Process Mining – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020

Service Optimization Technologies (SOT)

Market Report – February 2020: Complimentary Abstract / Table of Contents

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- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

Membership information

- This report is included in the following research program(s)
  – Service Optimization Technologies (SOT)
- If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at info@everestgrp.com

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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

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Process mining is becoming an integral part of a strong digital ecosystem that is necessary to successfully implement a digital transformation initiative

Digital Capability Platform

Users

- Workforce
- Customers
- Partners

Enablers

- Innovation ecosystem
- API ecosystem
- IoT

Interaction layer
- Devices
- Virtual agents
- Interactive applications

Insights layer
- Business intelligence
- Analytics
- Process mining

Automation layer
- Process automation
- Business software
- IT applications

Performance layer
- Network & security
- Cloud
- DevOps

Cognitive / Artificial Intelligence

Objectives
- Drive stakeholder experience
- Drive decisions
- Drive process efficiency
- Drive scalability and performance

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Everest Group's SOT research is based on multiple sources of proprietary information

Proprietary database of 13 process mining technology vendors
The database tracks the following elements for each vendor:
- Process setup, preparation, and integration
- Process discovery and intelligence
- IT governance and security
- Partnerships with service providers and other technology vendors
- Support in terms of product training, maintenance, consulting, and other support services
- Availability and adoption of commercial model(s)
- Portfolio coverage in terms of industry, geography, process areas, and buyer size
- Vendor performance in terms of revenue and clients

Demonstrations and interactions with technology vendors and other industry stakeholders
- Detailed demos and interviews with process mining technology vendors for a comprehensive view of the products
- Interviews with technology vendors' reference clients
- Executive-level discussions with technology vendors as well as service providers that cover:
  - Current state of the market
  - Opportunities and challenges
  - Expected direction of movement in the industry
  - Technology vendor / service provider vision and roadmap
- Executive-level discussions with industry enablers / specialist system integrators to get the buyer perspective, and also to reaffirm the findings from other sources
- On-site as well as conference meetings with enterprise process mining buyers to understand:
  - Vision and objectives
  - Buying criteria
  - Apprehensions and challenges
  - Outcomes achieved
  - Future direction

Proprietary database of RPA and AI capabilities of 50+ leading technology vendors and 20+ BPS providers complements the research
The database tracks the following capability elements for each service provider:
- Clients with automation deployments, scale and scope of deployments, cost savings, and case studies
- Automation client portfolio across buyer sizes, geographies, industries, and BPS segments
- Vision and strategy, top automation solutions, their value propositions, and RPA and AI features
- Technology partnerships and collaborations with academic institutes

Vendors assessed in the PEAK Matrix analysis

ABBYY Timeline

apromore

celonis

EVERFLOW

LANA LABS

logpickr

minit

my invenio

paf now

PUZZLE DATA

QPR

software AG

UiPath

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Overview and abbreviated summary of key messages

Process Mining is a key enabler to achieve process excellence and automation in organizations' digital transformation journeys. This report uses Everest Group's proprietary PEAK Matrix™ framework to evaluate independent software vendors' process mining capabilities across two key dimensions – market impact, and vision & capability. It also includes competitive landscape and market share analysis; an assessment of the vendors' key strengths, areas of improvement, and process discovery and intelligence capabilities; insights into advances in process mining technologies; and a section on Desktop Process Mining (DPM) vendors.

Some of the findings in this report, among others, are:
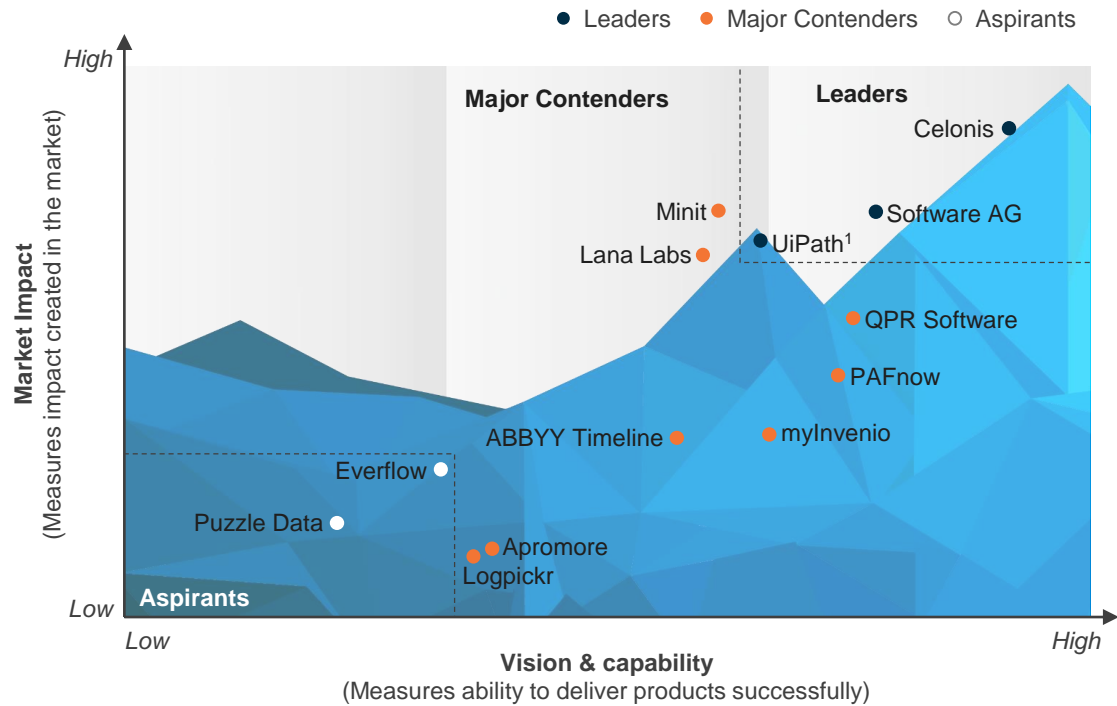
Everest Group Process Mining PEAK Matrix® 2020

- Everest Group classifies 13 process mining technology vendors on the Everest Group Products PEAK Matrix ® into the three categories of Leaders, Major Contenders, and Aspirants:

  – **Leaders:** Celonis, Software AG, and UiPath
  – **Major Contenders:** ABBYY Timeline, Apromore, Lana Labs, Logpickr, Minit, myInvenio, PAFnow, and QPR Software
  – **Aspirants:** Everflow and Puzzle Data

Insights on competitive landscape

- Celonis, Software AG, and Minit are the top vendors in terms of process mining license revenue. ABBYY Timeline (formerly TimelinePI) has experienced the highest year-over-year growth in revenue
- Celonis holds over 60% share of the process mining software market and has the largest process mining enterprise client base in the industry spread across small, midsize, and large enterprise segments
- Celonis has the largest client-base and has witnessed almost 400% year-over-year growth in its number of clients. Software AG holds the second spot in terms of number of process mining clients
- Celonis has the highest market share in all the verticals including manufacturing, public sector, high-tech & telecom, CPG & retail, BFSI, and healthcare & pharma
- Celonis has also emerged as a Leader across most geographies, with Software AG leading in emerging markets of APAC and MEA

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This study offers five distinct chapters providing a deep dive into key aspects of process mining technology vendor landscape; below are four charts to illustrate the depth of the report

Assessment of Process Mining Technology Vendors

- Leaders
- Major Contenders
- Aspirants

Major Contenders

Leaders

High

Market Impact
(Measures impact created in the market)

- 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)

Capability assessment

Illustrative example

Measure of capability: ● High ◔ Low

Technology Vendor	Market impact				Vision & capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Process setup & integration	Process intelligence	Commercial model	Overall
Technology vendor 1									
Technology vendor 2									
Technology vendor 3									
Technology vendor 4									
Technology vendor 5									
Technology vendor 6									
Technology vendor 7									
Technology vendor 8									
Technology vendor 9									

Everest Group's remarks on service providers

Illustrative example

Measure of capability: ● High ◔ Low

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

Strengths

- Technology vendor1 added XXX new enterprise clients in 2019 resulting in about XX% year-on-year growth in its number of clients. Our estimates indicate that it has the highest share of the process mining software market as well as the largest portfolio of enterprise clients. It also has a balanced client portfolio with significant presence across key geographies, industries, process areas, and buyer sizes
- It offers connectors to integrate with leading enterprise information systems (XXX). Clients rate it highly for its scalability. It has also partnered with system integrators such as XXX for developing libraries of pre-built automations

Areas of improvement

- While XXX has very strong unattended process discovery capabilities, and lends itself very well for automating back-office processes, there is scope to further enhance its attended RPA/RDA capabilities with features such as next-best-action user guidance for XXX XXX
- XXX is yet to demonstrate considerable market success of XXX. It can focus on building function- / vertical-specific customized templates for XXX to make it more attractive for industries such as CPG and BFSI, and functions such as SCM, where use cases with unstructured data are highly prevalent. Clients also expect the vendor to improve its XXX capabilities (XXX). Its recent addition of NLP capabilities to its XXX is a step in this direction

Research calendar – Service Optimization Technologies (SOT)

Flagship SOT reports	Release date
Robotic Process Automation (RPA) – Technology Vendor Profile Compendium 2019	July 2019
Robotic Process Automation (RPA) Annual Report 2019 – Laying the Foundation for a Light-touch Organization	September 2019
Enterprise IA Automation Adoption – Pinnacle Model® Analysis 2019	December 2019
Intelligent Automation in Business Processes (IABP) Solution Provider Landscape with PEAK Matrix™ Assessment 2020	February 2020
Process Mining – Technology Vendor Landscape with Products PEAK Matrix® Assessment 2020	**February 2020**
IA in Business Process Services (BPS) –State of the Market Report 2020	Q1 2020
Conversational AI – Technology Vendor Landscape with Products PEAK Matrix Assessment	Q1 2020
Intelligent Document Processing (IDP) - Technology Vendor Landscape with Products PEAK Matrix Assessment	Q1 2020

Thematic SOT reports	
Intelligent automation: Accelerating from Short-term Wins to Long-term Strategic Business Outcomes	March 2019
Advanced Content Intelligence – Pivotal Technology to Empower the New Age Organization	May 2019
Intelligent Document Processing (IDP) Annual Report 2019 – Let AI Do the Reading	May 2019
Who Takes on the RPA Mantle?	June 2019
Intelligent Document Processing (IDP) Playbook	September 2019
360-degree Enterprise Automation Playbook	Q1 2020
AI in Business – A Primer	Q1 2020

Note: For a list of all of our published SOT reports, please refer to our website page

Additional SOT research references

The following documents are recommended for additional insight into the topic covered in this report. The recommended documents either provide additional details on the topic or complementary content that may be of interest

1. **Robotic Process Automation (RPA) – Technology Vendor Landscape with Products PEAK Matrix™ Assessment 2019** (EGR-2019-38-R-3217); 2019. Robotic Process Automation (RPA) is a key enabler of enterprise automation. This report uses Everest Group's proprietary PEAK Matrix™ to assess and evaluate RPA capabilities of independent software vendors across two key dimensions, market impact and vision & capability. It also includes competitive landscape & market share analysis, Everest Group's remarks on technology vendors highlighting their key strengths & areas of improvement, assessment of vendors' attended RPA / RDA capabilities, and insights into advances in RPA technologies

2. **Intelligent Document Processing (IDP) – Technology Vendor Landscape with Products PEAK Matrix™ Assessment 2019** (EGR-2019-38-R-3101); 2019. This report uses Everest Group's proprietary PEAK Matrix™ to assess and evaluate IDP software products of 16 technology vendors across two key dimensions – market impact as well as vision and capability. It also includes IDP competitive landscape, Everest Group's remarks on IDP technology vendors highlighting their key strengths and areas of improvement, and IDP product capability trends and predictions

3. **Smart RPA Playbook** (EGR-2018-38-R-2824). Smart RPA, which blends both RPA and AI capabilities, is a core competency that can successfully enable digital transformation for enterprises. Using a five-step approach to adopt, expand, and scale Smart RPA deployments, this Playbook taps various frameworks, such as Everest Group's Pinnacle Model™ and Capability Maturity Model (CMM), to empower enterprises to conceptualize where they want to go with enterprise automation, what capabilities they need to develop to get there, and the ideal path for their journeys

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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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