

The real-time automation market is projected to reach \$144 billion by 2030

How can enterprise automation partners simplify the customer adoption journey?

- Many enterprises face **skill and capability gaps** when implementing **real-time automation solutions**, creating opportunities for solution providers to address their needs.



What is real time automation?

The **instant** execution of tasks and processes **without human interaction**, combining **real-time decision-making** (using AI and analytics) with **intelligent automation** (acting on those decisions rapidly while contributing to an AI and analytics feedback loop to optimise future decision making).

STL has conducted primary research to understand the demand for real-time automation



1

Pre-integrate and develop plug-and-play solutions



62% of enterprises prefer **pre-integrated solutions**



57% of enterprises see a **lack of internal knowledge and skills** as a key challenge

Recommendations

- Work with partners to **develop pre-configured** and pre-integrated **solutions**
- **Provide client training and technical support** to address internal skill gaps
- **Simplify deployments with automation tools** by offering automated setup frameworks

2

Ensure solutions strike a balance between being cost-effective and future-proofing

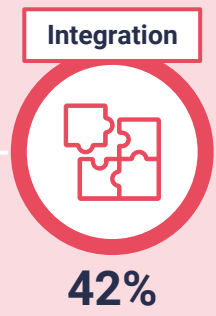
Q: What are the top challenges for your enterprise to adopt real-time automation?

Recommendations



Develop **scalable solutions and pricing models** that align upfront costs with actual usage on day one, enabling enterprises to expand gradually and avoid overpaying

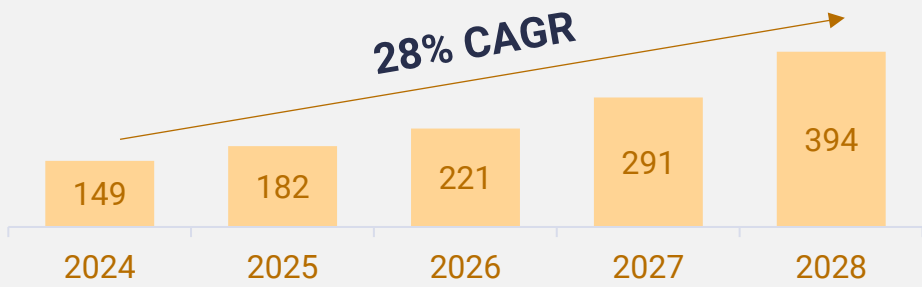
Promote that **scalable solutions limit further integration headaches and costs** down the line but avoid bloated solutions that put customers off



3

Mitigate the “garbage in, garbage out” problem with robust data governance

Data created, consumed and stored is projected to grow at a



Source: Statista



52% of enterprises rank **security** as their primary concern



50% of enterprises see **consistent reliability** as a key challenge

Recommendations

- Ensure real-time, consistently reliable, and secure data processing, to **help enterprises be AI ready** as data volumes continue to grow
- **Adopt strong governance practices** to improve data quality and enable future scalability

Find out more details in our two reports, focusing on recommendations for players looking to capitalise on the real-time automation opportunity: