Everest Group PEAK Matrix® for Process Mining Technology Vendors 2020

Focus on UiPath

February 2020

Background of the research

The process automation market is evolving in more ways than one, with many organizations taking the next step of complementing Robotic Process Automation (RPA) with Artificial Intelligence (AI) solutions such as virtual agents and intelligent document capture. Process automation is driving the need for enterprises to review and optimize processes and gain insights before automating them, in turn fueling demand for technologies such as process mining. While the concept of process mining has been around as a topic of academic interest, it is quite nascent in the landscape of enterprise automation and digital transformation. Process mining solutions leverage event logs generated by information systems such as ERP, CRM, HCM, and SCM to reconstruct a virtual view of the business process. Process mining blends the power of data-based analysis techniques, such as data mining and machine learning, to help organizations discover the as-is process along with its variants and identify process optimization/automation opportunities. Adoption of process mining solutions can not only help enterprises achieve cost savings and operational efficiency by optimizing processes, but also enhance employee experience through better resource allocation. While process mining can play a key role in the success of an organization's optimization/ transformation journey, process mining technologies are relatively new to many potential buyers in terms of product capabilities, features, and commercial models. The technologies are also evolving, with an expanding feature set and increasing richness of functionality.

In this study, we analyze the Process mining technology landscape across various dimensions:
- Everest Group's PEAK Matrix ® evaluation, a comparative assessment of 13 leading process mining technology vendors
- Competitive landscape in the process mining technology vendor market
- Key process mining technology trends
- Remarks on key strengths and areas of improvement for each process mining technology vendor
- DPM vendor profiles

Scope of this research
- **Products:** Process Mining
- **Geography:** Global
- **Technology vendors:** 13 leading process mining technology vendors

Introduction and scope

Everest Group recently released its report titled "Process Mining – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020". The report provides a detailed view of the process mining technology vendor landscape and a thorough assessment of the various process mining technology solutions across several key dimensions.

As a part of this report, Everest Group presented a comparative assessment of 13 leading process mining technology vendors and updated its classification of the vendors on the Everest Group Process Mining Products PEAK Matrix® into Leaders, Major Contenders, and Aspirants. The PEAK Matrix is a framework that provides an objective, data-driven, and comparative assessment of vendors based on their market impact and vision & capability.

Based on the analysis, **UiPath emerged as a Leader**. This document focuses on UiPath process mining experience and capabilities and includes:

- UiPath's' position on the Everest Group Process Mining Products PEAK Matrix 2020
- Detailed profile of UiPath

Buyers can use the PEAK Matrix to identify and evaluate different process mining technology vendors. It helps them understand technology vendors' relative strengths and improvement areas. However, it is also important to note that while the PEAK Matrix is a useful starting point, the results from the assessment may not be directly prescriptive for each buyer. Buyers will have to consider their unique situation and requirements, and match them against technology vendor capability for an ideal fit.

Note: UiPath Process Mining (formerly ProcessGold)
Source: Everest Group (2020)

Process mining products PEAK Matrix® characteristics

Leaders:

Celonis, Software AG, and UiPath

- Leaders are ahead in developing superior process mining capabilities, with greater focus on ease of use for business users, integration with enterprise applications, accuracy in process model generation, and analytics and dashboarding capabilities
- They have played a pivotal role in educating the market and increasing awareness about the benefits of process mining. In addition to investing in product development, a majority of them have invested heavily in building robust training and customer support capabilities
- Leaders have a vision to drive enterprise performance and improve customer experience using a data-driven approach to process mining, and they are evangelizing process mining technology through various events and thought leadership initiatives
- They have successfully implemented process mining for numerous clients in Europe and North America, and a few are looking to expand their delivery footprints to the emerging markets of APAC and LATAM

Major Contenders

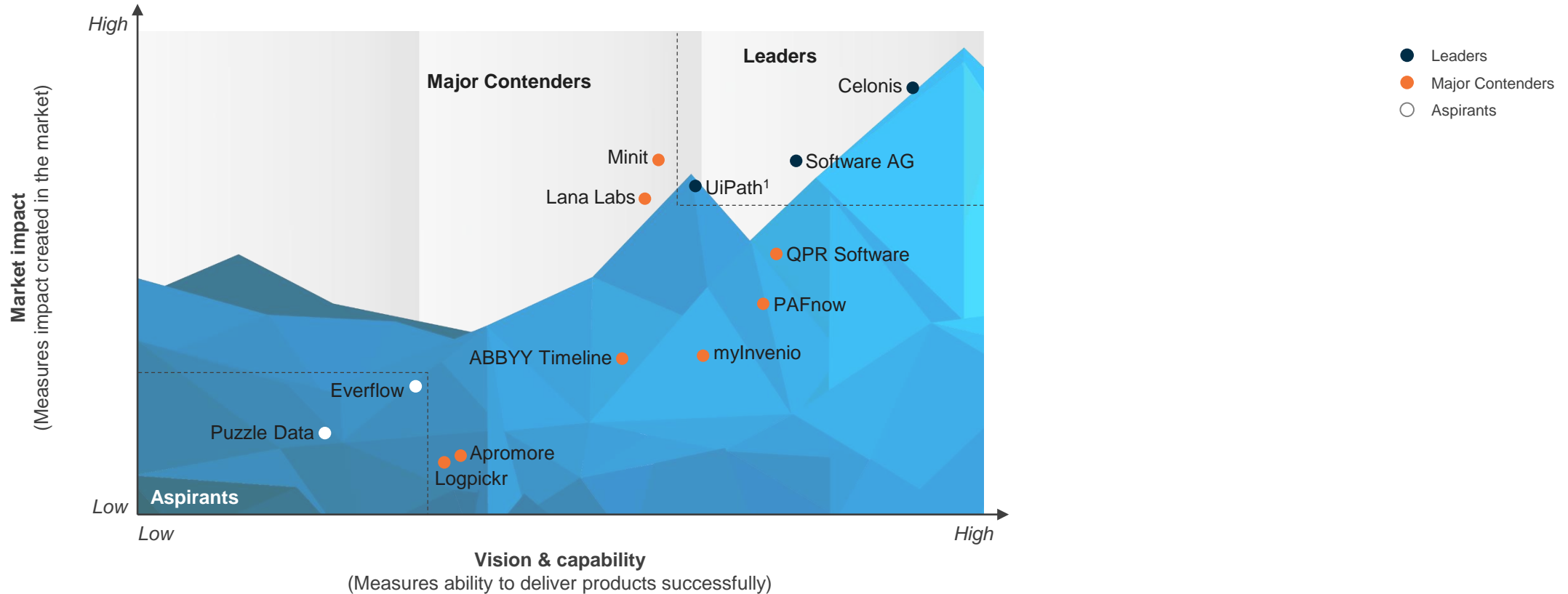ABBYY Timeline, Apromore, Lana Labs, Logpickr, Minit, myInvenio, PAFnow, and QPR Software

- Almost all the Major Contenders have developed capabilities to support key process mining use cases. However, many of them can work to supplement these with better enterprise-grade product architecture and focus on improving ease of use for business users
- A majority of Major Contenders are investing to further improve their process monitoring and dashboarding capabilities, as well as developing advanced AI-/ML-based predictive and prescriptive analytics capabilities to support more sophisticated process intelligence use cases
- While many of them are working to build a strong partner ecosystem with providers of complementary technologies (such as DPM, RPA, BPM, and BI), they must also expand the scope of their collaborations with service providers and academic institutions to expand their reach

Aspirants

Everflow and Puzzle Data

- Aspirants have made their products commercially available only over the last couple of years. They are investing to develop and offer features beyond process discovery to advanced use cases of process mining. They should also build training programs and enhance their platforms' UI/UX to facilitate ease of use
- While they have acquired a few clients in their focus geographies, Aspirants need to expand their reach to other key geographies and serve clients globally to drive growth

Everest Group PEAK Matrix®

Process Mining Products PEAK Matrix® Assessment 2020 | UiPath positioned as a Leader

Everest Group Process Mining Products PEAK Matrix® Assessment 2020

Leaders
Major Contenders
Aspirants

Market impact
(Measures impact created in the market)

High

Leaders

Major Contenders

Celonis

Minit
Software AG
Lana Labs
UiPath[1]

QPR Software

PAFnow

ABBYY Timeline   myInvenio

Everflow

Puzzle Data

Apromore
Logpickr

Aspirants

Low

Low   High

Vision & capability
(Measures ability to deliver products successfully)

1   UiPath Process Mining (formerly ProcessGold)

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Overview

Company overview
Founded in 2010 and acquired by UiPath in October 2019, ProcessGold is a process mining enterprise software vendor, focused on business process management and optimization. The company works with partners around the globe for their business transformation, diagnosing key risks, and identifying opportunities to advance business performance.

Key technology leaders: Roel Vliegen, VP Engineering – Process Mining
Headquarters: Eindhoven, The Netherlands
Key clients include: EY, Philips, KPN, Aegon, Salvation Army, Porsche, and Webasto
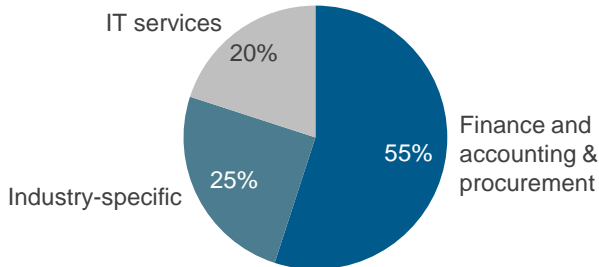**Website:** https://processgold.com/

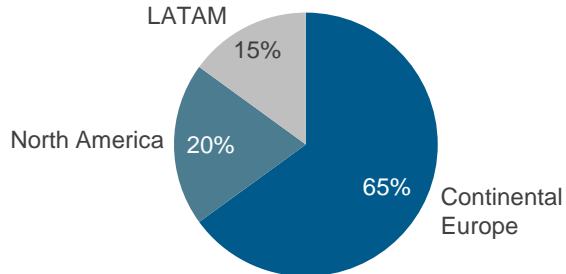| Non-exhaustive list of recent deals and announcements |
|---|
| • **October 2019:** ProcessGold acquired by leading RPA vendor, UiPath |
| • **June 2019:** Developed TRACY, an intelligent visualization algorithm that visualizes process graphs intuitively, ensuring that users always have a clear overview of the process in question |

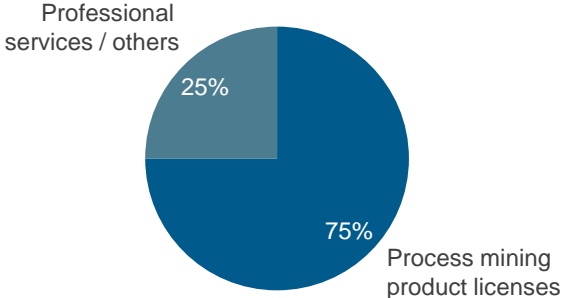**Split of process mining revenue by buyer industry**

Healthcare 10%
Other 20%
Telecom 25%
Finance 45%
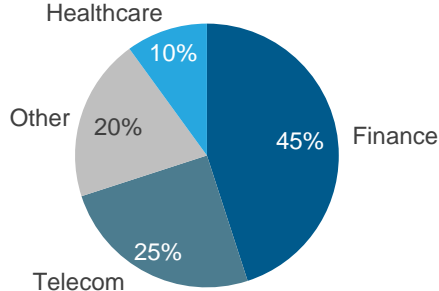
Split of pocess mining revenue mix by process area

IT services 20%
Industry-specific 25%
Finance and accounting & procurement 55%

Split of process mining revenue by buyer geography

LATAM 15%
North America 20%
Continental Europe 65%

Split of process mining revenue by offerings

Professional services / others 25%
Process mining product licenses 75%

Note: Operational and product-/offering-related information as on June 2019, collected as part of the study / based on Everest Group estimates
Source: Everest Group (2020)

Capabilities

Product overview

UiPath process mining, earlier ProcessGold connects IT system data using built-in ETL functionality to create a digital visualization of processes, show where deviations and bottlenecks exist and why they occur. It is available in the cloud as well as on-premise. It is capable of handling more than 100-million events and contains ready to use process analysis templates and customized interface options. It has integrated anonymization algorithms that allow to anonymize data and ensure compliance. The platform also provides intuitive process graphs using the TRACY (patent pending) layout and real-time animation of processes. It allows multi-dimensional process mining with multiple case ID's as well as continuous monitoring. It supports centrally built and delivered data, with expansion options and controlled data access for different user groups.

Version number: Version 18
**Release date:** September 20, 2019

Market adoption and capability overview

Number of process mining clients (**Not counting subsidiaries of the same organization as individual clients**): 25
YOY growth in number of process mining clients: 600-650%
Number of FTEs in process mining team[2]: 55
Number of service provider partners / resellers / training partners: 20
Number of people who have taken process mining training course / certification program: 2000+
Key service provider partners / resellers: KPMG, EY, Accenture, and Grupo ASSA
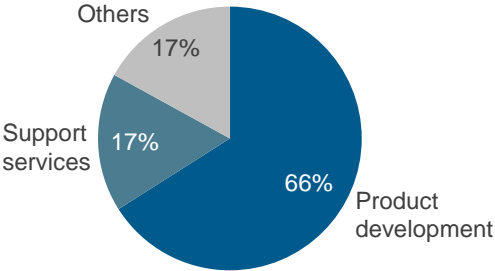**Key third-party technology partners:** Microsoft

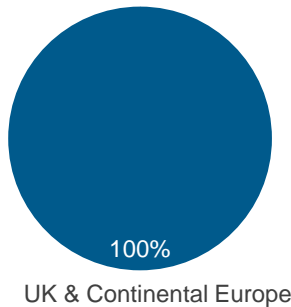**Process mining revenue mix by buyer size[1]**
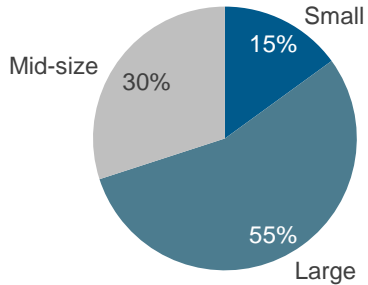
Split of process mining revenue by sales channel
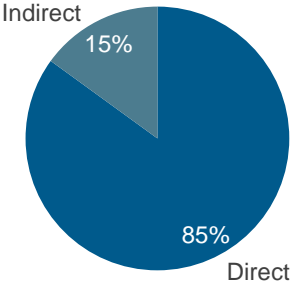
Split of process mining FTEs by function[2]

Split of process mining FTEs by geography

1   Buyer size is defined as large (>US$5 billion in revenue), mid-size (US$1-US$5 billion in revenue), and small (<US$1 billion in revenue)
2   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 and product-/offering-related information as on June 2019, collected as part of the study / based on Everest Group estimates
Source: Everest Group (2020)

Capabilities

| | Available | | In the roadmap | | Available via formal partnership | | Not available |

Capability & offerings							
Process setup and data preparation	Ability to pre-process (prepare and clean) event logs data				Ability to detect outliers in the event log		
	Ability to merge event logs from different information systems for a single process model				Ability to configure/modify case IDs, resources, and any specific attributes in event log data		
Interoperability	Pre-built connectors for SAP applications	Pre-built connectors for Oracle applications	Pre-built connectors for ServiceNow applications		Pre-built connectors for Salesforce applications		
	Pre-built connectors for Microsoft applications	Pre-built connectors for legacy applications			Ability to integrate with enterprise systems without coding		
	Ability to integrate with third-party tools / products through REST or SOAP web services		Support for Windows OS		Support for Linux		Support for Mac
Complementary capabilities	Desktop Process Mining (DPM)		Robotic Process Automation (RPA)		ETL		Business Process Management (BPM)[1]
Process discovery	Ability to create BPMN 2.0 compliant process models			Support for different output model variants such as petri net and fuzzy model		Ability to display cost for each step in the process model	
	Ability to display resources consumed for process steps	Ability to detect exceptions (failed transactions) in process		Automated extraction of the decision rules governing routing decisions in the process		Multi-level process mining capability	
	Ability to discover organization-level relationships / social networks	Ability to merge two or more process models		Ability to develop process models for unstructured processes, with no pre-defined schema		Ability to compare the discovered case variants side-by-side	
Process conformance checking	Ability to import BPMN models to define standard model	Availability of out-of-the-box pre-defined, reusable process templates		Ability to perform gap analysis to identify (un)desirable deviances/violations			
	Ability to highlight deviations in the discovered model	Ability to perform root-cause analysis to identify causes of process path deviations		Ability to check compliance rules such as the segregation of duties (e.g., to check if authorization controls for each role were followed)			

1   Capability through BPM partners of UiPath

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Capabilities

| | Available | In the roadmap | Available via formal partnership | Not available |

Capability & offerings				
Process monitoring and reporting	Ability to create customized dashboards based on user requirements / user-defined query	Ability to support text search capability in the process map	Ability to monitor processes in near real-time against defined KPIs	Ability to compare multiple process variants visually on defined metrics
	Ability to define scenarios and run multiple simulations (what-if analysis / scenario testing)	Ability to share complete analysis project with other users through project file export		Ability to add notes for process steps to record derived insights
Predictive and prescriptive analytics	Ability of the software to identify and recommend optimal process variants	Ability to estimate lead time and predict delays based on real-time process information		Ability to use AI/ML to predict and highlight / warn business users of any expected KPI breach
	Ability to automatically send notifications to users in case of any expected KPI breach	Ability to identify and recommend processes/tasks for automation		Ability to recommend tools to automate processes, e.g., RPA, chatbots or IDP
Commercial model	Perpetual licensing	Subscription licensing	User-based licensing	Process-based licensing	Event logs- / server capacity-based licensing
Hosting options	Desktop/laptop	Server/on-premise	Private cloud	Public cloud	Supports multi-tenant deployment	Supports containerization	Own hosting services	Hosting services offered via partners
Product training and support	Training and certifications by vendor	Training and certifications by partners	Classroom training	Online portal for process mining training/certification	Online self-paced training modules	Separate training courses for different user roles
	Online certification courses	Availability of a community edition of the product	Free training modules	Interactive online training	Embedded help tool	Online user community
Security and compliance	Availability of pre-built algorithms in system connectors to encrypt/decrypt data from event logs		Ability to create different environments of event logs with restricted user access authorization		
	Availability of role-based access to the system	Ability to selectively grant permissions to view attributes of a process model	Availability of an anonymization option for any specific attributes in log data	Active directory integration	

Note: Some of the features in the roadmap to be developed leveraging UiPath capabilities

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Everest Group assessment – Leader

Measure of capability: ● High ◔ Low

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Process setup & integration	Process intelligence	Implementation & support	Commercial model	Overall
◔	◔	◔	◔	◔	◔	◔	◔	◔	◔

Strengths

- UiPath's process mining offering has evolved from its merger with Magnaview, a visualization tool developed at Eindhoven University. In connection with UiPath's recent acquisition by UiPath, its product development strategy for process mining is now more focused toward helping enterprises discover automation use cases and accelerate their automation journeys

- With its strong focus on providing a self-service platform for business users and analysts, it offers the ability for clients/partners to develop customized applications that are combinations of several available dashboards/views to derive specific business insights. It has also invested in developing a standard out-of-the-box process mining application, called AppOne, that provides a standard template to discover process maps for new and unfamiliar use cases / processes

- The platform provides built-in ETL functionality and plans to offer the ability to integrate with UiPath process/macro recorder to capture actions performed in applications that do not generate event logs

- It provides key process discovery features such as multi-level process mining, organization-level relationship mining, as well as process conformance features such as KPI-based process monitoring and the ability to perform gap analysis and root-cause analysis. It also offers exception tagging functionality that enables automatic tagging of deviations/violations based on pre-defined business rules

- The platform's security and compliance capability includes ability to encrypt/decrypt data from event logs, role-based access control, and GIT integration

Areas of improvement

- While it witnessed significant growth in client base in 2019, UiPath currently accounts for less than 5% market share in terms of number of clients and revenue

- UiPath's current penetration in the small buyer segment is low as compared to the market average. SMBs and small enterprises could benefit from a free trial and community edition of the platform as these would help boost its familiarity and accessibility

- It currently does not provide automated extraction of the decision rules that govern the routing decisions in processes. While UiPath has strong focus on providing features for process monitoring and dashboarding, adding features such as ability to run simulations (what-if analysis / scenario testing) and recommend optimal process variant would increase its value proposition for enterprises looking for advanced analytics to aid business decisions

- The product has limited value proposition for enterprises looking to leverage AI/ML to identify / proactively warn users of any potential KPI breaches and recommend ways to optimize processes such as resource reallocation and step elimination

- While UiPath offers ability to recommend tasks for automation, however, it cannot recommend tools to automate tasks, e.g., RPA, chatbots, IDP, etc., or directly export workflows to automation tools' design studios

- Onboarding more certified training partners and providing interactive training courses, along with an online user community / support forum, could improve flexibility and accessibility of its product training & support

Appendix

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

Everest Group PEAK Matrix
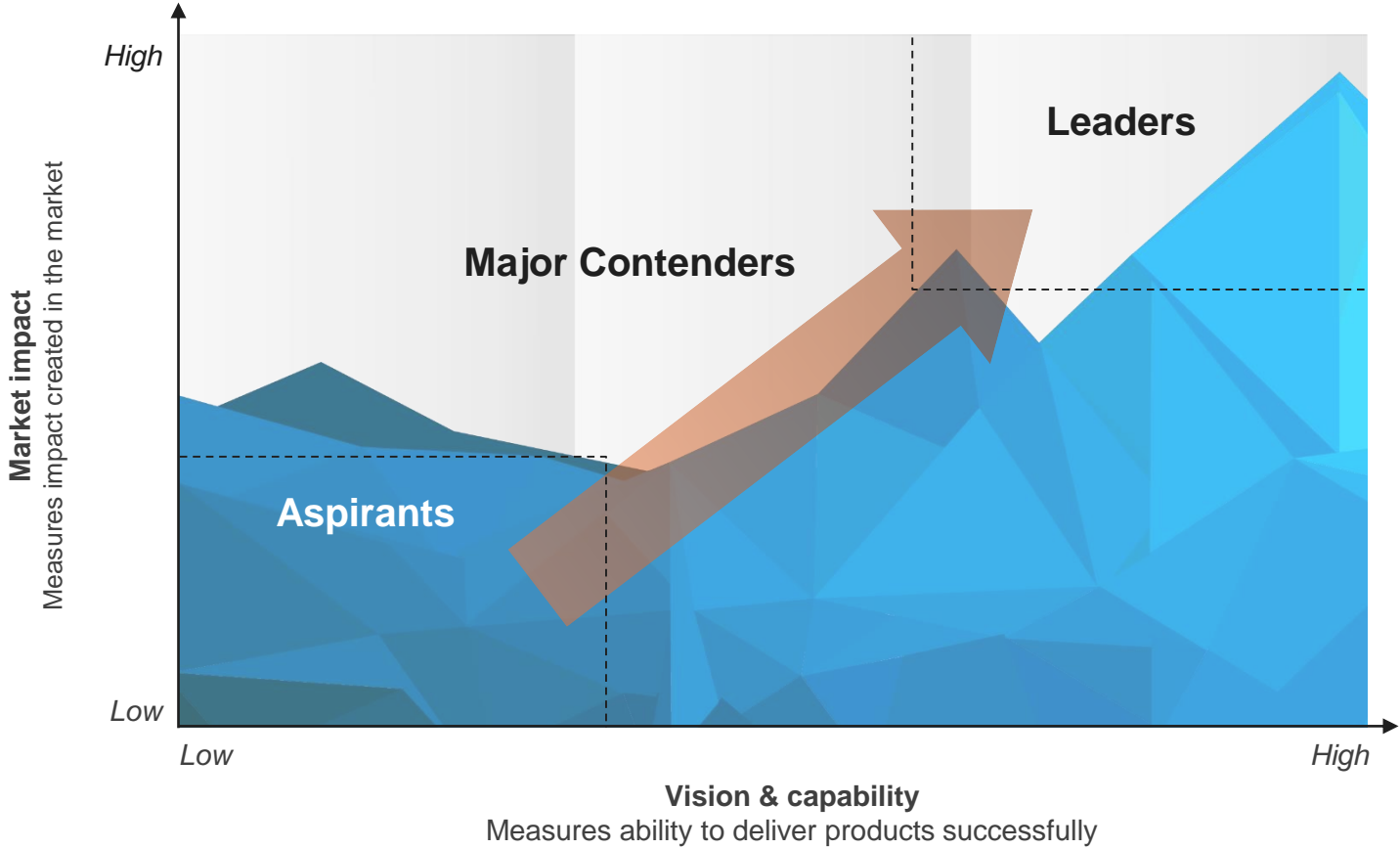
Process Mining Products PEAK Matrix® evaluation dimensions

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

Market impact

Leaders

Major Contenders

Aspirants

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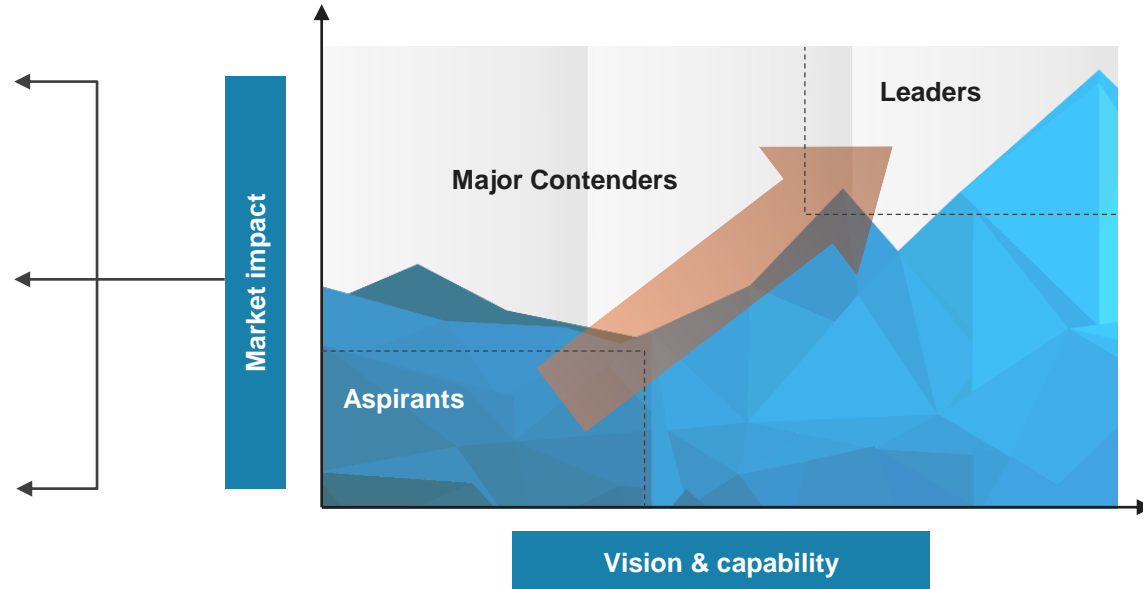
Measures ability to deliver products successfully. This is captured through five subdimensions

Vision and strategy	**Process setup and integration**	**Process discovery and intelligence**	**Implementation and support**	**Commercial model**
Vision for the client and itself; key investments, future roadmap, and strategy	Data preparation and import; integration with enterprise applications & complementary capabilities	Process discovery, conformance checking, process monitoring & reporting, and predictive & prescriptive analytics	Training & certification, product support, ease of use, hosting options, and data security & compliance	Flexibility, progressiveness, and client adoption of available commercial models

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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About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empower clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at www.everestgrp.com.

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