

# Digital Process Automation (DPA) Market Driven by the Rapid Technological Advances

Market Research Future (MRFR) highlights that the COVID-19 to Increase the Demand in "Digital Process Automation Market", ensuring a significant market valuation and a healthy CAGR of 15% over the review period.

The global digital process automation (DPA) market is growing rapidly. The market growth attributes to the rising adoption of automation and digitization across the end-use industries. Besides, increasing demand for digital process automation tools in BFSI, consumer electronics, manufacturing, retail, healthcare, and transportation sectors, substantiate market growth. Moreover, the growing need for digital transformations of businesses escalates the market demand.

According to Market Research Future (MRFR), the global <u>digital process automation</u> <u>market</u> is poised to grow to **USD 14 billion** by 2023, registering **15% CAGR** throughout the forecast period (2017 - 2023). Disconnected and complex data challenge business leaders; in such situations, DPA software help making informed decisions by automating reporting and identifying gaps in an organization's workflow and data management.

Digital process automation (DPA) software efficiently responds to the need to get things done quickly and ensure minimal errors in the workflow, presenting business entities with solutions to smoothen functions of working units at the minimum possible cost. Additionally, the rising awareness for the benefits of digitalized automation in workflow increases the adoption of automation solutions. The rapid adoption of cloud-based services and advanced algorithms deployment in BFSI and retail & manufacturing sectors drive the digital process automation industry.

# **Digital Process Automation Market- Competitive Analysis**

Highly competitive, the digital process automation market appears fragmented due to the presence of several well-established players. Mergers & acquisitions, innovation, and brand reinforcement remain prevailing key trends for the leading players as these strategies support their growth and expansion plans. They deliver reliable, leading-edge products and services. For which they invest substantially in R&D to develop adept technologies and products.

#### **Major Players:**

Players leading the digital process automation market Oracle, IBM, Pegasystems, Software AG, Appian, DST Systems, Dxc Technology, Opentext Corporation, Infosys, Mindtree, Cognizant, Newgen Software, Bizagi, Tibco Software, Nintex, Integrify, Ayehu Software Technologies, Helpsystems, and Innov8tif, among others.

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### **Digital Process Automation Market- Segments**

**By Services**: Professional and Managed Services.

**<u>By Industry Vertical</u>**: BFSI, Consumer Electronics, Manufacturing, Retail, Healthcare,

Transportation, and others.

**<u>By Deployment</u>** : On-cloud and On-premise.

**<u>By Organization Size</u>**: Small-to-Mid-size Enterprises and Large Enterprises.

**By Regions**: Americas, Europe, Asia Pacific, and the Rest-of-the-World.

# **Global Digital Process Automation Market- Regional Analysis**

North America dominates the global digital process automation market. The largest market share attributes to the strong presence of notable players and well-established development centers, allowing the early adoption of advanced technologies and digital transformation. Besides, increasing R&D investments to develop automation technologies and services drive the growth of the regional market.

Europe stands second in the global digital process automation market. The market rise attributes to the presence of many notable service providers and large deployments of automation platforms. Additionally, the rising numbers of SMEs and large enterprises act as a major tailwind for the growth of the regional market.

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