



HFS Hot Vendor: Accelerate

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Introduction

The HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. HFS analysts speak with numerous exciting startups and emerging players.

We designate a select group as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice and/or OneEcosystem Frameworks. The HFS Hot Vendors may not (at the time of writing) 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.

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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.



About HFS

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.

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