

Xebia

Enabling Enterprises to Scale Intelligent Automation with Generative AI



June 2024

Enabling Enterprises to Scale Intelligent Automation (IA) with Gen AI

Contents

03	Introduction
04	The evolution of automation
04	The potential impact of gen AI on IA
08	Scaling IA with gen AI – the unified platform approach
13	Challenges and best practices to adopt IA at scale
15	IA provider landscape and capabilities
18	Enterprise expectations from IA service providers
20	Future outlook and conclusion

Introduction

The evolution of automation from basic task automation to advanced Intelligent Automation (IA) represents a significant change in enterprise operations, with the latest shift involving gen AI's integration. As enterprises look to scale their automation capabilities, they should consider adopting a Unified Intelligent Automation Platform (UIAP), which consists of data, automation, intelligence, and visualization layers. A UIAP approach helps to enhance operational efficiency, scalability, explainability, and market adaptability, with gen AI providing unparalleled content generation and decision-making capabilities.

Gen AI's influence sweeps across business domains, automating complex tasks, generating predictive analytics, and personalizing customer interactions. However, organizations face technology complexities, data privacy issues, talent shortages, and cultural resistance when adopting and scaling IA platforms.

To overcome these challenges and foster enterprise-wide adoption, enterprises need to demonstrate a commitment

to continuous learning, a focus on user-centric design, strict data governance, and an innovation-led culture. Success hinges on executive support, clear benefit communication, and IA's alignment with business goals.

A product-centric operating model further enables providers to meet customer requirements with agility and offers adaptable, scalable IA solutions ready for the future.

This report explores:

- The need for UIAPs
- The potential impact of gen AI on IA across business domains and functions
- Best practices and key success factors to drive enterprise-wide adoption of IA platforms

The report will benefit enterprises in navigating and scaling intelligent automation through gen AI.

The evolution of automation

The growing need for holistic automation

While automation isn't new, it has certainly come a long way since it was first introduced. In recent years, with the emergence of new IA technologies and a shift in emphasis to more complex, judgment-intensive tasks, organizations have started to leverage automation in conjunction with AI-based technologies, such as IDP, CAI, and process intelligence (process mining and task mining), to maximize the value from their automation efforts.

A growing focus on achieving cost savings and operational efficiencies has put automation on the C-suite agenda. With inflationary pressures, cost optimization is taking center stage, driving enterprises to focus on accelerating ROI, and maximizing the value from their existing IA investments.

While many organizations have implemented automation projects, most have only scratched the surface in realizing IA's potential, especially following the advent of gen AI and the diverse use cases that it can serve across verticals and functions.

The potential impact of gen AI on IA

The infusion of gen AI with IA can revolutionize businesses, including current IA solutions and technology areas, people strategy, and automation sourcing strategy.

Almost 55% of Everest Group-surveyed enterprises foresee gen AI to be creating a meaningful impact on IA within the next 12 months.






– Based on a survey of 55+ enterprises conducted for the research [Revolutionizing Intelligent Automation with Generative AI](#)

Gen AI's potential in augmenting IA solutions

Gen AI assists in automating various tasks that previously demanded significant time and effort and can also improve the efficiency of existing automation processes. Integrating Gen AI into enterprise automation workflows has two benefits: first, it improves efficiency and accelerates innovation, and second, it offers more personalized and engaging customer experiences.

Exhibit 1 illustrates enterprise perception of potential gen AI applications that can enhance IA solutions.

Exhibit 1: Expected applications of gen AI to augment or enhance IA solutions
Source: Everest Group (2024)

Application	Percentage of respondents ¹
 Information retrieval	77%
 Data analytics	70%
 Customization	68%
 Product development	68%
 Process discovery	43%






¹ Based on feedback collected from 100 enterprises
Source: Everest Group 2024

Key industries and functions expected to adopt gen AI

Different industries and business functions can employ generative AI for a variety of purposes. However, the potential of generative AI in a specific industry or function depends on factors such as data availability, technology readiness, the need for generative capabilities in a particular use case, and the dynamic nature of the knowledge base used for model training. Additionally, regulatory requirements, data sensitivity, and process criticality will determine the extent to which an industry or function can adopt gen AI.

Exhibit 2: Potential applications of gen AI across industries and common use cases
Source: Everest Group (2024)



Industry	Advances leveraging GAI	
Financial services 	Risk monitoring and management Customer service chatbots	Invoice and payment processing Account onboarding
Insurance 	Claims management Digital mailroom	Invoice processing Customer service and onboarding
Travel, hospitality, transportation, and logistics 	Dynamic route planning/optimization Transport planning and network generation	Travel itinerary generation Personalization pricing strategies
Healthcare 	Accounts payable and receivable Inventory management	Invoice processing Pharmacy prescription and clinical processes
Public sector and government 	Digital mailroom Invoice processing	HR benefits processes Procurement management

Notably, enterprises embarking on their IA journeys can get flummoxed by the wide range of providers and sourcing options available to them. The sourcing options include a best-of-breed approach and a unified platform approach, both with their advantages and limitations, and enterprises should choose the approach that best fits their unique contexts.

Enterprises adopting a best-of-breed approach prioritize product functionality, roadmap, support, and training. Those opting for a unified platform prioritize the overall ease of use and configuration, platform functionality and roadmap, and the ability to demonstrate value or RoI during the Proof of Concept (PoC) stage. This distinction underscores that the best-of-breed approach leans toward diverse feature sets, while unified platforms prioritize seamless integration and comprehensive functionalities. Increasingly, enterprises are employing unified platforms to address their requirements.

Exhibit 3 details the potential challenges that enterprises face when using best-of-breed solutions, as well as the benefits of adopting a unified approach.

Exhibit 3: Top challenges that enterprises face in using best-of-breed solutions and key benefits of IA platforms²

Source: Everest Group (2024)

Rank	Challenges that enterprises face in leveraging best-of-breed solutions		Key expected benefits from unified IA platforms
1	Significant effort required to integrate IA components from different providers	75%	81% Efficient relationship management with a single provider
2	High Total Cost of Ownership (TCO) due to maintenance and support costs accrued from multiple providers	76%	71% Smoother user experience with a unified interface and underlying architecture
3	High development and implementation time	70%	76% Lower training time and costs on a single platform
4	Need to train users on different products of multiple providers	72%	57% Reduced Total Cost of Ownership (TCO) and quicker deployment due to integrated technology components
5	Multiple UIs negatively impact user experience	67%	62% Hassle-free access to customer support at one place

² Based on a survey of 55+ enterprises conducted for the research Revolutionizing Intelligent Automation with Generative AI
Source: Everest Group 2024

Scaling IA with gen AI – the unified platform approach

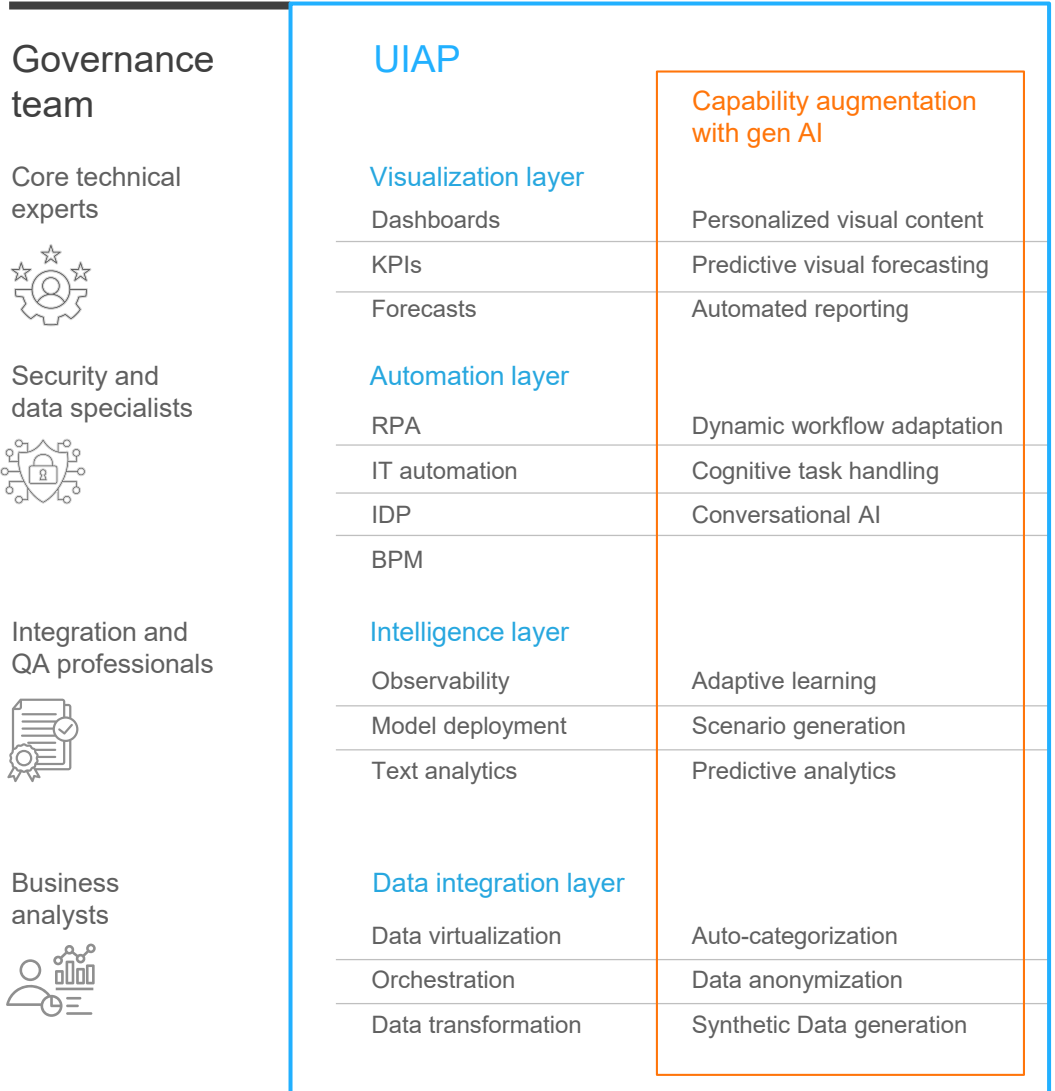
Unified platforms act as one-stop shops for enterprises' automation needs and offer different technologies as integrated capabilities that can perform key functions, including rules-based automation, AI-based automation, process discovery and intelligence, and process management and governance. Notably, a strong UIAP should support the following components and entities:

- Governance team: Consists experts in core technologies, Quality Assurance (QA), integration, and data and security
- UIAP layers:
 - Data integration layer
 - Intelligence layer
 - Automation layer
 - Visualization layer
- Gen AI-powered capability augmentation

“A technology-first mindset has become a mandate to survive uncertainties. Our spend on platform-based solutions has increased to combat any turbulence and go to market faster.”

– Global Head, Life Sciences Business Unit, North America

Exhibit 4: UIAP architecture
 Source: Everest Group (2024)



More than 85% of Everest Group-surveyed respondents see generative AI as a core component of a UIAP and expect it to play a key role in powering IA technologies.

– Based on feedback collected from 100 enterprises, Everest Group (2024)

Layers of a UIAP

Data integration layer

The data layer captures, processes, and maintains a comprehensive data ecosystem. It not only aggregates data into a repository but also employs data virtualization to provide seamless, real-time access to data across various sources without replication. Through data orchestration, the layer enhances data flow management across systems, ensuring efficient data integration and lifecycle management.

Gen AI can augment the functionality by enhancing data enrichment, automating the identification of data relationships, and facilitating the creation of simulated data sets for training and analysis.

Intelligence layer

In this layer, data changes into actionable intelligence through sophisticated processing algorithms. Here, machine learning models are trained and iteratively improved, data patterns are recognized and interpreted, and predictive and prescriptive analytics forecast future trends and suggest actions.

The inclusion of generative AI advances these capabilities by enabling the system to learn and adapt dynamically to generate hypotheses and model complex scenarios.

Automation layer

At the heart of operational efficiency is the automation layer, in which the platform's learned intelligence becomes operationally manifested, orchestrating a symphony of tasks and processes that span from the routine to the intricate. In this layer, Robotic Process Automation (RPA) bots diligently execute structured tasks, while cognitive automation navigates the complexities of unstructured data and intricate decision-making processes. Integrating Business Process Management (BPM), this layer can model, optimize, and streamline end-to-end business processes, enabling seamless orchestration and continuous improvements across the enterprise.

Generative AI can enhance automation capabilities significantly, enabling systems to not only follow predefined rules, but also create and adapt their rules and responses in real time, leading to more responsive and intelligent systems.

Visualization layer

This layer acts as a user's window into the machinations of the unified platform. It translates complex, behind-the-scenes data processing into a visual narrative that users can easily understand and act upon. It is where data visualization converts raw data into charts, graphs, and interactive dashboards, enabling decision-makers to quickly grasp complex information and derive insights.

Generative AI can contribute to this layer by customizing the visual narratives to user preferences and requirements, automating report creation, and predicting future system states, which are depicted in forward-looking visual formats. This layer is critical to ensure that the platform's power is accessible to users at all levels, democratizing data and empowering more informed decision-making across the enterprise.

Governance team

The governance team serves as the strategic and operational command center of the UIAP. It is a cross-functional team that ensures that the platform operates cohesively, securely, and in line with business goals. The team consists of core technical experts, security specialists, integration and QA specialists, business analysts, and project managers.

Gen AI can significantly improve the governance team's oversight capabilities by providing advanced predictive insights that inform strategic decisions and risk management. It can automate and optimize the compliance monitoring process, ensuring that regulations are seamlessly integrated into operational workflows, enhancing efficiencies.

Enterprise interest in unified platforms has increased by 120% in 2024 from 2023, underscoring the growing enterprise recognition that unified platforms offer an enhanced value proposition.

– Based on feedback collected from 100 enterprises,
Everest Group (2024)

Key characteristics of UIAPs

A robust UIAP's attributes include scalability, reliability, explainability, security, and ease of integration. These features ensure that the platform can effectively meet organizations' automation needs, drive operational efficiency, enhance decision-making, and support sustainable growth and innovation. We take a closer look at these features below

- **Scalability:** A robust UIAP is designed to scale seamlessly to accommodate an organization's evolving needs and growth. It should facilitate the deployment of automation solutions across business functions, departments, and locations without compromising performance. Scalability ensures that the platform can handle increasing workloads, additional users, and growing volumes of data without significant disruptions or degradations in efficiency.
- **Reliability:** Reliability ensures consistent performance and uptime, so that automated processes run smoothly and without interruptions. A reliable platform should minimize errors, failures, or downtime, thereby maximizing productivity and minimizing disruptions to business operations. It achieves this through robust infrastructure, fault-tolerant design, and proactive monitoring and maintenance mechanisms.
- **Explainability:** Explainability is essential for fostering trust and understanding of AI-driven automation processes. A robust UIAP provides transparency into the automated systems' decision-making logic and actions. It offers detailed insights and explanations into how algorithms arrive at their conclusions, enabling stakeholders to comprehend and validate the outcomes. Explainability enhances accountability, facilitates regulatory compliance, and promotes collaboration between humans and AI systems.
- **Security:** Security is paramount in UIAPs to safeguard sensitive data, intellectual property, and critical business processes from unauthorized access, breaches, or cyber threats. A strong platform implements robust security measures at multiple levels, including data encryption, access controls, authentication mechanisms, and proactive threat detection and response capabilities. It adheres to industry standards and best practices to mitigate risks and prevent cybersecurity threats.
- **Ease of integration:** A reliable UIAP should offer seamless integration with existing systems, applications, and infrastructure. It should offer flexible integration options, including APIs, connectors, and compatibility with standard protocols, to facilitate interoperability with diverse IT environments. Ease of integration enables organizations to leverage their existing investments in technology, data, and workflows, accelerating the adoption and deployment of automation solutions.

In the next section, we delve into the challenges that enterprises face, including resistance from their workforce and lack of executive buy-in, and discuss best practices for tackling them.

Challenges and best practices to adopt IA at scale

Enterprises have made significant progress with increasing knowledge and understanding of automation technologies. However, a majority of enterprises continue to face barriers to successfully scaling IA adoption and achieving the desired value. The most common challenges that organizations face are:

- **Gaps in vision and strategic planning:** Low or late buy-in from the executive management due to limited understanding of IA technologies and the lack of a long-term, robust automation strategy results in a half-baked approach to the IA program. Many business leaders have a cost-focused mindset, which may lead to short-sighted decisions that prioritize immediate cost savings over long-term value creation. Consequently, the automation program's objectives may not align with the organization's long-term IA goals.
- **Lack of proper governance and security:** Establishing the right governance framework/mechanism can be challenging, as it requires dedicated funding and support, as well as the onboarding of cross-functional members from IT and business. The lack of a shared vision between business teams and enterprise IT can make things hard. Accessing sensitive data, such as personal identifiable information, can also pose a challenge in executing enterprise-wide automation projects. It is crucial to identify the right operating model (centralized vs. decentralized vs. Hybrid) for successful implementation.
- **Limited technology awareness and expectations mismatch:** Impediments occur due to limited knowledge about IA technologies, their applications, and benefits. Many stakeholders have unrealistic RoI expectations and become disillusioned with the outcomes. The pressure to scale up quickly also distracts from identifying the right metrics to measure the benefits and monitor them. The inability to create and sustain a healthy automation pipeline prevents enterprises from expanding to new use cases and scaling them, impacting the scale/extent of the outcomes achieved and the long-term value proposition.
- **Employee apprehensions and change management issues:** Employees tend to resist IA technologies due to the fear of increased transparency and visibility into ways of working. Job security apprehensions could create a negative sentiment and lead to a slower pace of adoption or even derail IA projects. The inability to manage the human + machine workforce efficiently poses a significant challenge to employees to adapt to new ways of working.
- **Shortage of IA talent:** The shortage of skills and practical knowledge to develop, manage, and implement IA technologies is a major impediment for enterprises. High training costs and the lack of relevant training programs can create obstacles in the short term, since adoption costs will likely increase.

As Exhibit 5 outlines, organizations should follow certain best practices to address these challenges and successfully navigate their IA journeys. Many of these practices overlap and intersect, so combining them maximizes benefits.

Exhibit 5: Best practices to adopt IA at scale

Source: Everest Group (2024)

Select the right advisory and implementation partner



- Engage with expert advisory services to navigate the IA platforms landscape, ensuring alignment with current and future use cases
- Choose a consulting and implementation partner with proven expertise and experience in IA deployment
- Collaborate with partners that can provide strategic guidance, technical proficiency, and change management support to kick off IA initiatives effectively
- Additionally, prioritize partners that can assist in building Centers of Excellence (CoE) to institutionalize IA capabilities and facilitate scaling across business units and use cases

Drive an organized change management plan



- Proactively communicate the IA vision and benefits to employees to increase awareness; provide thorough and transparent updates on the benefits targeted and achieved
- Chart a plan to assist impacted employees through guidance on alternate career paths
- Leverage experts to train employees
- Bring interdepartmental leaders together to drive inclusivity and identify a program champion to evangelize the IA initiative across the enterprise

Ensure alignment among stakeholders /teams



- Treat IA implementations as change programs in partnership with business and IT leaders
- Ensure the direct participation of relevant stakeholders who will use the platform
- Facilitate collaboration and ensure responsibility-sharing among business units, IT, and the transformation office

Establish the right governance structure



- Set up a dedicated CoE early in the journey; establish a set of Objectives and Key Results (OKRs) and continuously monitor performance
- Partner with IT on time to establish a comprehensive governance framework tailored to the IA platform, ensuring adherence to regulations and data privacy and security standards

Start small and scale up



- Start at a small scale and leverage process intelligence to identify process-related bottlenecks early on before large-scale implementation
- CoEs should continuously assess, prioritize, and maintain use cases' automation pipeline
- Establish a continuous feedback loop and revisit IA outcomes at regular intervals

Secure executive sponsorship early on



- Gain buy-in from the senior leadership early on by building a business case
- Initiate the journey through a simple and structured proof of concept with the leadership's and IT's direct involvement

As the exhibit highlights, a suitable consulting and implementation partner can help to make the ride easy and deliver on enterprise objectives and expectations.





IA provider landscape and capabilities







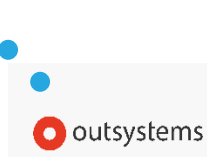



The IA provider landscape has expanded and evolved significantly in recent years, resulting in a market crowded with providers offering different IA solutions that serve specific buyer needs and different business processes. Certain providers have started offering multiple IA technologies as part of a unified platform to address the growing need for holistic automation.



Leading IA platforms are swiftly embracing generative AI, revolutionizing both developer and business productivity. Pega's GenAI™ in Pega Infinity '23 expedites low-code app development with AI-driven suggestions, while Tungsten's TotalAgility 8 introduces gen AI-powered copilots for streamlined workflow creation and real-time insights. SS&C Blue Prism automates the entire intelligent automation life cycle with gen AI-powered solutions, using gen AI to boost productivity and savings. UiPath integrates gen AI into its business automation platform, refining solutions and offering preview features such as clipboard AI for finance teams. Automation Anywhere incorporates gen AI across its platform, enhancing team productivity through a GPT-powered automation copilot and document automation for efficient data extraction.

Exhibit 6: Leading IA providers' gen AI capabilities

Source: Everest Group (2024)

 	 
<p>Appian's AI Process Platform integrates gen AI and process automation, supports complex casework and providing data insights</p> <hr/> <p>The recent release include a new gen AI prompt builder skill and AI-powered case management designer for accelerated app development</p> <hr/> <p>Enhanced data fabric analytics empower each user with powerful AI-assisted business intelligence capabilities</p>	<p>Integrated gen AI across the Automation Success Platform to enhance capabilities</p> <hr/> <p>Automation Co-Pilot (GPT-powered) enhances team productivity for specific use cases</p> <hr/> <p>Embedded developer experience in KPIs for expedited automation development through natural language conversations</p>

  <p>Introduced copilot, leveraging gen AI for enhanced process analysis</p> <hr/> <p>Built on OpenAI API, copilot facilitates data accessibility and third-party integration</p>	  <p>Microsoft Copilot has integrated gen AI into Power Platform, accelerating solution development</p> <hr/> <p>It democratizes solution creation by assisting end users in optimizing data use</p>		
  <p>Mendix has launched Mendix 10, its latest generation low-code platform, with significant AI and composability improvements</p> <hr/> <p>New features include collaboration tools such as Portfolio Manager for planning and tracking goals, alongside AI enhancements</p> <hr/> <p>In collaboration with AWS, it has introduced the Private Mendix Platform, offering speed and agility while maintaining fully self-managed environments</p>	  <p>OutSystems has announced new AI features, including a connector for Azure OpenAI and is planning a suite of generative AI capabilities named Project Morpheus</p> <hr/> <p>With Project Morpheus, developers can rapidly iterate and customize applications using gen AI, incorporating industry best practices in real time</p>		
  <table border="1"><tr><td data-bbox="467 1642 977 1883"><p>Pega GenAI in Pega Infinity '23 accelerates low-code app development by providing AI-powered suggestions for application components</p></td><td data-bbox="993 1642 1503 1883"><p>Self-study Buddy, powered by Pega's resources and generative AI, aids in studying and support using product documentation</p></td></tr></table>		<p>Pega GenAI in Pega Infinity '23 accelerates low-code app development by providing AI-powered suggestions for application components</p>	<p>Self-study Buddy, powered by Pega's resources and generative AI, aids in studying and support using product documentation</p>
<p>Pega GenAI in Pega Infinity '23 accelerates low-code app development by providing AI-powered suggestions for application components</p>	<p>Self-study Buddy, powered by Pega's resources and generative AI, aids in studying and support using product documentation</p>		

  <p>SS&C Blue Prism's gen AI-powered solutions automate the intelligent automation life cycle, integrating gen AI to unlock productivity and savings</p> <hr/> <p>The AI-first approach covers discovery, planning, optimization, and continuous improvement stages.</p> <hr/> <p>The new connector on SS&C Blue Prism® Digital Exchange enables tasks such as creating document summaries and extracting text from unstructured documents</p>	  <p>Software AG has introduced AI-powered capabilities to expand access to the ARIS process intelligence and Alfabet IT asset management products</p> <hr/> <p>ARIS AI companion empowers non-experts by enabling natural language queries for process data transformation</p> <hr/> <p>Alfabet's redesigned user experience, including a Smart Data Workbench and AI-assisted chatbot, accelerates engagement and product configuration</p>
  <p>Tungsten has introduced gen AI-powered copilots, streamlining workflow creation and data insights</p> <hr/> <p>The copilot for development transforms ideas into working processes, forms, and data models</p> <hr/> <p>The copilot for insights generates real-time insights from proprietary data, enhancing decision-making and productivity</p>	  <p>Offers connectors for OpenAI, Azure OpenAI (with GPT-4 support), Falcon LLM via Amazon SageMaker, and Google Vertex with PaLM 2 support</p> <hr/> <p>Refined solutions such as document understanding and communications mining with GPT-based technologies</p> <hr/> <p>Clipboard AI (preview) for finance teams for data transfer and insertion using AI computer vision and generative AI</p>

We expect the IAP provider landscape to expand, with more providers adopting a unified platform approach to offer IA capabilities. We also expect current providers to add new technologies to their portfolios to strengthen their positioning for end-to-end business process automation.

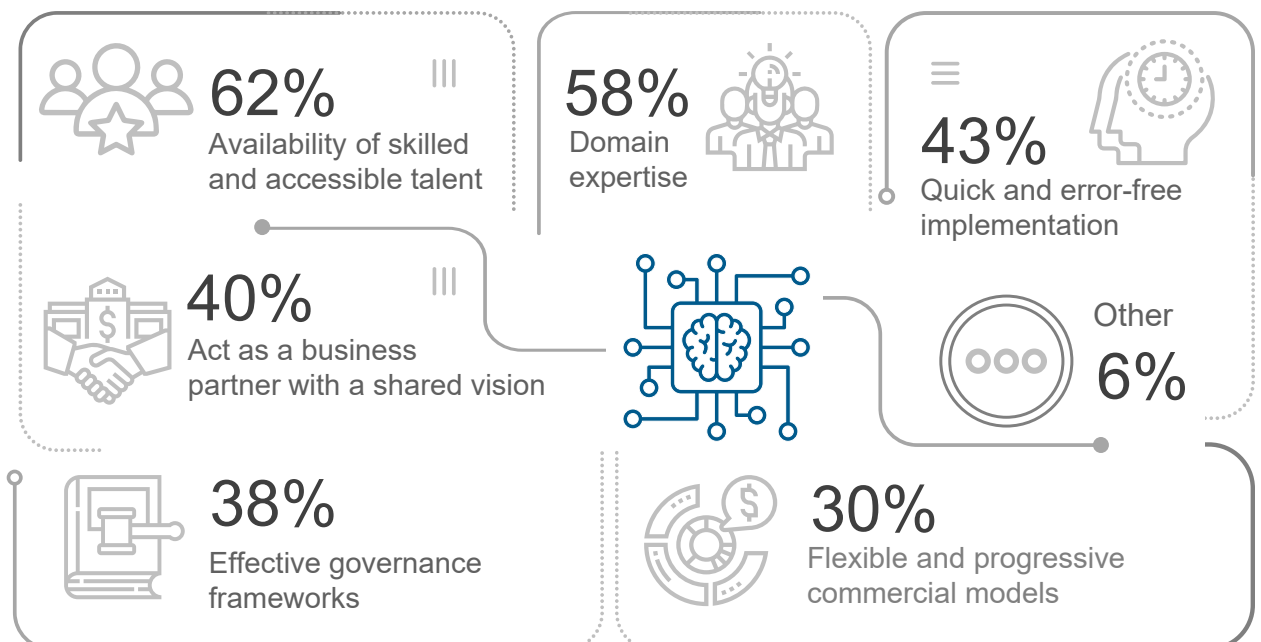
However, despite having comprehensive platforms, many enterprises find it difficult to scale IA because of persistent organizational challenges.

Partnering with the right advisory and consulting partners or service providers can help address these challenges. These partners bring valuable insights and proven strategies to the table, assisting organizations in managing workforce resistance through effective change management and comprehensive training programs. Furthermore, they can help build a compelling case for IA, showcasing its tangible benefits to secure executive buy-in and support.

Enterprise expectations from IA service providers

It is vital for providers to understand buyer expectations for sourcing products and services, especially those related to new technology, especially as buyers themselves are trying to wrap their heads around new technologies and understand how they will fit into the larger IA ecosystems.

Exhibit 7: Enterprises' top expectations from IA service providers with respect to gen AI
Source: Everest Group (2024)



We delve deeper into these expectations below.

- **Availability of skilled and accessible talent:** In addition to spurring the demand for roles such as data scientists, AI strategists, and DevOps engineers, gen AI has created new roles such as prompt engineers, who help facilitate the entire gen AI development and deployment process. Therefore, the topmost enterprise expectation from providers for gen AI is a team of skilled people available as and when required.
- **Domain expertise:** Enterprises rely on their service providers for the industry and business process knowledge they bring to the table, helping them identify use cases for gen AI and implementing the solutions. They also expect their providers to stay abreast of the latest developments in the gen AI space and keep their clients updated
- **Quick and error-free implementation:** Businesses need to adapt swiftly to changing market dynamics, and delays can lead to missed opportunities. Thus, service providers are expected to deliver their offerings quickly and seamlessly.
- **A shared vision akin to a business partner:** Adopting gen AI for IA is a significant and well-considered decision for enterprises, given the nascency of this technology and the sizable investment required. Service providers play a substantial role in planning and executing the vision. Therefore, enterprises look for shared responsibility, clear understanding, and proactiveness in providers and expect them to act more as business partners and less as third-party providers.
- **Effective governance frameworks:** Ethical considerations and legal compliance are paramount to enterprise operations. Therefore, an effective governance framework is not just a checkbox but a crucial factor that enterprises prioritize when selecting a service provider. Enterprises expect their service providers to have robust governance frameworks to ensure ethical and responsible use of AI, comply with regulations, and align with enterprise values and objectives. This framework should encompass data privacy, transparency, accountability, and risk management protocols.
- **Flexible and progressive commercial models:** Flexible commercial models, such as outcome- and transaction-based pricing, are gaining significant traction among enterprises due to the flexibility they offer. Enterprises expect their commercial contracts to offer room for customization, payment flexibility, and provider accountability.

“We chose our service provider based on their familiarity with our application landscape and technical and functional expertise. The way they blended our enterprise context with their platforms helped accelerate our modernization journey and achieve our transformation goals.”

– Director of IT operations, a global manufacturing firm

Future outlook and conclusion

The evolution of automation from basic task automation to advanced IA, including gen AI, marks a paradigm shift in enterprise operations. The transition underscores the necessity for a UIAP that can offer operational efficiency, scalability, explainability, and market adaptability, with its gen AI providing unparalleled content generation and decision-making capabilities, enabling effective scaling of automation capabilities.

Gen AI's impact extends across business domains and processes, including the automation of complex tasks, predictive analytics, and personalized customer interactions. However, implementing IA platforms is easier said than done. Enterprises encounter many barriers, such as technology complexities, data privacy concerns, talent shortages, and cultural resistance, when implementing and scaling IA platforms.

To overcome these challenges and promote enterprise-wide adoption, enterprises need to commit themselves to a culture of continuous learning, user-centric design, robust data governance, and an innovation mindset. Executive support, clear benefits communication, and IA's alignment with business objectives are also crucial. Enterprises would do well to engage with experienced partners with product-centric operating models to steer this journey and implement agile and scalable IA solutions poised to meet the needs of today and tomorrow.

Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at www.everestgrp.com.

This study was funded, in part, by Xebia

For more information about Everest Group, please contact:

+1-214-451-3000

info@everestgrp.com

For more information about this topic please contact the author(s):

Alisha Mittal, Vice President
alisha.mittal@everestgrp.com

Mohammed Riyaz, Senior Analyst
mohammed.riyaz@everestgrp.com

Notice and Disclaimers

Important information. Please review this notice carefully and in its entirety. Through your access, you agree to Everest Group's terms of use.

Everest Group's Terms of Use, available at www.everestgrp.com/terms-of-use/, is hereby incorporated by reference as if fully reproduced herein. Parts of these terms are pasted below for convenience; please refer to the link above for the full version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA), or any state or foreign securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity. All Everest Group Products and/or Services are for informational purposes only and are provided "as is" without any warranty of any kind. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon any Product or Service. Everest Group is not a legal, tax, financial, or investment advisor, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment.

Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Products and/or Services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to an Everest Group Product and/or Service does not constitute any recommendation by Everest Group that recipient (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group Product and/or Service is as of the date prepared, and Everest Group has no duty or obligation to update or revise the information or documentation. Everest Group may have obtained information that appears in its Products and/or Services from the parties mentioned therein, public sources, or third-party sources, including information related to financials, estimates, and/or forecasts. Everest Group has not audited such information and assumes no responsibility for independently verifying such information as Everest Group has relied on such information being complete and accurate in all respects. Note, companies mentioned in Products and/or Services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.



About Xebia

Xebia is a trusted advisor in the modern era of digital transformation, serving hundreds of leading brands worldwide with end-to-end IT solutions. The company has experts specializing in technology consulting, software engineering, AI, digital products and platforms, data, cloud, intelligent automation, agile transformation, and industry digitization. In addition to providing high-quality digital consulting and state-of-the-art software development, Xebia has a host of standardized solutions that substantially reduce the time-to-market for businesses. Xebia also offers a diverse portfolio of training courses to help support forward-thinking organizations as they look to upskill and educate their workforce to capitalize on the latest digital capabilities.

The company has a strong presence across 16 countries with development centers across the US, Latin America, Western Europe, Poland, the Nordics, the Middle East, and Asia Pacific.

Creating Digital Leaders.

xebia.com