Salesforce has completed the acquisition of Servicetrace, a Germany-based RPA software vendor featured in “Magic Quadrant for Robotic Process Automation.” As of September 2021, Servicetrace is part of MuleSoft, a Salesforce company. Software engineering leaders must assess this development’s impact.

**Get the full story**
This content is part of a larger body of research on this topic.

**Magic Quadrant for Robotic Process Automation**

**Key Background**
Servicetrace is a Visionary in the 2021 edition of Gartner’s Magic Quadrant for Robotic Process Automation. Servicetrace is known for XceleratorOne (X1), an innovative platform that combines core robotic process automation (RPA) features with an embedded business process management (BPM) capability powered by a commercial OEM version of the Camunda process and decision engine. Another key Servicetrace differentiator is its flexible pricing options: per bot, per X1 module, per minute and per process type.

Salesforce has acquired Servicetrace and combined it with MuleSoft, which is owned by, but operates independently of, Salesforce. MuleSoft, which already had a significant presence in the integration and API management markets, now has direct RPA capabilities. These will be available both as a stand-alone RPA offering called MuleSoft RPA and as part of MuleSoft’s Anypoint Platform. In addition, the same RPA capabilities will be offered by Salesforce applications. The acquisition will not impact existing Servicetrace customers’ ability to use the products and solutions they have already purchased from Servicetrace.
Considerations for Technology and Service Selection

This research is intended to provide relevant contextual information to help you consider and prepare for potential future risk or advantage. It is not a reevaluation of providers, but rather an update based on publicly available information at a certain point in time. Because the results of corporate reorganizations typically change and evolve over time, Gartner analysts will continue to monitor these changes. The next annual update of the Magic Quadrant will reflect the potential impact(s) that we determine the corporate reorganization may have on provider positions.

We encourage you to use this perspective in conjunction with the existing Magic Quadrant as you consider initial resources for provider evaluations and decision-making. As you assess your unique business and technical requirements, always supplement this research with scheduled analyst inquiries to help you and begin to gain insight on further developments, before making any decision.

Provider- and Market-Agnostic Analysis

Prepare for Potential Impacts of the Agreement

- You should pay close attention to how Salesforce/MuleSoft evolves Servicetrace-derived capabilities and associated services. Keep a close eye on the RPA product roadmap and check that MuleSoft fulfills communicated release dates for the product features it has committed to deliver.

- Identify key vendor-related risks to monitor, and assess the likelihood that they could impact operations and business performance. Evaluate, for example, the risk that Servicetrace’s engineering, product management and field support personnel may leave and thus disrupt MuleSoft’s RPA support.

Market-Level Analysis

Salesforce’s acquisition of Servicetrace and its subsequent integration into the MuleSoft portfolio underscores three key market trends:

1. **Software megavendors are acquiring RPA capabilities**: RPA has become an important alternative form of integration, underscoring the importance of UI interaction with APIs. This development has prompted several large software vendors, such as IBM, Microsoft, Salesforce, SAP and ServiceNow, to add RPA to their suites.
2. **Integration and automation technologies are converging:** Many integration platform as a service (iPaaS) providers are vying for process automation market share. Conversely, RPA providers are entering the integration market, as shown, for example, by UiPath’s acquisition of Cloud Elements and Automation Anywhere’s partnership with MuleSoft. Additionally, Workato and other integration vendors are meeting the needs of process automation use cases with combinations of RPA and iPaaS.

3. **Platforms with hybrid capabilities are emerging:** Most large software vendors now offer hybrid platforms that combine capabilities and features such as RPA, iPaaS, CRM, low-code application platforms, multiexperience development platforms and business process automation platforms.

**Provider-Level Analysis**

Servicetrace’s RPA capabilities will be brought into MuleSoft’s portfolio as MuleSoft RPA. The same capabilities will also be made available via Salesforce clouds and solutions. In the first half of 2022, MuleSoft plans to bring the Servicetrace X1 product to the cloud. MuleSoft will expose X1 capabilities as a stand-alone RPA product, and it will also be accessible from the Salesforce Service Cloud.

**Implications for MuleSoft customers:**

- RPA flows from Servicetrace X1 will be offered in the MuleSoft Anypoint Exchange catalog, and it will be possible to reuse them.

- Mulesoft’s Anypoint Platform could potentially integrate with enterprise applications via an RPA “screen-scraping” approach, where integration via API is not feasible. This means customers could use MuleSoft’s acquired RPA with MuleSoft Composer to deliver end-to-end, multisystem automation that spans SaaS and legacy systems.

- Customers that need integration, API management and RPA will be able to get them in one MuleSoft platform — they will not have to buy multiple platforms. This will also mean that common governance capabilities, security and end-to-end visibility will be available across iPaaS, RPA and API management functions in the same MuleSoft platform.

**Implications for Servicetrace customers:**
Implications for Salesforce customers: Servicetrace’s capabilities will augment Salesforce’s Einstein Automate solution and Salesforce’s Clouds, enabling workflow automation across different systems.

Salesforce now has multiple tools that contribute to automation via Einstein Automate:

- Servicetrace’s RPA, via MuleSoft
- Einstein Document Reader for intelligent document processing
- Salesforce Flow for low-code workflow development
- Salesforce Flow Orchestrator for business process automation

However, Salesforce CRM customers will be faced with multiple business process implementations of varying levels of maturity and sophistication from different parts of the Salesforce Platform. For example, Servicetrace implements the full Business Process Model and Notation (BPMN) standard, which is not yet supported in Einstein. Also, it is not yet clear whether MuleSoft will continue with Servicetrace’s plans to support decision modeling with the Decision Model and Notation (DMN) standard (via Camunda).

Following are some areas in which the acquisition of Servicetrace is likely to add value to existing Salesforce functions:

- With RPA and Service Cloud, companies could potentially scale customer service through automated, embedded processes in chatbots. This would provide customers with step-by-step guidance on solving issues and improve the productivity of call center agents by automating repetitive tasks.
- With RPA and Sales Cloud, field organizations could automate more sections of critical processes, including quote-to-cash and sales operations.
- With RPA and Salesforce Industries, each industry could have a set of tasks and specific workflows that could be further automated by means of industry-specific bots and solutions.
Recommended by the Authors

Some documents may not be available as part of your current Gartner subscription.

How to Plan for and Respond to a Strategic Vendor's Merger, Acquisition, or Divestiture

Magic Quadrant for Robotic Process Automation

Critical Capabilities for Robotic Process Automation

Tool: Robotic Process Automation Opportunity Spotter