



A New IDC MarketScape Assesses Fifteen Intelligent Automation Services Providers

FRAMINGHAM, Mass. October 8, 2019 – International Data Corporation ([IDC](#)) has published a new assessment of 15 companies in the worldwide intelligent automation (IA) services market. The IDC MarketScape report uses a comprehensive framework to assess these vendors relative to a set of criteria that explain both short-term and long-term success in the IA services market. The evaluation also incorporates buyer perceptions of these providers' key characteristics and capabilities.

The 15 IA services providers profiled in this report are: Accenture, Atos, Cognizant, Deloitte, DXC Technology, EPAM, EY, Genpact, HCL Technologies, IBM, Infosys, KPMG, NTT DATA, PricewaterhouseCoopers, and Wipro.

Intelligent automation covers a spectrum of business and technology choices that represent changing human-machine interactions depending on who analyzes data, who makes the decision, and who acts based on the decision. Intelligent automation can be applied across a hierarchy of tasks, activities, processes, or systems.

Intelligent automation services are utilized to assess, plan, design, implement, and operate several levels of automation. Basic automation is used for generally repeatable rules-based tasks that leverage structured data and are addressed with basic technologies such as macros and scripts. Process automation (or RPA) is enabled by software tools that are programmed to automate processes that were formerly performed by a human following a predetermined set of rules. When exceptions arise while using RPA, both humans and machines address them. Autonomous decision-making, or decision-centric process automation, is enabled by systems or machines independently solving nondeterministic tasks by continuously receiving and analyzing data to discover patterns that predict a decision and offer a recommendation to improve it.

"As enterprises adopt IA solutions to reduce costs and improve IT and business operations, they need support from services providers to develop the right approaches for managing data, people, processes, and technologies to enable IA deployments to grow and thrive. Success in this supporting role will require services providers to demonstrate expertise not only in IA technologies but also in developing solutions that achieve customers' business objectives and address the human and organizational impacts of IA adoption," said [Jennifer Hamel](#), research manager, [Analytics and Intelligent Automation Services](#) at IDC.

Among buyers of IA services, the top business priorities were improving operational efficiency and reducing costs, followed by strengthening customer relationships, driving revenue growth, and preparing for future business needs. Among the buyers surveyed by IDC, lines-of-business heads were the most common sponsor of IA services engagements and project-based services, including business consulting, implementation, and custom application development, were the most common types of engagements.

In its evaluation of IA services providers, IDC found that the top areas of strength were functional or offering strategy, delivery model strategy, and portfolio strategy, as well as the core capabilities of employee management, growth sustainability, and customer services.

The report, *IDC MarketScape: Worldwide Intelligent Automation Services 2019 Vendor Assessment* (IDC #US44934619), presents an assessment of the intelligent automation (IA) services market through the IDC MarketScape model. The report evaluates 15 providers of IA services on the basis of their current and future capabilities and highlights the factors expected to be the most influential for success in the market in both the short term and the long term.

About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of IT, telecommunications, or industry-specific suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT, telecommunications, or industry-specific vendors can be meaningfully compared. The framework also provides technology buyers with a transparent foundation to allow companies to independently compare the strengths and weaknesses of current and prospective vendors.

For more information about IDC MarketScape, please contact Karen Moser at kmoser@idc.com.

About IDC

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