



# HFS Hot Vendor: Auditoria.AI

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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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Auditoria.AI automates routine and repetitive tasks in the finance function, applying aspects of artificial intelligence and machine learning to speed up back office processes, focusing on transparency, predictive insights, and compliance.

Its SmartFlow platform addresses the challenges an organization faces when it grows beyond \$50 million in revenue. Up to that point, firms handle much of the back-office friction of chasing collections, managing multiple invoices pending from vendors, filing tax forms across a range of jurisdictions, and dealing with different currencies. They hire temps, controllers, and accountants to manage the workload as it rises.

But at approximately \$50 million in revenue, leaders look for alternatives. Auditoria believes those leaders want to avoid scaling their general and administrative (G&A) costs in line with their top line. A decade ago, they turned to bespoke automation—business process management (BPM) and robotic process automation (RPA). Now Auditoria believes a new category is emerging: domain-specific autonomous applications. It is pioneering this in corporate finance and accounting work. Its target is the lower end of the enterprise scale, where revenues range from \$50 million to \$1.5 billion.

The SmartFlow platform works on both structured and unstructured data, handling dynamic, adaptive, and context-based data.

It applies intelligent applications to automate tasks in accounts payable, accounts receivable, treasury, financial planning & analysis (FP&A), and tax to optimize cash flow performance, increase cash velocity, and stay compliant while accelerating finance transformation. Core intellectual property (IP) resides in

- Cloud data ops with data pipelines built specifically for ingesting a range of data sources and harmonizing that data in a model specifically built for payer and collector attributes to offer a 360-degree view of cash at any time in the payer-collector lifecycle
- A framework for natural language processing optimized for finance and accounting speak
- Computer vision sitting on top of the workflow capability
- Machine learning offering a claimed improvement in quant forecasting accuracy of between 4 and 10 times vs. open-source alternatives

Typical use cases include autonomous vendor management to onboard vendors, update vendor tax forms, and accrue expenses; autonomous collections with collector bots that sit on the front lines of dunning, respond to payer requests, track payment lifecycle, manage and address disputes, and predict late remittances; and automatic cash and treasury forecasting. The leadership team has strong backgrounds working with the likes of Oracle and NetSuite. Auditoria's pure

SaaS solution is built in the cloud, requiring no on-premise code or hardware. It is the first cognitive automation application provider certified by Oracle, NetSuite, and Sage Intacct. Customers like the broad capabilities of the Auditoria offering across finance and accounting back-office processes, its patient attention to detail during sales and onboarding, and strong integration

with existing and often bespoke platforms. One transformation leader declared, “The user interface is great. Accountants aren’t big fans of change, but I was really excited to see how teams immediately saw how it would help them with their work.” Another was impressed by Auditoria’s openness and engagement in respect of security.

## HFS’ take

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HFS has designated Auditoria as a OneOffice Hot Vendor because its cloudnative focus and intelligent delivery of data and insights accelerate enhanced and automated decision making in the finance departments of the less-welltraveled smaller end of the enterprise scale. Auditoria has a select group of resellers partnering with it. Extending that roster is the smart route to growth. The value for cashflow

monitoring is likely to cut through with pandemic-impacted finance leaders, as will emphasizing its unique finance-focused natural language processing (NLP) and the benefits for speed to value. Auditoria must also seek to extend and connect the value it creates in the back office to the rest of the organization—if it is to align with the legacy-silo-busting HFS OneOffice vision.

## Vendor factsheet

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- Auditoria was founded in April 2019 and launched out of stealth in April 2020
- Its key executives include Co-Founder and CEO Rohit Gupta, a former Group VP Cloud Security at Oracle; Cofounder and CPO Adina Simu, who held roles in product management at Oracle, VMware, and Cisco; and Co-Founder and CTO Gaurav Bhatia, who helped build successful products at Oracle and Intuit
- The company is headquartered in Santa Clara, California, and has locations in Delhi and Romania
- Funding sources include \$15.5 million in Series A financing in 2021, led by Venrock Partners and Workday Ventures, following \$6 million in initial venture financing in 2020, led by Neotribe Ventures, Engineering Capital, and B Capital Group
- Auditoria has more than 100 clients.
- Notable clients include UserTesting, Consero Global, and Hippo Insurance

## Solution portfolio

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The Auditoria SmartFlow Platform provides:

- Intelligent document processing and information extraction services
- Optical character recognition (OCR) techniques with fuzzy-logic algorithms
- Machine learning (ML) algorithms to detect incoming messages' sentiment and intent
- Bi-directional correspondence with handover to human capabilities for governance as needed
- Rich NLP semantic libraries allowing users to instruct the Auditoria bots to perform a range of tasks and communicate using natural language

- An ephemeral cloud-native workflow executing multiple tasks concurrently in the back office
- Pre-built, certified connectors to enterprise resource planning (ERP) applications, collaboration, and email systems via APIs

Auditoria SmartFlow Skills SmartFlow enables the autonomous execution of financial tasks, including vendor management (onboarding, updates, responding to payment inquiries), monthly invoice and purchase order (PO) accruals, dunning and collections, dispute resolutions, payment tracking cash flow forecasting, and audit readiness.

## Industry coverage

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Auditoria focuses on CFOs, Controllers, FP&A, and audit teams in enterprises with \$50 million to \$1.2 billion in revenue.

## Partnerships

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Resellers include Armanino, RSM, Wipro, AST, WNS, Deloitte & Touche, BrainSell, Mehta, and Chokshi & Shah LLP.



# 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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