

# Everest Group PEAK Matrix<sup>®</sup> for Robotic Process Automation (RPA) Technology Vendors 2020

Focus on Blue Prism  
October 2020



## Background of the research

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Robotic Process Automation (RPA) has been one of the fastest growing markets in the enterprise automation segment in the past decade. There is wide adoption across industries and geographies, as more enterprises are becoming aware of its benefits. It has been a key enabler for organizations in reduction of costs, greater operational efficiency & quality, increased workforce productivity, enhanced customer & employee experience, and quick time-to-value. Encouraged by a growing number of success stories and positive word of mouth, many enterprises, Global Business Services (GBS), and service providers are investing in RPA. Selecting the right enterprise-grade RPA technology partner(s) is critical to success. However, RPA is a burgeoning market, rapidly evolving in terms of product features, deployment options, product architecture, training & support, partner ecosystem, and commercial models. The technologies along with the delivery models are evolving, with an expanding feature set and increasing richness of functionality.

### In this study, we analyze the RPA technology landscape across various dimensions

- Everest Group's PEAK Matrix® evaluation, a comparative assessment of 21 leading RPA technology vendors
- Competitive landscape in the RPA technology vendor market
- Key RPA technology trends
- Remarks on key strengths and areas of improvement for each RPA technology vendor
- Assessment of RDA / attended RPA capabilities

### Scope of this report:



**Products**  
Robotic Process  
Automation (RPA)



**Geography**  
Global



**Technology vendors**  
21 leading RPA  
technology vendors

## RPA Products PEAK Matrix® characteristics

### Leaders:

#### Automation Anywhere, Blue Prism, NICE, and UiPath

- Leaders have invested in developing superior capabilities, with focus on ease of use, seamless integration with enterprise applications, flexibility for control and management, advanced analytics and dashboarding, and robust security and governance features
- They have a strong thought leadership and brand recognition in the RPA market and have been pioneers in introducing enterprise-grade capabilities. They are investing to further improve/augment their offerings to help their clients reduce time of deployment, achieve enterprise scale, and lower Total Cost of Ownership (TCO)
- With strong focus on providing an integrated intelligent automation solution, they are expanding their offering through in-house investments or by acquiring / partnering with providers for AI/cognitive capabilities and complementary technologies such as IDP, IVA, process mining, and DPM to cater to enterprise requirements for handling complex use cases
- Leaders have a vision and capability to drive enterprise-wide automation initiatives. They have invested in developing robust training programs, service provider partnerships, and specialized customer success programs to accelerate adoption and scale

### Major Contenders:

#### Appian, AutomationEdge, Datamatics, HelpSystems, Intellibot, Jacada, Kofax, Kryon, Nividous, Pegasystems, Perpetuuiti, Servicetrace, Softomotive, and WorkFusion

- Major Contenders have exhibited a high degree of responsiveness to market requirements and have invested to develop core RPA features/functionalities. However, many of them can work to supplement these with better enterprise-grade feature set, differentiated capabilities, modern product architecture, and focus on improving ease of use for business users
- Many of them are following Leaders by making organic or inorganic investments to serve enterprises looking to integrate with complementary technology such as IDP, IVA, process orchestration, and process mining. There is scope to expand the service provider partner ecosystem and improve customer success programs
- To catch-up with Leaders, they must also make greater investments and communicate their RPA value proposition more effectively to establish their thought leadership and improve brand awareness in the RPA space

### Aspirants:

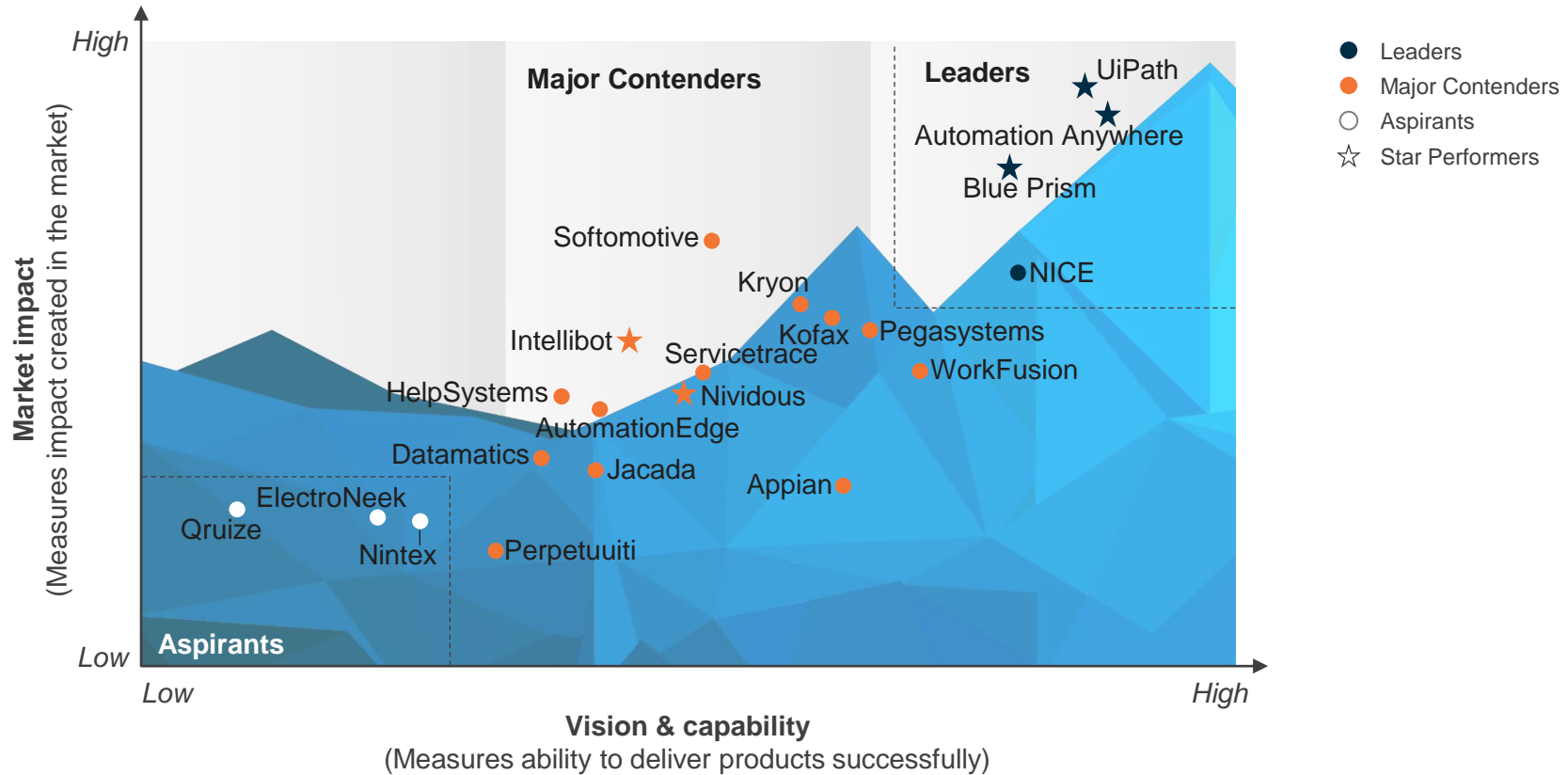
#### ElectroNeek, Nintex, and Quize

- While Aspirants are differentiated by their strong customer orientation and flexibility in customizing their offering to suit enterprise business needs, they need to supplement these with robust enterprise-grade features for robot design and development, control and monitoring, security and governance, and automation life cycle management. Aspirants must invest in enhancing their platforms' UI/UX to facilitate ease of use, especially for citizen developers
- Most of the Aspirants have clients concentrated in a specific geography or industry. They need to expand their reach and serve enterprises globally, across verticals, to drive growth

# Everest Group PEAK Matrix®

## Robotic Process Automation (RPA) Products PEAK Matrix® Assessment 2020 | Blue Prism positioned as Leader and Star Performer

Everest Group Robotic Process Automation (RPA) Products PEAK Matrix® Assessment 2020<sup>1</sup>



<sup>1</sup> Analysis for Softomotive is based on capabilities before its acquisition by Microsoft  
 Note: Star Performers are selected based on a relative comparison of vendors' performance along both the market impact and vision & capability dimensions between our previous and current PEAK Matrix® assessment. Those vendors with the greatest year-over-year improvement are designated as Star Performers

# Blue Prism | RPA profile (page 1 of 7)

## Overview

### Company overview

Founded in 2001, Blue Prism is an RPA software vendor that offers solutions enabling organizations to create a digital workforce powered by software robots to automate operational activities. The company offers process configuration, execution, control, reporting, analysis, and process automation solutions. It also provides professional services and training to its customer on project-basis. It has clients in the financial services, utilities & energy, telecom, BPO, logistics, and healthcare sectors. It operates in Manchester, London, Miami, Chicago, New York, and San Francisco.

#### Key leaders:

Jason Kingdon, Chairman & Chief Executive Officer

**Headquarters:** London, United Kingdom

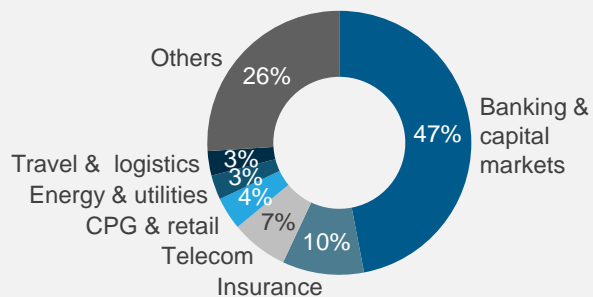
**Key clients include:** Jaguar Land Rover, Metlife, and Lloyds of London

**Website:** [www.blueprism.com](http://www.blueprism.com)

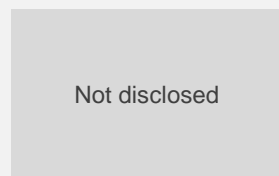
### Non-exhaustive list of recent deals and announcements

- **June 2020:** Partnered with Rainbird, an AI-powered automated decision-making platform, for an automated fraud solution, which replicates the fraud investigation process for major organizations
- **May 2020:** Partnered with Artsyl Technologies, a publisher of Intelligent Process Automation technology for content capture and workflow processing, to leverage its intelligent automation platform, and allow its customers and partners to optimize cycle times for document content-dependent processes
- **May 2020:** Partnered with Pactera, an IT services and outsourcing firm, to provide RPA solutions to its clients in Asia and Oceania region
- **Jan 2020:** Expanded technical partnership with IBM and integrated three core capabilities of IBM Cloud Pak for automation, including workflow, capture, and decisions, with Blue Prism's digital workforce
- **Jan 2020:** Launched three new Software-as-a-Service (SaaS) solutions that augmented its digital workforce powered by the company's connected-RPA platform
- **July 2019:** Acquired Thoughtonomy, UK-based software company, to boost intelligent automation and cloud delivery capabilities
- **March 2019:** Partnered with ABBYY, a provider of content intelligence solutions and services, to jointly offer automation capabilities
- **March 2019:** Partnered with EY to offer RPA-as-a-service using Microsoft Azure to organizations in India

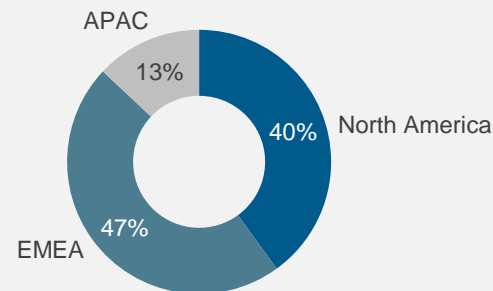
### Split of RPA revenue by buyer industry



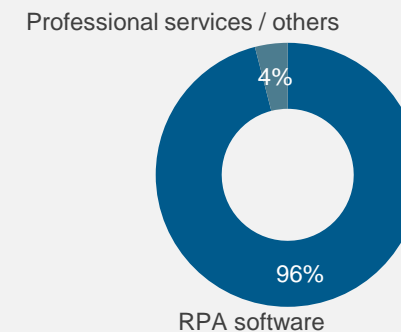
### Split of RPA revenue mix by process area



### Split of RPA revenue by buyer geography



### Split of RPA revenue by offerings



Note: Vendors' offerings / product capabilities as on April 2020 and operational information as on December 2019, collected as part of the study / based on Everest Group estimates  
 Source: Everest Group (2020)

# Blue Prism | RPA profile (page 2 of 7)

## Capabilities

### Product overview

Blue Prism envisions to provide a digital workforce to help enterprises automate high-volume, rules-based, manual back-office administrative processes, with a deep focus on enabling self-managed robots. It has introduced process capture capability, which enables users to define the process steps to be automated. The executables or scripts can be designed using a visual process design studio, which is code free, logical, and has a drag-and-drop functionality for business users. Its computer vision technology for surface automation makes it compatible for automations in virtualized environments. It has also integrated its platform with its online Intelligent Automation (IA) marketplace, Blue Prism Digital Exchange, that enables enterprises to download pre-built reusable automation assets. Blue Prism Cloud is the SaaS offering of Blue Prism that offers a full version of its enterprise RPA platform, without the users requiring installation of any application on the desktop. It provides capability for centralized management of robots and also offers enhanced security features available through its built-in credential manager or integration with CyberArk. In its recent product release, it has enhanced its integration capabilities through data gateways with third-party analytics tools such as Google BigQuery, and PowerBI.

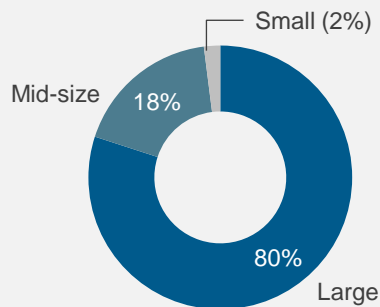
**Version number:** Blue Prism Version 6.7 including Blue Prism Cloud Release 3

**Release date:** February 28, 2020

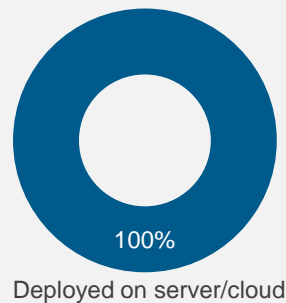
### Market adoption and capability overview

Description	2019	YoY growth
RPA clients ( <b>individual logos</b> )	1,677	69%
RPA FTEs	889	116%
Total number of RPA (unattended and attended) licenses supplied to date	Not available	Not available
Number of service provider partners / resellers	350	75%
Number of technology/software partners	Not available	Not available
Key service provider partners / resellers	Accenture, Deloitte, and KPMG	
Key technology/software partners	Microsoft, Google, and IBM	

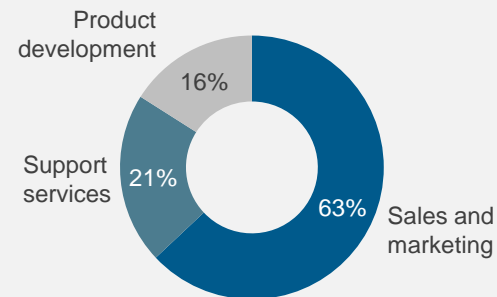
RPA client mix by buyer size<sup>1</sup>



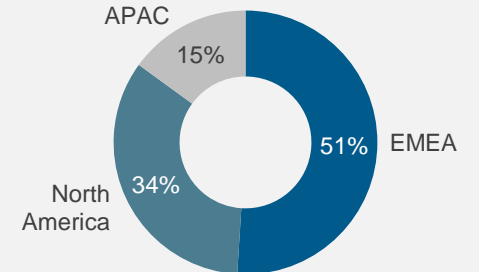
Split of RPA licenses by nature of deployment



Split of RPA FTEs by function<sup>2</sup>



Split of RPA FTEs by geography



<sup>1</sup> Buyer size is defined as large (>5,000 FTEs), mid-size (1,000-5,000 FTEs), and small (<1,000 FTEs)

<sup>2</sup> Includes FTEs in product development, support services (product support, implementation, etc.), and sales & marketing; excludes FTEs in corporate functions such as HR and IT

Note: Operational information as on December 2019 and product-/offering-related as on April 15, 2020, collected as part of the study / based on Everest Group estimates

Source: Everest Group (2020)

# Blue Prism | RPA profile (page 3 of 7)

## Capabilities

■ Available    
 ■ In the roadmap    
 ■ Available via partner    
 ■ Not available

Capability & offerings				
<b>Design and development of robots</b>	Built-in process recorder – DOM-/COM-based	Built-in process recorder – image-based	Built-in process recorder – multi-anchor-based	Object capture – DOM/COM recognition
	Object capture – computer vision	ICA protocol / native support for Citrix	Grey-scale image processing	Develop robots using voice commands
	Visual workflow view for automations in the design studio	Universal process recorder	Web-based design studio	
<b>Reusability and interoperability</b>	Out-of-the-box repository of pre-built reusable activities/functions and packaged automation assets	Ability to create and share a library of reusable components or objects within the organization	Ability of users to control access to shared components in multi-team environments	
	Online portal to utilize pre-built objects and upload new ones	Online marketplace for vendor-approved pre-built reusable assets/automations	Built-in interface in the design studio to connect to the online marketplace to import automation assets	
	Pre-built connectors to automate SAP applications	Pre-built connectors to automate Oracle applications	Pre-built connectors to automate Microsoft applications	
	Support for headless browsers and ability to execute automations directly on server	Out-of-the-box integration with third-party cognitive services (e.g., Google and Microsoft)	Availability of RPA product/software in the form of SDK or platform-as-a-service	
<b>Complementary capabilities</b>	Virtual agents / chatbots	Intelligent Document Processing (IDP)		Classic process mining
	Desktop process mining	Business Process Management (BPM)		
<b>RDA / attended RPA or human-in-the-loop</b>	Ability to execute robots on user desktops using user-defined events / triggers	Human-in-the-loop automations	Ability to execute attended robots on the same user session requiring human credentials to login	Unified screen for RDA / human-in-the-loop automations
	Ability to create interactive UI for on-screen step-wise process guidance for human agents	Built-in AI-based decision-making for next-best action	Ability to automate in background while the user continues to work on the desktop	Ability to record and analyze user's interactions with the desktop

# Blue Prism | RPA profile (page 4 of 7)

## Capabilities

Available    In the roadmap    Available via partner    Not available

Capability & offerings				
Control and management of robots	Web-based interface for central control and monitoring	Mobile application for central control and monitoring	Scheduling and queuing	Control robots using voice commands
	Chat/text interface to control robots	Dynamic load balancing based on process priorities	Dynamic load balancing based on SLAs	View progress and expected completion time of the process
	Floating robot licenses (not linked to specific VM and get allocated dynamically)	Autonomous workload distribution using AI/ML to identify work distribution patterns	Auto-scaling of robots	Access control center functionalities through open APIs
Monitoring and analytics	In-house BI & reporting engine for customized reporting and analytics	Out-of-the-box integrations with third party BI platform providers (e.g., Tableau, Power BI)	Robot/license utilization information	Offer recommendations to optimize license utilization
	Ability to use AI/ML to predict critical SLAs that are not going to be met and notify users in advance	Recommendation on number of robots/licenses required to meet SLAs	Process-level business intelligence	Monitor system or infrastructure performance
	Recommendations to optimize IT infrastructure utilization	Built-in ROI calculator	Ability to escalate target application issues and notify users in near-real time	Execute multiple automations in parallel on the same machine
Robot life cycle management	Built-in version control for robots	Compare versions of robots/processes across environments	Out-of-the-box integrations with third-party provider of version control system (e.g., GIT)	
	Implement change control from development via test to production	Create groups of robots/licenses and assign access controls		
Security and compliance	Built-in secure credential vault	Out-of-the-box integrations with specialized provider(s) of credential vault (e.g., CyberArk)	Role-based access	Segregate roles between development, test, and release
	Active directory multi-domain and multi-forest deployments	Out-of the-box integrations with enterprise databases (e.g., Oracle) for storing log data	Pre-built filters (e.g., time-based, etc.) to analyze log data	Support for Veracode level-5
Product architecture and hosting options	Cloud-native RPA offering	Availability of a hybrid model with some platform components deployed on-premise and some on cloud	Supports containerization	Microservices architecture



# Blue Prism | RPA profile (page 5 of 7)

## Capabilities

■ Available    
 ■ In the roadmap    
 ■ Available via partner    
 ■ Not available

Capability & offerings						
<b>Product architecture and hosting options</b>	On-premise (central server or VM)	Private cloud	Public cloud	Supports multi-tenant deployment	Offered as a Software-as-a-Service (SaaS) platform	
<b>Product training and support</b>	Training and certifications by vendor	Training and certifications by partners	Classroom training	Online portal for RPA training/certification	Free training modules	Interactive training delivered online
	Embedded help tool	Availability of release notes in website	Online user community	Free community version of the product	Performance-based categorization list of service partners available publicly	
<b>Commercial model</b>	Perpetual licensing	Subscription licensing	Fixed capacity / per robot-based	Usage-based (e.g., per hour of license usage)	Per transaction-/process-based	
<b>Key enhancements in the latest product releases (as of April 2020)</b>	<ul style="list-style-type: none"> <li>• Design and development of robots                             <ul style="list-style-type: none"> <li>– Integrated the Blue Prism platform and the Digital Exchange (DX), enabling users to launch the DX directly from the main application window to access packaged automation skills/assets</li> </ul> </li> <li>• Monitoring and analytics                             <ul style="list-style-type: none"> <li>– Enhancements in dashboarding capability to enable users to create intuitive customizable dashboards and variety of charts (including line, bar, column, pie, and gauge charts)</li> </ul> </li> <li>• Security and compliance                             <ul style="list-style-type: none"> <li>– Blue Prism 6.7 provides the ability to apply certificate-based encryption to server configuration files, enabling enhanced protection of potentially sensitive information</li> <li>– Updated Blue Prism platform to enforce FIPS compliance; all non-FIPS compliant functions in the code have been removed</li> </ul> </li> <li>• Product training and support                             <ul style="list-style-type: none"> <li>– Added French as a language option for signing into Blue Prism platform</li> <li>– Enhanced UI/UX for online customer support portal</li> <li>– Enhanced automatic upgrade support for existing installations of Blue Prism Trial and Learning editions</li> </ul> </li> </ul>					

# Blue Prism | RPA profile (page 6 of 7)

## Everest Group assessment – Leader

Measure of capability: ● High ◐ Low

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Development & integration	Deployment & maintenance	Product training & support	Commercial & sales model	Overall

### Strengths

- Blue Prism has a vision to provide a digital workforce for every enterprise and enable them to keep pace with rapidly changing market dynamics. Its connected-RPA offering aims to provide enterprises access to RPA, AI, cloud, and analytics capabilities
- Blue Prism RPA is available for on-premise, in the cloud, and hybrid deployments. On the back of Thoughtonomy’s acquisition, it now also has a cloud-native SaaS offering, Blue Prism Cloud, with integrated RPA and AI capabilities. Clients have lauded the addition of this SaaS offering
- It offers a toolkit to identify tasks / use cases for automation and has also recently launched its AI-based IDP solution, Decipher, for processing unstructured documents. It has also established technology alliances in areas such as IDP, IVA, process mining, and BPM. Clients appreciate Blue Prism’s ability to complement RPA by integrating with various complementary technology solutions
- Blue Prism enables enterprises to connect to its online Digital Exchange (DX) through a built-in interface in the design studio, enhancing ease of use and reusability. Its strong partner ecosystem (ABBYY, Celonis, Google, etc.) continues to contribute to the depth and breadth of assets available in the DX
- It enables human-robot collaboration through Interact (in-house) and Service Assist (via partnership with Trust Portal). These are web-based interfaces for human agents and robots to interact and exchange information in near real-time and quite helpful for contact center use cases

### Areas of improvement

- While Blue Prism enables human-in-the-loop automations, it does not lend itself well to RDA / attended RPA use cases, which continue to witness increased demand. Offering ability to deploy and execute robots on user desktops using user-defined events and triggers would improve its positioning for front-office automation requirements. There is demand for this, and vendors that offer RDA, in addition to human-in-the-loop and unattended RPA, stand to benefit
- Given its strong focus on object-oriented nature for developing automations, a process recorder does not fit well within Blue Prism’s approach; however, adding a process recorder could enhance the ease of getting started for business users / citizen developers and accelerate automation development, especially for low complexity tasks and processes
- It can improve flexibility and ease of robot deployment by providing a mobile application to remotely access its central control and monitoring functionality and adding advanced features such as the ability to control robots using voice commands
- Providing a built-in ROI calculator can help its clients compare expected and realized cost savings from RPA deployments, significantly adding value

## Blue Prism | RPA profile (page 7 of 7)

### Everest Group assessment – Leader

Measure of capability: ● High ◐ Low

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Development & integration	Deployment & maintenance	Product training & support	Commercial & sales model	Overall

#### Strengths

- Blue Prism has a strong value proposition for enterprises seeking superior security & governance capabilities. Its solution is Veracode Level 5-certified and FIPS-compliant. In version 6.7, it has reinforced this value proposition with the ability to apply certificate-based encryption to server configuration files, enabling enhanced protection of sensitive information. As a result, it lends itself well to vertical-specific use cases in highly regulated industries such as BFSI
- Through its web-based centralized control and monitoring environment, it provides features such as the ability to control robots using voice commands, dynamic load balancing based on SLAs, AI-/ML-based autonomous workload distribution, and auto-scaling of robots to meet transaction volume fluctuations
- Through Blue Prism Hub, a feature of Blue Prism Cloud, it enables near real-time SLA monitoring and provides proactive insights on any expected SLA breach. In version 6.7, it has also added data gateways, allowing users to push data from RPA platform to external monitoring systems and data stores, for advanced monitoring and dashboarding functionality
- Blue Prism witnessed an above-average YoY market growth in terms of revenue and number of clients, further increasing its market share in the RPA space
- Clients have indicated high level of satisfaction with its unattended automation capability and platform’s reusability, scalability, and ease of deployment

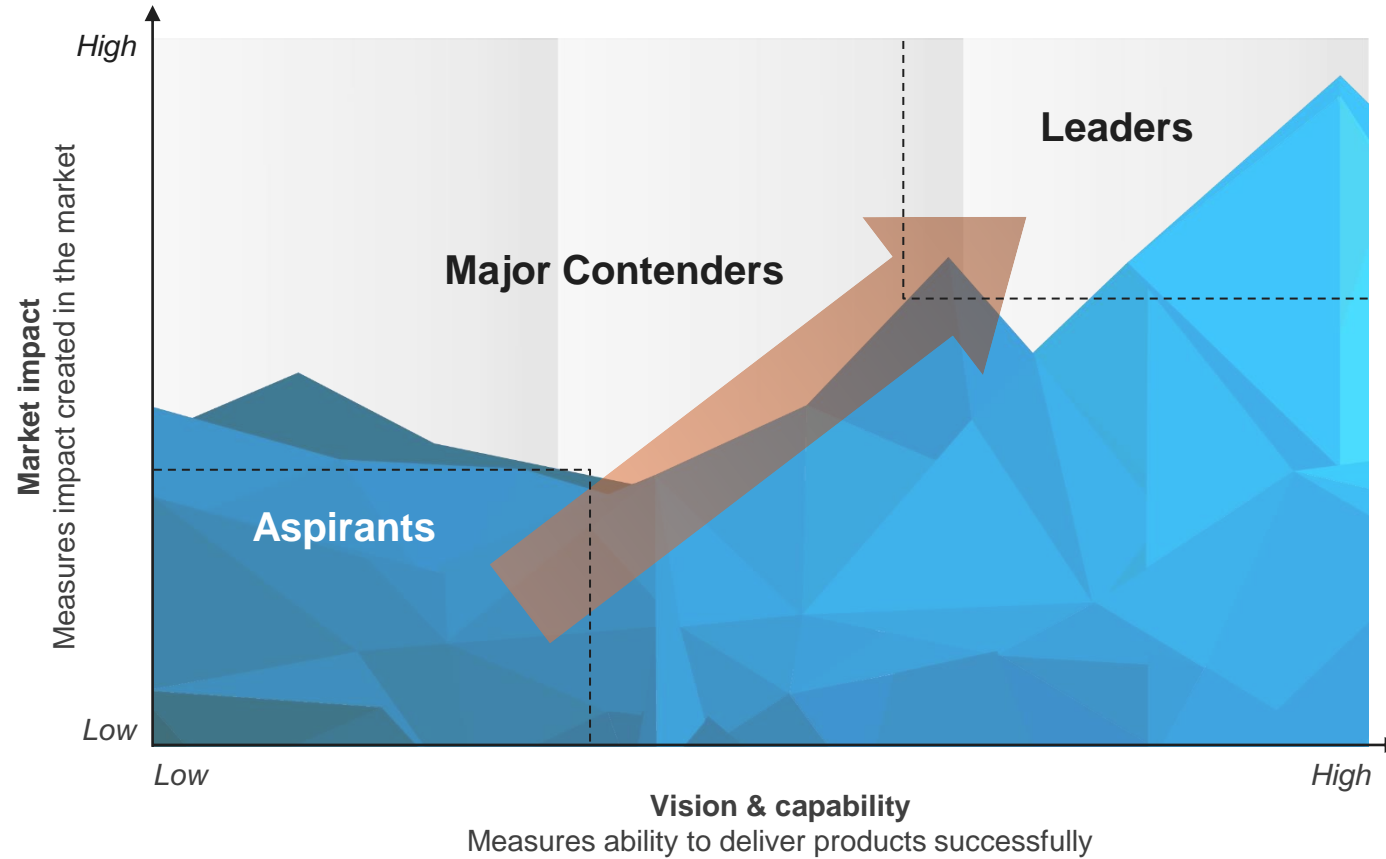
#### Areas of improvement

- Though Blue Prism provides online and offline training programs and free community edition of the platform, it could further enhance its offering by adding interactive training modules. Clients have also indicated a need for improved training facilities and better documentation, especially around release notes during upgrades
- Clients expect improved agility and speed of delivery on its product roadmap. They have also indicated the need for faster response time for ticket resolution and enhanced customer service and support. Clients would also appreciate a lower upfront cost for Blue Prism Cloud offering
- Its clientele primarily comprises large enterprises, and its ability to serve small and mid-size enterprises, and SMBs, is relatively unproven. Its value proposition for this segment of enterprises can be improved by providing greater flexibility in its licensing model and offering usage-based (e.g., per hour) and per-process pricing
- Blue Prism extensively leverages its partners and reseller network, relying heavily on the indirect sales model. This could be a deterrent for enterprises looking for more direct sales channels and in-house sales FTEs to engage with Blue Prism

# Appendix

# Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision & capability

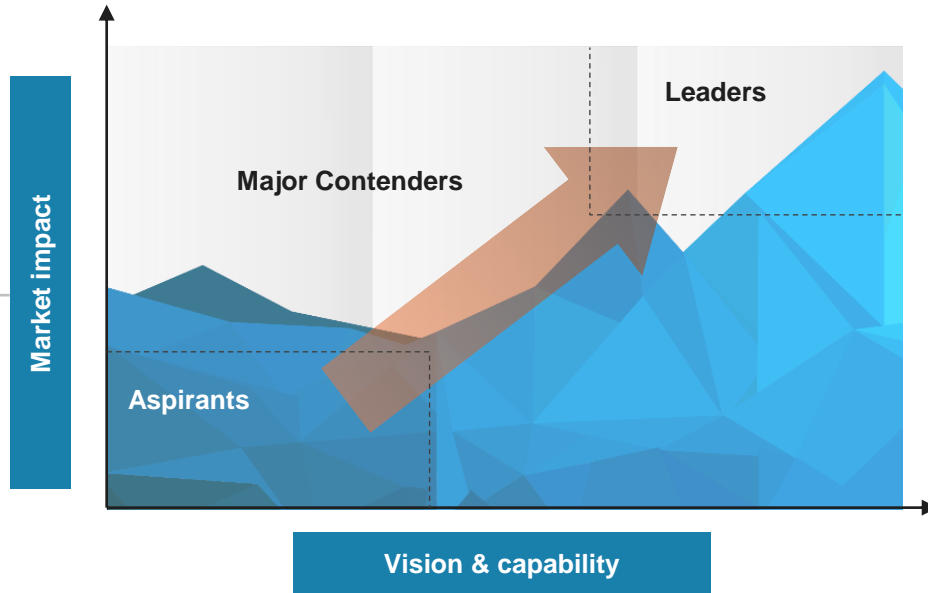
Everest Group PEAK Matrix



# RPA Products PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

- Market adoption**  
Number of clients, revenue base, and YoY growth
- Portfolio mix**  
Breadth of coverage of industries, geographies, processes / use cases, and enterprise size class
- Value delivered**  
Value delivered to the client and their satisfaction with the product as well as the support, based on client feedback



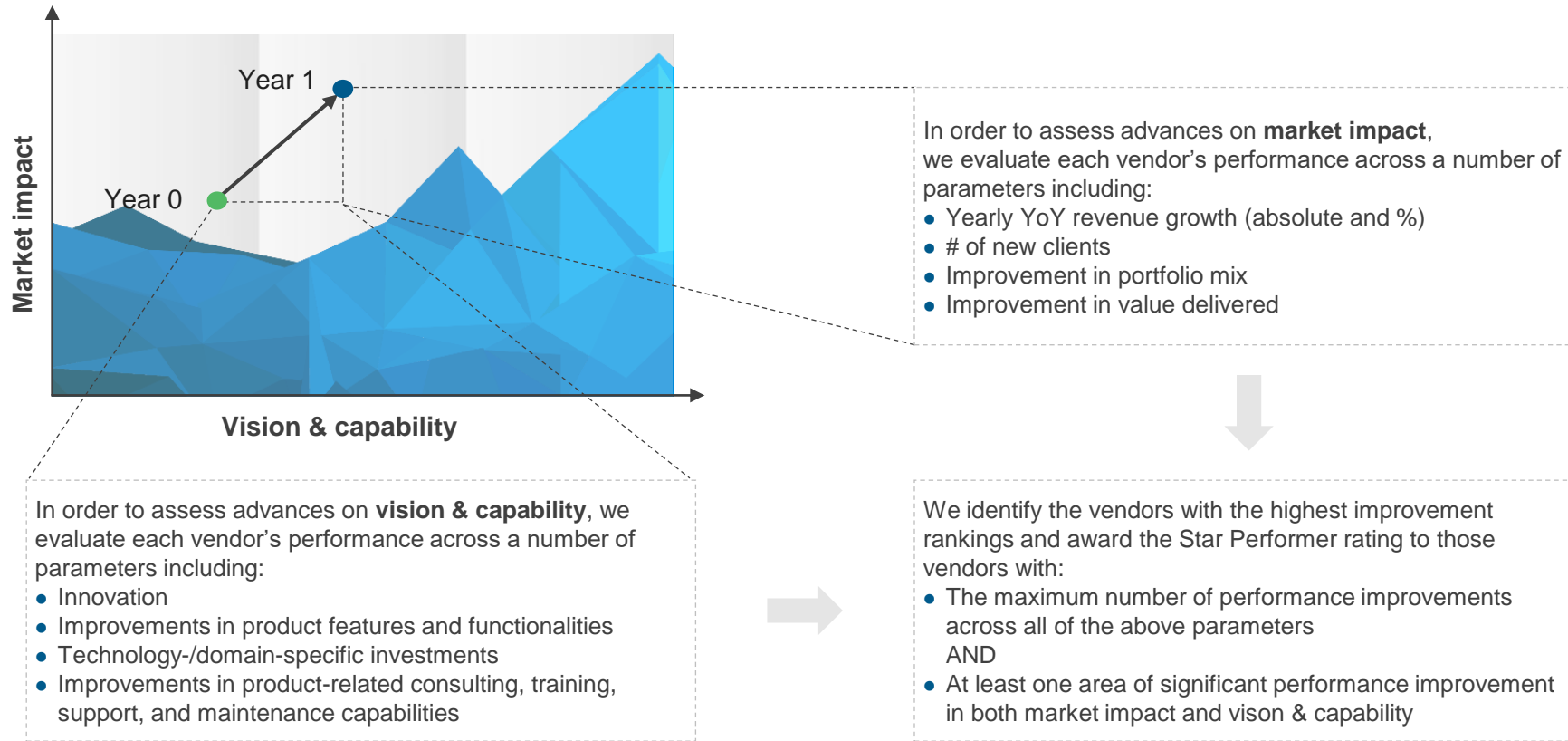
Measures ability to deliver products successfully. This is captured through five subdimensions

- Vision and strategy**  
Vision for the client and itself; key investments; future roadmap and strategy
- Development & integration**  
Flexibility & ease of robot design & development, reusability, RDA, and integration with enterprise applications & complementary capabilities
- Deployment & maintenance**  
Control & monitoring, security & governance, solution maintenance, robot life cycle management, product architecture, and hosting options
- Product training & support**  
Training & certification, product maintenance & support, consulting, and other support services
- Commercial & sales model**  
Flexibility, progressiveness, and client adoption of the available commercial models; sales channel effectiveness

# Everest Group confers the Star Performers title on vendors that demonstrate the most improvement over time on the PEAK Matrix®

## Methodology

Everest Group selects Star Performers based on the relative YoY improvement on the PEAK Matrix



The Star Performers title relates to YoY performance for a given vendor and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

## Glossary of key terms used in this report (page 1 of 3)

<b>Artificial Intelligence (AI)</b>	Ability of machines to use cognitive computing to mimic human intelligence, such as visual perception, speech recognition, decision-making, and language translation
<b>BI</b>	Technologies, applications, and practices for collection, integration, analysis, and presentation of business information
<b>Business Process Management (BPM)</b>	BPM solutions help to coordinate tasks and orchestrate the flow of information across disparately designed applications, databases, digital workers, and the human workforce. It includes capabilities of process design, execution (through workflows and orchestration of different BPS technology systems), and monitoring (through analytics)
<b>Buyer</b>	The company/entity that purchases outsourcing services from a provider of such services
<b>Classic process mining</b>	Classic process mining refers to the ability to leverage specialized algorithms to analyze process-related information that is captured in event logs generated by enterprise systems such as ERP, CRM, and SCM, to discover as-is processes, generate process maps, perform conformance check with pre-defined input reference process models, and generate insights for process improvement
<b>Cognitive/smart automation</b>	The ability of a system to learn how to interpret unstructured content, such as natural language, and use analytical capability to derive and present inferences in a pre-defined/structured fashion; for example, a system classifying the mood of a person into one of the pre-defined groups based on his/her tone and language
<b>Computer vision</b>	A technology that uses AI to enable automatic extraction, analysis, and understanding of useful information from digital images
<b>Deep learning</b>	A subfield of machine learning concerned with algorithms and inspired by the structure and function of the brain called artificial neural networks
<b>Desktop Process Mining (DPM)</b>	DPM refers to the ability to capture user's keyboard, mouse, and potentially other system-level activities performed simultaneously on various desktops to virtually reconstruct the processes and generate a process map capturing the different process variants
<b>FTE</b>	A way to measure a worker's productivity and/or involvement in a project. An FTE of 1.0 is equivalent to a full-time worker
<b>General AI</b>	A machine that can perform multiple intellectual tasks across a variety of domains; essentially, it mimics all activities performed by a human
<b>Horizontal business processes</b>	Those processes that are common across the various departments in an organization and are often not directly related to the key revenue-earning business, such as procurement, finance & accounting, and human resource management
<b>IDP</b>	Intelligent Document Processing is a software product or solution that captures data from documents (e.g., email, text, PDF, and scanned documents), categorizes, and extracts relevant data for further processing using AI technologies such as computer vision, OCR, Natural Language Processing (NLP), and machine/deep learning



## Glossary of key terms used in this report (page 2 of 3)

<b>KPI</b>	Key performance indicators for processes, services, products, or solutions
<b>Machine Learning (ML)</b>	A type of artificial intelligence that provides computers with learning capabilities without explicit programming
<b>Narrow AI</b>	A machine that performs one narrow task; an expert system
<b>Natural Language Processing (NLP)</b>	A machine's ability to interpret human languages
<b>Optical Character Recognition (OCR)</b>	A technology within computer vision that involves the recognition of printed characters using computer software
<b>POC</b>	A realization of a certain method or idea in order to demonstrate its feasibility, or a demonstration in principle with the aim of verifying that some concept or theory has practical potential
<b>ROI</b>	Returns attained from an investment
<b>RPA</b>	RPA refers to a type of rules-based automation technology that helps automate repetitive tasks by mimicking a user's activities. It is non-invasive and typically interacts with a computer-centric task/process through the User Interface (UI) of the underlying software applications
<b>RPA deployments</b>	In-production or scaled-up deployments of RPA solutions
<b>Semi-structured data</b>	Semi-structured content is one that does not conform to the pre-defined structure of content, but nonetheless, contains tags / other markers to separate semantic elements and enforce hierarchies. In short, it has a self-describing structure. The placeholders of the content can be in varied sequences
<b>Sequence mining</b>	Identifying sequential pattern of activities that occurred during a process
<b>Software-as-a-Service (SaaS)</b>	SaaS is a software licensing and delivery model wherein the software is hosted centrally by a third-party provider and is made available to customers over the internet. It is also referred to as on-demand software
<b>Structured data</b>	Structured content is one that conforms to the pre-defined structure in terms of tags to separate semantic elements and enforce hierarchies of records and fields. Moreover, the placeholders for the content have a pre-defined sequence
<b>Transaction-based pricing</b>	Output-based pricing structure; priced per unit transaction with significant price differences between onshore and offshore

## Glossary of key terms used in this report (page 3 of 3)

<b>Universal process recorder</b>	A universal process recorder refers to a single recorder that can identify the underlying application type and automatically apply the corresponding object recognition technique (DOM-/COM-/image-based)
<b>Unstructured data</b>	Unstructured content refers to information that either does not have a pre-defined data model or is not organized in a pre-defined manner. Unstructured information is typically text-heavy, but may contain data such as dates, numbers, and facts as well
<b>Usage-based pricing</b>	Value-based pricing structure; pricing based on per-hour or per-minute of robot usage
<b>Virtual Desktop Infrastructure (VDI)</b>	VDI is a virtualization technology that hosts a desktop operating system on a centralized server in a datacenter
<b>Vertical-specific business processes</b>	Vertical-specific business processes refer to processes that are specific to a department within an organization and are often directly related to the key revenue-earning business. Examples include lending process in case of the banking industry and claims processing in case of the insurance industry
<b>Virtual agent</b>	It is a computer-generated virtual character that can have a conversation with human customers and take decisions. Alternative term for chatbots or virtual assistants
<b>Virtual Machine (VM)</b>	A VM is an emulation of a computer system. They are software computers, based on computer architectures, that run an operating system, and provide functionality of a physical computer

# FAQs

## **Does the PEAK Matrix® assessment incorporate any subjective criteria?**

Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging service provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned based on our market experience, buyer interaction, and provider/vendor briefings

## **Is being a “Major Contender” or “Aspirant” on the PEAK Matrix, an unfavorable outcome?**

No. The PEAK Matrix highlights and positions only the best-in-class service providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition

## **What other aspects of PEAK Matrix assessment are relevant to buyers and providers besides the “PEAK Matrix position”?**

A PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a “Leader”, “Major Contender,” or “Aspirant” title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric-level assessment and associated commentary is helpful for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

## **What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?**

- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own “profile” that is published by Everest Group as part of the “compendium of PEAK Matrix providers” profiles

## **What is the process for a service provider / technology vendor to leverage their PEAK Matrix positioning and/or “Star Performer” status ?**

- Providers/vendors can use their PEAK Matrix positioning or “Star Performer” rating in multiple ways including:
  - Issue a press release declaring their positioning. See [citation policies](#)
  - Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
  - Quotes from Everest Group analysts could be disseminated to the media
  - Leverage PEAK Matrix branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)
- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with the designated POC at Everest Group.

## **Does the PEAK Matrix evaluation criteria change over a period of time?**

PEAK Matrix assessments are designed to serve present and future needs of the enterprises. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality as well as serve the future expectations of enterprises



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