



HFS OneOffice™ Hot Vendors

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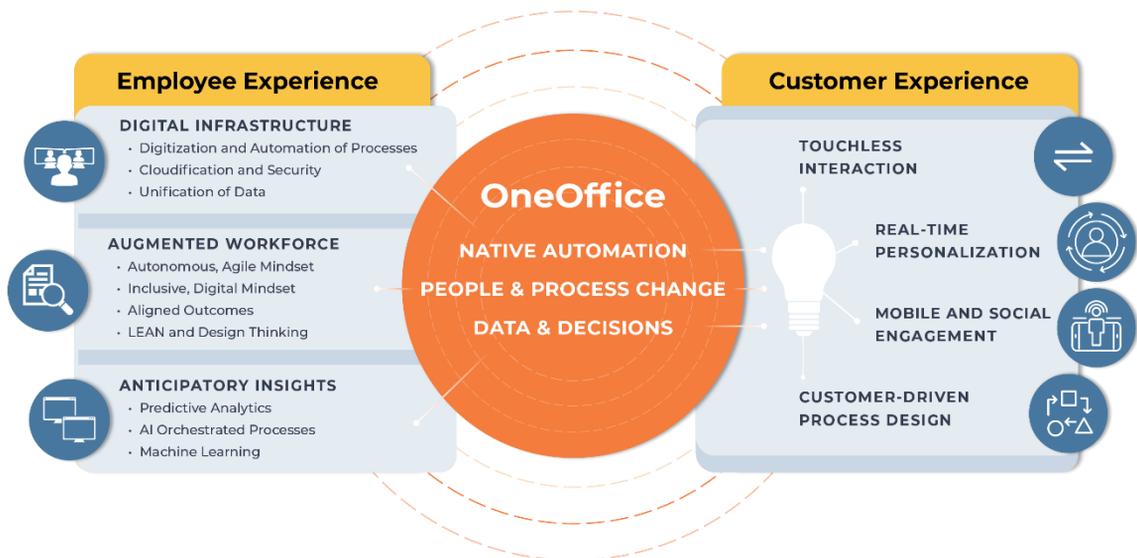
Executive summary

The HFS OneOffice™ Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the Digital OneOffice™ (see 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 feature them in our Top 10 reports, but they have the vision and strategy to impact and disrupt the market.

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.

The HFS Digital OneOffice Organization



Source: HFS Research, 2021

XpertRule: Enabling complex decisioning across the enterprise



Author: Melissa O'Brien

XpertRule is a software developer providing intelligent automation solutions that incorporate multiple AI capabilities to streamline and enhance the decision-making process. AI pioneers, including Akeel Attar, founded the company. Attar had studied and worked with Edinburgh University professor and UK AI pioneer Donald Michie. Michie, in turn, had worked at Bletchley Park (once the top-secret home of the UK's World War II codebreakers) with Alan Turing, popularly known as the father of artificial intelligence.

Earlier in 2021, the company reached a significant milestone with the launch of its patented **Viabl.ai**, a no-code, intelligent digital decisioning and conversational AI software platform. Viabl.ai makes it possible to automate, track, and audit any complex workflow decision. Available on-demand and in the cloud, the software enables clients to easily automate complex decision making and sophisticated customer/employee interactions.

The foundation of XpertRule's product offerings is the company's **Viabl.ai** low-code intelligent automation platform. The current product offering from XpertRule has two major components:

- **Digital Advisors** makes it possible to power deep "intelligent customer interactions" with employees, customers, and partners by digitally capturing, mining, and automating even the most complex of decision-

making processes. The solution makes it possible to interact with users (outbound or inbound) using any contact channel chat, web, and voice. These conversations are powered by an intelligent inference engine that supports a wide range of automation capabilities, including decision automation, predictive analytics, and decision optimization. Automated workflow decision processes include underwriting, diagnostics, problem resolution, planning, customer retention, and negotiations.

- **XpertFactory** enables manufacturing companies to improve the quality of goods and increase uptime and operational efficiency while complying with environmental regulations such as Net Zero. The software is designed for engineers and manufacturing domain experts to easily interact with. This enables manufacturing companies to improve the quality of goods and increase uptime and operational efficiency while complying with environmental regulations such as Net Zero. The software transforms plant manufacturing by making it easy to digitally capture, streamline, and audit the decision-making process. By incorporating multiple AI capabilities, the software can proactively detect and respond to events, improving the quality and yield of manufacturing while leading to better overall equipment effectiveness .

XpertRule customers say that the tool has improved productivity, particularly speeding up processing and closing tickets. In many cases, XpertRule's capabilities have also helped to digitalize the customer experience, improving CSAT and NPS (customer satisfaction) scores. In others, the

automation platform captured technical knowledge from the mind of power users, creating scale and efficiency from information that in the past was only in the minds of a few people.

HFS' take

The ability to generate more data-driven decisioning and automate customer interactions is an important advancement in contact center operations. Our view is that conversational AI can automate some complex customer interactions, augment the agent's experience, and empower the agent to service the customer. XpertRule's Digital Advisors empower agents by improving their ability to perform more complicated tasks and increasing their certainty in their decisions.

XpertRule's solution set also impacts other parts of the organization, with its XpertFactory capability positioned to help manufacturers automate and digitalize their configuration capabilities.

In HFS' view, XpertRule is a Hot Vendor to watch due to its unique approach in

putting decisioning at the heart of its platform. The use cases for automated decisioning across XpertRule's client base are varied, showing that their tools have a wide breadth of capability across sales, service, and even industry-specific processes. XpertRule's digital advisor tool, in particular, aligns with our OneOffice™ vision to connect and elevate the employee and customer experience in tandem.

XpertRule joined in our June 2021 HFS OneOffice™ Digital Symposium, landing the title of Hottest of the Hot Vendors in a Shark-Tank-style shoot-out in which it pitched its value to an online crowd of business leaders. The company was up against five recently named Hot Vendors and secured the highest number of votes from the audience.

- Founded: 2005
- Key executives: Akeel Attar, Founder and CEO; Haider Attar, Founder and COO; John Clegg, CTO; Alex Bentley, CRO; Iain Crosley Director of Intelligent Manufacturing Solutions
- Headquarters and delivery hubs: Headquartered in the UK (Manchester) with sales and marketing capabilities based in the US.
- Funding source(s): Privately owned and profitable (looking to raise capital late 2021)
- Number of engagements and clients: 400+ large-scale enterprise customers
- Notable clients: SFR (France), Diageo (UK), Arneg (Italy), Wartsila (Finland), Hosokawa Micron (UK), Alexander Dennis (UK), Work and Income New Zealand, Marisa (Brazil), The Forest Practices Authority (Tasmania)
- Solution portfolio: Digital Advisors and XpertFactory are the company's two primary products.
- Industry coverage: Viabl.ai is an industry-agnostic platform. The company has clients in the manufacturing, financial services, telco (contact centers), and public sector industries.
- Partnerships:
 - For Digital Advisors: Emergence, Blue Prism, Digital Workforce, Capita, Robiquity, and Sykes
 - For XpertFactory: Booth Welsh, Siemens, Autodesk, Peak Technology Solutions, and Hosokawa Micron

HFS Research authors (1/2)



David Cushman | Research Director

David Cushman is Research Director, Emerging Tech OneOffice 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 behaviour. He is editor-in-chief of HFS' Quarterly OneOffice Hot Vendor publication.



Elena Christopher | Senior Vice President, Research

Elena Christopher leads HFS' emerging tech coverage specializing in the Triple-A Trfiecta – 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.



Joel Martin | Vice President, Research

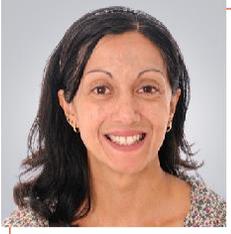
Joel Martin is Vice President, Cloud Strategies at HFS. Joel's role is to aid organizations in making crucial decisions on designing, adopting, managing, and governing their growing portfolio of as-a-Service solutions. Executives and business leaders will benefit from concise research on harnessing cloud-based solutions to support the workplace's rapid, fundamental changes.



Josh Matthews | Associate Director, Research

Josh Matthews is an Associate Director at HFS, based in Cambridge, UK. 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.

HFS Research authors (2/2)



Khalda De Souza | Research Director

Khalda manages the SaaS Services and Cyber Security Services research for HFS. This includes tracking consulting, implementation and management services for Cyber Security and several specific SaaS services areas, including Workday, SuccessFactors, Salesforce, and Microsoft-on-Demand. Khalda tracks how service providers are developing their SaaS services and Cyber Security services strategies as well as enterprise clients' requirements and needs in these markets.



Melissa O'Brien | Vice President, Research

Melissa O'Brien leads HFS' customer experience and front office services research, with a specialization in retail and travel and hospitality strategies. Her key focus areas are on customer engagement operations, CX design, digital marketing, and digital associates, focusing on the trends that are driving customer experience across the enterprise.



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.



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).