

AUTOMATION ANYWHERE PRESENTS:

7 PREDICTIONS FOR THE 2019 RPA MARKET

An e-book for business professionals interested in dramatically improving organizational productivity with automation.

EXECUTIVE OVERVIEW

A recent Forbes article called robotic process automation (RPA) “a gateway drug to artificial intelligence (AI).”¹ In other words, RPA provides organizations a low barrier to entry into the AI world along with many of its benefits. Call it dipping a toe in the AI waters.

The article is quite prescient.

With RPA, companies can automate a wide range of processes they wouldn't have imagined possible before. These range from very rote tasks, such as cutting and pasting customer data from a CRM system into a back-office ERP system, all the way up to unattended software bots capable of intelligent decision-making based on pre-set logic.

With these advances come greater RPA adoption, and the potential for triple-digit growth.

What is clear is that RPA is at a tipping point. But will this growth continue? If so, on what path? What innovations lie ahead?

This e-book will provide Automation Anywhere's insights about the future, with seven RPA predictions for 2019. These predictions relate to market growth, technology disruptions, platform enhancements and new use cases for RPA.

PREDICTION 1:

THE RPA MARKET WILL GROW DRAMATICALLY IN 2019 (AGAIN)

As organizations continue to automate business processes, the RPA market will continue to experience exponential growth. Recent years have seen 100%+ growth for RPA, and 2019 will continue this triple-digit trend.

Industry analysts at Forrester have projected that the RPA market will grow 109% between 2017 and 2018 and reach \$1.7 billion in revenue in 2019^{II} on its way to a \$2.9 billion market in 2021.^{III}

RPA will have an impact on employees, who will evolve to become part of an intelligent digital workforce—a combination of human and robotic workers.

In fact, this kind of automation will actually create new jobs, such as bot masters and operations experts, who manage bot performance. By the end of 2019, we'll see the equivalent of an additional 3% of today's jobs created.^{IV}

Will you reap the benefits of RPA in 2019?

Learn more by starting the Automation Anywhere [free trial](#).

PREDICTION 2:

BANKING, FINANCIAL SERVICES, AND INSURANCE (BFSI) WILL LEAD RPA ADOPTION; HOWEVER, NEW “STARS” WILL EMERGE

RPA adoption has historically been prevalent in industries where data must be manually input for contracts and other forms. These industries are Banking, Financial Services, and Insurance, collectively known as BFSI. From an RPA market sector perspective, BFSI is at the top.^v

This leadership position will be buoyed by a new GAAP accounting guideline called ASC 606, which will be a key driver for automation adoption in the financial sector. In 2019, all US companies must comply with ASC 606's revenue recognition rules. Note that a similar standard is being driven by the IFRS, which is the EU's equivalent to GAAP. Although private companies are not required to use GAAP standards, but as a general practice, many do to adhere to best practices and encourage external investment.

Other high-growth sectors include healthcare, telecom, and information technology.

Is 2019 the year that automation helps you to lead in your industry sector?

Learn more about how companies like yours are reaping the [benefits of RPA](#).

PREDICTION 3: RISE OF ATTENDED RPA

RPA bots can work in both “attended” and “unattended” modes. Typically, used for front-office operations, attended bots are useful when the entire end-to-end process can’t be automated. RPA processes that require no human input are called “unattended.” Not all RPA solutions are capable of BOTH attended and unattended automation.

Attended RPA has a higher adoption maturity and larger installed base in terms of license volumes. Currently over half of all RPA process (~57%) are attended. Unattended RPA, including cloud-based, represent the remaining 43% (33% on-prem, 10% cloud-based).^{vi} The cloud has lowered barriers to entry, making RPA more accessible to companies large and small.

Gartner predicts that by 2022, 20% of RPA will be cloud-based.ⁱ

Learn more about creating unattended RPA bots—and vastly improve the productivity and efficiency of your company! Click [here](#) for more info.

Attended:



Unattended:



PREDICTION 4: RPA WILL BECOME MORE INTELLIGENT

RPA was conceived to automate repetitive tasks like text mining of insurance and medical claim forms, invoices, purchase orders, and emails. The early forms of RPA focused on “simple” processes with the three fives: fewer than five decisions, fewer than 500 clicks, and fewer than five apps accessed.

However, as the RPA market has matured it has grown increasingly more sophisticated. RPA product features are getting smarter and as a result, are able to make increasingly complex decisions based on human training. This is a key reason why unattended RPA systems are growing so rapidly. Leading cognitive features, such as machine learning, OCR, and analytics will increasingly become part of RPA implementation.

Forrester predicts:

In 2019 and beyond, RPA will incorporate AI and become percipient: It will understand process goals and be able to handle more decisions—e.g., today’s exception cases.^{vii}

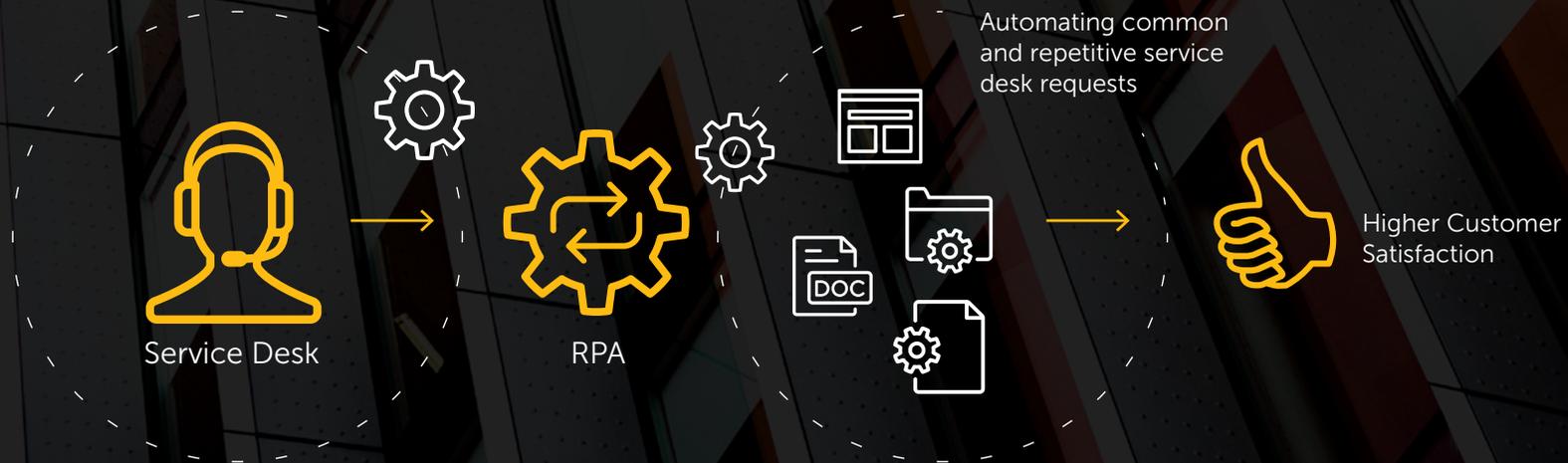
Evidence of this is intelligent automation at the service desk. By the end of 2019, automation will eliminate 20% of all service desk interactions, resulting from a combination of cognitive systems, RPA, and various chatbot technologies.^{VIII}

We predict that RPA's intelligent automation will have a similar impact on other industries, such as accounting, finance, media & entertainment, and other verticals.

Unfortunately, not all companies are on the intelligent automation path. A study released at the World of Watson 2016 conference surveyed 600 cognitive decision makers and found that less than 10% had developed a cognitive road map.^{IX}

Will you be in the smart crowd and take the cognitive path in 2019?

Learn more about [cognitive automation](#).

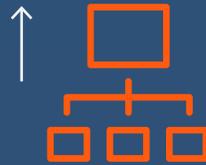


PREDICTION 5: RPA PRICING WILL COME DOWN

We predict that pricing will come down due to several factors:



Increased cloud-based
subscription offerings



Increased competitive
pressure due to new entrants,
and increased numbers
of systems integrators



Additionally, with RPA supporting
more digital workers, the ROI
increases and the average
price-per-seat will decrease

We've seen subscription-based pricing grow dramatically, with per-robot and license-based pricing being the most dominant. Evidence of this can be seen by Automation Anywhere's recent agreements with the four major cloud providers AWS, Azure, Google Cloud, and IBM. ([link](#))

New players in the RPA market, including software vendors and systems integrators, will also be a factor in driving prices down. Gartner predicts that, through 2019, organizations will see price reductions in generic RPA tools, which are driven by multiple new entrants.^x This is an endorsement that RPA technology is a major player in the intelligent automation workforce market.

Will you take advantage of this lower pricing/higher ROI trend in 2019?

PREDICTION 6: SECURITY WILL BECOME A BIGGER FACTOR IN RPA DEPLOYMENTS

Some people fear that software bots can go “rogue” and attack IT systems and applications. While conceptually possible in theory, the truth is that a Skynet-like outcome is definitely unlikely. Companies can accomplish this with the application of digital rights management (DRM). With DRM incorporated, bots will have a distinct identity, just like a person. And they will have integrity, thus ensuring that you know that the bot is the bot and not intruder.

Does your RPA system have bank-grade security? If not, please review [security best practices](#).



PREDICTION 7:

THE FUTURE OF WORK WILL CHANGE DRAMATICALLY WITH THE EMERGENCE OF THE INTELLIGENT DIGITAL WORKFORCE

Looking to 2025, according to a new [report](#) from [KPMG in the US](#), 32 percent of industry leaders expect to increase RPA investment by 20 percent or more, with nearly two-thirds of respondents planning to fully implement RPA within three years.

The RPA industry will undergo a change with armies of digital workers taking on demanding, repetitive and high-volume business functions, allowing human workers to focus on activities that require human cognition.

Digital worker deployment will become effortless. Examples of this can be seen in the [Bot Store](#), where customers can purchase off-the-shelf, plug-and-play bots to automate a myriad of repetitive tasks.

To help both customers and non-customers take full advantage of these new products—as well as existing products—[Automation Anywhere University's](#) revolutionary online curriculum offerings will continue to grow.

Isn't 2019 the time to join the Intelligent Digital Workforce revolution?

(Hint: Go to www.automationanywhere.com to get started.)

SOURCE

- I Thomas H. Davenport and Carla O'Dell. "Robotic Process Automation: A Gateway Drug to AI and Digital Transformation." **Forbes.com**. Last modified October 29, 2018.
<https://www.forbes.com/sites/tomdavenport/2018/10/29/robotic-process-automation-a-gateway-drug-to-ai-and-digital-transformation/#fbdd94c3a704>
- II "Predictions 2019: Automation," Forrester, November 6, 2018
- III "The RPA Market Will Reach \$2.9 Billion By 2021," Forrester; February 13, 2017
- IV "Predictions 2019: Automation," Forester; by J. P. Gownder, et al, November 6, 2018
- V "RPA and AI Technology Evaluation," Nelson-Hall, 2018
- VI "Robotics Process Automation (RPA) – 2018 Annual Report," Everest Group, 2018
- VII "The RPA Market Will Reach \$2.9 Billion By 2021," Forrester; February 13, 2017
- VIII "Predictions 2019: Automation," Forrester, November 6, 2018
- IX "The cognitive advantage report," IBM, 2017 (ibm.com/cognitive/advantage-reports)
- X "Market Guide for Robotic Process Automation Software"; Gartner; December 2017