

# AI-Driven Cognitive Applications

*Why every enterprise will design for self-driving, self-learning, self-healing sentence for autonomous enterprises*

2024 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

## ABOUT THIS SHORTLIST

Cognitive applications run mission-critical business systems in a continuous, self-driving, self-learning, auto-compliant, self-securing and self-healing approach. These artificial intelligence (AI)-driven systems intelligently automate transactional systems and processes such as campaign to lead, order to cash, procure to pay, incident to resolution, concept to market and hire to retire. The goal of an autonomous enterprise is to continuously automate precision decisions at scale.

A convergence of solutions from robotic process automation, process mining, business process management, intelligent workflow, journey orchestration and microservices management attempt to address the growing need to automate and apply AI to enterprise-wide capabilities. However, a new class of best-of-breed applications has emerged to address the market deficit. Constellation predicts that the total market for this autonomous enterprise market, including cognitive applications, will reach \$10.35 billion by 2030.

## 9 SOLUTIONS TO KNOW

Constellation evaluates more than 10 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- AERA TECHNOLOGY
- AUDITORIA.AI
- CELONIS
- COGNIZANT NEURO
- DIGITATE IGNIO
- DRYICE BY HCLSOFTWARE
- INFOSYS LIVE ENTERPRISE
- WIPRO HOLMES
- ZAPIER

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To learn more about Constellation Research Shortlists visit: [www.constellationr.com/ShortList](http://www.constellationr.com/ShortList)



## THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Baseline ingestion at scale
- Model creation
- Skills and model workbenches
- Algorithmic libraries
- Machine learning libraries
- Neural nets
- Journey orchestration
- Human-machine training models
- Next best action, contextual recommendations
- AI ethics frameworks
- Business context

## BUSINESS THEMES



Data to Decisions



Marketing Transformation



Future of Work



Matrix Commerce



New C-Suite



Next-Generation Customer Experience



Digital Safety & Privacy



Technology Optimization

## ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

## FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

## EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.



## R "Ray" Wang Founder & Principal Analyst

R "Ray" Wang provides insight into how disruptive technologies and new business models—such as digital transformation— impact brands, enterprises and organizations. He also focuses on harnessing innovation, creating next-generation business and IT leadership, and applying the new rules of business. Wang has held executive roles in product, marketing, strategy and consulting at companies including Forrester Research, Oracle, PeopleSoft, Deloitte, Ernst & Young and Johns Hopkins Hospital.

