

Digital Technologies and Services

Intelligent Automation Platform Evaluation

Report Abstract

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By Mike Smart

NelsonHall

57-pages

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Who is This Market Analysis For?

NelsonHall's Intelligent Automation Platform Evaluation report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within the intelligent automation platform market
- Vendor marketing, sales and business managers developing strategies to target opportunities for Intelligent Automation platforms
- Financial analysts and investors specializing in RPA and AI.

Key Findings & Highlights

NelsonHall's market analysis of the intelligent automation market consists of 57 pages.

Drivers currently influencing buyers use of IA can include:

- Cost reduction – the time to achieve a positive ROI is decreasing as the maturity of automation increases. In some more extreme use cases, organizations are currently targeting a ROI of 2-3 months, down from ~6 months previously
- Improved customer experience – with automations delivered in the front office, automation can be leveraged to support more positive outcomes for customer journeys. Automation projects are becoming increasingly focused on measuring outcomes via CX metrics such as NPS or CSAT scores. Enhanced customer experience can be achieved with automation through the reduction of cycle times, reduction of errors, and automation of repetitive tasks to allow organizations to focus on customer/agent interactions
- Adherence to process standards – automations can adhere to a standardized process much closer than a human worker. The advantage of this adherence can be increased regulatory compliance, improved transparency, and reduced error rates. Automations can also be audited through one portal, whereas manual processes may require data to be extracted from numerous applications
- Ability to scale – in particular with cloud-based bots, bots can be scaled up and down at a much faster rate in comparison to human employees
- Enhanced change management – similar to the increased ability to scale, if an organization wishes to change a process (for example to run A/B testing), rather than having to send the changed process to a large number of employees, the organization is only required to update the process in the automation once
- Improved employee experience – with automations in place, employees can be free to focus on more engaging tasks and move away from legacy interfaces.

While inhibitors for buyers in deploying IA include:

- Difficulty in obtaining the buy in across the organization – while buy-in from the C-suite no longer tends to be an issue for organizations, there are often issues in assigning responsibilities for automations between business operations and IT. Intelligent automation platform vendors have worked to expand automation hub capabilities to support business and IT users to work more effectively together
- Lack of skilled resources to build and manage bots
- Understanding which processes to automate
- Reducing the development costs and time to develop automations
- The ability to build automations which can be easily manageable so that when a process requires change, the organization can implement those changes quickly with minimal rework
- Difficulty in selecting the best of breed technologies, such as the technologies which are easier to scale beyond PoCs, or the best technologies to integrate ML and AI
- The application of intelligent automation in customer interaction use cases is still in the embryonic stages of development
- The ability to effectively build and manage automations across a number of intelligent automation platforms

Scope of the Report

The report analyzes the worldwide market for intelligent automation platforms and addresses the following questions:

- What is the market size and projected growth for the global intelligent automation services market by geography?
- What is the profile of activity in the global intelligent automation platform market by industry sector?
- What are the top drivers for adoption of intelligent automation platforms?
- What are the benefits currently achieved by users of intelligent automation platforms?
- What factors are inhibiting user adoption of intelligent automation platforms?
- What pricing mechanisms are typically used for intelligent automation platforms and how is this changing?
- Who are the leading intelligent automation platform vendors globally and by geography?
- What combination of features typically provided by the IA platforms and what new features are being added?
- What are the challenges and success factors within intelligent automation platform market?

Intelligent Automation Platform Evaluation Vendor Assessments Available for:

Arago, Amelia, Appian, Automation Anywhere, Blue Prism, Datamatics, Kryon, NICE, ServiceTrace, Soroco, UiPath, UST

About The Author

Mike is a Senior Analyst and Operations Officer at NelsonHall. His main research focus is on digital transformation technologies, including RPA, blockchain, IoT, artificial intelligence, cognitive, and machine learning.

Highly regarded for his analytical talents, Mike also leads data modeling and analytics initiatives in support of NelsonHall's ITS and BPS market forecasts and market surveys. He was responsible for transforming NelsonHall's extensive global market forecast engine, including the introduction of NelsonHall's unique interactive Self-Forecasting Tool



Mike can be contacted at:

- Email: mike.smart@nelson-hall.com
- Twitter: [@MikeS_NH](https://twitter.com/MikeS_NH)

About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in digital operations transformation. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on rigorous, primary research, and is widely respected for the quality, depth and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com

Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton Massachusetts 02466
Phone: +1 857 207 3887

London

Unit 6, Millars Brook, Molly Millars Lane, Wokingham, RG41 2AD
Phone: + 44(0) 203 514 7522

Paris

4 place Louis Armand, Tour de l'Horloge, 75012 Paris
Phone: + 33 1 86266 766

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