



HFS OneOffice Hot Vendors

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Excerpt for Auditoria

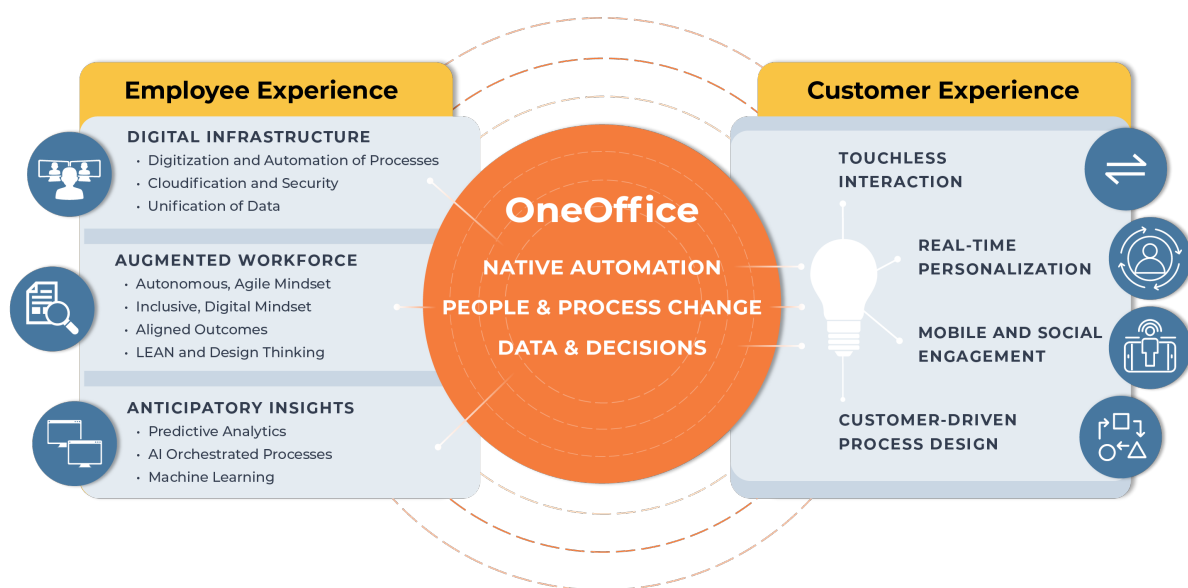
Executive summary

The **HFS OneOffice Hot Vendors** are an exclusive group of emerging players, each with a differentiated value proposition for the Digital **OneOffice™** (Exhibit 1). HFS analysts regularly speak with numerous exciting start-ups and emerging players. We designate a select group as the HFS Hot Vendors based on

their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice Framework. The HFS Hot Vendors may not have the scale and size to be featured in our Top 10 reports, but they have the vision and strategy to impact and disrupt the market.

Exhibit 1

The HFS Digital OneOffice Organization



Source: HFS Research, 2021

In the rapidly changing space of digital operations, enterprises realize they cannot be everything to everyone. Whether you are an enterprise consuming third-party services, a service provider, or a technology provider, you will need a smart ecosystem to succeed and survive in the future. HFS Hot Vendors are service and technology providers







hand-picked by our analysts to help you flesh out your smart ecosystem with offerings that solve today's complex business problems and exploit market opportunities. HFS Hot Vendors display truly differentiated offerings and out-of-the-box thinking that can be both inspiring and useful.

In this report, we profile six short-listed players (Exhibit 2) we designated as HFS Hot Vendors based on our rigorous five-step assessment during Q1 2021. The HFS Hot Vendor designation for the following

players will remain in place until the end of Q1 2022 (one year), when we repeat the process for renewing the HFS Hot Vendors designation.

Exhibit 2

HFS OneOffice Hot Vendors Q1 2021 Edition (in alphabetical order)

 AUDITORIA	Powering the zero-touch finance back office
 AXIS	Digitizing and democratizing design thinking
 Globality	Championing AI-powered smart sourcing of services
 RAINBIRD	A new category of decision-making automation
 Robocorp	An open-source approach to consumption-based process automation
 Roots Automation	Providing “Digital Coworkers” using cloud-based automation-as-a-service

Note: The HFS Hot Vendor Designation is valid for one year from Q1 2021 to Q1 2022

Source: HFS Research, 2021. Logos are hyperlinked

Auditoria.AI: Powering the zero-touch finance back office



David Cushman

Auditoria.AI automates routine and repetitive tasks in the finance function, applying aspects of artificial intelligence and machine learning to speed up back-office processes, focusing on transparency, predictive insights, and compliance.

Its SmartFlow platform addresses the challenges an organization faces when it grows beyond \$50 million in revenue. Up to that point, firms handle much of the back-office friction of chasing collections, managing multiple invoices—pending from vendors, filing tax forms across a range of jurisdictions, and dealing with different currencies. They hire temps, controllers, and accountants to manage the workload as it rises.

But at approximately \$50 million in revenue, leaders look for alternatives. Auditoria believes those leaders want to avoid scaling their general and administrative (G&A) costs in line with their top line. A decade ago, they turned to bespoke automation—business process management (BPM) and robotic process automation (RPA). Now Auditoria believes a new category is emerging: domain-specific autonomous applications. It is pioneering this in corporate finance and accounting work. Its target is the lower end of the enterprise scale, where revenues range from \$50 million to \$1.5 billion.

The SmartFlow platform works on both structured and unstructured data, handling dynamic, adaptive, and

context-based data. It applies intelligent applications to automate tasks in accounts payable, accounts receivable, treasury, financial planning & analysis (FP&A), and tax to optimize cash flow performance, increase cash velocity, and stay compliant while accelerating finance transformation.

Core intellectual property (IP) resides in

- **Cloud data ops** with data pipelines built specifically for ingesting a range of data sources and harmonizing that data in a model specifically built for payer and collector attributes to offer a 360-degree view of cash at any time in the payer-collector lifecycle;
- **A framework for natural language processing** optimized for finance and accounting speak;
- **Computer vision** sitting on top of the workflow capability;
- **Machine learning** offering a claimed improvement in quant forecasting accuracy of between 4 and 10 times vs. open-source alternatives.

Typical use cases include autonomous vendor management to onboard vendors, update vendor tax forms, and accrue expenses; autonomous collections with collector bots that sit on the front lines of dunning, respond to payer requests, track payment lifecycle, manage and address disputes, and predict late remittances; and automatic cash and treasury forecasting.

The leadership team has strong backgrounds working with the likes of Oracle and NetSuite. Auditoria's pure SaaS solution is built in the cloud, requiring no on-premise code or hardware. It is the first cognitive automation application provider certified by Oracle, NetSuite, and Sage Intacct.

Customers like the broad capabilities of the Auditoria offering across finance and accounting back-office processes, its patient attention to detail during sales and onboarding, and strong integration

with existing and often bespoke platforms.

One transformation leader declared, "The user interface is great. Accountants aren't big fans of change, but I was really excited to see how teams immediately saw how it would help them with their work."

Another was impressed by Auditoria's openness and engagement in respect of security.

HFS' take

HFS has designated Auditoria as a OneOffice Hot Vendor because its cloud-native focus and intelligent delivery of data and insights accelerate enhanced and automated decision making in the finance departments of the less-well-traveled smaller end of the enterprise scale.

Auditoria has a select group of resellers partnering with it. Extending that roster is the smart route to growth. The value for

cashflow monitoring is likely to cut through with pandemic-impacted finance leaders, as will emphasizing its unique finance-focused natural language processing (NLP) and the benefits for speed to value.

Auditoria must also seek to extend and connect the value it creates in the back office to the rest of the organization—if it is to align with the legacy-silo-busting HFS OneOffice vision.

Vendor factsheet

- Auditoria was founded in April 2019 and launched out of stealth in April 2020.
- Its key executives include Co-Founder and CEO Rohit Gupta, a former Group VP Cloud Security at Oracle; Co-founder and CPO Adina Simu, who held roles in product management at Oracle, VMware, and Cisco; and Co-Founder and CTO Gaurav Bhatia, who helped build successful products at Oracle and Intuit.
- The company is headquartered in Santa Clara, California, and has locations in Delhi and Romania.
- Funding sources include \$15.5 million in Series A financing in 2021, led by Venrock Partners and Workday Ventures, following \$6 million in initial venture financing in 2020, led by Neotribe Ventures, Engineering Capital, and B Capital Group.
- Auditoria has more than 100 clients.
- Notable clients include UserTesting, Consero Global, and Hippo Insurance.

Solution portfolio

The Auditoria SmartFlow Platform provides

- Intelligent document processing and information extraction services;
- Optical character recognition (OCR) techniques with fuzzy-logic algorithms;
- Machine learning (ML) algorithms to detect incoming messages' sentiment and intent;
- Bi-directional correspondence with handover to human capabilities for governance as needed;
- Rich NLP semantic libraries allowing users to instruct the Auditoria bots to perform a range of tasks and communicate using natural language;

- An ephemeral cloud-native workflow executing multiple tasks concurrently in the back office;
- Pre-built, certified connectors to enterprise resource planning (ERP) applications, collaboration, and email systems via APIs.

Auditoria SmartFlow Skills

SmartFlow enables the autonomous execution of financial tasks, including vendor management (onboarding, updates, responding to payment inquiries), monthly invoice and purchase order (PO) accruals, dunning and collections, dispute resolutions, payment tracking cash flow forecasting, and audit readiness.

Industry coverage

Auditoria focuses on CFOs, Controllers, FP&A, and audit teams in enterprises with \$50 million to \$1.2 billion in revenue.

Partnerships

Resellers include Armanino, RSM, Wipro, AST, WNS, Deloitte & Touche, BrainSell, Mehta, and Chokshi & Shah LLP.

Axis Workshops: Digitizing and democratizing design thinking

David Cushman

Axis Workshops are on a mission to scale creativity by making collaborative meetings more effective for distributed teams. They aim to demystify and democratize the techniques of design thinking—the popular end-user-value-centered, ideation-to-pilot solutioning process. It's a proven and effective creative workshop process for iterating products, services, and strategies, but it is resource intense and considered best-delivered in-room. Good facilitators who can draw out a clear plan as an output to proceed with are rarer than hens' teeth.

Axis developed a platform to take design thinking online, making its processes and techniques digitally accessible to all. It adds smartphone interactions to give every stakeholder a voice in the journey.

Axis is a London, UK-based start-up, launched in 2017 and exposed to rapid learning through the trial-by-fire cycles of deploying with hundreds of users at Accenture, its charter customer. The leadership of the small team includes 15-year Accenture management consulting veteran Rob Hopkin and ex-Tesco Head of Technology, Paul Williams.

The Axis platform supports users by storyboarding their workshop—planning out each step and ensuring a plan-on-a-page outcome. It offers a range of off-the-shelf templates to suit regular business needs from campaign planning to project prioritization.

The platform offers a simplified and

accelerated take on design thinking (cutting time to plan by 30% to 50%) with functions enabling online users to

- **Frame the context** by working as a team to understand organizational opportunities and constraints;
- **Brainstorm new ideas** by collaborating and clarifying through team-work;
- **Evaluate ideas** by scoring and building the case for change;
- **Plan for change** by agreeing on accountabilities and timelines;
- **Extract the plan** straight into Excel, avoiding write-up time lag and ensuring accuracy.

In HFS' reference checks, customers agree the platform's clear structure cuts planning time and speeds time to outcome delivery. They find it effective in a range of contexts, from strategic decision making to brand planning.

"If you want to reach alignment with a structure that enables everyone's voice to count in a wide range of collaboration workshop contexts—and get to an outcome at speed—Axis is well-suited," observed a client who has been using Axis for three years.

Customers identify the need to add in workarounds when using Axis for Customer Journey Mapping or aspects of user experience (UX) design but highlight Axis's willingness to generate bespoke solutions when required.

Axis completed a significant funding round early in 2021, enabling the company to further evolve the product with a focus on needs-based templates across agile delivery, strategy, customer

experience, project and program delivery, and sales and marketing.

It also aims to expand its analytics and insight capabilities.

HFS' take

HFS has designated Axis Workshops a OneOffice Hot Vendor because the platform can help democratize and demystify design thinking. It raises any organization's design thinking capabilities, enhancing employee digital fluency skills and ensuring customer and employee experiences are central to rapid ideation and decision making.

Axis's straightforward online approach disrupts the "theater" of design thinking, making it a widely accessible tool that teams working from anywhere can collaborate with. Design thinking is transformed from a once-in-a-while offsite activity into an everyday way of working available, virtually, to all.

In doing so, it delivers design thinking as enhanced Digital Fluency skills—essential supporting components of the [OneOffice Emerging Tech Platform](#)—the technology

to deliver the HFS OneOffice Organization vision. HFS' Point of View: [Adopt Design Thinking To Craft Your Work-From-Anywhere Future](#) highlights design thinking as a critical transformational activity in 2021.

To scale the value Axis Workshops can bring to the OneOffice vision they should consider:

- 1. Workflow integration:** Delivering APIs to integrate with products the team currently advocates using in parallel, such as Slack, Zoom, and Teams, extending ease of use and driving uptake.
- 2. Insight partnerships:** To ensure in-process decision making is informed by fresh and relevant data and insights relevant to the target end-user, improving the quality of outputs.

Vendor factsheet

- Axis was founded in London in 2017.
- Key executives include Robert Hopkins, who has 15 years in consulting and extensive design thinking and workshop experience; Paul Williams, a prior Head of Technology at Tesco; and Danny Draper, a digital design director with experience in UX and communications.
- Funding sources include a consortium of angel investors.
- Axis is used in over 30 organizations, including consultancies, corporations, government organizations, and non-profit, non-governmental organizations (NGO).
- Notable clients include Accenture, Axis' charter customer. Within Accenture, Axis is part of the digital worker toolkit available globally across the business.

Solution portfolio

Axis is a cloud-first SaaS solution for collaborative meeting design and delivery. The solution is free to trial for up to three attendees. Paid subscriptions include \$25 per month for one workshop with unlimited attendees and an enterprise level with custom support. In

addition to SaaS, Axis also provides professional services to build custom Axis templates that support the cross-organizational standardization of key workshops and meetings, e.g., marketing strategy, pipeline management, account planning, and project governance.

Partnerships

Axis collaborates with Accenture, Purple Goat, Private Goodness, and Unida Diversity Consulting on an Innovate UK-supported project to define how

collaboration can be made more inclusive. The project is researching why certain voices tend to dominate to the detriment of others.

Globality: Championing AI-powered smart sourcing of services

Ramanan Rajagopalan, Reetika Fleming

Experiences shape behaviors. Behaviors carve out habits. Habits drive success. Enterprises worldwide are on the cusp of architecting a transformation of their experiences across various functions, including procurement, to emerge successfully from the pandemic. Creating value over and above cost reduction has become critical for procurement organizations in the post-pandemic era. Procurement is also uniquely positioned to play a much larger strategic role for the enterprise.

In our increasingly virtual world, enterprises exist in a web of interconnected relationships with their employees, customers, suppliers, partners, and even competitors, creating an evolving and ever-changing ecosystem and a need for procurement organizations to become more agile through a combination of automation and in-built intelligence. This growing need to respond to complexity with agility helps explain Globality's distinctive value proposition of offering artificial intelligence (AI)-powered Smart Sourcing solutions. Co-founded by Joel Hyatt and Lior Delgo in March 2015 and headquartered in Silicon Valley, Globality is an AI-powered platform and marketplace revolutionizing how companies buy and sell services. The company has raised \$138 million of Series E funding from Sienna Capital, a wholly-

owned subsidiary of Groupe Bruxelles Lambert, and the SoftBank Vision Fund in January 2021, aiming to invest more in building additional AI technology capabilities.

Globality's AI-powered Smart Sourcing Platform™ offers the following benefits to an enterprise's procurement team:

- AI-guided accelerated sourcing;
- Cost savings;
- Merit-based matching and objective selection;
- Data-driven decision making;
- Stakeholder alignment through real-time collaboration tools;
- Transparency and effort-free tracking;
- Improvements in the productivity of sourcing resources.

HFS' conversations with Globality's customers have revealed that speed and efficiency, increased value, and better outcomes are the key aspects of Globality's procurement solution, which helps reduce cycle time and enhances procurement operations. The customers we interviewed especially appreciate the Globality AI-powered sourcing platform's ability to automatically identify requirements and match suppliers.

Additionally, customers admired Globality for its collaborative culture in conducting design thinking workshops and listening to customers to understand their requirements and desired outcomes. Overall, customers view Globality as a strategic partner that offers a unique set of capabilities through its customer-centric work culture

and robust technology. Customers have highlighted that Globality's platform will enable procurement organizations to achieve significant cost savings to free up cash flow, as they implement automated self-sourcing and drive social value by identifying diverse suppliers with which to work.

HFS' take

We recognize Globality as an HFS OneOffice Hot Vendor because its procurement platform is an innovative solution for smart self-sourcing utilizing the combination of automation, AI, and analytics. Also, the early mover advantage in the self-service procurement space provides a competitive advantage for Globality. Enterprises using Globality's AI-powered Smart Sourcing Platform can also make sourcing decisions based on their sustainability and diversity goals (e.g., choose to look for more minority or women-owned businesses). This aspect

strongly leverages the power of making data-driven decisions, which helps enterprises identify suppliers that align with their needs and corporate values. In essence, with Globality's sourcing platform, enterprises can embark on intelligent self-service procurement that helps them understand the risks of what they buy, effectively collaborating with stakeholders during the sourcing process, identifying the right partners to drive value, improving efficiency, and increasing the speed of the procurement function.

Vendor factsheet

- Co-founded by Joel Hyatt and Lior Delgo in March 2015, Globality helps enterprises source the best service suppliers while enabling greater economic inclusion worldwide.
- Globality is headquartered in Menlo Park, California, and has a branch office in London, with additional locations in the United States and Europe.
- Through its AI-powered platform and Smart Sourcing technologies, Globality's objective is to bring digital transformation to the sourcing industry.

Solution portfolio

Globality’s solution portfolio pivots around AI-guided sourcing requirements that help customers with the following areas:

- Complex intent identification;
- AI-assisted scoping;
- Instant supplier matching, inclusive of highlighting diverse and small businesses;
- Proposal evaluation;
- Statement of work automation.

Industry coverage

Globality’s enterprise customers span across the pharmaceuticals, health care, banking, financial services, technology, telecom, aviation, and consumer products industries.

Rainbird Technologies: A new category of decision-making automation

Josh Matthews

Rainbird is a platform for automating complex decision-making processes. In 2013, its founders built a tool to tackle insurance fraud. More recently, it has found sweet spots across finance, insurance, and healthcare. Our conversations with Rainbird and its clients show that it has the potential to be a truly horizontal tool across industries and functions—a “new category” of decision-making automation.

Rainbird’s platform captures human expertise and best practices and replicates that at scale—when simpler forms of rule-based automation won’t cut it. Rainbird encapsulates “why” decisions are made by subject matter experts (SMEs) based on understanding and codifying decisions in a patented process. Rainbird explains outcomes and decisions; by codifying uncertainty and expressing that uncertainty in its output, it can assess more nuanced cases than past and competing decision engines or rule-based automation. Rainbird is not a replacement for robotic process automation (RPA) and other automation—rather, it can be a complimentary technology.

The basic Rainbird goal is to free up business users’ time to focus on the most complex cases—a goal that horizontally transcends industries and business functions. With minimal training, Rainbird

helps users build automation. Rainbird is working with multiple automation vendors and service providers to expand its blueprint solutions for industries and functions. While Rainbird doesn’t ingest data, it relies heavily on data sources; it codes what an SME would do if they had infinite time to consider the data. Rainbird can handle patterns of data over time when coded with meaning. It does not currently use machine language (ML) technology—but has an ML platform in its R&D labs. Most enterprises don’t have data in place for their artificial intelligence (AI) efforts, but Rainbird takes in best practices and expertise to create working pilots in 6 to 8 weeks versus the 10+ months you might need to clean up data for an ML approach under a similar end-goal. The process starts by taking SMEs and best practices and capturing the decision-making process in workshops under specific intellectual property (IP). A knowledge map is coded before representative cases are tested and “edge cases” identified. Historical data is then used to prove the accuracy of decisions.

Multiple customers we spoke with could not speak highly enough of Rainbird. Like many small up-and-coming vendors, Rainbird invests time in its relationships and product. As a company, “*Rainbird is a joy to work with.*” Senior leaders have

time for clients, provide support in key go-to-market meetings, see opportunities for their partners' clients, and invest time in those opportunities. References are all confidently continuing their relationships with Rainbird.

While market adoption might have been slower than one reference expected—they believed it was because *"Rainbird is a new category of its own."* It's more intelligent than rule-based automation and a dramatic improvement on previous decision engines. The software and interface are also easy to use.

HFS' take

HFS has designated Rainbird a OneOffice Hot Vendor because we firmly believe it has a bright future. The capturing and coding of uncertainty, the "why" of decision making, and explainability meet a need across industries and business functions where simpler rule-based automation won't do and where "industrializing" AI is still a distant aim. Usability makes Rainbird a step forward in decision-making automation, and multiple glowing client references outline the investment Rainbird makes in its partnerships. Rainbird knows how to sell into enterprises with expertise (engineering and industry-specific) to back it up, making it a fantastic partner for advisory and system integrator (SI) firms.

Process efficiency is a value proposition—but broader than that, decisions made through Rainbird have full rationale and auditability behind them—which is critical for areas like finance, insurance, and healthcare. Users can interrogate decisions through knowledge maps. In dealing with decisions at both ends of the spectrum, such as the obvious yes and no decisions in mortgage approvals, Rainbird might take on 70% to 80% of decisions depending on the client's level of acceptable risk, freeing SME time for the more complex 20% to 30%.

Going forward, Rainbird must be clear on what it offers versus other automation and AI. It should not use the "intelligent automation" phrase lightly; instead, Rainbird can be its own thing. Rainbird is aligned with the HFS Triple-A Trifecta (automation, analytics, and AI in combination to deliver more value) and should keep developing AI and analytics capabilities. On blueprints—while these will be a core part of future success and growth, Rainbird must decide whether it wants to produce vertical blueprints for industries, horizontal blueprints that work across sectors, or both.

Vendor factsheet

- Rainbird was co-founded in 2013 by tech entrepreneur turned investor James Duez and AI computer scientist Ben Taylor, who sits on the UK's Parliamentary Group on AI. They'd

invested extensive time in a product that took the expertise of specialists and (through a painful process) codified it; Rainbird was set up to alleviate that problem for others.

- Over the years, Rainbird has been through a series of funding transactions. To date, it has raised approximately £14 million in funding through a mix of early-stage investors, angel investors, and venture capital. The directorship team holds approximately 26% equity (excluding share options), with a private lead investor holding approximately 24% (excluding convertible debt) acquired in later rounds.
- Rainbird has offices in London and Norwich, UK, and its partner network provides a key go-to-market route globally. The business is revenue-generating through a subscription model for the Rainbird platform and consulting services available separately for support and implementation. Rainbird currently has 15 commercial subscribers at various pricing points, with a significant and growing opportunities pipeline.
- Key clients in professional services and finance include Deloitte, PwC, BDO, EY, DAC Beachcroft, TMF, TSB, and Killik & Co; in healthcare and education, they include multiple NHS trusts throughout the UK and the Universities of East Anglia and Suffolk.

Solution portfolio

Rainbird is a platform for automating complex yet explainable decision making. The platform has two main parts: the studio (a no-code visual editor

for modeling experts' knowledge) and the inference engine (which uses the studio's models to automate decision making).

Industry coverage and partnerships

- Rainbird's platform and client base can extend across all verticals, and its blueprints provide a set of tools to address specific industry and function challenges: For financial risk, tools include intelligent onboarding, know your customer (KYC), and loan origination; healthcare tools address COVID-19 risk, and track and trace; tax tools cover R&D claims.
- Rainbird has 50 accredited staff in EY; its US operations are delivered via Computer Aid Inc. and Reveal Group; other go-to-market partners include Baringa and ISG Automation.

Robocorp: An open-source approach to consumption-based process automation



Elena Christopher

Founded in 2019, Robocorp is a US-based start-up with strong Finnish roots offering open-source automation that is Python-based and cloud-native. It is designed for developers and will never claim to be “low-code no-code,” despite referring to itself as “open-source RPA (robotic process automation).” Don’t get distracted by the buzzword bingo terminology; Robocorp’s mission is to help the world leverage the vast potential of automation by providing low-friction access to technology that emphasizes scalability and extensibility.

Robocorp’s software engineer founders keenly watched the rise of RPA, taking note of certain emerging realities like brittleness, scale challenges, contribution to shadow IT, and the continued need for specialists for complex automation despite the studio-based no-code development approach. Rather than attempting to compete with the venture capital dollars and marketing might of leading RPA firms, Robocorp decided to try a bottom-up approach targeting the vast Python open-source developer community. The firm used Python and the robot framework (originally build for test automation) as its open-source core for the development of an automation stack, complemented by automation libraries, developer tools, a cloud-based orchestrator, support, and secure, serverless hosting in the cloud, all continually iterated and enhanced with the hive-mind collaboration of the open-source community.

The company is monetizing its offering with different access tiers ranging from free with four “robot work hours” to starter, basic, pro, and enterprise tiers that offer escalating levels of capabilities for a monthly fee (\$49 for starter, \$299 for basic, \$800+ for pro, and custom for enterprise). The move from free to fee kicks in when orchestration (triggered scheduling) is needed. Robot runtime is consumed when running robots in processes with cloud containers or linked environments. This is a consumption-based model with no licensing fees.

The company directly targets developers, and through its growing partner channel, it is making a play for the underserved middle market. Service partners such as Thoughtful Automation are using the Robocorp stack as their automation core and building a focused managed service offering around it. The lack of licensing fees makes this model possible.

In reference checks with Robocorp clients and partners, HFS substantiated its “low-friction” claims with customers indicating that they can be up and running swiftly, learning and experimenting for free, which has been particularly impactful for prototyping needs. They also laud the sheer affordability and appreciate the community and Robocorp-provided support and continuous releases and upgrades.

The company received its latest funding (a \$5.5 million seed round) in May 2020. It continues to focus on building its client base in the US and expanding its

partnership network. Some exciting new opportunities with US federal government clients may speed its entry into the enterprise market.

HFS' take

HFS has designated Robocorp as a OneOffice Hot Vendor because of its commitment to bringing automation to the world in a scalable and extensible fashion. It may call itself RPA, surfing whatever buzz it can, but it is actually a Python-based automation tool that is cloud-native and API-led, using UI-based (user interface-based) automation only as a last resort. Its developer-focus and consumption-based pricing model further challenges established RPA norms.

HFS views the potential of Robocorp as less about a developer-led revolution (although a few more fans of process automation in IT could not hurt) and much more about automation-as-a-service. While we're big advocates of

driving digital fluency and problem solving into every worker in our burgeoning work-from-anywhere economy, citizen development has not taken off. We continue to observe that companies want the benefits of automation without the implementation and management pain—or the cost!

To support this, Robocorp should continue to build its service provider partnerships as they are a critical channel to market. The as-a-service model will resonate particularly well in the underserved middle market who want the benefits of automation just as much as global enterprises but only want to pay for automation delivered, not bots in seats.

Vendor factsheet

- Robocorp was founded in the US in 2019 with locations in Helsinki and San Francisco.
- Its leadership team comprises a gang of software engineers and tech entrepreneurs including Antti Karjalainen (CEO), Teppo Koskinen (CTO), Jouko Ahvenainen (COO), and Sampo Ahokas (VP of Engineering).
- Robocorp has received approximately \$12 million of funding to date. Its seed investment of \$5.6 million in November 2019 was led by famed open-source

investor Benchmark Capital, with Peter Fenton joining its board. Other investors include Slow Ventures, firstminute capital, Harpoon Ventures, and executives from Salesforce and Docker.

- Robocorp currently has 35 partners (and adding one per week) who have in turn deployed Robocorp as part of their solutions. Its open-source platform is used by thousands of developers.

Solution portfolio

The Robocorp solution portfolio includes

- An open-source development environment (Robocorp Lab) and VS Code extension, both designed for creating software automation;
- Comprehensive and ongoing developer documentation (Robocorp Docs);
- Robocorp Cloud, a multi-tenant cloud;
- Robocorp Cloud Enterprise, a private cloud and self-hosted robot orchestration;
- “Self-service” pricing available transparently online, offering a consumption-based model with various available options.

Partnerships

Robocorp has 35 partners, ranging from nimble entrepreneurs to large multi-national established practices, including Thoughtful Automation, Teknei, and NyxTech.

Roots Automation: Providing “Digital Coworkers” using cloud-based automation-as-a-service



Sam Duncan, Elena Christopher

Roots Automation wants to help enterprises augment their workforce with “Digital Coworkers” that understand specific processes and can learn and collaborate. Here at HFS, we’re known as the definitive source on process automation research; if you look through our research, you will see countless case studies of technology in action, such as robotic process automation (RPA), and how it allows the enterprise to free their employees to focus on higher-value work. However, where tech like RPA falls is that it is rules-based; it only does what it is programmed to do, it is general-purpose and offers no inherent domain or process capabilities, and it can be brittle, requiring careful setup and ongoing maintenance. Step forward Roots Automation—a new player in the automation space that goes beyond RPA, offering cognitive “Digital Coworkers” designed for specific jobs with the ease of cloud-based as-a-service access.

Roots Automation is still a relatively new entrant to the market, founded in New York City at the backend of 2018. It defines its mission as “empowering companies to free their ‘roots’—their people—to focus on meaningful, impactful work.” To do this, it developed “Digital Coworkers,” which are hosted on Roots Automation’s Azure-based cloud

environment. Its technology can be split into two main buckets: its Automation Engine, which leverages a combination of proprietary technologies and off-the-shelf software to automate processes, and the Roots Cockpit, which is where customers interact, communicate, and assist their Digital Coworkers in “onboarding” and learning their jobs.

The insurance industry is a key target area for Roots Automation, and given the rich background of its leadership team in the industry, it’s a market where it has had good traction. It provides its customers with bots that already understand basic job functions, such as underwriting, and then leverages machine learning to grow their knowledge for that specific process in that specific business. As we mentioned previously, these bots are hosted in Root’s cloud environment, and they are accessed by customers through virtual private network (VPN) software, which facilitates a quick and affordable setup. Roots Automation’s customers only pay a salary-type subscription cost for each Digital Coworker, which is particularly relevant because of their target customers, mid-market firms that may not have the sizable budget of their larger competitors.

As a part of our Hot Vendor research, HFS analysts conducted reference calls with several of Roots Automation's customers, all of which were already working with several Digital Coworkers, and all said they plan to use more in the future. One of the vendor's references confirmed Roots Automation's claims that their bots could be up and running in weeks, advising that it took around seven weeks, including a two-week break to adjust to remote work at the onset of the

pandemic, to set up a Digital Coworker that handles the admin-side of the early claims process, collecting and organizing crucial documents from the claimant. Another one of Roots Automation's customers explained that it had historically struggled with a complex manual invoice and disbursement process, but since leveraging a Digital Coworker, it had saved countless hours and allowed their employees to focus on higher-value tasks.

HFS' take

HFS has designated Roots Automation as a OneOffice Hot Vendor due to its focus on evolving the digital worker concept beyond rules-based automation. While the digital worker concept is not new, in its RPA form, the onus was generally on enterprises to figure out what tasks or functions RPA should be applied to, and then once developed, the bots would deliver the same rules-based actions on repeat. In contrast, Roots Automation's approach layers in cognition through its machine learning engine, which helps the Digital Coworkers learn and improve over time. HFS expects the ability to supplement operations teams in SME organizations as we come out of the pandemic is something that will help the vendor gain more traction given the current global economic crisis. It couples this with an impressive ability to support its customers through their automation journey, even if the customer has no experience in the automation space, and its customers described Roots Automation as fast, responsive, and easy to work with.

One of Roots Automation's customers advised that they would like the vendor to provide more reporting, particularly around the number of transactions each Digital Coworker completes and the number of cases they raise for human intervention, although they did advise that the team at Roots Automation had already promised to address this. When we spoke to Roots Automation's leadership team, they explained that they are releasing a robust information analytics capability in Q3 2021 to address this. As Root Automation continues to grow, it must have a clear go-to-market strategy, defining further which roles and functions their bots can perform would help in this area, and nurturing partnerships with leading systems integrators would give their go-to-market channel a significant boost.

Vendor factsheet

- Roots Automation was founded in late 2018 and is headquartered in New York City.
- Roots Automation was founded by Chaz Perera, former Chief Transformation Officer and Head of Global Services at AIG. Its co-founder, John Cottongim, is a former underwriter turned Automation Lead for AIG.
- Roots Automation recently raised \$3.2 million in a seed round led by Vestigo Ventures, taking the total raised to \$4.3 million.
- Roots Automation currently has 11 customers, with notable names including Protective Insurance, Macquarie, and The Funding Circle.

Solution portfolio

Roots Automation hopes to bring Digital Coworkers to the market by leveraging Cognitive Process Automation, which it claims can think, read, and intuit like a human.

Industry coverage

Roots Automation's key focus industries are healthcare, insurance, and financial services.

Partnerships

Roots Automation partners with boutique management consultancy SSA & Company to deliver SSA's 'Automation for Rapid Results' offering

HFS Research authors (1/2)



Elena Christopher | SVP Research

Elena Christopher leads HFS' emerging tech coverage specializing in the Triple-A Trifecta - the interaction of automation, AI, and analytics. As a complement to her change agent focus, she drives the industry-specific research agenda for HFS, digging into the major trends impacting each in-scope industry. Elena's industry coverage specialty is banking and financial services.



Reetika Fleming | Research VP

Reetika Fleming is Research Director, Insurance & Smart Analytics at HFS Research. Her research extends into defining future business operations for property and casualty, life, and annuities and reinsurance companies. She studies the broad use of data and analytics within enterprises, with a new research focus on machine learning and AI techniques to improve business decision making.



David Cushman | Research Director

David Cushman is Research Director, Emerging Tech Platform, at HFS Research. He is a digital strategy and innovation expert with experience in start-up, scale-up, and large-scale digital transformation programs. He brings a combination of tech nous from data and CRM, to decisioning applying ML and AI, through to analytics and understanding human behavior. He is editor-in-chief of HFS' Quarterly OneOffice Hot Vendor publication.



Ramanan Rajagopalan | Consulting Director

Ramanan Rajagopalan is Consulting Director at HFS, with over 19 years of experience that spans strategy consulting, business development, and market research in multiple industries. Ram has a master's degree in electrical engineering from the University of Alabama and has certification in Business Analytics and Intelligence from IIM Bangalore. Ram loves reading nonfiction books and visiting places with ancient architecture.

HFS Research authors (2/2)



Sam Duncan | Associate Director, Research

Sam Duncan is an Associate Director, Research at HFS. He developed a fascination with how the evolution of technology accelerated globalization while completing a degree in economics at Bournemouth University. At HFS he gets excited by blockchain and other cutting-edge technologies as they impact business. He maintains a focus on banking and financial services.



Josh Matthews | Associate Director, Research

Josh Matthews is an Associate Director at HFS, based in Cambridge, UK, where he also sits on the City Council. Josh graduated from an Engineering and Management master's program at Cambridge University—and before that a Chemical Engineering master's at Loughborough University; his academic research tackled sustainability from multiple angles, as does his work at HFS—alongside energy, utilities, and technology. Josh has consulting experience at Unilever and SMEs in the tech and marketing spaces; he has also worked in the energy industry.



About HFS Research: Insight, Inspiration, Impact

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries. Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as "RPA" (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

Read more about HFS and our initiatives on www.HFSresearch.com or follow [@HFSResearch](https://twitter.com/HFSResearch).