

Pioneering the Business Landscape of Tomorrow – Intelligent Process Automation (IPA) State of the Market 2023

July 2023: Complimentary Abstract / Table of Contents



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Contents

1. Introduction and overview	6
• Research methodology	7
• Key information on the report	8
• Background of the research	9
2. Summary of key messages	10
3. IPA market overview	14
• Evolution of automation	15
• Key components of Intelligent Automation (IA)	16
• IPA market size and growth	17
• IPA revenue split by offerings	18
• Deal trends	19
• IPA adoption drivers	20
• Buyer satisfaction	21
• Key strengths and areas of improvement cited by buyers	22
• Benefits derived due to IPA	23
• Sponsors and sources driving automation programs	24
4. IPA adoption trends	25
• Adoption trends by industry	26
• Adoption trends by business process/function	27
• Adoption trends by geography	28

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Contents

• Adoption trends by buyer size	29
• Adoption trends by automation type and technology areas	30
• Scalability of automation	31
5. IPA solution characteristics	32
• Talent	33
• Technology offerings	36
• Packaged solutions	39
• Commercial models	41
• Deployment	42
• Technology partnerships	43
• Low-code/no-code	44
6. IPA services characteristics	46
• Consulting services	47
• Implementation and maintenance services	48
• Implementation accelerators	49
• Citizen-led development	50
• Sustainability services	52
7. IPA solution provider landscape	53
• Overall market share	54
• Revenue growth	55

Contents

• Providers with the largest share in top industry verticals	56
• Providers with the largest share in top business functions	57
• Providers with the largest share in major geographies	58
• Major investment themes	59
8. Challenges, best practices, and future outlook	60
• Key challenges for the adoption and scaling of IPA and the associated best practices	61
• Outlook for 2023-24	63
9. Appendix	66
• Glossary	67
• Research calendar	69

Background of the research

The need for evolving into a digital-first business is becoming increasingly important for organizations in order to remain resilient and competitive. Manual operations pose numerous challenges, and hence, organizations are trying to shift to digital, automated, and intelligent business processes. Digital technologies, including IA, are becoming ubiquitous. Enterprises are expected to rely on IA as a key lever to enable cost optimization, which is a top priority for enterprises in the current recessionary environment. Solution providers have recognized the demand and are pivoting quickly to a digital-powered model to provide these benefits to their buyers. One of the most potent digital levers enabling this transformation is Intelligent Process Automation (IPA).

Everest Group defines IPA as 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; but 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 the broader BPO deals.

In this study, we investigate the state of the IPA market and focus on:

- IPA market overview
- Adoption trends by industry, business function, geography, and buyer size
- Solution characteristics
- Services characteristics
- IPA solution provider landscape
- Challenges, best practices, and future outlook

Scope of this report



Geography
Global



Industry
All industries



Solutions
Intelligent Process
Automation (IPA)

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

This research provides IPA buyers and solution providers a detailed view of the market and analyzes it across dimensions including market overview, adoption trends, solution characteristics, services characteristics, solution provider landscape, challenges, best practices, and outlook for 2023-24.

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

IPA market overview

- Despite macro events along the way, IA is evolving as a market and observing increased adoption. The IPA market stood at US\$6.2-6.7 billion in 2022, showcasing a YoY growth of 25-30%. Cost optimization is assuming center stage – enterprises are exercising caution with new investments and focusing more on maximizing RoI from their current/existing automation investments
- At an overall level, buyers are fairly satisfied with their solution providers; however, there is scope for providers to improve their cognitive automation capabilities
- CXOs, global business functions, and enterprise IT are the major sources of sponsorship and guidance for automation programs within enterprises

Adoption trends

- BFSI continues to be the largest adopter of IPA solutions, followed by healthcare and life sciences; the Hi-tech, Telecom, Media, and Entertainment (HTME) industry; and CPG and retail
- North America is the largest adopter of IPA with 51% of the market share, followed by Continental Europe and the UK & Ireland
- While large buyers continue to be the largest adopters of IPA in business processes, the midsize buyer segment is experiencing the highest growth rate

Solution characteristics

- To keep up with the demand for AI, solution providers are expanding their cognitive automation talent base. The Asia Pacific region holds the majority share of FTEs across the globe, and smaller regions such as Australia & New Zealand, MEA, and LATAM are experiencing strong growth
- Solution providers are offering solutions across RPA, IDP, orchestration/BPM, etc., crafting innovative solutions such as enterprise automaton, and investing more in as-a-Service offerings

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, which are spread across process, technology, automation strategy, and workforce transformation
- Solution providers are investing in accelerators to support enterprises with quick time-to-value. The most prominent accelerators include consulting frameworks and reusable robots
- IPA solution providers are gearing up to meet the demand for sustainability services, which is rising with an increase in awareness among enterprises

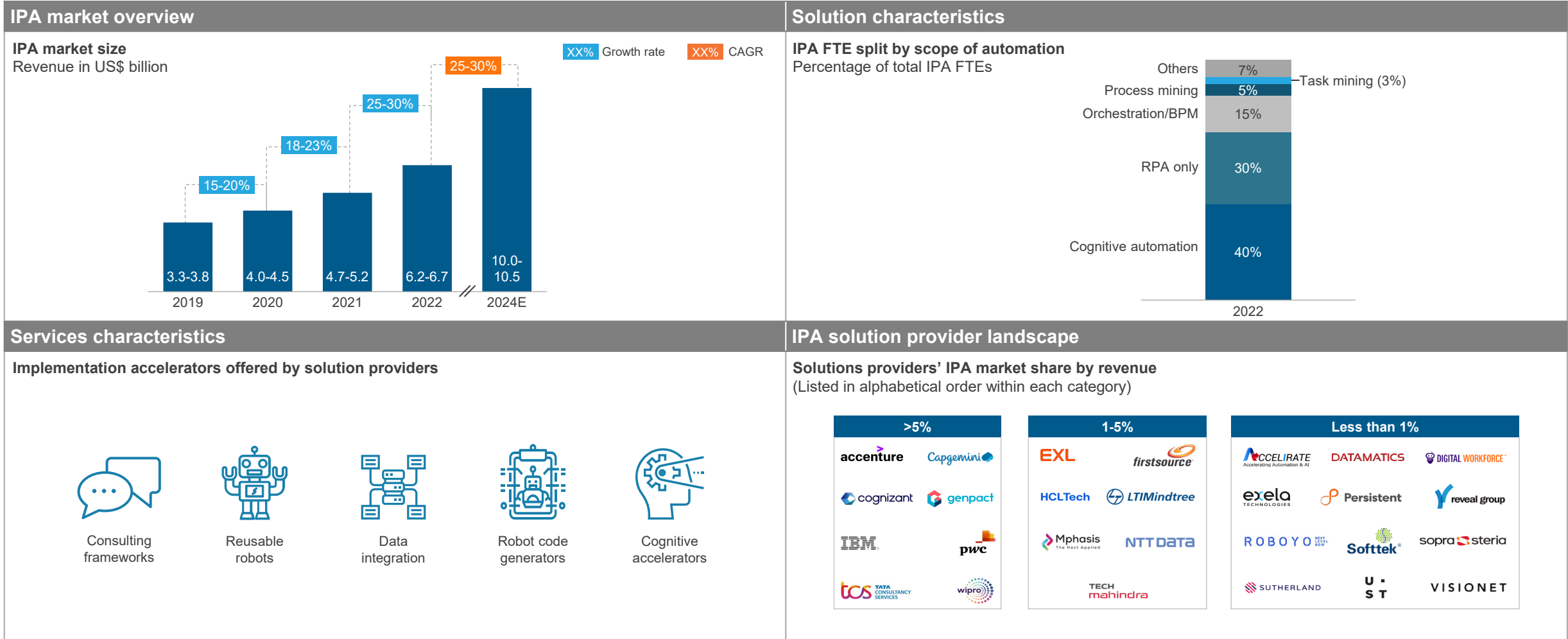
Solution provider landscape

- Accenture, Capgemini, Cognizant, Genpact, IBM, PwC, TCS, and Wipro have the largest market share in terms of IPA revenue. Softek, Sopra Steria, and Visionet recorded the highest IPA revenue growth in 2022, indicating strong market demand for IA technology
- Accenture and IBM lead in Continental Europe and APAC respectively; while Cognizant has the highest market share in North America
- To help enterprises scale automation, solution providers are investing in advanced cognitive capabilities, workforce training, and in developing partnerships, among other areas

Future outlook

- With the rising need to automate complex use cases and growing emphasis on achieving higher-order business outcomes, automation is becoming a C-suite agenda. Automation is now more focused on helping organizations become lean, resilient, and agile. Hence, it is being applied to a wide range of processes, including both business and IT domains
- The advent of generative AI is expected to revolutionize the IA space, with its capability to apply intelligence and automate creative tasks
- Solution providers are expected to invest in citizen development and low-code/no-code technologies, enabling business users to build automation, and consequently also addressing the talent shortage in the market

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



Research calendar

Service Optimization Technologies (SOT)

Published Planned Current release

Reports title	Release date
Enterprise Automation Playbook	November 2022
The Importance of Process Optimization in System Transformation	November 2022
Process Orchestration – Technology Provider Landscape with Products PEAK Matrix® Assessment 2023	November 2022
The Evolution of Process Mining: Game-changing Innovations and Future Outlook	November 2022
Process Orchestration – Technology Provider Compendium 2023	December 2022
The Rise of Smart Digital Workers – Robotic Process Automation (RPA) State of the Market Report 2023	January 2023
Unlocking the Power of Hybrid Workforce – Process Orchestration State of the Market 2023	February 2023
Intelligent Automation – How Much is Your Dollar Worth?	March 2023
Attended Automation Playbook	March 2023
Intelligent Process Automation (IPA) PEAK Matrix® Assessment 2023	April 2023
Intelligent Document Processing (IDP) and Unstructured Document Processing Products PEAK Matrix® Assessment 2023	May 2023
Intelligent Process Automation (IPA) Solutions – Provider Compendium 2023	June 2023
Pioneering the Business Landscape of Tomorrow – Intelligent Process Automation (IPA) State of the Market 2023	July 2023
Task Mining Products PEAK Matrix® Assessment 2023	Q3 2023
Conversational AI Products PEAK Matrix® Assessment 2023	Q3 2023

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