



The HFS Hot Vendors Q1 2019

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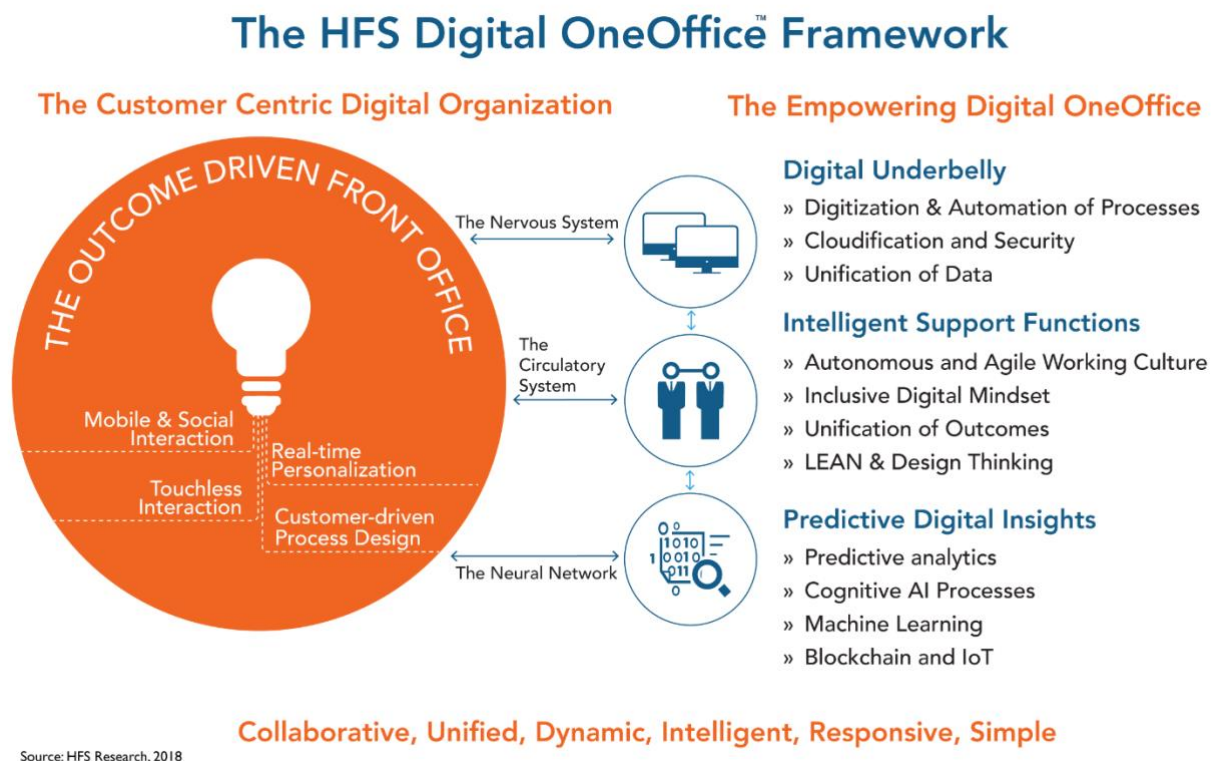
Excerpt fo Accelirate

Defining Future Business Operations

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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 seven short-listed players (Exhibit 2) who have been designated as HFS Hot Vendors based on our rigorous five-step assessment over the course of Q1 2019. The HFS Hot Vendor designation for the following players will remain in place till the end of Q1 2020 (a period of one year), when the same process will be followed for renewing the HFS Hot Vendors designation.

Exhibit 2: HFS Hot Vendors Q1 2019 Edition (in alphabetical order)

Note: The HFS Hot Vendor Designation is valid for a period of one year from Q1 2019 to Q1 2020

	Accelirate Helping enterprises accelerate intelligent automation
	Enate Orchestrating hybrid human and digital workforces
	re:infer Making enterprise communications data actionable to optimize business operations
	Haystac Helping you “Google” your enterprise
	Proximo Applying the AI research field of genetic programming to solve business problems
	LeaseAccelerator Enabling enterprises to comply with the new lease accounting standards
	LeadSoft Delivering blockchain and IoT engagements from Bangladesh



Accelirate: Helping enterprises accelerate intelligent automation

[Elena Christopher](#)

Accelirate is a US-based intelligent automation (IA) pure-play services firm helping enterprises make effective use of automation in their business operations. The firm specializes in services and solutions that leverage a toolkit including robotic process automation (RPA), application programming interface (API) enablement, and AI technologies such as machine learning (ML) and natural language processing (NLP). The firm has developed several packaged offerings such as RPA 90X, a 90-day automation accelerator program, to help enterprises start or optimize their automation journeys. Critical to Accelirate's model is its focus on organic talent cultivation and intellectual property development to accelerate and optimize its clients' automation journeys.

Founded in 2017, Accelirate was the brainchild of former operations and QA automation executives from a mid-tier IT outsourcing firm. They shared a fundamental belief that RPA is a scalable automation tool. Being self-funded, the firm made an up-front investment to build its RPA expertise, gaining knowledge and certifications with tools like UiPath and Blue Prism. Along the way, the company determined that it is easier and more cost-effective to develop its resources internally than waste time navigating a largely inexperienced and overpriced job market. In the past two years, Accelirate has cultivated a pool of approximately 100 consultants, with the majority of resources based in the US and deployable to client sites. Its resources generally have technical backgrounds coupled with strong communication skills and an understanding of business processes. While RPA is often lauded for its ease of use as a low code/no code platform, Accelirate was firm that its ability to support its customers required a strong technical bedrock.

As it enters its third year of operations, Accelirate currently has 19 clients. It tends to start its relationships with its RPA 90X accelerator offering and then earn the right to support ongoing work. Its largest client has scaled to more than 100 bots, and continues to scale. It has cultivated a strong partnership with UiPath, receiving its 2018 Regional Partner Innovator for its RPA 90X offering and earning the designation of National Diamond Partner.

HFS' conversations with reference customers indicated that clients chose Accelirate based on its specialized focus on IA, its deep technical knowledge, and its ability to scale resources. Clients also compliment the firm on its ability to help train and mentor the internal resources they are building in-house. There is also a strong appreciation that Accelirate did not try to upsell them to broader "digital transformation" initiatives.

Accelirate's growth plans are to continue investing in its technical resource base and expertise and to productize some of the IP (e.g., models, utilities, and accelerators) it has developed to drive scale. As a self-funded private entity, Accelirate is also clear that it currently has no interest in outside investment or being acquired at this time. It prefers to stay independent and focused on helping its customers scale intelligent automation.

HFS Take

HFS has designated Accelirate as a Hot Vendor based on its role as an enabler of intelligent automation. The firm's specialist focus on RPA, and increasingly broader intelligent automation (e.g., cognitive document capture), are welcome in a market where many specialist pure plays have been acquired (e.g., [Symphony](#) and [Genfour](#)) or key resources have been lured away to other opportunities. As enterprises continue to embrace IA but struggle with scale, knowledgeable partners with focused expertise and locally deployable resources that can work side by side with clients are critical to helping cultivate internal knowledge and talent. As articulated in our recent report, [RPA's Ticking Time Bomb](#), investment in talent by enterprises and service providers alike is essential to enable RPA to scale.

Accelirate's most notable partnership is with UiPath, with which it has the most depth of experience. It also has a strong partnership with Blue Prism and a growing relationship with Automation Anywhere. These additional relationships are essential in helping Accelirate expand its footprint while gaining much-needed brand recognition. In keeping with Accelirate's toolbox approach to automation, it should also evaluate partnerships with emerging automation players such as [Catalytic](#), [Option3](#), [SiriusIQ](#), [AntWorks](#), or Kryon to help round out its functionality baseline.

Vendor factsheet

- Founded in 2017
- Key executives include Zia Bhutta (Managing Partner and CEO) and Ahmed Zaidi (Managing Partner and Chief Automation Officer)
- The firm is private and self-funded.
- Employees: approximately 100
- Headquartered in Edison, NJ with facilities in Florida including:
 - Accelirate Automation & AI Development Center
 - Accelirate Automation & AI Research & Training Center
- Number of clients: 19
- Clients include
 - Top global asset management firm
 - Multinational energy company
 - Large specialty asset management firm
 - One of the largest US education services providers
 - Large global insurance company

Industry coverage

Accelirate has a growing number of clients across industries such as banking, financial services, insurance, CPG and retail, accounting, and healthcare.

Solution portfolio

Accelirate primarily goes to market through its defined service offerings. These include

- **RPA 90X:** a 90-day automation accelerator program
- **RPA CoE:** an automation center of excellence (CoE) establishment program
- **RPA 365:** RPA program management and ongoing automation services
- **ROC:** managed robotic operations center managed services offering
- **AI 90X:** a 90-day AI accelerator program

Partnerships

- UiPath—National Diamond Partner
- Blue Prism
- Automation Anywhere
- ABBYY
- TrustPortal
- K2
- Enate
- Chirp.AI

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 Office 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 authors



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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.



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Maria Terekhova is a Senior Research Analyst at HFS Research. She covers HFS's Triple-A Trifecta of RPA, smart analytics, and AI, with a vertical focus on the banking, financial services, and insurance industries. She takes an interest in startups in the fintech and automation spaces challenging larger players.



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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.



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Hema leads the F&A Services Research at HFS Research along with full responsibility of publishing our OneOffice Vendor Assessments and Delivery Locations analysis. Hema holds an MBA in Marketing from Manipal University, Executive Program for Women Entrepreneurs' from Indian Institute of Management (IIM-B) Bangalore and a Bachelor of Commerce from the University of Mumbai.


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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