

European Artificial Intelligence and Business Automation Convergence

Business automation is a strategic imperative for enterprises. Automation is core to digitalizing business operations and can deliver radical improvements — not only in efficiency and productivity, but also in customer satisfaction, employee performance, transparency, compliance, and more. Modern business automation strategies incorporate automation and integration technologies such as RPA and platforms for workflow and document automation and integration. These strategies scale with the additional use of process mining, task mining, and operational intelligence technologies; and, increasingly, the use of both predictive and generative AI technologies further expands the scope of the work that enterprises can digitalize. Enterprises must become experts in orchestrating this growing mix of technologies to release people from laborious low-value tasks and to drive advantage for their businesses. IDC's *European Artificial Intelligence and Business Automation Convergence* program looks at how organizations in Europe are employing modern business automation strategies that are increasingly influenced by AI innovations and explores how vendors are meeting the demand for business automation, working with professional services providers to deliver effective business outcomes.

MARKETS AND SUBJECTS ANALYZED

- Business process automation/workflow
- Robotic process automation (RPA)
- Intelligent document processing
- Integration platforms
- Process/Task mining and operational intelligence
- Generative and predictive AI
- The emergence of AI agents in automation
- Automation governance and change management
- Best practices for business automation adoption at scale
- The convergence of AI and automation

CORE RESEARCH

- European Business Automation and Integration Software Market Forecast
- Market Analysis Perspective: European Artificial Intelligence and Business Automation Convergence
- European business automation market updates (biannual)
- The Emergence of Enterprise AI Agents
- The Evolution of Process Mining Toward Process Intelligence
- European Business Automation Adoption Experiences and Maturity
- How Automation, Integration, and Generative AI Drive Business Value Beyond Efficiency
- The Changing Roles of Centers of Excellence
- The Roles of Services and Change Management in Modern Business Automation Delivery

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [European Artificial Intelligence and Business Automation Convergence](#).

KEY QUESTIONS ANSWERED

1. How does AI affect how organizations are digitizing business operations?
2. How are new automation and integration technologies, including generative AI, driving automation in Europe?
3. How does generative AI change the value of low-code approaches to integration and automation?
4. What benefits do European organizations get from business automation and integration initiatives, and what are the secrets to success?
5. How will automation and integration vendors compete and respond to generative AI opportunities and threats?
6. How will providers scale adoption across enterprises?

COMPANIES ANALYZED

This service reviews the strategies, market positionings, and future directions of several providers in the European automation and integration software and services markets, including:

Appian, Camunda, Celonis, ABBYY, Microsoft, Oracle, SAP, ServiceNow, Salesforce, AWS, Google, Boomi, Bizagi, UiPath, SS&C Blue Prism, Automation Anywhere, SnapLogic, and IBM, among others