

Continuous Discovery and Intelligent Automation Playbook

September 2023: Complimentary Abstract / Table of Contents



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Objective

The Continuous Discovery and Intelligent Automation Playbook

empowers enterprises at various stages of their innovation and transformation journeys with insights, methodologies, and practical advice to achieve best-in-class outcomes using the continuous discovery and intelligent automation approach.



Overview and abbreviated summary of key messages

Enterprises worldwide are embracing digital transformation, with it being the top agenda for different personas such as automation leads, process owners, and CXOs. The key business priorities vary across each of these personas. However, each of these personas encounters distinct challenges when striving to achieve their digital transformation goals. To effectively navigate these challenges and achieve their objectives, enterprises are turning to a continuous discovery and intelligent automation approach. This playbook describes a step-by-step approach to adopt and scale the use of continuous discovery and intelligent automation, tapping into various frameworks, such as the Everest Group Capability Maturity Model (CMM). It also highlights process intelligence market characteristics, challenges, and best practices in the continuous discovery and intelligent automation journey, and enterprise case studies.

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

The need for digital transformation via innovation

- Digital-first has become the imperative business model owing to its benefits and role in overcoming the challenges faced by enterprises today
- Digital transformation tops the strategic agenda of key enterprise stakeholders including automation leads, process owners, and CXOs
- Evolving business priorities and challenges enterprise stakeholders face are necessitating the need to drive transformation via innovation

Importance of continuous discovery and intelligent automation

- The continuous discovery and intelligent automation approach helps address challenges faced in their digital transformation initiatives by improving business process visibility, near real-time insights, proactive actions on process insights, data-driven identification of high RoI improvement opportunities, continuous monitoring of business outcomes and effective change management.
- The continuous discovery and intelligent automation involves a mindset change to bring together process intelligence to extract insights and automation to take outcome-oriented actions

Enterprises' continuous discovery and intelligent automation journey

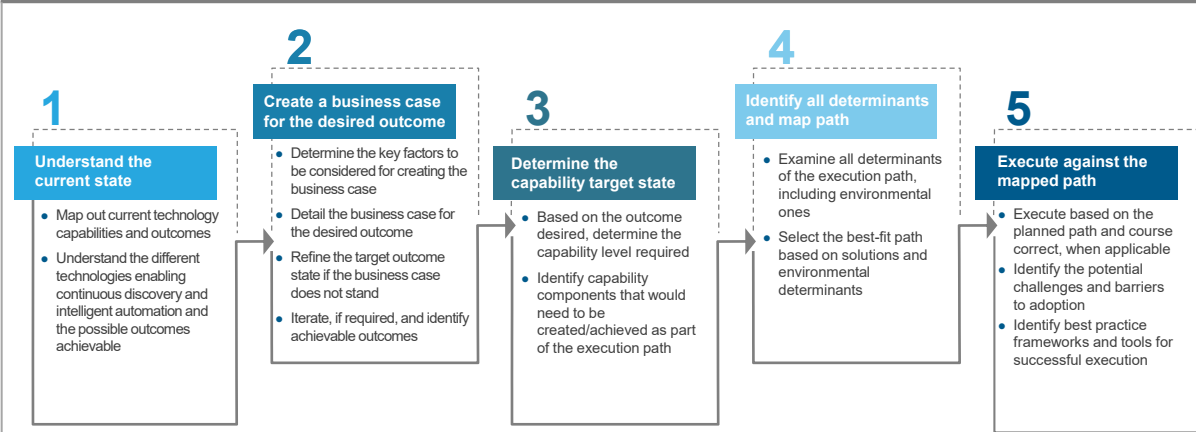
Enterprises can break down their continuous discovery and intelligent automation journey into five distinct steps: understand the current state, create a business case for the desired outcome, determine capability target state, identify all determinants and map path, and execute against mapped path

Accelerating the continuous discovery and intelligent automation journey

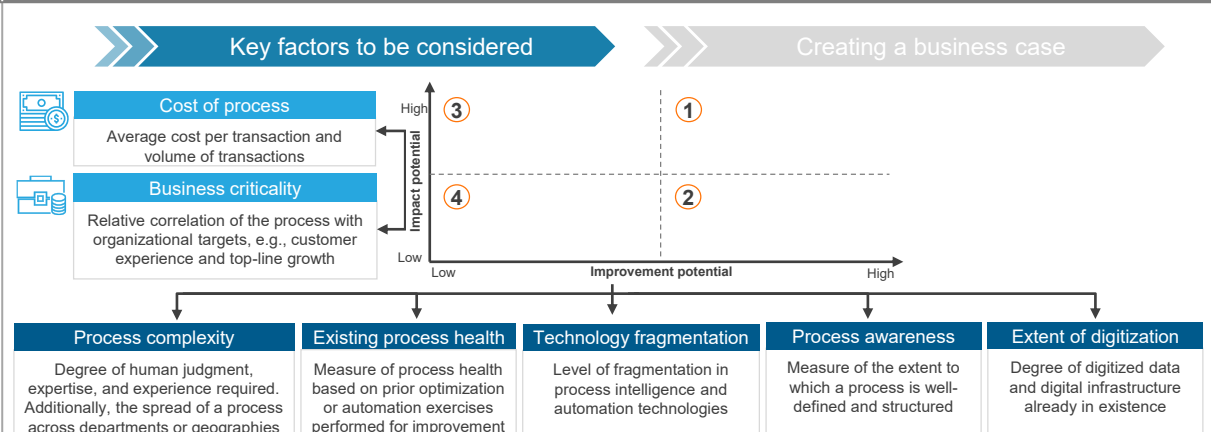
- Change management, limited process visibility, limited technology awareness, siloed approach, lack of healthy automation pipeline, talent shortage, and lack of senior leadership support are some of the challenges enterprises face in scaling digital transformation initiatives
- Some of the best practices are around selecting the best fit enterprise-grade solution, securing executive buy-in, effective change management, and leveraging support from process excellence and automation CoE

This study offers six distinct chapters providing a deep dive into enterprises' continuous discovery and intelligent automation journeys; below are four charts to illustrate the depth of the report

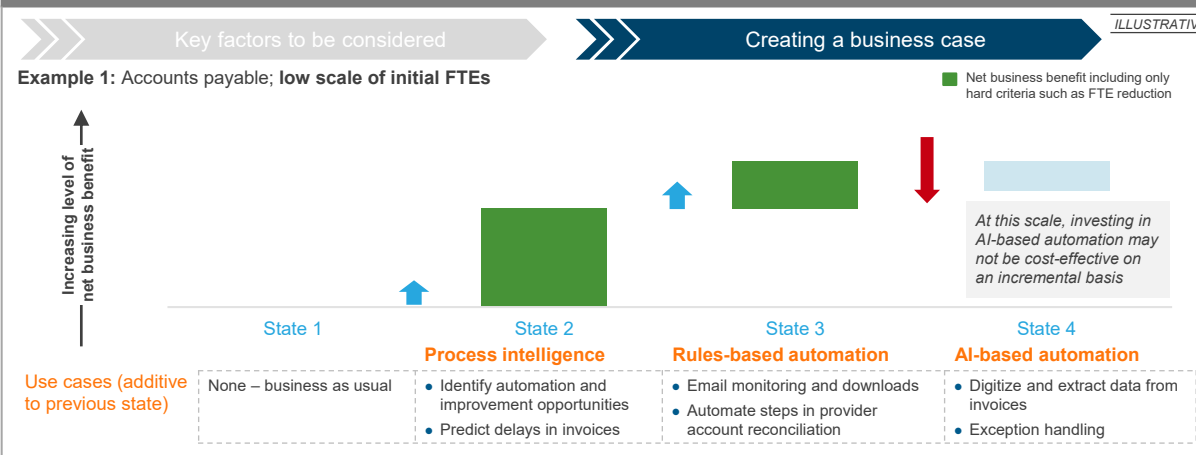
Five steps for a successful continuous discovery and intelligent automation journey



Framework to implement continuous discovery and intelligent automation approach



Create a business case for the desired outcome



Selecting best-fit enterprise-grade solution



Research calendar

Service Optimization Technologies

Published
 Planned
 Current release

Reports title	Release date
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