



The HFS Hot Vendors Q2 2019

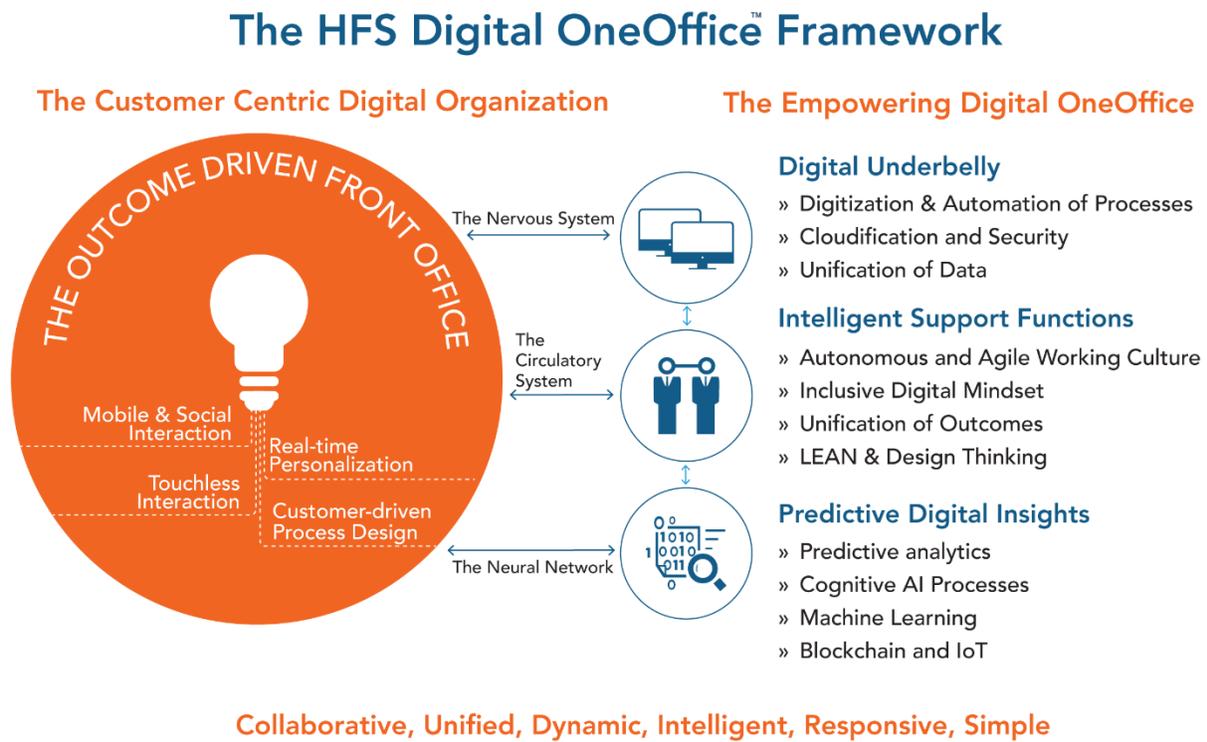
July 2019

Elena Christopher, Research Vice President

Excerpt for Reveal Group

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 six short-listed players (Exhibit 2) that we have designated as HFS Hot Vendors based on our rigorous five-step assessment during Q2 2019. The HFS Hot Vendor designation for the following players will remain in place until the end of Q2 2020 (one year) when we repeat the process for renewing the HFS Hot Vendors designation.

Exhibit 2: HFS Hot Vendors Q2 2019 Edition (in alphabetical order)

Note: The HFS Hot Vendor Designation is valid for one year from Q2 2019 to Q2 2020



Avo Consulting

Closing the technology gap so that people can be happier and more human



Espressive

A pioneer in AI for enterprise service management



Qualfon

It's about connections—making them, strengthening them, and keeping them



Reveal Group

Helping enterprises achieve sustainable automation



SigOpt

Tuning organizations to unexplored AI gains



TDS

Accelerating IT change faster—with less risk



Reveal Group: Helping enterprises achieve sustainable automation

Author: Elena Christopher(bio)

Reveal Group is a pure play services firm specializing in robotic process automation (RPA) and broader intelligent automation (IA) technologies. The firm's business model is predicated on helping its clients achieve operational excellence through automation. A critical tenet of its approach is enabling its clients to develop their own internal capabilities to drive ongoing benefits sustainably and independently. Blue Prism is Reveal's technology change agent of choice, with their relationship dating back to 2014. While Reveal is a modest size firm compared to many of the consultancies and systems integrators it routinely competes against, it has achieved significant stature in the Blue Prism ecosystem, ranking as one of Blue Prism's largest global partners working with clients around the world.

Reveal Group was founded in Melbourne in 2005 to help clients accelerate their transformation programs by applying best-of-breed technologies. Its focus on enabling operational excellence and workforce optimization eventually led them to RPA in 2014. Their early RPA engagements convinced them of the need to establish an extensible technology baseline to enable future scale and sustainability. While RPA may be easy to implement and run in small or siloed settings, implementing and running scaled production operations requires a fit-for-purpose architecture and strong management and governance standards. Helping clients achieve this foundation for scale and enabling client self-sufficiency remain hallmarks of its business model today.

HFS' interviews with reference customers showed that clients largely chose Reveal based on its deep technical expertise, enablement model, and willingness to "listen rather than sell." One client lauded Reveal's "See One, Do One, Lead One" stepped approach to cultivating skilled internal resources. Reveal's training capabilities have also proven valuable to clients for training internal resources, and the availability of its "elasticity services," which offer skilled resources on demand for surge needs, has helped clients with their expansion needs.

The firm's plans for 2019 and beyond include relocating its headquarters to New York with additional geographic expansion in the US, Canada, the UK, and Africa; further expansion of its stature as a Blue Prism partner; and releasing some internally developed intellectual property (IP) such as its RoboReview tool, which automates the measurement of adherence to best practices. It is also expanding its technology partner aperture with other RPA partners and broader intelligent automation capabilities.

HFS' take

HFS has designated Reveal Group as a Hot Vendor based on its systematic approach to enabling customers to achieve sustainable and scalable business results through automation. While the firm has knowledge and visibility of broader technology change agents such as the various permutations of AI, it has made a conscious decision to leverage RPA as a gateway technology to enable its clients on the journey to optimized business operations and eventual digital transformation. The firm's strong technical and architecture chops combined with its approach of enabling clients to build and run their own automation environments helps yield effective baseline automation programs. HFS has seen many automation programs stalled by perpetual POCs, lack of internal talent cultivation, limited governance, weak change management, poor demand management, and minimal benefits tracking.

Mitigating these pitfalls requires enterprises to establish and run robust automation operating models; otherwise, the programs will wither once the implementation partner leaves. Reveal brings the benefit of its pure play experience with RPA, including an array of accelerators in its cache of internal IP, and post-departure health check capabilities to get enterprises on the right track and keep them there.

While Reveal has built its reputation as a Blue Prism specialist, as it expands its geographic footprint, it will increasingly encounter clients with other or multi-vendor RPA environments. Reveal has already inked partnerships with TrustPortal and UiPath to support this need. HFS recommends that Reveal allow clients' needs to help drive its product partnership strategy. The best practices it developed for Blue Prism RPA apply equally well to other RPA tech, too.

Similarly, Reveal's purest approach to RPA as a gateway technology should increasingly contemplate cognitive technologies to help expand the functionality of RPA. It is testing the waters with this approach through its partnership with ABBYY for cognitive capture. Helping enterprises effectively navigate the murky path to integrated automation is a gigantic opportunity.

Vendor factsheet

- The privately held and organically funded firm was founded in 2005.
- Its key executive is Ian Couch, Founder and Managing Partner, an operational performance improvement specialist with former leadership roles at firms such as Accenture, Booz Allen & Hamilton, A.T. Kearney, and EDS.
- Eighty percent of its approximately 110 employees are certified automation practitioners.
- The company's headquarters are in New York with delivery hubs in Melbourne; Sydney; Brisbane; Adelaide; Auckland; Washington, DC; Atlanta; Toronto; London; Moscow; Johannesburg; and Cape Town.
- Reveal Group has worked with more than 100 clients and has automated over 500 processes.
- Marquee clients include Computershare, Telstra, Incitec Pivot, Air New Zealand, Aristocrat Leisure, Australian Federal Government, Celestica, First National Bank, JLL, National Australia Bank, and Qantas.

Solution portfolio

- Robotic operating model (ROM) development
- Automation demand management and opportunity assessment
- Automation development services inclusive of build capabilities and mentoring
- Blue Prism platform and technical infrastructure design and architecture
- Reveal Group Training Academy
- Ongoing maintenance and support covering platform and production control with a 24/7 help-desk
- Blue Prism licensing

Partnerships

Reveal Group's key technology partnership is with Blue Prism (est. 2014) and includes Silver Delivery Certification, Gold Capability Certification, and Authorized Training Partner status. Others include ABBYY (2017), Atlassian (2013), AWS (2016), Microsoft Azure (2017), Shibumi (2018), Signavio (2019), TrustPortal (2018), and UiPath (2017).

HFS Research authors



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.



Madhurparna Banerjee | Knowledge Analyst, HFS Research

Madhurparna Banerjee is a Knowledge Analyst at HFS Research, supporting the business process services. Her responsibilities include collecting and analysing data and information and to create POVs and custom reports. Additionally, she provides insights and analysis for solving client problems.



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.



Reetika Fleming | Research VP, HFS Research

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.



Ollie O'Donoghue | Research VP, HFS Research

Ollie O'Donoghue is Research Director, IT Services. With over ten 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.

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.

HFS Research