienced over 100% YoY growth in the number of clients
- StereoLOGIC has the highest market share by revenue in the verticals such as BFSI and CPG & retail. Celonis is the leading player in verticals such as manufacturing and professional services. Nintex and Soroco are the other leading providers across major verticals
- Celonis, NICE, Nintex, and Soroco are the top providers across major geographies
- Celonis has the highest share of revenue across small, midsize, and SMB buyer segments. NICE has the largest share in the large buyer segment

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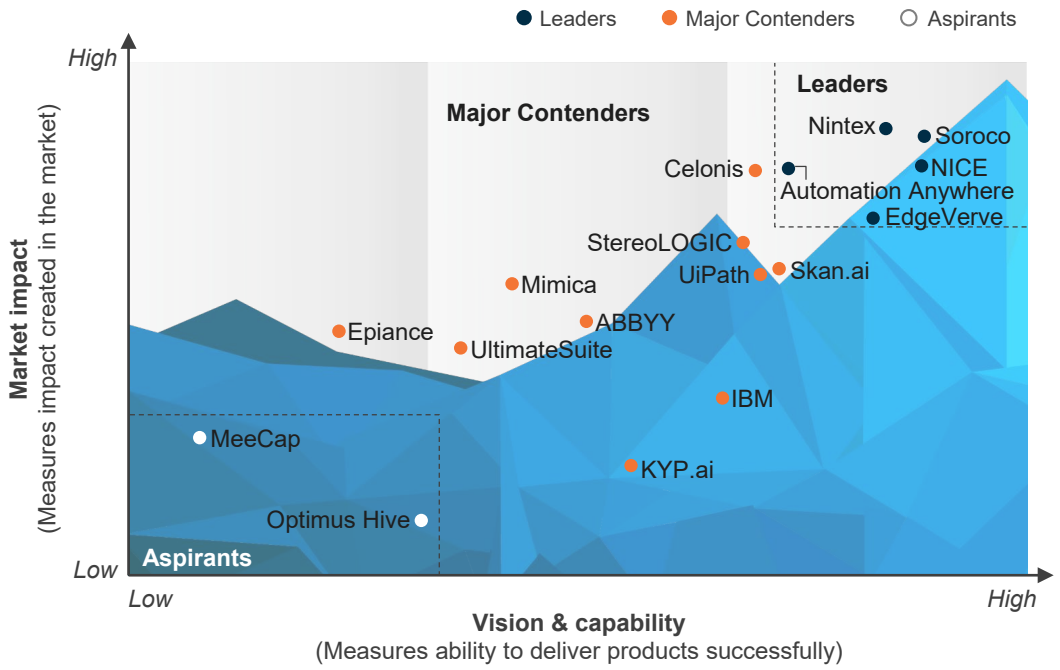
This study offers five distinct chapters providing a deep dive into key aspects of task mining market; below are three charts to illustrate the depth of the report

Task Mining Products PEAK Matrix® Assessment 2022



1 Analysis for Kryon is based on its capabilities before its acquisition by Nintex
Source: Everest Group (2022)

Capability assessment

Illustrative example

Measure of capability: Low High

Provider!s	Market impact				Vision & capability					
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Data collection and integration	Task intelligence	Implementation and support	Commercial model	Overall
Provider 1										
Provider 2										
Provider 3										
Provider 4										
Provider 5										
Provider 6										
Provider 7										
Provider 8										

Everest Group's remarks on providers

Illustrative example

Measure of capability: Low High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Data collection and integration	Task intelligence	Implementation and support	Commercial model	Overall

Strengths

- The platform offers built-in ETL capability and provides pre-built connectors for major enterprise applications such as SAP, Oracle, ServiceNow, Salesforce, and Microsoft Dynamics. Clients have also indicated ease of data preparation as one of its key strengths
- It has witnessed rapid growth in terms of revenue and acquisition of clients over the last couple of years

Limitations

- A majority of Technology provider 1's clients are based out of North America, and it has some presence in the UK and APAC, but is relatively less experienced in serving clients in other geographies
- It is relatively less experienced in serving small and midsize enterprises, as the majority of its clients are large enterprises (revenue > US$5 billion)

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Research calendar

Service Optimization Technologies (SOT)

Published | Planned | Current release

Reports title	Release date
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
Process Mining Playbook 2021	June 2021
Defining Attended RPA – What to Look for in an Enterprise-grade Attended RPA Solution?	March 2022
Intelligent Process Automation (IPA) – Solution Provider Landscape with PEAK Matrix® Assessment 2022	March 2022
Intelligent Process Automation (IPA) – Solution Provider Compendium 2022	May 2022
Intelligent Document Processing (IDP) – Technology Provider Landscape with Products PEAK Matrix® Assessment 2022	May 2022
Process Mining – Technology Provider Landscape with Products PEAK Matrix® Assessment 2022	June 2022
Intelligent Document Processing (IDP) – Technology Provider Compendium 2022	June 2022
The Business Case for Process Mining – From Evaluation to Value Realization	June 2022
Task Mining – Technology Provider Landscape with Products PEAK Matrix® Assessment 2022	**August 2022**
Conversational AI – Technology Provider Landscape with Products PEAK Matrix® Assessment 2022	Q3 2022
Intelligent Document Processing (IDP) – State of the Market Report 2022	Q3 2022
Process Mining – State of the Market Report 2022	Q3 2022
Task Mining – Technology Provider Compendium 2022	Q3 2022

Note: Click to see a list of all of our published Service Optimization Technologies (SOT) reports

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