



Intelligent Automation Platforms (IAP) PEAK Matrix[®] Assessment 2024

December 2024: Complimentary Abstract / Table of Contents



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- ▶ Rewards and Recognition
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Introduction

With increasing business and economic challenges in the recent years, businesses are seeking ways to mitigate disruptions and rising costs by adopting Intelligent Automation (IA) technologies. While stand-alone IA technologies such as Robotic Process Automation (RPA), Intelligent Document Processing (IDP), conversational AI, process intelligence, and process orchestration have helped enterprises achieve some of their individual goals, a more holistic approach is now the need of the hour.

By integrating various IA technologies on a single Intelligent Automation Platform (IAP), technology providers aim to deliver end-to-end automation for all customer needs. The IAP can handle a broad array of tasks, improving both the effectiveness and efficiency of process/task automation. The seamless integration of these technologies has expanded the scope of use cases, from automating repetitive tasks through RPA to enabling comprehensive process orchestration with minimal human intervention.

While the providers in the automation market are looking to integrate their already existing IA technologies on a single platform, they are also filling the gaps in their technology

landscape through acquisitions, increased focus and spending on product development, and partnerships.

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

- Overview of process intelligence software products
- Everest Group's PEAK Matrix® evaluation, a comparative assessment of 13 leading IAP technology providers
- Competitive landscape of the IAP technology provider market
- Key IAP technology trends
- Remarks on the key strengths and limitations of each IAP technology provider

This report includes the profiles of the following 13 leading technology providers featured on the IAP PEAK Matrix® :

- **Leaders:** Appian, Microsoft, Pega, and UiPath
- **Major Contenders:** Automation Anywhere, EdgeVerve, IBM, Nividous, SAP, SS&C Blue Prism, and Tungsten Automation
- **Aspirants:** Cyclone Robotics and ServiceNow

Scope of this report

Geography: global

Providers: 13 leading IAP technology providers

Product: Intelligent Automation Platforms (IAP)

Overview and abbreviated summary of key messages

This report examines the IAP 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 IAP market competitive landscape

- Pega and UiPath have the highest market share in IAP, whereas EdgeVerve, Microsoft, and SAP have the highest growth rates
- UiPath is the top provider by IAP clients; EdgeVerve, Microsoft, Pega, and SAP have shown the highest client growth
- Pega leads the market share in BFSI, hi-tech, and healthcare and pharmaceutical industries, while Microsoft, UiPath, and Appian lead in other top industries
- Pega leads in market share across North America and Latin America, while Tungsten Automation, UiPath, Appian, and SS&C Blue Prism lead in other geographies
- Pega is dominating the large buyer segment, while UiPath leads the midsize and small segments

Technology provider characteristics

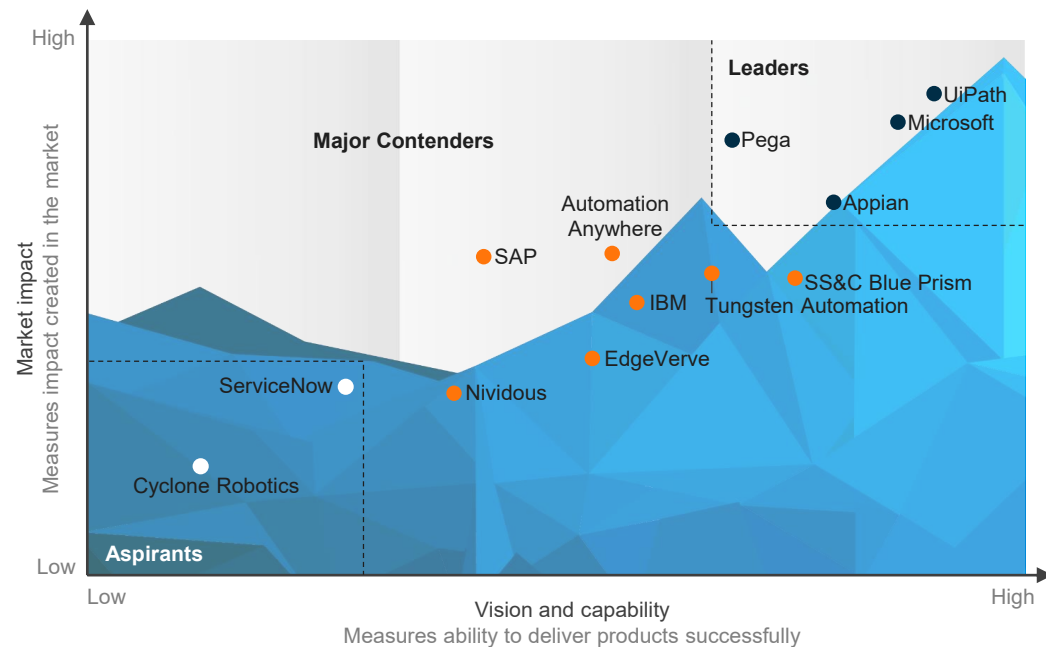
- Appian, Microsoft, Pega, and UiPath are the current leaders in the IAP technology providers market, with several other providers emerging as major contenders and aspirants
- Leaders have bolstered their intelligent automation capabilities by offering a low-code unified platform that integrates technologies such as RPA, IDP, process orchestration, AI, and process intelligence, either in-house or via partnership. Most leaders offers strong process orchestration capabilities
- Following the Leaders, a majority of the Major Contenders are concentrating on integrating various technology components and providing a unified experience to offer a holistic intelligent automation platform. They are investing in some of the advanced features such as AI/ML capabilities to discover process hierarchies, classify pages into documents, analyze work distribution patterns, and offer guidance to aid developers build automation workflows
- Aspirants are offering specific technologies of the IA platform such as RPA, process mining, Digital Interaction Intelligence (DII), conversational AI, IDP, and process orchestration in-house, while the others are collaborating with partners. A few of them have AI/ML and generative AI capabilities in their roadmap

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

Everest Group PEAK Matrix® Assessment 2024

Everest Group Intelligent Automation Platforms (IAP) PEAK Matrix® Assessment 2024¹

● Leaders ● Major Contenders ○ Aspirants



¹ In this study, we have assessed providers' offerings / product capabilities as of March 2024. Assessment of Automation Anywhere, Cyclone Robotics, IBM, Microsoft, PEGA, and ServiceNow exclude provider inputs. Assessment of SAP is based on partial inputs from the provider. The analysis is based on Everest Group's proprietary database, provider public disclosures, and Everest Group's interactions with IAP buyers
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	Technology capability	Flexibility and ease of deployment	Services and support	Commercial and sales 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	Technology capability	Flexibility and ease of deployment	Services and support	Commercial and sales model	Overall	
○	●	●	●	●	○	○	○	○	○	●

Strengths

- Provider 1 is focused on building an enterprise platform that enables cognitive operations and amplifies human potential. Its key focus areas include accelerating AI adoption, offering generative AI, and developing a co-pilot framework for AI capabilities
- Provider 1 has invested in an IAP by developing in-house capabilities (such as RPA, API automation, AI, process orchestration, and DII), and partnering with provider 2 and provider 3 for process mining

Limitations

- The majority of provider 1's clients are based out of North America and APAC. It has a limited presence in Continental Europe, the UK, and MEA
- Its clientele primarily comprises midsize enterprises and large enterprises. Its experience in serving small and SMBs is limited

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	November 2024
Intelligent Automation Platforms (IAP) PEAK Matrix® Assessment 2024	December 2024
Digital Interaction Intelligence (DII) Playbook	Q4 2024

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