



# HFS Hot Vendor: Amplo Global

Coverage initiated: Q3 2020

# 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.

Author: Saurabh Gupta

HFS Research developed the Digital OneOffice and critical imperatives of an OneOffice strategy to help enterprises design and create successful transformational experiences. We use this model to define how companies must adapt their operations to be more customer-centric, agile, and intelligent in today's environment. The Digital OneOffice is where teams function autonomously across the front-, middle-, and back-office functions to promote broader processes with real-time data flows that support rapid decision making. It's where the front, middle, and back offices will cease to exist—they will be, simply, OneOffice.

Digital organizations must have an operating framework that maps out how to successfully navigate their future. This need helps explain the distinctive value proposition of AmploFly4.0, the innovative AI-driven and cloud-based platform from Amplio Global. Its productized strategy solution connects seamlessly with existing applications and systems. Empowering critical decision makers and stakeholders ensures collaborative results and drives its users toward the OneOffice vision.

AmploFly4.0 delivers on its promise to enable an enterprise to benchmark, model, measure, and roadmap strategic initiatives through its five distinct modules:

1. Its proprietary AmpMarking module enables a company to determine its current standing on 4.0 readiness and communicates the company's initial "AFly" score to the leadership.
2. Capability Modeling enables the decomposition of business processes. It helps organizations simulate current and future process steps to create a heat map that helps evaluate a company's process hierarchy maturity.
3. Performance Measuring generates a list of existing and future innovation targets for driving innovation management and creates a performance dashboard that continually tracks how well a company is stacking up against its aspirational goals.
4. Design Thinking unites an organization's diverse stakeholders to empathize, ideate, and prototype on the path to achieving innovation, building new business models, and advancing their digital transformation.
5. The Road Mapping module creates a plan to achieve organizational goals by prioritizing the rollout of corporate change initiatives while also managing risk. It helps define the timeline of each designated execution milestone, each with a quantifiable ROI.

The conversations HFS had with Amplio Global's clients revealed that AmploFly4.0 is unique in the market. The alternative is engaging the services of expensive third-party consultants. The clients we interviewed especially like

AmploFly4.0's ability to pull information from outside the organization, balanced scorecard, process decomposition feature, and heat maps. While there are areas where Amplo Global can improve (especially around tighter

implementation plans and rollouts at scale), its clients applaud AmploFly4.0's vision and ability to give near real-time feedback on complicated strategic initiatives.

## HFS' take

---

We recognize Amplo Global as an HFS Hot Vendor because it promises to measure and monitor the OneOffice experience. While enterprises are on the OneOffice train, many have barely left the station. We recently surveyed 250 enterprises across the Global 2000. Nearly all of them are on the OneOffice journey, but hardly any have achieved OneOffice status. The most significant barriers to the shift toward OneOffice are

competing priorities, cultural inertia (a lack of vision and innovation), and a talent shortage. With AmploFly4.0, a company can embark on a self-directed and continuously self-scored journey toward the OneOffice through the platform's five distinct and impactful modules. AmploFly4.0 promises to deliver a connected experience for product, operational, and sales management.

## Vendor factsheet

---

- Founded in 2018, Amplo Global offers an AI-driven, self-directed, cloud-based platform that empowers enterprises to score, identify, refine, and execute strategic initiatives
- Amplo Global is headquartered in New Jersey and has associates and subsidiaries across Europe, India, and Singapore

## Industry coverage

---

Amplo Global services enterprise clients across the manufacturing, health sciences, distribution, FinTech, and service industries.

## Solution portfolio

---

- AmploFly4.0 includes five distinct modules: AmpMarking, Capability Modeling, Performance Measuring, Design Thinking, and Road Mapping
- AmploFlyDT augments enterprises' traditional design thinking process by providing a cloud-based solution that encourages diverse stakeholder input, ideation, and prototyping



# 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.

Read more about HFS and our initiatives on:  
[www.hfsresearch.com](http://www.hfsresearch.com) or follow  
[@HFSResearch](https://twitter.com/HFSResearch)