

## **Market Trends of RPA in 2021**

### **Top use cases:**

**Back office:** Finance,Accounts payable, HR/IT

**Front office:** CRM& Account updates, Customer service requests handling/Call center support,Sales order processing

### **Top 10 Applications:**

- Microsoft
- SAP
- Oracle
- Adobe
- Salesforce
- Google
- Servicenow
- Citrix
- IBM

### **Observations from research:**

- Now,enterprises focusing on productivity improvement rather than cost
- TCO(Total Cost of Ownership) was not commonly ranked high among the top performers in the industry
- Most new adopters of RPA are coming out from the small to mid sized businesses.
- From the industry perspective ,RPA is the top 3 tech priority.
- **Bot deployment :**  
The current average of 50 bots per org is projected to reach 305 by sep 2021
- **Sizing of the industry:**

There are 2 segments.

a)RPA software segment

b)RPA services segment

- Covid-19 increased enterprise interest in RPA
- Organizations are expected to grow their RPA capacity
- Future RPA clients will come from non-IT buyers
- RPA education on the rise:  
UiPath Academy:0.64M enrolled users (apr 2020)  
AAU has trained 1.3M users (jan 2021)

**Key factors driving RPA adoption:**

1. Operational impact
2. Cost impact
3. Business impact

**RPA software prices:** Through 2020, avg RPA prices are expected to decrease 10% to 15% creating strong downward pricing pressure.

**What industry looking for?**

Composable automations like,

Modularity

Autonomy

Orchestration

Discovery

**Top strategic technology trends for 2021:**

1. People centricity
2. Location independence
3. Resilient delivery