

REGION FOCUS: WORLDWIDE

PARTNER ECOSYSTEM OPPORTUNITY WITH UIPATH

# Automation Is Driving Customer Outcomes and Value



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# Introduction

This ebook provides insights into the UiPath partner ecosystem and how partners are leveraging UiPath to capture the value of automation to scale their businesses. The purpose of this report is to help current and prospective partners understand how the UiPath platform and the company's partner program help partners achieve growth and return on investment.

IDC interviewed executives at key UiPath partners globally to determine how they are leveraging UiPath software and partnership opportunities to capture the value of robotic process automation (RPA) and related automation platform technologies. These key partners all experienced rapid revenue growth over the last several years by focusing on and implementing UiPath software across a wide variety of industries and work functions.

To acquire customers and capture market share, UiPath partners are accelerating investments in automation expertise through rapid hiring and training to meet customer demand. They are creating repeatable solutions to drive higher margins; building automation factories to improve their ability to test, deploy, and manage implementations; and helping customers set up their own centers of excellence.

Those investments are driving new capabilities, speeding deployment, and creating fast and positive business outcomes. Automation is a technology that

allows customers to rapidly identify and address key business admin overhead processes, and to that end their engagement with specialized partners enables them to realize cost efficiencies by automating the processes and then continually improving them.

UiPath partners provide business services, add-on software solutions, IT services, hardware and networking, and resale of UiPath products. This study found that the partners interviewed accelerated growth from their UiPath investments, which included gaining expertise in the use of UiPath, development of intellectual property around the UiPath platform, and focusing on quick time to value. These partners are driving higher margins by helping customers improve revenue, reduce expenses, and drive value improvements within their business processes.

UiPath partners also reported that they are increasingly successful in working with customers to accelerate digital transformation and become more agile. At the same time, business automation is expanding its role in the technology stack and gaining champions in the C-suite who are embracing automation. As increased adoption of automation drives more implementations, partners seeking higher growth and returns will find avenues for expansion within the ecosystem, given the right focus and investment. This research shows that automation technology has been impactful not only over the pandemic but also generally for businesses looking to improve their operational efficiencies by working with their trusted automation advisors.

# Market Environmental Analysis

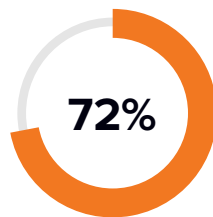


Investments in automation grew by double digits over the past several years; IDC expects growth to continue but also be impacted by the anticipated economic downturn.

Economic uncertainty, the need for automation technologies to operate seamlessly together, and the demand for automation outcomes tied to financial performance have converged to adjust enterprises' plans for automation in 2023 and where they will focus their investments.

Investments in automation grew by double digits over the past several years; IDC expects growth to continue but also be impacted by the anticipated economic downturn. Priorities will focus more deeply on ways that automation concretely will improve financial performance, by adding cash to the balance sheet and by driving out costs to operate more profitably.

## According to IDC's September 2022 Future Enterprise Resiliency and Spending Survey,



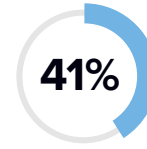
of respondents expect 2023 to be a recession year, heralding a more conservative approach to IT spending.

Forty percent of respondents believed 2023 IT budgets would be flat or increase slightly, while 35% believed budgets would be reduced only in specific areas. However, responses indicated that automation would continue to be a priority in 2023.

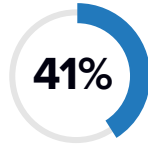
The top 3 automation priorities in 2023 are:



Lowering operating costs



Greater efficiency



Improving customer satisfaction

n = 832 decision-maker respondents worldwide, consisting of 74% in IT and 26% in lines of business.  
Note: Regionally, 31% of respondents were from North America, 44% from APAC, and 24% from EMEA.

Among the survey respondents, top process priorities for 2023 included automating manual repetitive processes, fixing supply chain problems, improving order to cash, improving customer experience, and reducing lead time. Respondents indicated that multiple types of automation technologies will be required to fix these problems. Respondents named workflow automation as a primary technology needed to improve processes. Application integration was also named as a critical technology, along with RPA, intelligent document processing, and other types of automation.

## Platforms Broadening to Support Seamless End-to-End Automation

Traditionally, enterprises have had to select diverse automation technologies from different vendors to implement straight-through automation. The ability to seamlessly connect these technologies together was a top challenge cited in IDC's survey, cited above, and fixing this problem is a top priority of automation vendors. Over the past few years, leading automation platform vendors have extended their core capabilities with diverse types of automation, supporting back-end automation through the use of APIs, front-end automation using RPA, workflow automation, and more diverse types of artificial intelligence (AI) to convert structured and unstructured content into a machine-readable format.

Platform vendors are also beginning to supplement core technology-specific automation development capabilities with a technology-agnostic orchestration layer that is used to advance work through a process regardless of the underlying technology. The combination of multiple types of automation and an orchestration design and execution environment will substantially solve the challenge and effort of combining diverse automation technologies. This will broaden automation's potential in an enterprise from within a single platform, enabling better efficiency, cost savings, and the ability to innovate on top of a more robust, automation-centric infrastructure.

## Greater Demand to Measure the Business Value of Automation

Another top challenge cited by IDC's digital resilience survey respondents is the difficulty they have in building metrics that tie improvements to financial outcomes. The use of process and task mining technologies is growing rapidly to enable teams to discover how business processes operate in production and how workers perform their jobs within those processes. The analysis of a business process also identifies inefficiencies and provides automation opportunity assessments. This forms the basis of the business case for automation along with fact-based documentation that helps teams accurately plan, design, and build automations.

As the process and task mining teams operating within or alongside the center of excellence finalize their business case, they work with business and financial analysts to tie the proposed automation to projections of how the automation will improve the business, measured by projected improvements to key performance indicators (KPIs) and financial performance.

Business cases move into a quantifiable pipeline, where organizations have the ability to prioritize investments based on current budget, business priorities, and projected value, providing a mechanism to support business units as they move through an uncertain economic cycle. This approach forms a strong partnership between the business and the automation center of excellence.

Automation platforms have been good at supporting automation development, execution, and life-cycle management but insufficient in planning and performance management. Discovery, planning, and automation pipelines are relatively new areas being added to automation platforms. Closed-loop measurement — from planning through continuous improvement — is also an emerging feature that is not as widely available across platforms.

To sustain growth and align with centers of excellence, partners will need to evaluate their own skills and identify what they can leverage from the automation platform.

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# UiPath Supports Partners to Capture Automation Value

UiPath made its mark as the most successful provider of RPA, investing to ensure task automation could be applied as broadly as possible across the enterprise. As UiPath embarked on that journey, it began expanding its capabilities to automate tasks in more diverse ways, such as incorporating document AI to convert semi-structured documents into machine-readable data and providing API integration capabilities for back-end automation. Today, UiPath has a broad enterprise automation platform focused on comprehensive capabilities for straight-through automation while supporting human-in-the-loop activities to enable worker involvement in activities that cannot be automated.

Newer features pulled into the platform support task and process mining. A range of new financial tools for automation planning, a hub for managing ideas and the automation pipeline, and closed-loop measurement that ties to KPIs and financial performance were also added to UiPath Business Automation Platform to help partners and customers align automation with an enterprise's business strategy.

## Partnering with UiPath

The rapid growth of UiPath implementations is due in large part to the ecosystem of business partners that use UiPath software to take automation solutions to market. These partners share similar goals, including symbiotic development goals and the ability to implement solutions that produce positive business outcomes at speed.





**When you look at the diversity of the UiPath platform, not just in automation but also everything from process discovery right through to the test automation suite—it's fantastic. It's a lot, but it's easier and cheaper to run for a customer than a customer having multiple technologies."**

**Anthony Scott**  
CEO  
simplyai

UiPath currently engages an ecosystem of more than 5,600 partners worldwide. Anthony Scott is CEO of simplyai, a UiPath partner based in Sydney, Australia, which specializes in the use of smart data and process analytics to deliver efficient, intelligent automation. His company chose to work with UiPath because of its market leadership and breadth of capabilities.

According to Scott, *"When you look at the diversity of the UiPath platform, not just in automation but also everything from process discovery right through to the test automation suite — it's fantastic. It's a lot, but it's easier and cheaper to run for a customer than a customer having multiple technologies."*

The UiPath road map in RPA and related automation technologies continues to be a strong driver for simplyai's deepening of its partnership. Scott said that UiPath has *"the most comprehensive full-stack solution. Every six months, we do an analysis between all the different technologies, and UiPath by far outweighs its competitors."* He added that simplyai has a strong commitment to UiPath because of the engagement model. According to Scott, the degree of collaboration is a strong driver for simplyai to deepen its relationship with its vendor. Scott said, *"The partner management team is fantastic to work with. They guide you; you can bounce ideas off them; they're extremely professional. And they're just easy to work with."*

Others echoed this observation, adding that there is a clear commitment by UiPath engineers, marketers, and sales and partnership managers to drive success through UiPath's partner network. Mayank Gupta is managing director of SimplifyNext, a Singapore-based consulting firm with specialties in RPA and AI and an ethos of delivering value to clients at speed. Gupta said that UiPath has been able to help his firm deliver on that promise. Gupta pointed out that *"The UiPath team is very good on the partnership side and sales side. They are very partner-focused and very customer-focused, and they are always looking at win-win."*

Marshall Sied and Don Sweeney are cofounders of Chicago-based Ashling Partners, one of the largest intelligent automation service providers in North America. Sied said *"It's a true strategic-level relationship where UiPath is looking for our best interest and we are looking for their best interest. We understand each other's motives, and we try to grow in ways that support each other."*

Sied also commented that *"UiPath wants to see us be successful across channels and alliance groups, industry groups, customer success, technical account managers, the sales organization, you name it. They have a lot of people that try to provide benefits to us."*

## UiPath Partner Program

UiPath partners empower customers with automation capabilities using the company's platform to improve productivity and customer experience. To help its partner ecosystem deliver on this vision, UiPath developed a business partner program intended to return quick ROI to partners that invest with the organization. The goals of UiPath's partner program include business acceleration, enablement, sales and marketing alignment, technical education, and development of core services and solutions.

To garner trust and investment from its business partners, UiPath has established a set of operating principles for its program. These include minimizing vendor/partner competition, providing resources, establishing relationship integrity, and being responsive and communicative with partners. The UiPath Business Partner program also looks to accelerate partner capabilities in the co-development of innovative automation capabilities and the ability to open and operate automation factories.

The UiPath Business Partner program has been described by partners as productive, engaging, and fundamental to their ability to grow. Amit Bhagat, CEO of Missouri-based Amitech, a data analytics and automation consulting firm focused on the healthcare industry, said, *"The UiPath partner program is very collaborative. They want to work with us, to get our thoughts and input, establish plans, and then go to market together."*

Bhagat said that Amitech takes advantage of many of the program elements and that the company has developed a particularly effective engagement model with marketing and sales as they go to market. In addition to co-developing solutions with UiPath, Bhagat noted that the opportunity to upskill employees to further the joint development of solutions to take to market is essential to Amitech's success in the marketplace.

*"Joint marketing is key,"* Bhagat added. *"We collaborate with UiPath to run webinars and execute campaigns. We've done joint go-to-market activities and have had a presence at healthcare-specific trade shows. Those activities have been very helpful"* in expanding Amitech's reach and further embedding its capabilities into the larger ecosystem.

Other partners also noted the importance of engagement with the joint go-to-market activities available to them through the program. Because many of UiPath partners have limited go-to-market capabilities themselves, the exposure they gain through the UiPath business partner program is vital.



**The UiPath partner program is very collaborative. They want to work with us, to get our thoughts and input, establish plans, and then go to market together."**

**Amit Bhagat**  
CEO  
Amitech



The exposure is important, especially at events that we've done and co-branded, because smaller companies struggle with that. But when you have a company like UiPath that has grown up with companies like us, they bring us to the table on activities that otherwise we wouldn't have been able to do."

**Matt Gallo**  
Chief Revenue Officer and Cofounder, Accelirate



One of the most important aspects of UiPath partner program is the collaboration and insight we get into the future technology road map. It helps us to know what's underway, what's being developed, and what new modules are going to come out. This lets us get ahead of the road map with our own solutions."

**Derk Weinheimer**  
CEO Americas, Roboyo

Matt Gallo is the chief revenue officer and cofounder of Accelirate, a Florida-based company that is one of the largest niche RPA and AI services providers in the United States. Gallo emphasized that the visibility his company gets from the partner program is fundamental to its growth. *“The exposure is important, especially at events that we’ve done and co-branded, because smaller companies struggle with that. But when you have a company like UiPath that has grown up with companies like us, they bring us to the table on activities that otherwise we wouldn’t have been able to do.”* Gallo said these activities boost the returns Accelirate can achieve by increasing its market presence.

The ability to achieve positive returns was also cited by Gupta of SimplifyNext as a key reason the company works closely with UiPath to co-develop solutions that SimplifyNext can take to market. According to Gupta, *“Our new solutions are repeatable, and it’s good for us from a profitability perspective so that we are not reinventing the wheel every time we do a project.”* Some of SimplifyNext’s solutions are developed in-house, and others are developed in tandem with UiPath.



**Development within the partner ecosystem accelerates as partners develop their skills.**

Development within the partner ecosystem accelerates as partners develop their skills. Derk Weinheimer is CEO Americas of Roboyo, one of UiPath’s oldest and most successful partners. Roboyo focuses on operationalizing advanced technologies with a methodology centered on business outcomes. Roboyo engineers solutions that aim to create full enterprise transformation through automation. According to Weinheimer, UiPath shares insights from its product road map with its partners, and this allows Roboyo to proactively develop a robust set of repeatable solutions. Weinheimer said, *“One of the most important aspects of UiPath partner program is the collaboration and insight we get into the future technology road map. It helps us to know what’s underway, what’s being developed, and what new technologies and offerings are going to come out. This lets us get ahead of the road map with our own solutions.”*

Sied of Ashling also affirmed that UiPath has invested in helping his company understand and build on UiPath RPA technology. *“They give us what’s called a technical account manager. And they move so fast — either because they’re broadening their solutions here or because they’re just moving from one version to the next version of their software. To have that technical advocate who can beat the bushes and figure things out is very helpful.”*

As with all partner programs, the UiPath partner program is constantly evolving to support the changing and rapidly growing UiPath partner ecosystem. The UiPath partner team works in tandem with partners to get feedback on the program structure and benefits, adjusting them as the ecosystem expansion and opportunity continue apace.

With the goal of continuing to recognize and reward engaged UiPath partners when they drive value-based selling across the UiPath portfolio, partners and the UiPath team have defined a number of program adjustments. As the ecosystem expands, global consistency and focus become more important, so the program is being unified to bring all partners under one brand. The partner economic model is being reimagined to reward value selling. To further enable self-sufficiency and provide support and acceleration for partner progression, stronger distribution support and route to market are also in the works.

Overall, the program will have a more consistent global structure and reward and recognition system. This includes having a universal set of criteria for sales performance and competency attainment; this will continue to lay the foundation for existing partner success as well as provide a clear path for early identification of partners that invest in and attain industry specialization.

Given the existing partner feedback and the program enhancements built by UiPath with its partners' input, IDC believes the paths to success supported by the UiPath partner program will become even clearer and reward partners that make the right investments.

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# Partner Success in the UiPath Ecosystem

## Platform Leadership as a Driver for Vendor Selection

UiPath is positioned in the Leaders category in the 2022 IDC MarketScape for RPA solutions, by virtue of its strength in technology, innovation, and market momentum. As the largest RPA software platform provider, UiPath has expanded through a significant partner network that allows it to gain market share and deliver numerous customer solutions. Partners interviewed for this ebook indicated that their commitment to the UiPath ecosystem is due to market leadership, the strength of the platform, and the diversity of the capabilities contained within the ecosystem.

IDC found in the 2022 MarketScape that UiPath continues to differentiate its multimodal technology and offerings in multiple areas of its platform.

**These areas of innovation enable partners to approach the market with platform strength:**



Robot assistants for interactive human-bot automation



Supporting single-task automation



Automating long-running event-driven workflows



**UiPath is the best platform. Their technical capabilities mean that UiPath elements are the only ones we need to work with. Retailers need reliable, outcome-based automation, and our experience is that UiPath provides that best.”**

**Patrick Faure**  
Director  
Sopra Steria

Sopra Steria, a Paris-based consulting, digital services, and software development company focused on the retail space, is a significant European partner for UiPath. Like many of the partners IDC spoke with, Sopra Steria selected UiPath as its primary automation partner because UiPath has robust technology and a strong focus on business outcomes. Patrick Faure, director of Sopra Steria’s Intelligent Automation Factory, said, *“UiPath is the best platform. Their technical capabilities mean that UiPath elements are the only ones we need to work with. Retailers need reliable, outcome-based automation, and our experience is that UiPath provides that best.”*

Matt Lautz, CEO of Neostella, a global hyperautomation firm headquartered in Milwaukee, Wisconsin, believes that UiPath has leapfrogged the competition, and this technology leadership was the key reason his firm decided to partner with UiPath. Neostella focuses on automation technologies in the midmarket, with significant investments in delivery centers in Latin America and South America. Lautz noted that Neostella has made a strategic decision to select only one major automation software vendor to partner with for those investments. Said Lautz, *“We chose UiPath because we believe it is the best RPA product, and we are fully committed because it is industry-leading technology. They are also partner-friendly, with a partner sales approach first and foremost. It’s always better to partner with a firm in the top right quadrant.”*

Lautz also reported that, while Neostella goes to market with the full UiPath portfolio, the company’s market approach is customer-focused, a philosophy that aligns well with its UiPath partnership. Lautz noted, *“Our mindset is first and foremost to solve the problem that the client has and not to over-engineer a solution. Once we have solved their problem, then it’s time to educate them on all the opportunities across the platform holistically, to help them see the value and take the direction the client needs.”* According to Lautz, the business outcome for the customer ultimately drives them to further adoption.



## Partner Investment and ROI

To keep propelling impactful client outcomes and to improve skills and capabilities, UiPath and its business partners are reporting significant investments in the ecosystem.

### Major areas include:

- **Repeatable service accelerator offerings** to extend UiPath capabilities
- **Use case development** for repeatable or vertical solutions to achieve faster time to ROI
- **Intellectual property** to capture additional revenue and achieve differentiation
- **Proofs of concept** to build out capabilities for customer investment
- **RPA factories** to develop and scale implementations
- **Training and education** for employees and customers

These investments are instrumental to long-term partner success, because they drive continued growth in intelligent automation. For Roboyo, a multinational professional services company focused on hyperautomation since its founding in 2015, investing in packaged service offerings is *“not just capability extension or faster ROI,”* according to Andreas Obermair, global head of intelligent automation for Roboyo. Certainly, Roboyo’s Plug & Play Automation service offering within the UiPath ecosystem is designed to maximize value and profits from each engagement. But more than that, said Obermair, *“it’s about reducing risk for our customers.”* By purchasing packaged offerings, clients can be sure that the automations have been designed and stress-tested in the marketplace, lowering their risk profile.

With packaged solutions, clients avoid the expense of customized solutions and can see evidence of success from existing customers before making investments. This reduces the risk they need to take, which in turn makes them more willing to experiment with or implement intelligent automation solutions. Said Obermair, *“We jump in and leverage full UiPath capabilities and value automation in our packaged offerings so that we add more services to get a fast ROI. We invest in our framework to make it easier to use, to make it more stable, and to get processes developed quickly.”*



Many partners are taking approaches like Roboyo's, proving the value of automation to new clients through small, targeted implementations to swiftly show the ROI. With small wins in place, partners generate customer interest in expanding automation solutions as they ultimately work to gain access to the C-suite. Roboyo often uses its packaged offerings to get a foot in the door, which helps the company get the first implementation going as it leads the customer to broader adoption.

Successful partners are using RPA factories to develop these packaged offerings and innovative client solutions. These factories are investments in development to solve problems that are common across functions, either vertically or cross-industry, so multiple clients benefit from development efforts. Partners also build a depth of knowledge that can then be leveraged to further innovate robotic functions. Faure of Sopra Steria emphasized that RPA factories serve as development and testing grounds for customer-specific development needs, and the organization is finding that bringing customer issues into the factory helps with engagement.



**We are building solutions from the bottom up. It starts with a customer who will trust us and help us to put our best elements in the first deployment. And the engagement will grow from there because it helps the customer start to build a practice. And that is going to scale.”**

**Patrick Faure**  
Director Intelligent  
Automation Factory  
Sopra Steria

Gallo of Accelirate described its factory as an *“operations center that does monitoring and support for automation programs, bot license utilization, and management. This is a huge benefit for clients, especially as they scale to larger sizes, making sure that they have enough bots, that the bots are being utilized correctly, that they’re not going to suddenly have a failure.”*

Factory investments provide a path to continued customer investment in automation by ensuring value-based outcomes.

Faure of Sopra Steria said, *“We are building solutions from the bottom up. It starts with a customer who will trust us, and help us to put our best elements in the first deployment. And the engagement will grow from there because it helps the customer start to build a practice. And that is going to scale.”* Part of that scale includes helping customers understand how to set up their own centers of excellence where they can refine capabilities and expand their adoption of automation. Once several smaller implementations prove their value, customers are motivated to bring expertise in-house as they scale.

Weinheimer of Roboyo agreed, *“We have a whole offering that we call Rapid Process Scan that can very quickly and intentionally identify high-value automation opportunities. And what we found is, the quicker you can start developing automations that are providing you value, that creates the momentum that you need to keep going and scaling.”* Offerings like Roboyo's Rapid Process Scan are instrumental in helping clients understand where high-value automation opportunities exist within their business.

Amitech follows a similar strategy for its healthcare clients. Bhagat, the CEO, explained that the company's suite of solutions, which it calls Flint, means *"We don't have to wait months to demonstrate value to the client. It's measured in weeks, not years."* Another key advantage, says Bhagat, is that it's less expensive for new customers *"since solutions are 70% pre-built."* Amitech has also leveraged the UiPath platform to develop a library of hundreds of use cases by department, which helps the organization identify the processes that give customers quick ROI. Investments in the development of intellectual property help Amitech provide ready-made solutions for problems that many customers share, reducing costs and speeding up implementation.

Dan Broomham is senior vice president of Tquila, a London-based intelligent automation consulting firm with significant presence in North America and Europe and deep experience with RPA solutions. Broomham emphasized that his clients need to see quick returns on their investments so that they continue down the automation path. It is especially important to convince the C-suite that there is value to pursue. Broomham said, *"So right at the beginning, prove it, demonstrate it. Then this gives us access to the C-suite to ensure that we've got the sponsorship to continue to build for the customer."*

Evidence of early success with implementations drives additional adoption and gains visibility within the client's executive team. However, Broomham says that success must be measured in business outcomes, not technology performance: *"I've been on boards, and when these projects come up, they need to show a quick ROI. Otherwise, the executive suite loses interest."*

Broomham added that once the C-suite understands the business value of automation, those organizations begin to move up the maturity curve and build their own centers of excellence. That's when providing customer training and other implementation services becomes particularly important. Said Broomham, *"It's understanding those mature challenges that customers have and helping move them up the curve, whether that's around education or training or anything else. It's about making sure they are getting the value out of what was promised to them."*

Lautz of Neostella echoed the importance of senior executive buy-in, as well as education, to make the automation journey a success and to expand automation's presence beyond just a single set of bots improving one process. Said Lautz, *"It is amazing how some of the most successful automations, when you sit down with C-level executives and senior managers after they go live, they had no idea the capabilities"* that are available to them. *"It's a journey, because you need the senior-level folks to approve the journey, and you need them to get all levels involved"* for the client to realize the deep economic and resource benefits of automation.



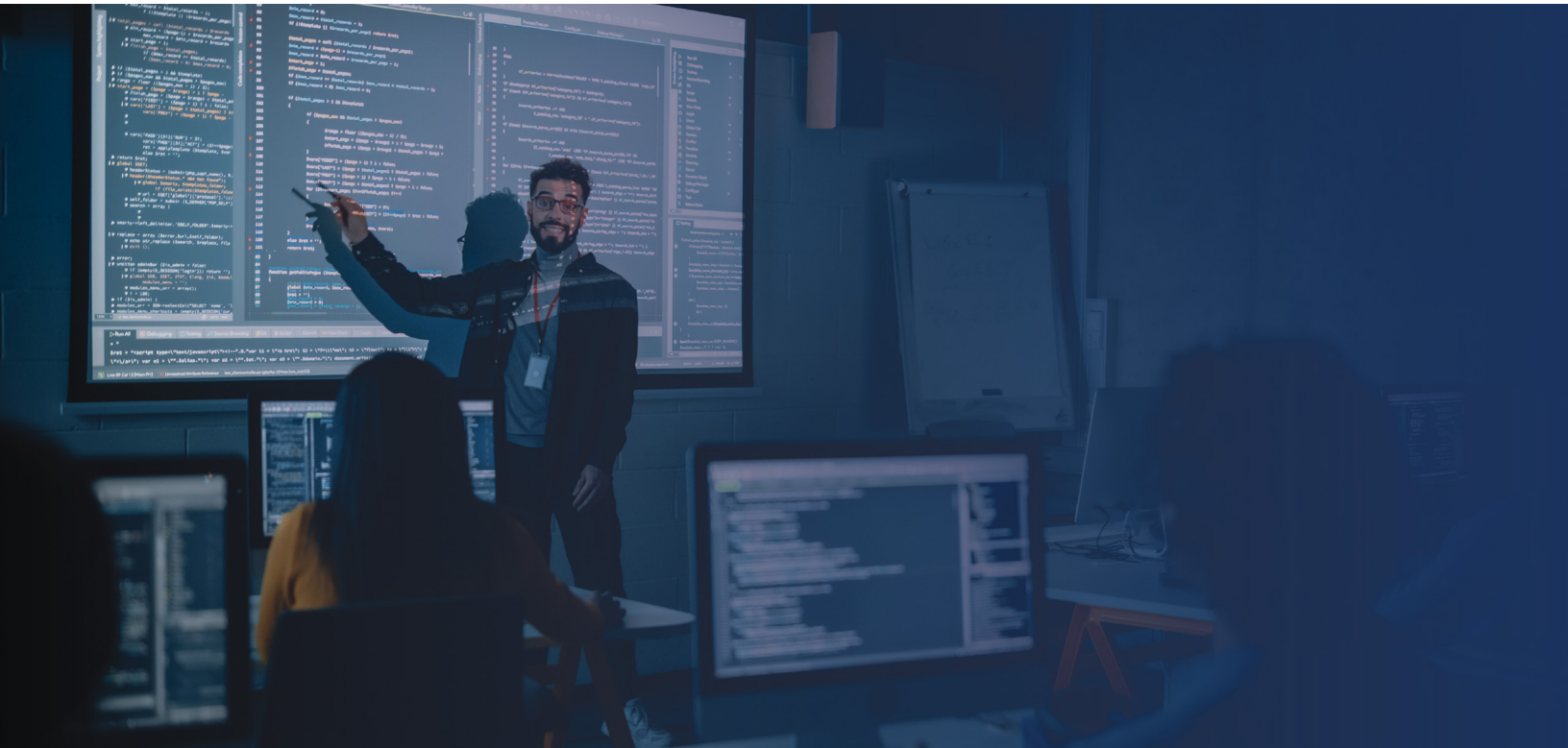
The biggest area of investment for us is taking the folks who have the right aptitude and capabilities and investing to teach them the platform so they can then become effective team members.”

**Matt Lautz**  
CEO  
Neostella

Partners reported that to demonstrate value to clients, their employees need to be experts in the UiPath ecosystem and its offerings. As a result, successful partners are investing heavily in training, education, and building expertise. Lautz of Neostella said, “The biggest area of investment for us is taking the folks who have the right aptitude and capabilities and investing to teach them the platform so they can then become effective team members.”

Training and education extend to the customer as well. Neostella invests heavily, Lautz said, “In ways to educate clients through webinars, online sessions, and presentations, helping them understand the value of automation. We educate on all areas, including the value of automated testing. We have a lot of clients seeing value in us educating them on proper testing and go-live processes.” Neostella has found that investments in client education need to extend far into the value chain and the tech stack to achieve the best results and highest returns.

With the growth in customer acceptance of technologies that drive digital transformation, automation is one of the key technologies that can truly drive fast ROI for customers. The key to achieving high ROI is a well-formulated approach that takes into account the customer’s business needs and the maturity of its automation strategy. For the key partners, in this time of growth, their own ROI is based on market share, customer wins, and continuing to build their own IP and knowledge base around automation best practices.



## Focus on Customer Needs and Industry



**If you're talking to a bank, you better understand banking. If you're talking to a healthcare provider, you better understand the work that occurs within that healthcare environment. To be as focused as possible on the specific customer problem, we have evolved to be as vertically focused as possible."**

**Don Sweeney**  
Cofounder  
Ashling Partners

All UiPath partners interviewed for this ebook reported that their go-to-market strategies center on understanding customer problems within the context of each customer's environment and their specific industry. New customers generally understand the value proposition of automation at a high level but need specific guidance on how those principles benefit them. As with other technology leaders, UiPath has strengthened its Business Partner program with a vertical approach to ensure business partners can understand and respond to the specific issues facing each customer.

As Sweeney of Ashling put it, *"If you're talking to a bank, you better understand banking. If you're talking to a healthcare provider, you better understand the work that occurs within that healthcare environment. To be as focused as possible on the specific customer problem, we have evolved to be as vertically focused as possible."* Sweeney added that that vertical knowledge also enables Ashling to *"have more meaningful discussions on the RPA vision of end-to-end automation,"* which is a catalyst for longer-term, more profitable engagements.

Other partners are developing vertical expertise as well and turning that expertise into industry-specific packaged offerings. Roboyo is developing customer offerings vertically, and Weinheimer of Roboyo said, *"We go into a part of a business with all our heat maps and experiences from within that industry, and we'll do a top-down and bottom-up approach where we understand the business really quickly and can easily identify areas for automation."* Specialized knowledge lets the company quickly focus in on the highest-impact processes, speeding the sales cycle and allowing Roboyo to quickly deliver results, building the trust and confidence it needs to obtain additional investment dollars.

Obermair of Roboyo added that focusing on customers and their specific objectives and priorities is key to growing an account. He says that the main objective is often ROI, but not always. *"Sometimes it's quality, sometimes it's just to put more digitization into their environment to free up worker cycles for more valuable work. So, I would say there are always different values possible for the customer engagements."* Roboyo has reported deeper and more meaningful engagements for the customer once the organization gets to understand the customer environment.

A great example of vertical expertise is Amitech, which focuses solely on healthcare. Amitech brings to the table its deep vertical knowledge at both the industry level and the role level. This combination allows Amitech to truly be close to its customers and act as a trusted advisor. (The company also has an interesting story as to how its focus on automation came about. In 2018, Amitech’s Bhagat, was writing a white paper on operationalizing AI in healthcare. As part of his research, he came across RPA and, in turn, UiPath. At the same time, his research revealed that about one quarter of healthcare’s \$4 trillion spend was admin-related — and about 25% of that admin spend could be automated. Thus, Amitech’s automation practice was born.)

This approach was a consistent theme among all of the key partners: Know your customers’ industry, but also know your customers’ outlook and approach toward automation. The partners all shared that the instances in which the customer had already bought into an automation strategy and was open to working with partners to help identify and improve business processes with near-term ROI potential generally led to successful outcomes, and thus to further engagements.



**The ones that see the most value are where the customer engages us to properly identify a set of up-front processes while committing to a longer-term ongoing implementation program.”**

**Matt Gallo**  
Chief Revenue Officer  
and Cofounder  
Accelirate

## Market Approach: Demonstrate Value Quickly

Robotic process automation is in the early stages of a rapid growth cycle, and partners reported that customers are adopting the technology at an escalating pace. Scott of simplyai noted, *“If a company’s got the desire, deals move fast. We’ve had deals in the last 12 months with a 24-hour sales cycle from the time we said hello to the time we had an order.”* Scott said that quick sales cycles are becoming more commonplace at the beginning stages with customers for a variety of reasons, including competitive pressures, the need for quick successes from low-effort, high-impact wins, and a desire to cut costs while moving employees up the value chain of activities.

The speed of the sales cycle does depend on the business outcome required by each client. Gallo of Accelirate said that his team puts its focus on outcomes and that this takes more time to establish with customers that are looking at larger strategic implementations. Said Gallo, *“The ones that see the most value are where the customer engages us to properly identify a set of up-front processes while committing to a longer-term ongoing implementation program.”* Accelirate prefers this type of consultative approach, Gallo said, *“because if you do an implementation for a client and there is no extended value plan, you end up moving those resources somewhere else.”*

Other partners are introducing RPA to customers with smaller initial bot-driven implementations to show immediate value. By delivering focused wins and tangible ROI early on, these partners set the stage for obtaining larger implementations. Hugo Drecourt, corporate alliance officer at Sopra Steria, emphasized that its approach is laser-focused on small initial value drivers and successful implementation at the start of the relationship. Drecourt said, *“We start by working with the client to identify a strategic use case that will show value quickly once implemented. We ask critical questions about why this particular use case. Once decided, we have the skills to focus on ensuring success.”*



**What we're getting really good at is identifying the right opportunities for automation that are going to get you value. Our in-house Rapid Process Scan very quickly and intentionally identifies areas of high value.”**

**Derk Weinheimer**  
CEO Americas  
Roboyo

Once the customer starts to understand the power of RPA to deliver savings and resources back to the business, then partners like Sopra Steria go in with a broader, more strategic plan. The initial success makes it easier to gain access to key decision makers in the C-suite, where more strategic, broader automation solutions can be discussed and championed. Weinheimer of Roboyo explained, *“What we're getting really good at is identifying the right opportunities for automation that are going to get you value.”*

Broomham of Tquila noted that the firm's approach to clients varies with their placement on the automation adoption curve. He said, *“If they're along the maturity curve, they might have a center of excellence (COE) already, their own practice. Our approach with mature firms is to understand the challenges in the COE. It may be something simple like education, but our goal is to understand if they are achieving the value they intended from the start. We show them ways to move forward and accelerate.”*

Getting to value quickly helps customers start to understand the business and people benefits of automation. Partners that have built repeatable solutions reported that new clients see returns on small initial investments very quickly, without much custom work, and start to buy in to the RPA ecosystem. According to Sweeney of Ashling, *“We have a lot of reusable assets that we've been building throughout the years that help get to value quicker. Every client measures value the second you go into production, so time to market is important. It's a leading indicator to achieve the ROI that we've set in the business case.”*

Ashling has learned that the core value drivers for success are cost savings, revenue acceleration, and risk avoidance. So, in addition to repeatable solutions that lower the cost and duration of implementation, Ashling has developed a standard set of KPIs that drive the business case for the client. By establishing KPIs and measuring against them, Sweeney said that it becomes easier to demonstrate that the client achieved positive results, which in turn drives the next stage of implementation.



**Automation is a journey that involves multiple processes, updates, and continual improvements. When clients decide to go down the automation journey is when we see substantial success and substantial return on investment for the client.”**

**Matt Lautz**  
CEO  
Neostella

Gupta of SimplifyNext agreed that having predefined KPIs is key to showing success to clients as they implement and mature. SimplifyNext’s clients that are committed to the RPA journey are setting up centers of excellence, and Gupta said, *“Once the center of excellence is set up and operational, it’s key not only to have the right set of indicators, but also to review those indicators on a regular basis.”* As customer implementations mature, KPIs move from being operational to more strategic. Gupta noted that the behavior and role of the COE changes as clients mature and client skills are honed, and corresponding KPIs need regular review.

Growth within strategic customer accounts depends on identifying a road map to value, according to Lautz of Neostella. Said Lautz, *“Where we really see success is when clients decide to adopt an automation journey, not an automation project.”* Lautz said that while implementations often start with a single set of focused improvements, *“automation is a journey that involves multiple processes, updates, and continual improvements. When clients decide to go down the automation journey is when we see substantial success and substantial return on investment for the client.”*

## Going to Market with UiPath

UiPath has invested in a go-to-market strategy that leverages its partner network to achieve rapid growth through programmatic and one-to-one engagement and enablement of those partners. Partners reported a significant level of sales engagement with UiPath account executives (AEs) and UiPath management as they identify opportunities and seek to close deals. UiPath account executives are encouraged to work closely with partners to close deals on a routine basis.

Lautz noted that Neostella is very connected to UiPath sellers and that working opportunities together has become customary. Lautz said, *“UiPath shows by the number of sell-through deals as a percentage of their total deal cycles that they do truly encourage their AEs to work with partners. In fact, that stat was a key driver for us in selecting UiPath as our strategic partner.”* As the automation ecosystem grows, UiPath approach creates a wider set of sellers that understand the UiPath technology, messaging, and effective sales methods that perpetuate that growth.

Lautz also said that UiPath has enhanced its engagement model to ensure that internal and partner sellers acquire vertical expertise. This helps align the market approach with industry-specific needs. Neostella tracks the success of this strategy through UiPath reports showing that partner involvement as a percentage of deals has trended up significantly.



**They've been engaging partners on some very specific vertical strategies that include working with us on prebuilt solutions, offering assistance so that we can get those to market faster, and just helping to pour gasoline on the fire."**

**Matt Lautz**  
CEO  
Neostella

Under this strategy, joint sales teams approach customers with industry-specific solutions and pain points to target. Lautz continued, *"They've been engaging partners on some very specific vertical strategies that include working with us on prebuilt solutions, offering assistance so that we can get those to market faster, and just helping to pour gasoline on the fire."* Lautz said that Neostella has embraced this approach and is tracking its successes with UiPath as they implement it at co-marketing events, in lead-generation activities, and in co-sponsored thought leadership content.

Partners reported that the UiPath Business Partner program has evolved over the last several years to encourage direct engagement between partners and UiPath sales and marketing groups. Part of that evolution involves developing more meaningful relationships between UiPath and its partners, leading to increased collaboration on deals and in-market activities. The collaborative approach is helping partners capture more market share, win more deals, and identify targeted solutions that maximize business value.

UiPath, largely through its partner program and with direct partner relationships, has focused in recent years on partner engagement in a bid to expand reach and expertise. Amitech's engagement with UiPath has been a success story. As Bhagat of Amitech says, *"We partner really well with them because they are product experts and bring market-leading software and know-how to the table. They lean on us for the expertise that we bring. It's a good match."*

In terms of marketing activities, the partners cited UiPath willingness to engage with them in co-marketing events and account planning and to support an open dialogue about future activities. Partners appreciated the many sales and marketing resources that UiPath makes available as standard, but where they are seeing the most value is in collaborating with UiPath for specific events, trade shows, and even co-selling and account planning. Partners work closely with their UiPath partner managers on these opportunities, and highlighted it as an area that shows that UiPath DNA of working well with partners extends to the go-to-market opportunities. They also have found that, where applicable, UiPath is often willing to support, co-brand, and even co-fund partner-initiated events and programs.



# Conclusion

## Path from Market Opportunity to UiPath Ecosystem Growth

The total market for business automation software in 2022 exceeded \$20 billion across several automation and AI technology segments. More than 48% of enterprises have an automation strategy in place aimed at the use of AI-powered automation to improve business operations to enable their enterprise to become more competitive, more innovative, more customer-centric, and more efficient.

As automation matures, development environments become easier and business users are taking on a bigger role in automation for ideation, planning, and implementations. IDC's resilience survey indicates that in 2024, extensions to centers of excellence that support training and mentoring of business users to build their own automations will be mainstream worldwide, with more than 60% of enterprises offering this type of program.

Today, business teams are automating the long tail of their jobs, freeing up time for skilled professionals to attack higher-value efforts that are more strategic to the enterprise. Over the next few years, the use of generative AI will increasingly enable end users with minimal training to build capabilities that will run safely on the enterprise's business automation platforms.

The vision of a robot for every worker will be radically realized to a vision of automation for everyone. With RPA market opportunity at \$7.3 billion in 2022 and expected to grow to \$16.4 billion by 2025, automation technologies are now an established topic in the CIO office and increasingly in boardrooms. The increases in worker productivity and positive ROI in completed implementations have been a catalyst for investment by UiPath in both technology and its partner ecosystem. Clients are embracing the concept of a robot for every worker. And business automation is finding its way into more applications in the tech stack at companies where adoption is underway; this provides significant opportunity for partners to capture market share through an expanding set of use cases.

Successful partners are reporting rapid growth supported by their embrace of the UiPath ecosystem. As the current business cycle pushes businesses to be more efficient with resources and processes, enterprise automation/intelligent automation will continue to benefit as a growing percentage of total IT spend, and that will mean continued opportunity for UiPath partners.

That expansion will see committed partners take advantage of the relationships, training, marketing, and other benefits afforded to them through the partner program to reduce their own go-to-market burden and leverage the UiPath presence. Focusing on business outcomes and securing initial successes will allow UiPath business partners to gain the trust of customers and deepen their commitment to an automation path.

Partners are moving from initial successes with clients to company-wide automation efforts through the demonstration of expertise, their ability to articulate value, investment in IP development efforts, and their extensive partnership with UiPath. Automation is increasingly moving from the domain of solely large enterprises into the midmarket, and this presents significant opportunity for partners to find and capture customers at the beginning of their automation journey. UiPath has developed a significant program for its partners that allows the ecosystem to continue its growth unabated.



# About the IDC Analysts



## **Steve White**

**Program Vice President for Worldwide Channels and Alliances, IDC**

Steve White is program vice president for IDC's Worldwide Channels and Alliances research team. He manages a group of channels and alliances analysts as well as their related research products, with extended teams in EMEA and APEJ. The Channels and Alliances research team focuses on research around changing partner ecosystem dynamics, following the trends and best practices to allow benchmarking. As part of the channels subscription programs, the team also runs Leadership Councils where industry channels and alliances leaders and their peers gather twice a year to discuss the latest research and trends and drive the future research agenda.

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Maureen Fleming is program vice president for IDC's Intelligent Process Automation research. In this role, she focuses on a portfolio of technologies used by enterprises to speed up, drive cost out of, and support a customer-centric approach to business operations. She especially focuses on the convergence of artificial intelligence, machine learning, and automation and how that combination changes the economics and benefits of process improvement. With more than 20 years of industry and analyst experience, Maureen has worked at software start-ups as well as established enterprise software companies. She began her analyst career at Gartner, where she researched technologies that allowed enterprises to create and adopt information assets, in particular real-time information and the associated enabling technologies.

[More about Maureen Fleming](#)

# Message from the Sponsor



## About UiPath

UiPath (NYSE: PATH) is on a mission to uplevel knowledge work so more people can work more creatively, collaboratively, and strategically. The AI-powered UiPath Business Automation Platform combines the leading robotic process automation (RPA) solution with a full suite of capabilities to understand, automate, and operate end-to-end processes, offering unprecedented time to value. For organizations that need to evolve to survive and thrive through increasingly changing times, UiPath is The Foundation of Innovation™.

For more information, visit [www.uipath.com](http://www.uipath.com)



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