



Robotic Process Automation (RPA) Products PEAK Matrix® Assessment 2024

October 2024: Complimentary Abstract / Table of Contents



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- ▶ Payer and Provider Information Technology
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- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
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Introduction

The need to evolve into a digital-first business is becoming increasingly important for organizations. Manual operations pose numerous challenges and hence, organizations are trying to shift to digital, automated, and intelligent business processes. Robotic Process Automation (RPA), which has been a critical enabler of enterprise automation for years, has evolved and adapted to the changing needs of organizations. While the overall automation ecosystem is rapidly evolving through new technologies such as Intelligent Document Processing (IDP), process mining, task mining, API-based automation, process orchestration, and conversational AI, a new force is making its presence felt – generative AI – offering unprecedented capabilities to automate complex and cognitive tasks. RPA has become a popular investment for numerous enterprises and service providers, making it one of the fastest-growing software markets in the last decade.

RPA is rapidly evolving in terms of product features, deployment options, product architecture, training and support, partner ecosystem, and commercial models. The technologies and the delivery models are evolving quickly, with an expanding set of features and functionalities. Therefore, it is imperative for organizations to select the right enterprise-grade RPA solution to realize the expected benefits.

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

- Overview of process intelligence software products
- Everest Group's PEAK Matrix® evaluation, a comparative assessment of 27 leading RPA technology providers
- Competitive landscape of the RPA technology provider market
- Key RPA technology trends
- Remarks on the key strengths and limitations of each RPA technology provider

This report includes the profiles of the following 27 leading technology providers featured on the RPA PEAK Matrix® :

- **Leaders:** Automation Anywhere, Microsoft, SS&C Blue Prism, and UiPath
- **Major Contenders:** Aiwozo, akaBot, Appian, AutomationEdge, BotCity, Cyclone Robotics, Datamatics, eClerx, Intelligence Indeed, JIFFY.ai, Laiye, NICE, Nintex, Nividous, OpenBots, Pega, Salesforce, SAIO, and SAP
- **Aspirants:** ElectroNeek, Epiance, qBotica, and Python RPA

Scope of this report

Geography: global

Providers: 27 leading RPA technology providers

Product: Robotic Process Automation (RPA)

Overview and abbreviated summary of key messages

This report examines the robotic process automation 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 RPA market competitive landscape

- Automation Anywhere and UiPath are the top providers in terms of software revenue; Automation Edge and BotCity achieved strong YoY growth
- Microsoft and UiPath are the top providers by RPA clients; few providers doubled their client base in the past year
- While UiPath dominates across the top six industries, Microsoft, Automation Anywhere, NICE, SS&C Blue Prism, and Pega are some of the common top providers across the industries
- UiPath leads in market share across North America, Continental Europe, and Asia Pacific, while Automation Anywhere and SS&C Blue Prism leads in other geographies
- Automation Anywhere is dominating the large buyer segment, while UiPath leads the midsize, small, and SMB segments

Technology provider characteristics

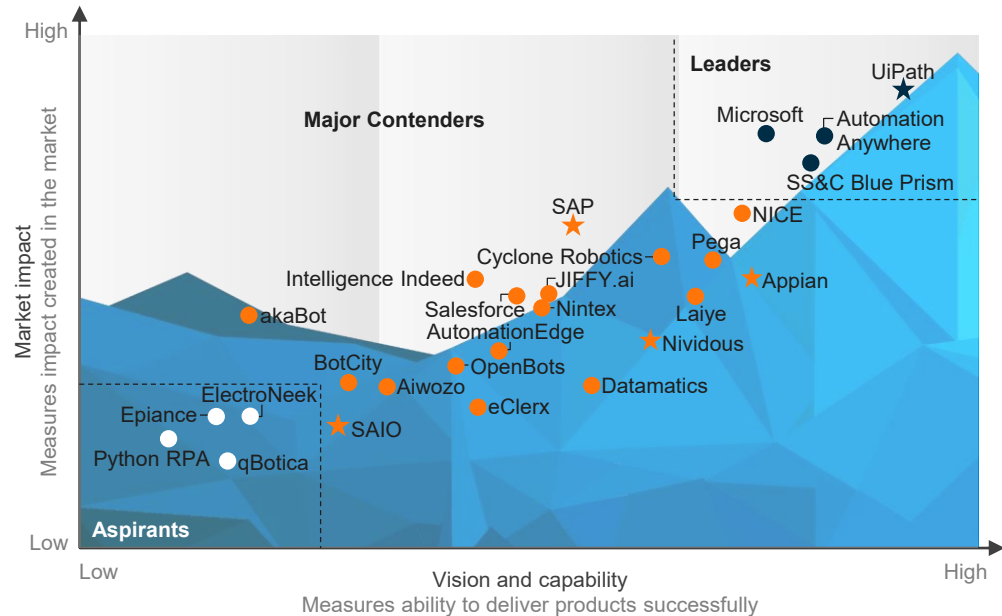
- Automation Anywhere, Microsoft, SS&C Blue Prism, and UiPath are the current leaders in the RPA technology providers market, with several other providers emerging as major contenders and aspirants
- Leaders continue to solidify their market presence by expanding across major industries and different buyer size segments. They achieve this through the acquisition of new clients and the scaling of existing enterprise deployments
- Following the Leaders, a majority of the Major Contenders have been investing to offer some of the advanced features such as AI-based next-best action for agent assist, semantic understanding, and pre-built integration with speech and text analytics to trigger robots, analyze customer-agent interaction, and generate after-call summary
- Aspirants are relatively new entrants in the market. They are investing in expanding their core capabilities such as monitoring and analytics, resilience, and attended RPA capabilities

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

Everest Group PEAK Matrix® Assessment 2024

Everest Group Robotic Process Automation (RPA) Products PEAK Matrix® Assessment 2024¹

● Leaders ● Major Contenders ○ Aspirants ☆ Star Performers



¹ In this study, we have assessed providers' offerings / product capabilities as of March 2024. Assessment of Aiwozo, Automation Anywhere, Cyclone Robotics, Epiance, Microsoft, NICE, Nintex, OpenBots, Pega, and qBotica exclude provider inputs. The analysis is based on Everest Group's proprietary database, provider public disclosures, and Everest Group's interactions with RPA buyers. 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 year-over-year (YoY) improvement are designated as Star Performers. The Star Performer title does not reflect the overall market leadership position, which is designated through 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	Development and integration	Deployment and maintenance	Product training 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

Providers	Market impact				Vision and capability					
	Market success	Portfolio mix	Value delivered	Overall	Vision and strategy	Development and integration	Deployment and maintenance	Product training and support	Commercial model	Overall
Provider 1	○	●	●	●	●	○	○	○	○	●

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
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 Process Automation (IPA) Solutions – Provider Compendium 2024	May 2024
Process Mining Products PEAK Matrix® Assessment 2024	June 2024
Intelligent Document Processing (IDP) State of the Market 2024	June 2024
Process Mining – Technology Provider Compendium 2024	July 2024
Building Tomorrow's Business: The Strategic Role of Process Orchestration in Intelligent Automation	July 2024
Digital Interaction Intelligence Products PEAK Matrix® Assessment 2024	August 2024
Process Mining State of the Market 2024	August 2024
Robotic Process Automation (RPA) Products PEAK Matrix® Assessment 2024	October 2024
Process Orchestration Products PEAK Matrix® Assessment 2024	Q4 2024
Intelligent Automation Platform (IAP) – Technology Provider Landscape with PEAK Matrix® Assessment 2024	Q4 2024
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