



# NelsonHall Vendor Profile

## Process Understanding

# Appian

### Report Abstract

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NelsonHall

11 pages

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## Who is this Vendor Assessment for?

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NelsonHall's Process Understanding platform evaluation profile on Appian is a comprehensive assessment of Appian's process mining platform, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of process discovery and mining platforms and identifying vendor suitability for process understanding RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the process understanding sector.

## Key Findings & Highlights

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This NelsonHall vendor assessment analyzes Appian's process mining capabilities as part of its intelligent automation platform.

Process mining sits within Appian's Design, Automate, and Optimize framework alongside its low-code application and automation development services. In this manner, the workflow for clients is for them to design mobile-ready apps using low-code development, data fabric workflows, and case management, all supported by automation.

Processes built on Appian can then be viewed in its Process Modeler, with each step in the process categorized by the supporting technology or people, be they RPA; AI, whether OCR, IDP, or machine learning; API integrations; or human-in-the-loop steps.

Organizations should consider Appian for process mining as part of a wider move to automate processes and build supporting low-code applications for processes that require human intervention or interaction. The Appian guarantee should allow organizations that are still fairly early into process reengineering efforts to see some early wins.

## Scope of the Report

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The report provides a comprehensive and objective analysis of Appian’s process understanding capabilities and market and financial strengths, including:

- Identification of the company’s strategy, emphasis, and new developments
- Analysis of the company’s strengths, challenges, and outlook
- Revenue estimates
- Analysis of the profile of the company’s customer base, including the company’s targeting strategy and examples of current contracts
- Analysis of the company’s offerings and key service components
- Analysis of the company’s delivery organization, including the location of delivery centers.

## Process Understanding Platform Evaluation Vendor Assessments also available for:

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ABBYY

ActiveOps

Apromore

BusinessOptix

Celonis

Decisions

Futuroot

IBM

Infosys

Mehrwerk

Skan

SoftwareAG

UiPath

Upflux

Workfellow.

## About The Author

Mike is a Senior Analyst and Operations Officer at NelsonHall. His main research focus is on digital transformation technologies, including RPA, blockchain, IoT, artificial intelligence, cognitive, and machine learning.

Highly regarded for his analytical talents, Mike also leads data modeling and analytics initiatives in support of NelsonHall's ITS and BPS market forecasts and market surveys. He was responsible for transforming NelsonHall's extensive global market forecast engine, including the introduction of NelsonHall's unique interactive Self-Forecasting Tool



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## About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the “art of the possible” in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

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