

Firms rapidly automating processes: Zinnov-UiPath

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Bengaluru: Large enterprises in India are rapidly adopting hyper-intelligent automation (HIA), says a new study by consulting firm Zinnov and automation firm UiPath.

The study estimates that these enterprises spent \$55-60 million on HIA in 2019 alone, and this will reach \$350-400 million by 2024, at a 55% CAGR. The Covid-19 pandemic, the study predicts, will accelerate HIA because it will take away the dependence on people for routine processes and better ensure business continuity. The study looked at the top 148 publicly listed companies, those with revenue of over \$1 billion each.

HIA is a term Zinnov uses for a process that goes much beyond basic robotic process automation (RPA). RPA refers to software that can be easily programmed to do basic tasks across applications—like robots in manufacturing plants, these software robots take away the drudgery of repetitive tasks in business processes, like keying in customer or invoice details.

HIA brings in AI/ML and other data tools on top of RPA at multiple levels. Praveen Bhadada, managing partner at Zinnov, describes it as a scientific approach to get benefits from RPA. Too often in the past, RPA has been implemented by organisations without fully un-

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➤ Bengaluru has nearly 35% of the total HIA talent pool, followed by Delhi-NCR with 18%, and Pune with 15%

➤ There are over 42,000 HIA developers in India, including 7-9K in Indian large enterprises.

➤ Banking & financial services, insurance, and healthcare are leading in HIA maturity

➤ IT services companies, ICICI Bank, Axis Bank and HDFC Bank are the most advanced in adoption of HIA

➤ Over 30% of large enterprises have set up a centre of excellence focused on HIA



derstanding where and how it would work best, and consequently the results were sub-optimal, and often gave the impression of wasted money. Today, there are tools that automatically discover an entire process from system data, identify points of friction and inefficiency, and uncover the underlying causes. This helps organisations understand where exactly a robotic process could increase efficiencies, and by

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how much. Celonis, Software AG and UiPath are among the leaders in offering this solution.

Early RPA systems lacked the intelligence to handle complex and unstructured data. Now, AI/ML capabilities are enabling intelligent document processing, and RPA vendors are increasingly leveraging this to automate extremely complex use cases—such as analysis of complex

financial statements and understanding engineering drawings. Abbyy, WorkFusion, Kofax and Automation Anywhere are leaders here.

HIA is a combination of intelligent process identification, intelligent streamlining of data, and finally creating and running the right bots to automate a process.

The study says the increased HIA spending through 2024 is expected to be channelised towards enterprise-wide scaled automation. It says enterprises would explore more complex use cases. It says more than 65% of the large enterprises have already made initial investments in HIA. “Given the current situation (pandemic), organisations across sectors are assessing the power of RPA—right from managing outcomes with a highly dispersed workforce, to relooking at customer engagement with a new lens,” Manish Bharti, president of India and Saarc in UiPath, said.