

ABSTRACT



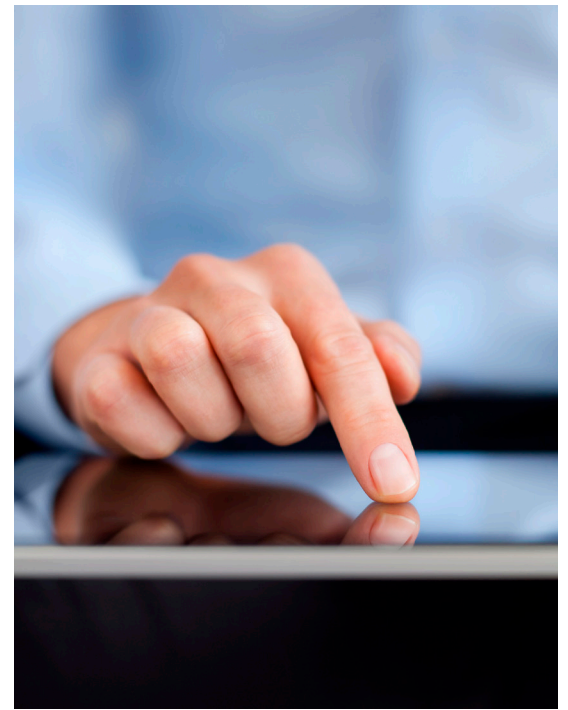
2017 Robotic Process Automation and Desktop Analytics Product and Market Report

DMG
CONSULTING LLC



This is DMG Consulting's first report to cover robotic process automation (RPA) and third report on desktop analytics (DA). This Report is intended to explore these related but distinct IT sectors that are helping companies with their digital transformations. The emphasis in the Report is on the service-related uses of RPA and DA in contact centers and the back office. RPA, in particular, is capturing the attention of executives who want to improve productivity and quality. This Report closely examines these high-value solutions and is intended to help enterprises select the right products for their operating environment.

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Robotics process automation is a “hot” technology due to the significant and proven benefits these solutions are contributing to enterprises. Vendors are creating robots to automate many rote tasks, such as cut-and-paste, that previously had to be done by agents. RPA is not a new concept or technology; it is essentially workflows targeted to address specific tasks on an attended or unattended basis. Today, however, the time is right for RPA, because many organizations are searching for new ways to realize productivity improvements. Adoption of RPA is increasing, as companies realize that automating even a small fraction of their employees’ activity can yield significant time and cost savings.

Desktop analytics has been around for years, and has many potential applications and benefits. Its primary use is to track everything that employees do at their desktops. DA can identify the actions that employees should be taking and provide real-time guidance or next-best-action recommendations to steer them in the right direction. Organizations also find DA valuable for masking personal or sensitive information in customer transactions. Desktop analytics is needed more than ever to identify the employee and customer trends and opportunities contained in desktop activities. RPA takes it to the next level, enabling organizations to take the DA output and put it to work to improve compliance, performance, accuracy, quality and productivity in desktop activities.

RPA solutions support two primary methods of automation: attended and unattended. Both automate processes by emulating human workers. Attended automation delivers efficiency and productivity improvements to agents and back-office workers by automating repetitive and non-cognitive tasks. Unattended

automation is used to fully automate high-volume transaction-based activities and processes. In the future, artificial intelligence (AI) is expected to be embedded into these solutions, further enhancing their contributions and benefits.

Employees have welcomed the introduction of RPA technology because it frees them from performing mundane tasks and allows them to shift their attention to more high-value and interesting activities. And because robots do not need tire, take breaks or make mistakes, RPA improves productivity, work quality and customer satisfaction. As wonderful as it is to achieve these significant gains, the downside of RPA is that increased automation may result in staff reductions.

DMG expects RPA to experience “hockey stick” growth, due to the dynamics of this emerging IT sector: low risk, rapid and easy implementations and high returns. Companies are starting slowly, automating just a few activities with RPA solutions until they can see quantifiable benefits. Once they achieve success, they are quickly adding new robots to automate tasks throughout the enterprise.

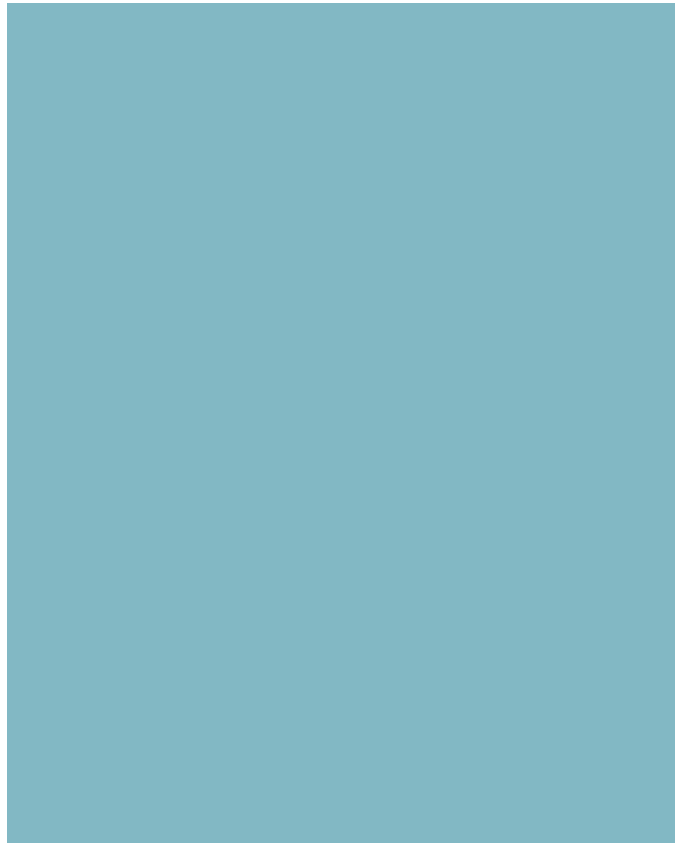
The *2017 Robotic Process Automation and Desktop Analytics Product and Market Report* provides an in-depth analysis of these valuable solutions. The Report reviews the markets, vendors and offerings; discusses market trends and challenges; provides market activity data and projections; and presents pricing, benefits, return on investment (ROI) and implementation best practices. It offers insights into leading and emerging vendors, products, functionality and opportunities. The 6 vendors covered in detail in this Report are: Cicero, NICE, OpenConnect, Pegasystems, UiPath and Verint.

Key Reasons to Buy this Report

- ⇒ Definition of RPA, including what it is, what it does, attended and unattended automation methods, how RPA differs from artificial intelligence, and vendor definitions of RPA
- ⇒ Definition of DA, and how it differs from screen recording
- ⇒ Examination of the uses and differences between RPA and DA
- ⇒ Review of the market trends and challenges that are driving investments and interest in RPA and DA
- ⇒ Presentation of RPA and DA market innovation, including new functionality that is planned to be delivered in the next 12 – 18 months
- ⇒ Discussion of how DA provides visibility into front- and back-office activities and insights into the customer journey
- ⇒ RPA and DA market activity and 5-year projections
- ⇒ Review and assessment of the RPA and DA competitive landscape
- ⇒ Overview of 6 leading and contending RPA and DA vendors, including company snapshots, go-to-market strategies, product offerings and packaged solutions
- ⇒ Detailed side-by-side analysis of the functional capabilities of the 6 featured RPA and DA solutions
- ⇒ Implementation analysis, including vendor methodology, best practices, training and professional services, maintenance and support
- ⇒ Benefits and ROI analysis
- ⇒ Comprehensive customer satisfaction survey results that measure and rank vendors across 15 product components and 10 vendor categories
- ⇒ Vendor pricing models for on-premise, cloud-based and managed service RPA and DA solutions
- ⇒ Detailed company reports for the 6 featured RPA and DA vendors, analyzing their products, functionality and future product development plans
- ⇒ RPA and Desktop Analytics Vendor Directory

Report Highlights

- **RPA technology is ready for prime time:** Companies in all industries are seeking ways to increase their productivity. By applying targeted robots, RPA solutions free employees from mundane tasks and enable them to be redeployed to more valuable activities. As robots do not make human errors, companies also benefit from increased work quality and customer satisfaction.
- **DA and RPA are distinct but highly complementary applications:** The digital transformation throughout enterprises is creating a greater need and broader opportunities for desktop analytics and robots. DA is necessary more than ever to provide visibility, insight and analytics about the growing amount of activity taking place on employee desktops. Once DA identifies trends and opportunities to enhance performance, robots can be deployed to improve compliance, accuracy, quality and productivity.
- **Adoption of RPA solutions is growing quickly:** RPA has an almost unlimited number of potential uses in enterprises. It is a technology that is appreciated by management, employees and customers alike. By automating even a few activities previously handled by contact center agents or back-office staff, companies are realizing significant time and cost savings, and the benefits increase as RPA is introduced for a wide variety of uses throughout the enterprise.
- **The future looks bright for RPA:** Many companies have decided that RPA is a worthwhile investment, particularly because the vendors are making their solutions easy to use. The RPA market is expected to see “hockey stick” growth during the next 3 – 5 years from both attended and unattended uses of RPA automation.



Robotic Process Automation (RPA)

Attended Automation

Automates basic single-dimension tasks
Provides real-time process guidance/next-best-action



Unattended Automation

Automates high volume end-to-end processes
Provides alerts for anomalies



Output

- Improved accuracy
- Increased productivity
- Decreased handling time
- Improved compliance
- Improved service consistency
- Improved customer experience
- Improved employee satisfaction

Source: DMG Consulting LLC, August 2017

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