

Artificial Intelligence and Business Automation Convergence

The evolution of business automation has transcended its roots in RPA, prompting enterprises to reimagine automation's scope and potential. Today, automation encompasses a diverse portfolio of technologies, including generative AI, statistical AI, AI agents, task, decision, and process automation, and business value engineering tools. This integrated approach aims to accelerate cycle times, boost productivity, align business processes with customer needs, and reduce costs. Over the next three years, organizations will focus on leveraging this technological ecosystem to fundamentally reshape their operations, becoming more proactive and adept at orchestrating complex business processes and value streams. In response, vendors are reshaping their platforms to fully support and streamline the planning, implementation, and performance measurement of process improvement. IDC's *Artificial Intelligence and Business Automation Convergence* explores this new frontier of AI-powered automation, examining how business automation platforms are expanding the depth and breadth of automation opportunities for customers.

MARKETS AND SUBJECTS ANALYZED

- IDC's intelligent process automation framework spending and forecast
 - Use of AI agents in combination with GenAI
 - Convergence of multimodel AI and automation
 - Emerging automation and automation planning vendors
 - Automation planning and process discovery
 - Emerging business operations control planes
 - Automation of automation
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CORE RESEARCH

- IDC MarketScape: Worldwide Business Automation Platforms
 - Addition of AI Agents to the Automation Portfolio
 - Business Value Engineering ProductScape
 - Orchestration ProductScape
 - Delivery of Seamless End-to-End Orchestration
 - Automation and AI Convergence Customer Adoption Survey
 - Worldwide Intelligent Process Automation 2024–2029 Forecast
 - Worldwide Intelligent Process Automation Market Shares, 2023
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In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Artificial Intelligence and Business Automation Convergence](#).

KEY QUESTIONS ANSWERED

1. How is AI converging with automation technologies?
 2. What new vendors and emerging automation markets are creating innovation?
 3. How will technology advances improve the economics of automation development?
 4. Who are the major software vendors in business automation?
 5. What are the emerging and major trends in automation adoption?
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COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of providers in the business automation software market, including:

ABBYY, Automation Anywhere, Appian, Bizagi, Camunda, Celonis, Cloud Software Group, EdgeVerve, Google, IBM, Microsoft, Nintex, Oracle, Pegasystems, Salesforce, SAP/Signavio, ServiceNow, Skan.ai, Software AG, Soroco, SS&C Blue Prism, Tungsten, and UiPath.