



The HFS Hot Vendors Q3 2018

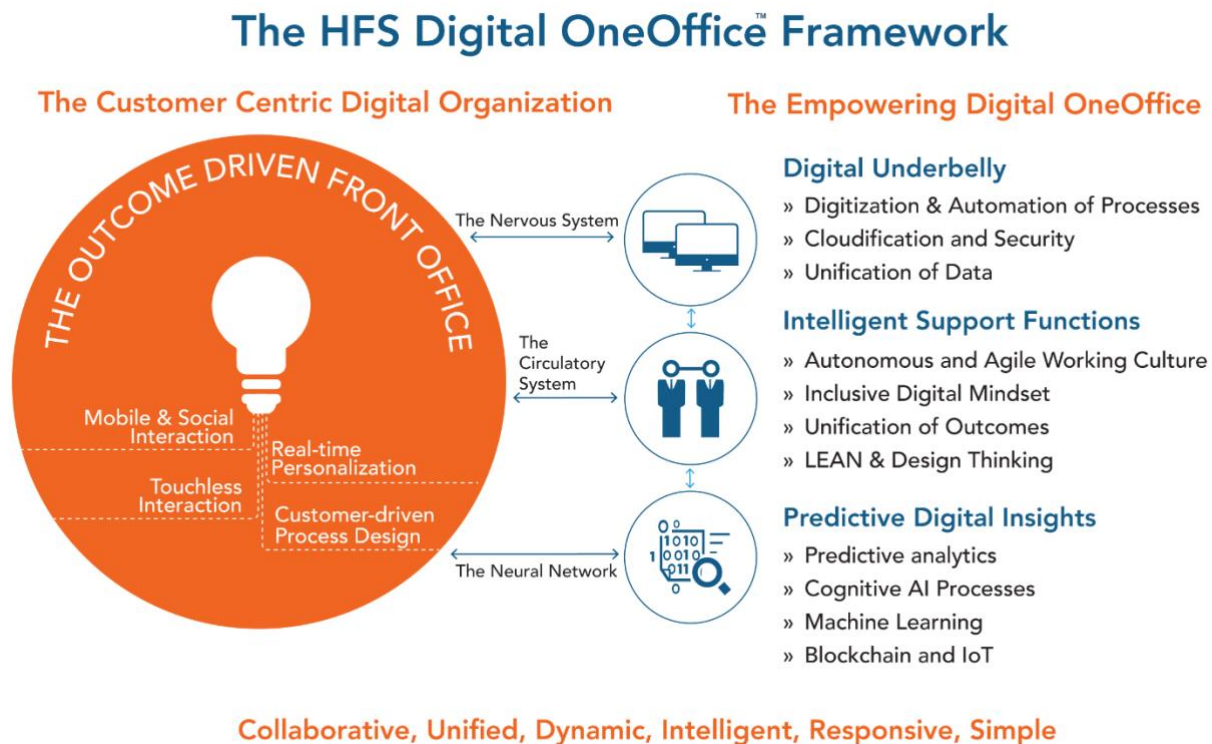
Excerpt for Neuralify

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The **HFS Hot Vendors** are an exclusive group of emerging players with a differentiated value proposition for the Digital **OneOffice™** (Exhibit 1). HFS analysts 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 Blueprint reports, but they have the vision and strategy to impact and disrupt the market.

Exhibit 1: **The HFS Digital OneOffice Framework**



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 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. In this increasingly "me too" world, 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 five short-listed players (Exhibit 2) who have been designated as HFS Hot Vendors based on our rigorous five-step assessment over the course of Q3 2018. The HFS Hot Vendor designation for the following players will remain in place till the end of Q3 2019 (a period of one year), when the same process will be followed for renewing the HFS Hot Vendors designation.

Exhibit 2: HFS Hot Vendors Q3 2018 Edition (In alphabetical order)

Note: The HFS Hot Vendor Designation is valid for a period of one year from Q3 2018 to Q3 2019



GAVS Technologies

A firm on a mission to drive zero incident enterprise through AI-led IT operations



LotusFlare

Helping telcos build and grow digital mobile front ends on a pay-for-performance basis



Neuralify

Enabling Adoption and Continuous Learning for RPA



Option3

Making automation and smart analytics transparent and accessible



Solink

Intelligent insights connecting video and POS systems



Neuralify: Enabling Adoption and Continuous Learning for RPA

Author: Elena Christopher ([bio](#))

Neuralify is an RPA enabler. The firm, founded in 2016, provides intelligent automation services and solutions focused on enabling enterprises to accelerate and scale their RPA programs. Enablement in the context of Neuralify includes RPA implementation services and continuous learning using its Digital Learning Platform for RPA. They also happen to be a certified business partner for Automation Anywhere, which has been its primary RPA product focus to date.

Originally conceptualized as an RPA services pure play firm specialized in Automation Anywhere, Neuralify's founder, John Mone, quickly realized the market need for hands-on education to support enterprises as they adopt and expand their RPA programs. Scaling a sustainable RPA capability requires the establishment of a certain level of internal self-sufficiency, creating a need for enterprises to train and develop their own technical resources. Additionally, the low-code/no-code nature of RPA—with its focus on automating business processes—is bringing RPA into the hands of business users in unprecedented numbers. This is driving a burgeoning need to also educate business users.

Neuralify thus developed its Digital Learning Platform for RPA. Initially focused on IT users, its approach emphasizes hands-on continuous learning in an online lab environment with graduation to a more challenging simulation environment. It also includes access to a community forum to support users as they learn, with a unique office-hours concept where learners get access to RPA experts. The platform is vendor agnostic and available in multiple languages, with the current content developed by Neuralify specific to Automation Anywhere. Clients may also use their own content with the platform.

Neuralify is now expanding its continuous education model to business users, helping employees understand what to expect from digital labor, how to coexist with RPA and intelligent automation, how to identify automation opportunities, and how to do light bot builds.

In our reference interviews, client feedback has been very positive, with Neuralify receiving consistent commendation for the effectiveness of its digital lab environment as compared to classroom training. It has also begun using its platform to host RPA developer events like Automation Anywhere's Bot Games, which hosts RPA developers from around the world in multiple rounds of automation challenges. It's worth noting that all of the winners at the inaugural games in May 2018 were trained by Neuralify.

HFS take

HFS has designated Neuralify as a Hot Vendor due to its focus on enabling RPA adoption within enterprises. As RPA adoption continues to grow, creation and cultivation of talent—both IT and business—is essential to enable scalability and achieve transformation. Neuralify is one of the only vendors specifically focused on continuous education for RPA.

While the firm has notable RPA services skills, these skills are increasingly leveraged to help inform the content and context of its continuous learning capabilities rather than supporting implementations. There is a much broader and longer-term need for continuous education to help both IT and business practitioners succeed. HFS recommends that Neuralify dedicate its efforts to continuous education and ongoing build-out of content for the training and development of RPA engineers as well as the education of business users. Given the sublime lack of strong change management practices supporting the shift to hybrid human and digital workforces, the need will only continue to expand for business education.

There is also an opportunity for Neuralify to expand beyond its focus on Automation Anywhere. The agnostic nature of the platform lends itself to use for other RPA tools as well as any low-code environment. The need for education applies to the entire RPA ecosystem.

Vendor factsheet

- Founded in 2016
- Executives include John Mone and Pete Kirkman
- The firm is currently self-funded, but it is considering options to stimulate further growth
- Employees: ~20
- Headquartered in Concord, MA, with a physical presence in the US, UK, and Asia Pacific (Australia)
- Education model is largely virtual with blended human support
- Number of clients: 50+
- Marquee clients: IBM, Citi, Moody's

Industry coverage

Neuralify has a growing number of clients in industries such as banking, financial services, insurance, CPG, and high-tech.

Solution portfolio

- **Services:** RPA implementation, training, and program readiness assessments
- **Solutions and products:** Digital Learning Platform for RPA—a cloud-based learning platform offering hands-on training subscriptions and content

Partnerships

- Automation Anywhere, a certified business and training partner
- IBM, a PartnerWorld business partner

HFS Hot Vendors Assessment Methodology

HFS Hot Vendors undergo a straightforward but rigorous five-step assessment:

1. **Pre-selection.** We do not consider a player a potential Hot Vendor if it qualifies for any of our Blueprint Reports. Our Blueprint Reports feature the major and established players across every dimension of the Digital OneOffice.

2. **Analyst briefing.** The process starts with a briefing during which we ask vendors to share their story with our analysts. We typically ask questions around value proposition, potential distinctiveness, solution details, financial position, and client impact.

3. **Client reference.** If the HFS analyst sees potential after the briefing, we ask the vendor for a couple of client references so that we can speak directly with clients. The client conversations help us understand what is real and what is just marketing spiel. Note that we do not divulge any client details and these calls are kept strictly confidential.

4. **HFS selection.** HFS analysts recommend their potential Hot Vendor to the selection committee (comprising CEO Phil Fersht, Chief Strategy Officer Saurabh Gupta, and Chief Data Officer Jamie Snowdon), which determines if the vendor brings forth a differentiated value proposition for the Digital OneOffice. We publish the selected vendors on our website.

5. We expect some of the HFS Hot Vendors to progress over time to get featured in Top 10 Reports, be acquired, or change strategic direction. Consequently, we award the HFS Hot Vendor designation for one year and follow the same process for renewing a vendor's place on the HFS Hot Vendor list.

If you think you deserve to be an HFS Hot Vendor, [please click here to schedule a briefing](#).

HFS Research author



Elena Christopher | Research VP, HFS Research

Elena Christopher is Research Vice President, Industry Research and Robotic Process Automation (RPA) at HFS. Elena is responsible for driving the industry-specific research agenda for HFS, digging into the major trends impacting each in-scope industry and the implications for business process and IT services.



Madhuparna Banerjee | Knowledge Analyst, HFS Research

Madhuparna Banerjee is a Knowledge Analyst at HFS Research, supporting the Business Process Services (BPS). Her responsibilities include collecting and analysing data and information found in databases, to create POVs and custom reports for clients.



Melissa O'Brien | Research VP, HFS Research

Melissa O'Brien is Research Vice President, Customer Engagement, Retail and Travel Strategies at HFS Research. Melissa leads HFS' research initiatives for digital front office services, including customer engagement operations, digital marketing, cognitive agents and CX design and consulting.



Ollie O'Donoghue | Research Director, HFS Research

Ollie O'Donoghue is Research Director, IT Services. With over five years experience in the IT services industry – as both a practitioner and a research analyst – Ollie understands the impact IT services have in the modern business environment.



Jamie Snowdon | Chief Data Officer, HFS Research

Jamie Snowdon has primary responsibility for overseeing the development of HFS' Quarterly Market Index, in addition to managing and developing the firm's data-centric products and services. He works across the HFS analyst teams to define evolving services markets and create market size estimates and forecasts.



Maria Terekhova | Senior Analyst, HFS Research

Maria Terekhova is a Senior Research Analyst at HFS Research. Before joining HFS, Maria was a research analyst covering fintech at Business Insider Intelligence, based out of London. She took away a deep interest in all matters AI, blockchain, and digital disruption.


About HFS Research: Defining future business operations

The HFS mission is to provide visionary insight into major innovations impacting business operations, including: automation, artificial intelligence, blockchain, Internet of things, digital business models, and smart analytics.

HFS defines and visualizes the future of business operations across key industries with our Digital OneOffice™ Framework.

HFS influences the strategies of enterprise customers to help them develop OneOffice backbones to be competitive and to partner with capable services providers, technology suppliers, and third-party advisors.

Read more about HFS and our initiatives on www.HFSresearch.com or follow @HFSResearch.

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