



Digital Interaction Intelligence Products PEAK Matrix[®] Assessment 2024

August 2024: Complimentary Abstract / Table of Contents



Service Optimization Technologies



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- ▶ Payer and Provider Information Technology
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- ▶ Pricing Analytics as a Service
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Introduction

Everest Group defines Digital Interaction Intelligence (DII) as a type of analytics product that provides a fact-based, technology-driven approach to understanding user interactions on various applications, especially business applications. DII adopts a user-centric lens as opposed to process mining solutions' process-centric lens, resulting in a more granular understanding of as-is processes. This has led to DII being one of the fastest-growing markets in the Intelligent Automation (IA) space. The adoption of DII solutions not only helps enterprises to achieve cost savings and operational efficiencies by optimizing/automating tasks, it also enhances Employee Experience (EX) through better resource allocation. While DII can play a key role in the success of an organization's digital transformation journey, the DII technology is relatively new to many potential buyers in terms of product capabilities, features, and commercial models.

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

In this report, we analyze the DII technology landscape across various dimensions:

- Overview of process intelligence software products
- Everest Group's PEAK Matrix® evaluation, a comparative assessment of 19 leading DII technology providers
- Competitive landscape of the DII technology provider market
- Key DII technology trends
- Remarks on the key strengths and limitations of each DII technology provider

This report includes the profiles of the following 19 leading technology providers featured on the DII PEAK Matrix® :

- **Leaders:** EdgeVerve, KYP.ai, Mimica, Skan, Soroco, and UiPath
- **Major Contenders:** ABBYY, Automation Anywhere, Celonis, Epiance, IBM, Microsoft, NICE, Nintex, Pega, StereoLOGIC, and UltimateSuite
- **Aspirants:** Cyclone Robotics and Optimus Hive

Scope of this report

Geography: Global

Product: Digital Interaction Intelligence (DII)

Overview and abbreviated summary of key messages

This report examines the digital interaction intelligence technology market and evaluates the positioning of technology providers on the Everest Group PEAK Matrix®. It provides insights into the evolving competitive landscape, technology trends, providers' capabilities, and Everest Group's remarks on providers' key strengths and limitations.

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

The DII market competitive landscape

- Soroco is the top provider in terms of software revenue; KYP.ai, Optimus Hive, and Skan achieved strong YoY growth
- Celonis, StereoLOGIC, and UiPath are the top providers by DII clients; many providers doubled their client base in the past year
- Celonis, EdgeVerve, and Soroco are among the leading providers across the key industry verticals. While StereoLOGIC is leading in the BFSI industry, Celonis is leading in the manufacturing and professional services industries
- StereoLOGIC is the top provider by market share across North America, with Soroco dominating Europe and APAC regions, and Mimica leading in the LATAM and MEA regions
- NICE is dominating the large buyer segment; while Soroco holds the highest share of revenue across midsize and small enterprise buyer segments

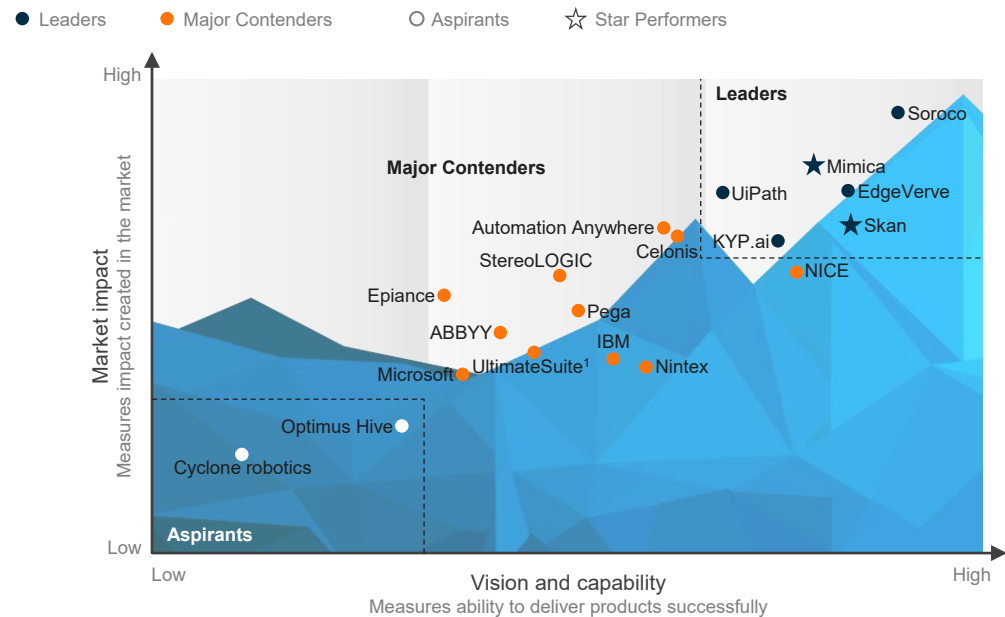
Technology provider characteristics

- EdgeVerve, KYP.ai, Mimica, Skan, Soroco, and UiPath are the current leaders in the DII technology providers market, with several other providers emerging as major contenders and aspirants
- Leaders continue to solidify their market presence by expanding across major industries and buyer-size segments. They achieve this through the acquisition of new clients and the scaling of the existing enterprise deployments
- A majority of the Major Contenders have been investing to offer some of the advanced features for AI-powered process discovery, conformance checking, and process enhancement such as root-cause analysis, AI-based simulation analysis, and next-best-action recommendations. Most of them also offer their product as a SaaS offering to customers
- Aspirants are relatively new entrants in the market. They are investing in expanding their core capabilities such as data collection and preparation, AI-powered process discovery, process monitoring and insights, and process enhancement

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

Everest Group PEAK Matrix® Assessment 2024

Everest Group Digital Interaction Intelligence Products PEAK Matrix® Assessment 2024



1 Analysis for UltimateSuite is based on its capabilities before its acquisition by ServiceNow. Assessments for Cyclone Robotics, IBM, NICE, and StereoLOGIC exclude provider inputs and are based on Everest Group's proprietary database, ongoing coverage of these providers, their public disclosures, and Everest Group's interactions with buyers. For these companies, Everest Group's data for assessment may not be complete
 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 YoY improvement are designated as Star Performers. The Star Performer title does not reflect the overall market leadership position, which is designated as Leaders, Major Contenders, or Aspirants
 Source: Everest Group (2024)

Capability assessment

Illustrative example

Measure of capability: ☉ Low ● High

Providers	Market impact				Vision and capability					
	Market success	Portfolio mix	Value delivered	Overall	Vision and strategy	Data preparation and security	Monitoring and intelligence	Implementation and support	Commercial model	Overall
Provider 1	☉	☉	☉	☉	☉	☉	☉	☉	☉	☉
Provider 2	☉	☉	☉	☉	☉	☉	☉	☉	☉	☉
Provider 3	☉	☉	☉	☉	☉	☉	☉	☉	☉	☉
Provider 4	☉	☉	☉	☉	☉	☉	☉	☉	☉	☉
Provider 5	☉	☉	☉	☉	☉	☉	☉	☉	☉	☉
Provider 6	☉	☉	☉	☉	☉	☉	☉	☉	☉	☉

Everest Group's remarks on providers

Illustrative example

Measure of capability: ☉ Low ● High

Market success	Market impact				Vision and capability					
	Portfolio mix	Value delivered	Overall	Vision and strategy	Data preparation and security	Monitoring and intelligence	Implementation and support	Commercial model	Overall	
☉	☉	☉	☉	☉	☉	☉	☉	☉	☉	☉

Strengths

- Provider 1 provides automation services including RPA, process mining, and DII to help enterprises transform their business processes. The DII solution helps enterprises discover tasks and identify automation opportunities for digital transformation
- The platform's desktop recorder supports both DOM-/COM-based and image-based recording, providing adaptive data capture that adjusts to the user's work patterns over time

Limitations

- Provider 1's focus geographies are North America, followed by the UK and APAC. It has limited presence in LATAM and no presence in MEA and Continental Europe
- Its focus industries are BFSI, hi-tech and telecom, and government and public sector. However, it does not have experience of serving clients in sectors such as manufacturing and travel and logistics

Research calendar

Service Optimization Technologies (SOT)

	Published	Current release	Planned
Reports title	Release date		
Robotic Process Automation (RPA) – Technology Provider Landscape with PEAK Matrix® Assessment 2023			October 2023
Process Orchestration Products PEAK Matrix® Assessment 2023 – Update			November 2023
Robotic Process Automation (RPA) – Technology Provider Compendium 2023			December 2023
Process Orchestration Products – Provider Compendium 2023 – Update			December 2023
Process Orchestration State of the Market 2023 – Update			December 2023
Robotic Process Automation (RPA) State of the Market 2023 – Update			December 2023
Intelligent Document Processing (IDP), Banking IDP, and Insurance IDP Products PEAK Matrix® Assessments 2024			March 2024
Intelligent Process Automation (IPA) Solutions PEAK Matrix® Assessment 2024			April 2024
Intelligent Document Processing (IDP) – Provider Compendium 2024			May 2024
Intelligent Document Processing (IDP) State of the Market 2024			June 2024
Process Mining Products PEAK Matrix® Assessment 2024			June 2024
Process Mining – Provider Compendium 2024			July 2024
Digital Interaction Intelligence Products PEAK Matrix® Assessment 2024			August 2024
Process Mining State of the Market 2024			Q3 2024
Digital Interaction Intelligence (DII) Compendium 2024			Q3 2024
Digital Interaction Intelligence (DII) State of the Market 2024			Q4 2024

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