

Capitalise on Your Opportunities in Hyperautomation

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Hyperautomation Is Gartner

Top Technology Trend

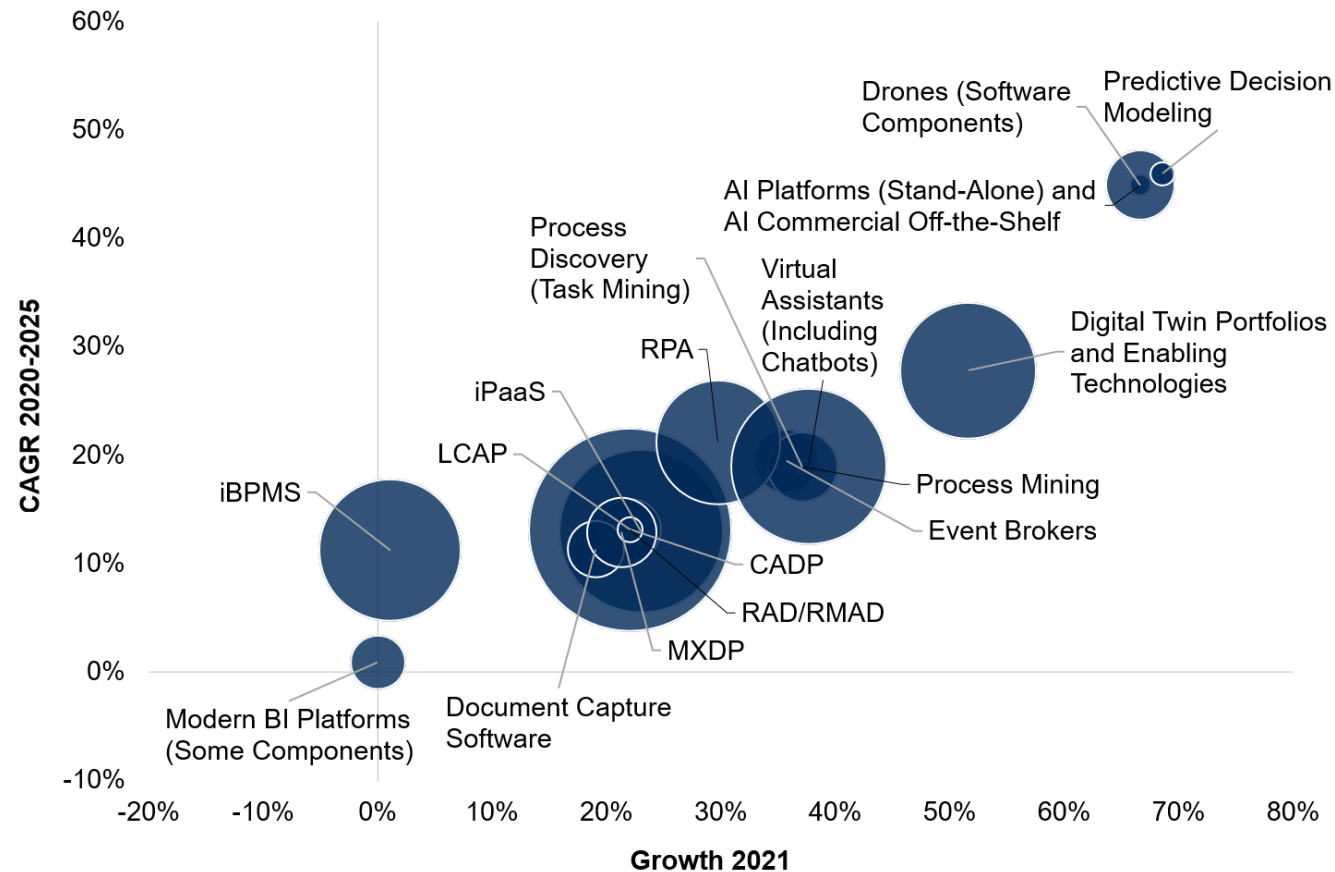
Gartner Predicts:

Everything That Can
(And Should) Be Automated,
Will Be Automated (Eventually)



Hyperautomation is creating major software and service opportunities

Process-Agnostic Technologies That Enable Hyperautomation, Worldwide Revenue, 2020-2025



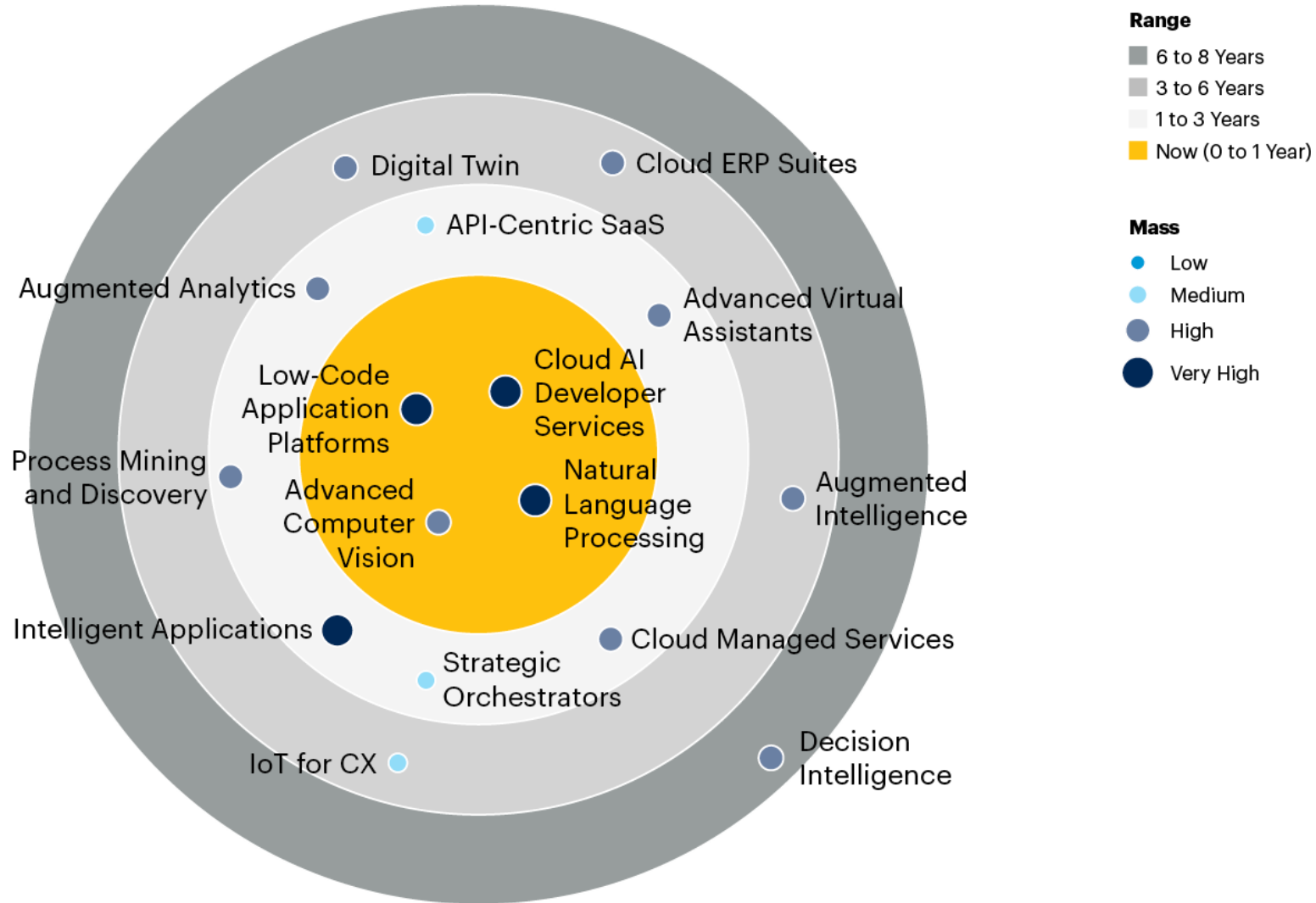
“Other”

Software designed for:

- ERP
- CRM
- Finance
- Human Resources
- Supply chain

Note: The size of each bubble represents 2020 revenue by segment in current U.S. dollars. CADP = citizen automation and development platform; iBPMS = intelligent business process management suite; iPaaS = integration platform as a service; LCAP = low-code application platform; MXDP = multiexperience development platform; RAD = rapid application development; RMAD = rapid mobile application development
 Source: Gartner (March 2021)
 ID: 735188

Emerging Technologies and Trends Impact Radar — Hyperautomation



Source: Gartner

AI = artificial intelligence; API = application programming interface; CX = customer experience; ERP = enterprise resource planning; IoT = Internet of Things; SaaS = software as a service

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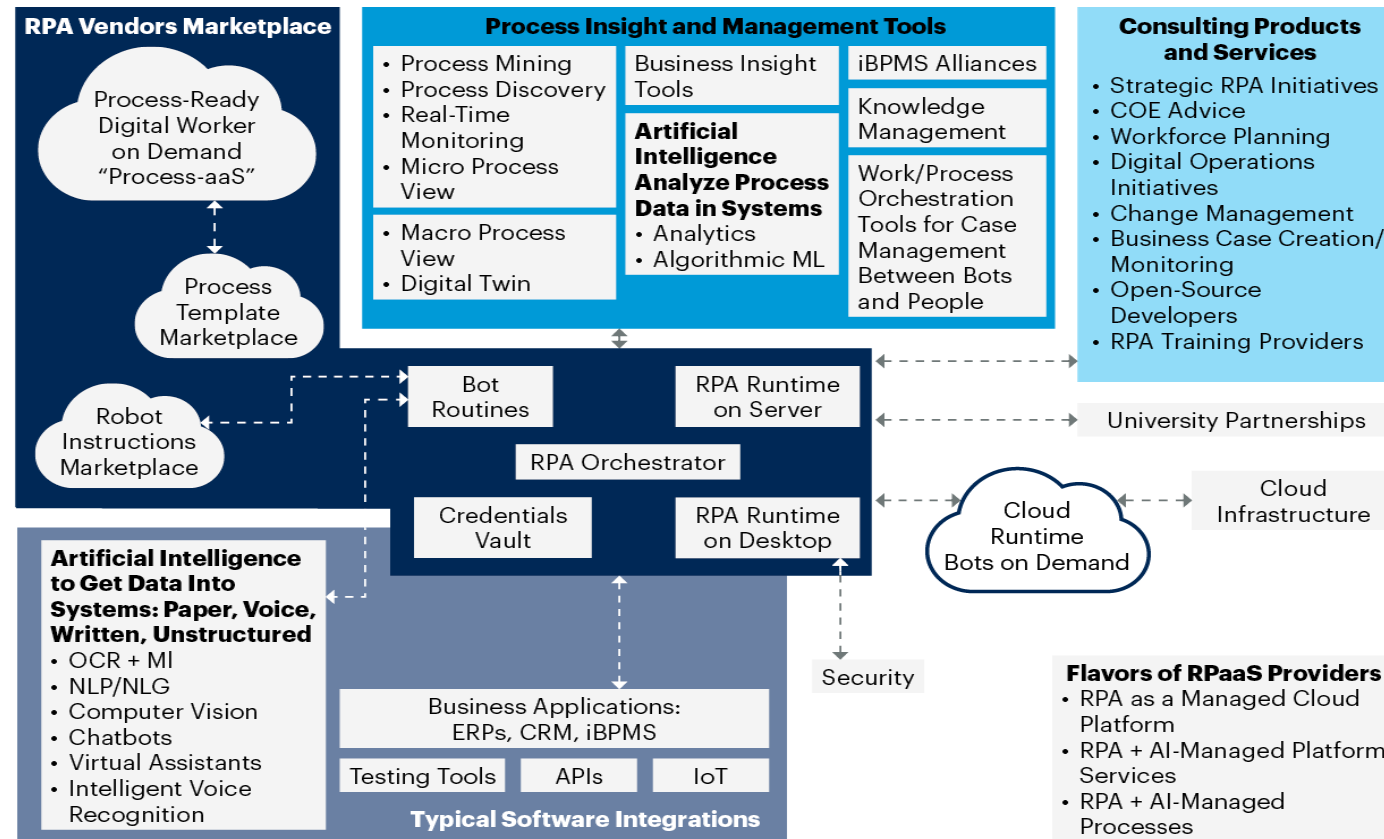
Key Issues

1. Overcoming Five Fictions That Are Killing Your Chances with HA
2. How to Help Your Clients Climb the Ladder of HA Maturity

Fiction 1: “Hyperautomation is just RPA +”

Reality – It isn’t – it’s a portfolio - but you can assume that many of your prospects and clients have this view which could be great if you only want to sell RPA but for everything else not so great !

RPA Ecosystem Expands to Hyperautomation



Source: Gartner
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Fiction 2 - We can sell any “Hyperautomation” enablement technology to any organization

	1	2
Organizational Buy-In	No senior stakeholders. Automation initiatives have no link to cross-silo or team initiatives.	Minimal collaboration between business and IT with very limited decision-making power for impactful ROI.
Governance — Center of Excellence (COE) Maturity	No COE — every team and country for itself.	In IT or just one division of the company.
Automation, Data and Organization Deployment Sophistication	No documentation. Uncoordinated data and process strategy. Badly written RPA scripts.	Minimal document. No enterprise automation roadmap. Limited connectivity between data and process strategy.
Typical Automation Path	RPA with enterprise applications, including ERP and iBPMS tools.	+ OCR/intelligent document processing (IDP), unrelated data analysis activities.
Business Improvement Metrics and Automation Metrics	None.	Primarily only counting work hours back to the organization.
Impacted Business Units	Single business unit, typically a back-office function.	Two business units.

Reality – ARE THEY READY FOR YOU?

You can't – one size will not fit all – you need Netflix like message tailoring as you need to assess where the prospects departments and divisions are in their Hyperautomation journey

Fiction 3: One message will fit all

Reality – It won't – your sales and literature needs to paint a picture for multiple audiences

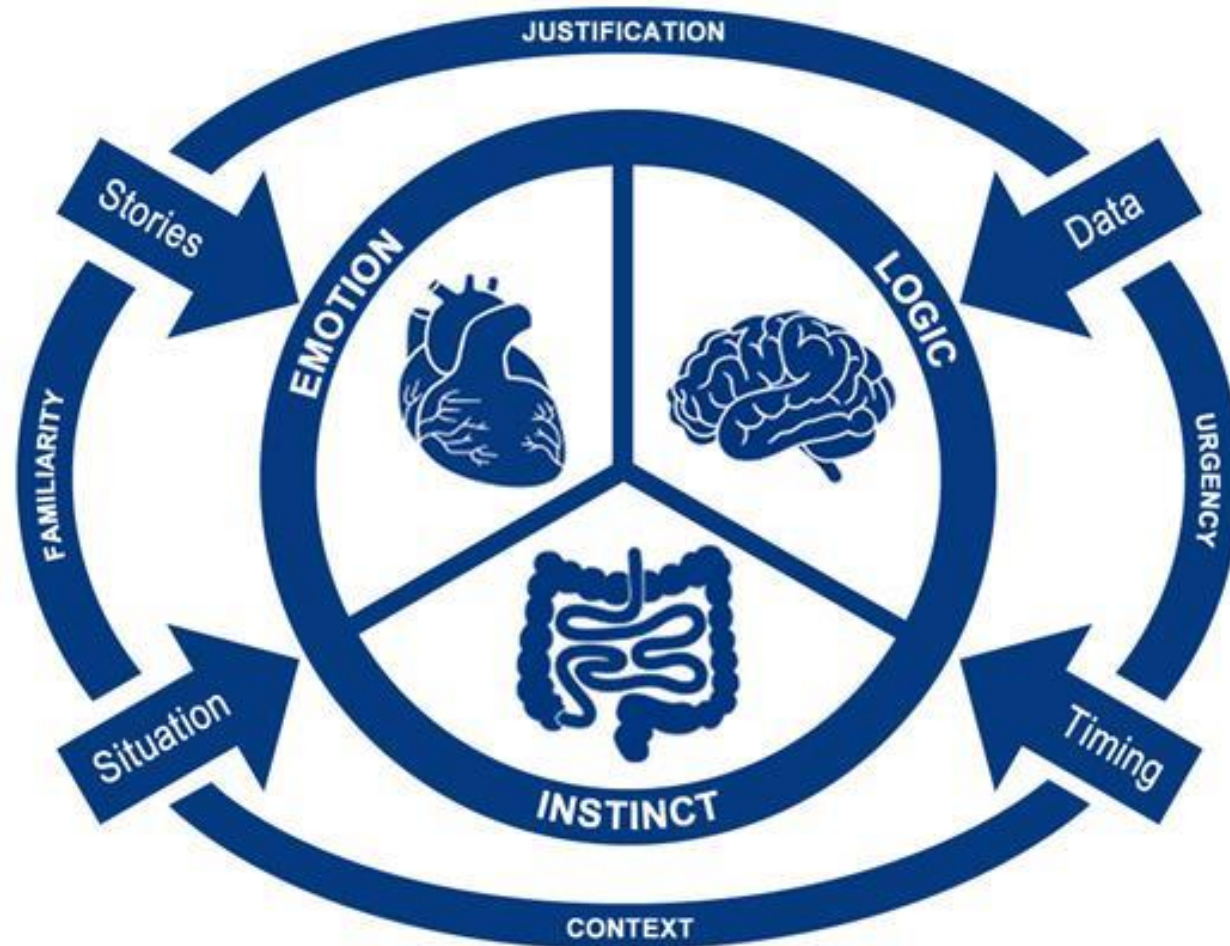
As COO I am struggling to understand what is AI or RPA or ipaas?



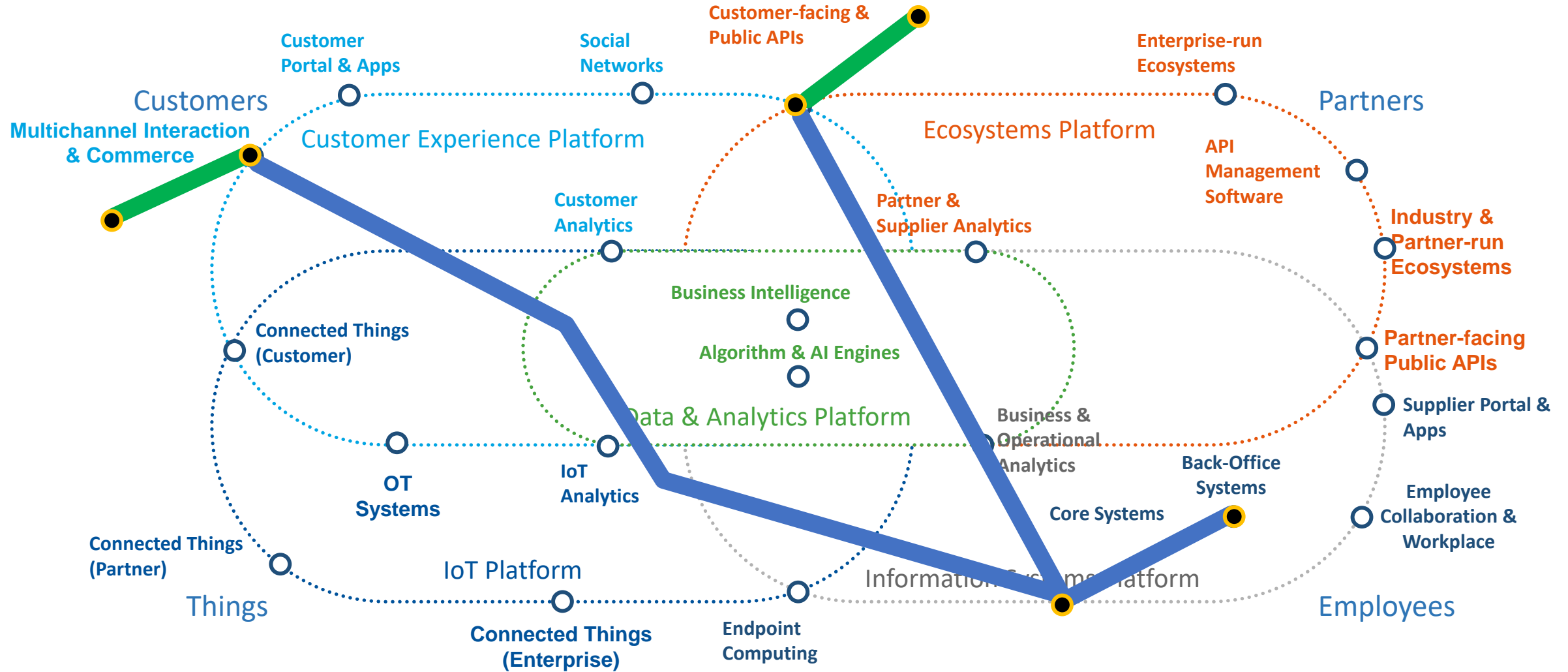
As CIO I am struggling to understand business use cases here and AI?

Fiction 4: You think the prospect will see the need for a logical fix

Reality – Its never just logical



Fiction 5: Thinking people have responsibility for “the bigger picture”



Reality – The across silo or even end to end fix is rarely incentivized

Key Issue Take-Away:

Clients politics will be a bigger obstacle to tech sales than understanding the technical challenge.

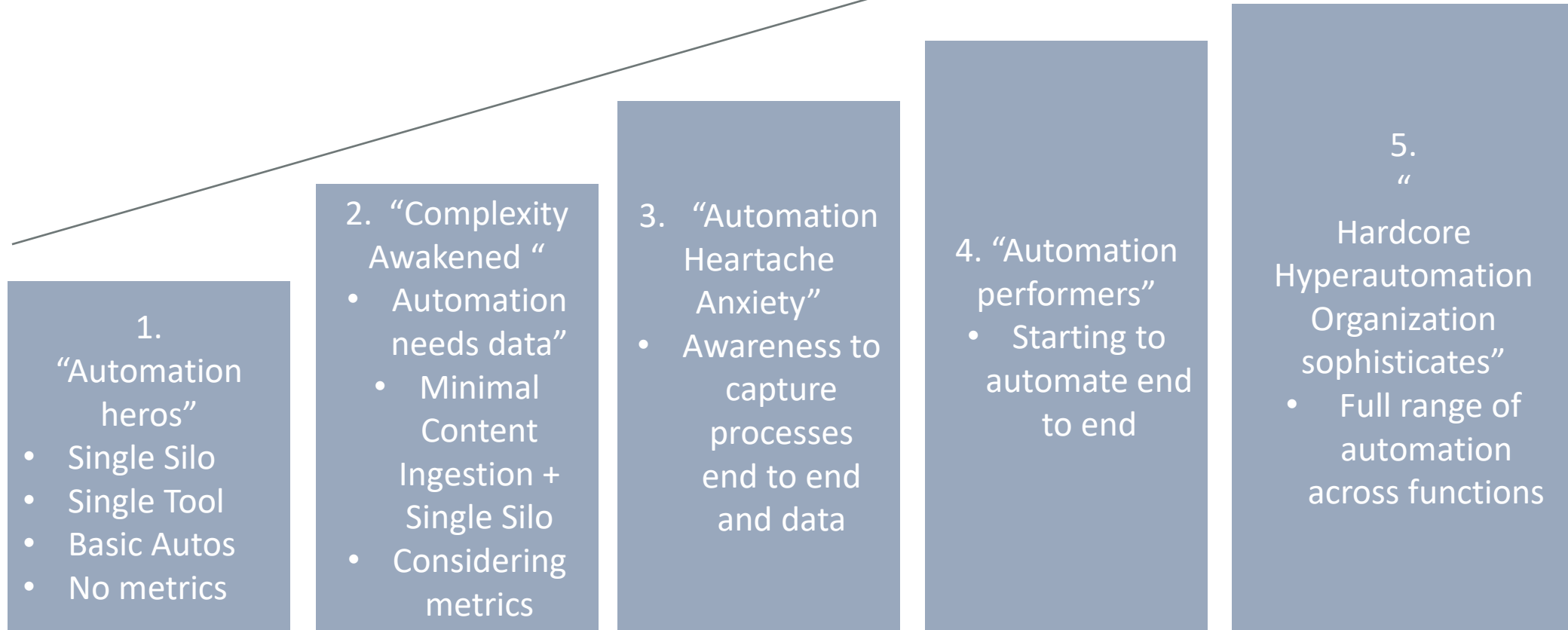
Organizational End to End Operational Improvement is mostly “Nobodies Problem” ..and its politically still too hard.

Key Issues

1. Overcoming Five Fictions That Are Killing Your Chances with HA
2. How to Align Your Solutions and Advice As Clients Climb the Ladder of HA Maturity

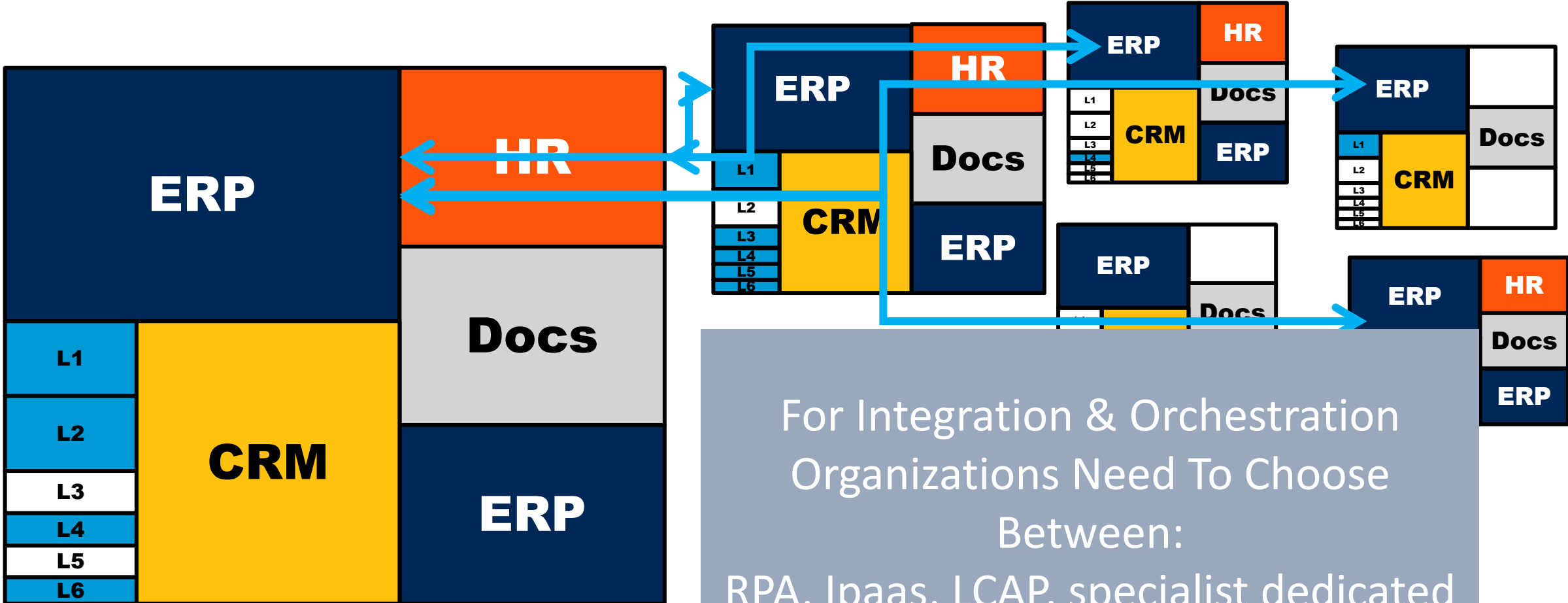
The Ladder of HA Maturity

Optimal
Organizational
performance



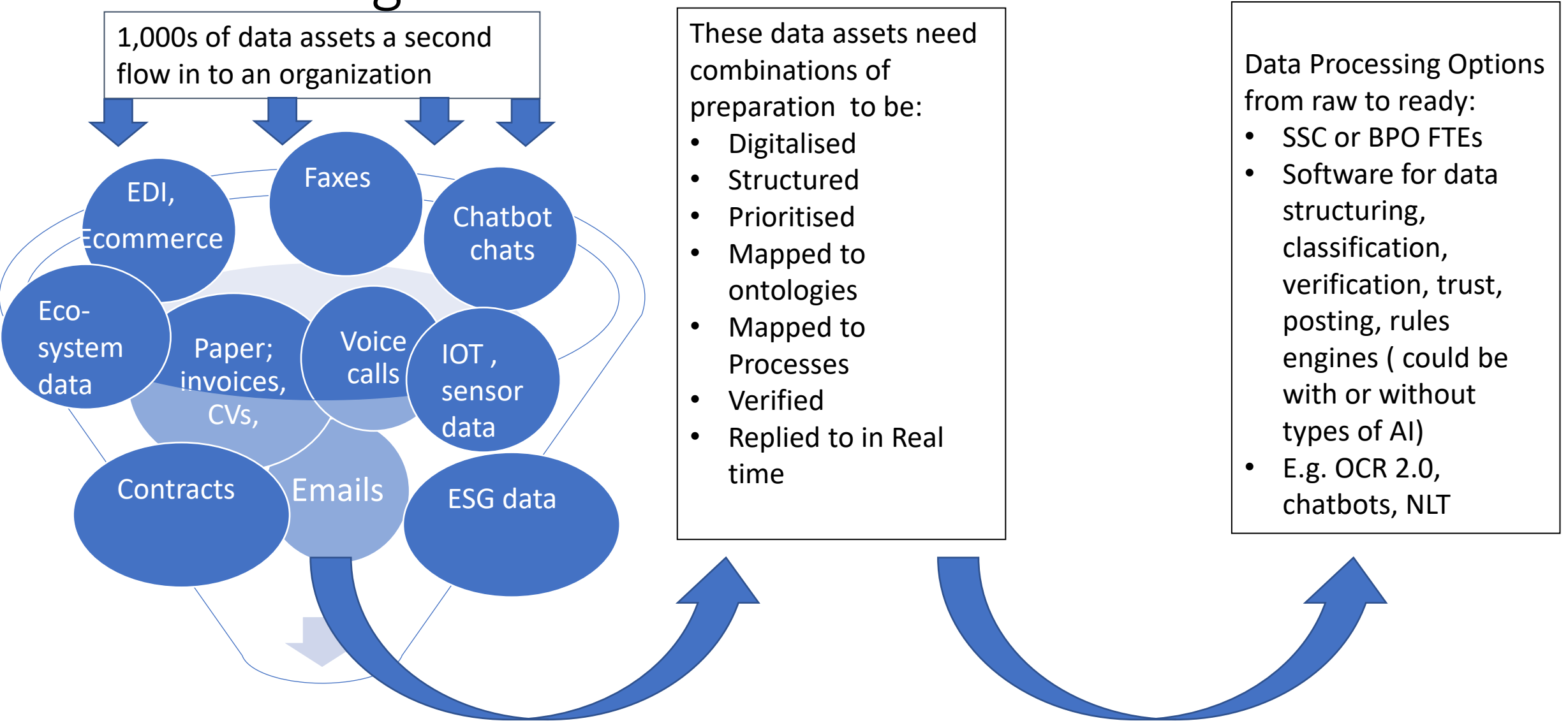
Automation Sophistication

Level 1 and above: Build, Buy, Partner, Promote for: Integration Choices and Process Aligned Software



For Integration & Orchestration Organizations Need To Choose Between:
RPA, Ipaas, LCAP, specialist dedicated software, "Ai enabled" software

Level 2 and above: Build, Buy, Partner, Promote for: Content Ingestion



Level 3 and above: Build, Buy, Partner or Promote For Task and Process Visibility – Micro and Macro



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Key Issue Take-Away:

Organizations need better methods and coaching on fixing operational imperfections. All too often historical silos and misaligned incentives fail to support improving the bigger picture.

Recommendations For Technology and Service Providers

- ① Promote clear use cases of results “must haves” of your technology
- ① Measure the ROI costs avoided, the revenue increased, the true business outcomes achieved
- ① Get measurement and visibility tools – process capture etc to help get the clients of the problems you are ready to solve
- ① Avoid bingo buzz words – and don’t assume your prospects are aligned on or understand— combining process centric AI initiatives, data management and automation
- ① Rate your prospects and clients on the Gartner Hyperautomation maturity diagnostic to see what they are likely to adopt and can digest in 2021... this should be ongoing as you are never finished.