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Mimica Overview on the

2025 Gartner® Market Guide for Task Mining Tools

The rise of agentic AI requires more accurate process maps

Before you can hand off work to an AI agent, you need to understand how that work really happens.

That's where task mining comes in. Task mining captures user activity at the desktop level — every click, keystroke, and interaction — to reveal how tasks are performed across systems and teams. This insight is foundational for automation, productivity gains, and the next generation of AI adoption.

According to the 2025 Gartner® Market Guide for Task Mining Tools report, "The market for task mining covers four use cases — task improvement by task discovery and analysis, task-level automation, workforce optimization, and AI augmentation. Each of these use cases has its own stakeholders, roles, objectives, and related product features and characteristics."

Over the past three years, Gartner's perspective on task mining has steadily evolved — expanding from early use cases like task discovery and automation in 2022 to enabling enterprise-wide productivity gains, task standardization, and generative AI (GenAI) readiness and ROI tracking.

What we see in the 2025 report isn't just the continued rise of AI — it's the emergence of agentic AI as a strategic enterprise priority. Agentic AI systems are designed to go beyond content generation and decision support — they observe, reason, and take autonomous action across applications.

To build and manage these agents responsibly, enterprises need a detailed understanding of how work is actually done. Task mining delivers that visibility — capturing the real-world execution of tasks across teams and systems — making it essential infrastructure for scaling agentic AI with accuracy, safety, and business value.

Task mining and process intelligence: grounding AI in operational reality

To design AI agents that work in the real world, you need a clear understanding of how work gets done — not just what's written in documentation or what's relayed through interviews, but through direct observation of what employees do every day across systems and screens.

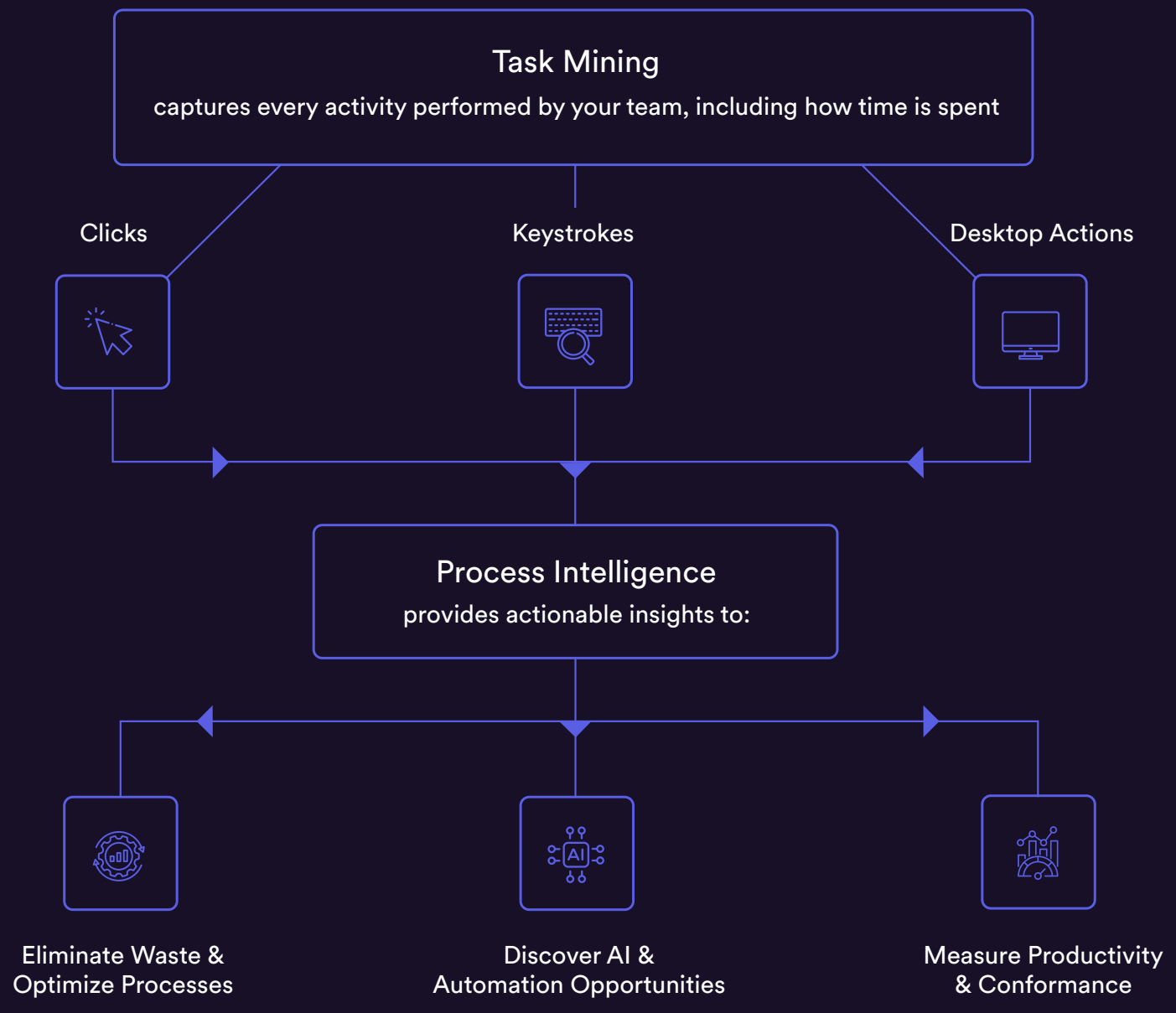
That's the role of task mining and process intelligence.

Task mining captures user actions at the desktop level — such as navigating systems, updating spreadsheets, or responding to emails — to create a clear, objective record of day-to-day execution.

Process intelligence is data that has been systematically collected to analyze individual steps within a business process or operational workflow. When powered by task mining, process intelligence reveals how work really happens — across systems, applications, and teams.

Together, task mining and process intelligence give organizations a high-fidelity, end-to-end view of their operations. This makes it possible to spot inefficiencies, standardize best practices, identify automation opportunities, and prioritize automation and AI — all based on what's actually happening, not what's assumed.

Task mining & process intelligence together

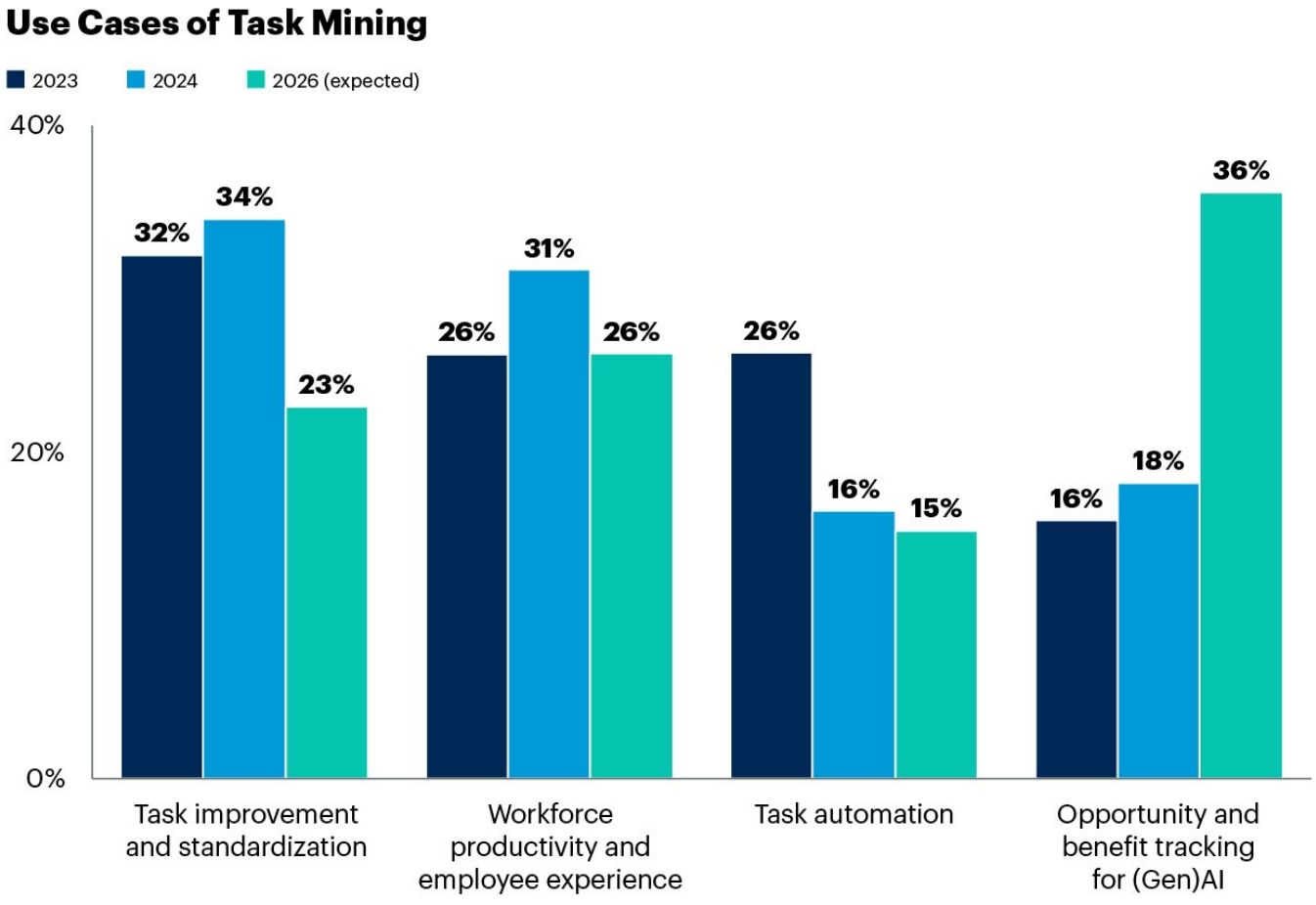


Evolving use cases for task mining

Over the past few years, task mining has been a powerful tool for boosting enterprise efficiency, standardizing processes, and accelerating automation. These foundational use cases remain critical — especially for organizations early in their transformation journey.

But the landscape is shifting. As more businesses mature, task mining is increasingly being used to support AI-focused initiatives: identifying where AI can deliver impact, tracking benefits, and validating ROI across functions. Gartner enterprise clients shared that by 2026, these AI-driven applications will overtake traditional use cases in strategic importance.

What was once a tool for automation is now becoming essential for AI readiness and benefit tracking — helping organizations ground their AI initiatives in reality (not assumption) and measure efficiency gains from AI.



Source: Gartner
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The foundational use cases for task mining

USE CASE

Task improvement, standardization, and automation

Before you can automate a task or enable an AI agent to handle it, you need to understand how it's performed today. By analyzing how people work — including the invisible steps that are often missed by traditional process discovery — task mining helps organizations:

- Standardize process execution across teams and regions
- Eliminate unnecessary variation and inefficiency
- Reduce reliance on manual documentation and SME interviews
- Identify high-ROI tasks for automation based on time, frequency, and complexity
- Train AI and design automations on accurate, real-world task data

USE CASE

Workforce productivity and employee experience

In many organizations, productivity is still measured using high-level metrics like revenue per employee or time spent on billable work. Unfortunately, these metrics often overlook the reality of how time is spent — especially when employees are bogged down by manual, repetitive, or fragmented tasks that impact their job satisfaction.

Task mining reveals the true scope of how work is done — uncovering inefficiencies and pointing to opportunities to shift time toward higher-value activities. Organizations use these insights to:

- Benchmark current work patterns and identify bottlenecks
- Quantify time lost to low-value activities like rework or manual data entry
- Prioritize improvements that reduce operational drag and free up employee capacity
- Track the impact of improvements over time, building a case for further investment

The result is more than just productivity gains. By minimizing repetitive work, organizations create space for strategic focus, reskilling, and AI adoption — leading to a more engaged workforce and a more agile, resilient operating model.

Growing AI adoption requires task mining

As AI adoption accelerates across the enterprise, the demand for accurate, task-level insights has never been higher. Whether deploying GenAI copilots or fully autonomous agents, organizations need to understand where AI can deliver the most value — and how it's performing once implemented.

The increasing adoption of generative and agentic AI is driving the need for deeper visibility into how work is executed. To pinpoint the right areas for AI and track its ongoing AI's impact, enterprises need more precise, contextual data than ever before — and task mining provides that.

By capturing detailed process intelligence on how work is performed — across tools, teams, and geographies — task mining enables proactive, data-driven decisions on where and how to apply AI. It surfaces high-impact opportunities, estimates potential value, and continuously monitors outcomes.

Some examples include:

- **Intelligent Document Processing (IDP):** Uses optical character recognition (OCR) and machine learning to extract structured data from scanned or unstructured documents.
- **Robotic Process Automation (RPA)**: Automates repetitive tasks by mimicking user behavior across applications
- **Generative AI (GenAI):** Generates new content based on training data — such as text, code, or structured outputs.
- **Agentic AI:** Goes a step further by not only generating content, but also reasoning through steps, making decisions, and taking actions across systems.

For any of these automation initiatives to succeed, they must be grounded in a clear understanding of tasks — not just in theory, but in practice. Task mining provides the critical foundation for building scalable, reliable AI systems by revealing how work is truly done.

USE CASE

Opportunity and benefit tracking for AI initiatives

Once tasks are captured and mapped, Mimica ranks them by time savings, ease of automation, and overall impact, then recommends the best-fit automation technology — whether it's traditional RPA, intelligent document processing, GenAI, or agentic AI.

Why this matters now

As enterprises ramp up their AI investments, the gap between leadership's expectations and what AI can achieve in real-world workflows is widening. Task mining helps close that gap by making invisible work visible — giving teams the insights they need to make faster, more informed decisions.

Whether you're deploying RPA to reduce manual effort, GenAI to draft documents, or agentic AI to autonomously handle end-to-end processes, task mining ensures every initiative starts with a full understanding of the process — grounded in actual user behavior.

How Mimica defines the task mining capabilities that matter

Data capture at scale

Record every user interaction — over 1,000 data points per click, keystroke, and action — collected passively with no disruption to daily work.

Privacy and security built-in

Anonymize PII automatically to ensure compliance with GDPR, ISO 27001, SOC 2, HIPAA, FedRAMP, and more.

Comprehensive, actionable insights

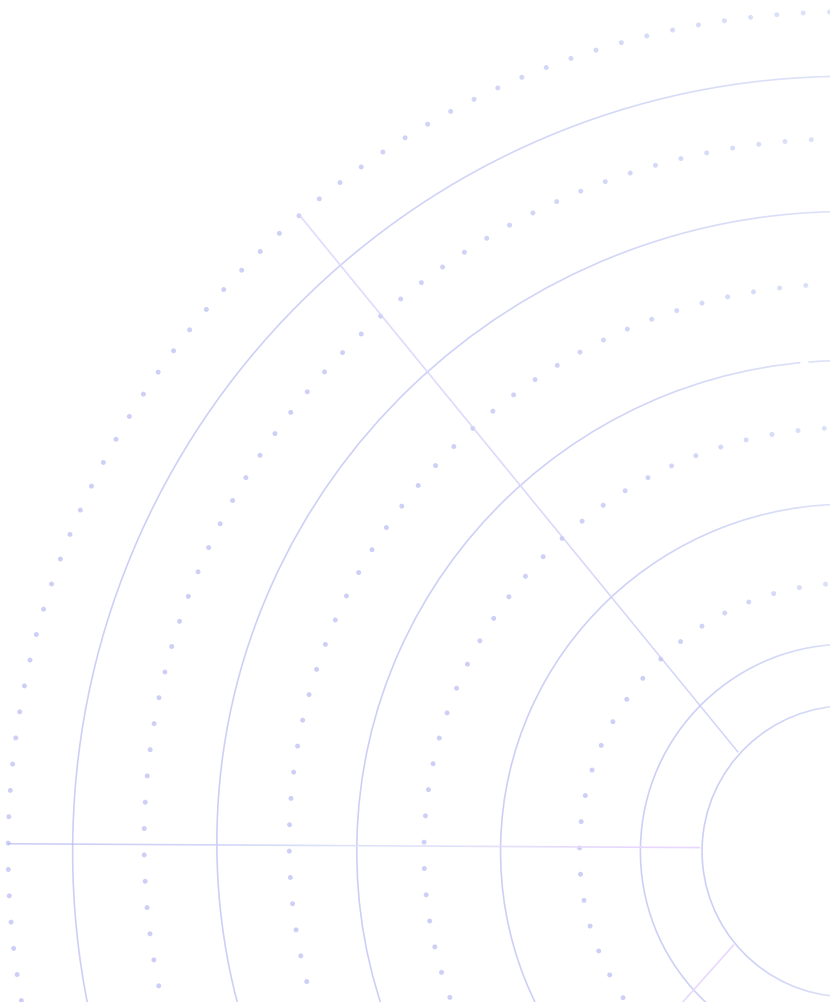
Analyze rich, real-world task data to uncover hidden inefficiencies and process variation traditional methods miss.

Cross-system process mapping

Visualize workflows across tools and teams to support automation, AI, and compliance initiatives.

AI-fit opportunity recommendations

Score each task by time savings, ease of automation, and ROI — with recommendations for RPA, IDP, GenAI, or agentic AI.



The Mimica Difference

While most task mining tools require complex setup, deep integrations, or weeks of manual prep, Mimica is built for speed, scale, and simplicity — delivering deep insights in days, not months, with zero data prep and no consultants required.

In just **1–2 weeks**, Mimica delivers process maps, automation priorities, and an AI-ready roadmap. Here's how:

- **Unprecedented visibility** — Capture every click, keystroke, and system touchpoint across all desktop applications — not just system logs.
- **Fastest deployment, fastest results** — Install in minutes, generate insights in days, and move from discovery to execution in weeks.
- **Enterprise-grade scale** — Record across thousands of desktops to uncover variation, standardize best practices, and ensure representative coverage.
- **Impact-driven recommendations** — Mimica's proprietary scoring engine surfaces and ranks the highest-impact opportunities by business value and ROI.
- **Ready for automation and AI** — Export insights as PDDs, BPMN diagrams, or structured data — seamlessly integrating into your existing automation stack.

The results speak for themselves

95%
faster process discovery vs. manual efforts

40%
faster automation deployment

$10m
average cost savings identified

Request a demo to explore how Mimica helps enterprises like Merck and Goodyear uncover hidden opportunities and drive operational excellence.

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