



HFS Hot Vendor: AuraQuantic

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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.

Authors: Josh Matthews, David Cushman

Founded in 2002 and based in Valencia, Spain, AuraQuantic (formerly AuraPortal) is as close to a low-code platform as any we've heard any client attest to.

Often described as an IBMPS (intelligent business process management system), the platform has approximately 100 employees and has amassed about 9 million active users across 27 industries. AuraQuantic partners with various system integrators (SIs) and business consultancies; more than 100 partners, including Accenture, Capgemini, Microsoft, and PWC, spread throughout 52 countries. With the company's 34% YOY revenue growth and 26% customer growth, platform adoption is only heading in one direction.

The overarching AuraQuantic aim is to provide "enterprise freedom for anyone, anywhere, anytime." Clients present a similar narrative of the business challenges AuraQuantic solved, and they attest to AuraQuantic's ability to speedily deliver improvements to the market based on close collaboration. Alongside extensive partnerships across geographies, the platform is available in more than 20 languages, and AuraQuantic is adding more. AuraQuantic also gets rave reviews for its knowledge sharing and the training it provides on the platform.

AuraQuantic offers concurrent licensing and no minimum commitment, so it's easy for customers to scale up and down.

AuraQuantic's honesty and partnership view are clear: Nissan, a premier client, wanted 4,000 licenses until AuraQuantic intervened and said Nissan didn't need anywhere near that many. AuraQuantic professes it does not want short-term customers; instead, it intends to become the main workflow platform for entire organizations.

AuraQuantic doesn't structure its platform around use cases or by the application, data, or interface; instead, it offers complete individual and enterprise customization to, in its own words, "reduce the rejection of change," building internal demand [within client organizations] for the platform and to help scale its adoption." . The platform can integrate with process orchestration, including with an SAP, Salesforce, or artificial intelligence (AI) service with Microsoft, without customers needing to write a single line of code. The platform can be deployed on cloud, on-premise, or in a hybrid form, adapting to architectural needs.

One customer, comms equipment manufacturer Televic, had problems with other vendors taking too long and misinterpreting its needs; AuraQuantic proved both precise and responsive without an inflated price tag. Concurrent licensing allows Televic to cover 100 users with 10 licenses. Televic also compliments AuraQuantic on its training, platform's user-friendliness, and integration with SAP.

Another AuraQuantic customer, automotive giant Nissan, had an engineering team stricken by manual processes; far too many (roughly 8,000 per month) Excel sheets were traveling between internal and external decision-makers, and there was a general lack of clarity on data. A previous attempt at adopting a perceived "low-code" workflow platform for document automation turned

out to be not as low-code as Nissan had been led to believe, and the platform demanded each user have their own license, quickly becoming an enemy of the finance department.

AuraQuantic's concurrent licensing allowed the Nissan team to reduce licensing costs by 75% while covering 10,000 potential users. Its goal, admirably, in this author's view, was to "save employees from the Excel environment," and it has been rewarded with both great uptake and praise from engineers who feel they also get the customizability to put their expertise to best use. AuraQuantic is expanding globally through Nissan, where the concurrent licensing can work nicely across time zones where different times of access are required. Nissan is looking to digitize more and more workflows.

HFS' take

HFS designates AuraQuantic a OneOffice™ Hot Vendor because of a relentless customer focus, co-innovation, and co-development of its platform and for showing what successful low-code outcomes are in real life.

AuraQuantic also shows the value of a smaller, focused vendor in the time, attention, and understanding it offers its clients.

AuraQuantic's next step is to build its customer, case study, and reference pool to enable enterprises to see the low-code workflow value their peers benefit from. It's the best way to cut through the market's hype around low-code/no-code.

AuraQuantic can grow significantly with its existing clients as they continue to streamline workflows, and it should investigate establishing local language capabilities and support and implementation partners throughout Europe and beyond (adding to the language options on the platform). Like all firms competing in this area, AuraQuantic needs to be extra-careful of words like no-code and intelligence, complementing them with concrete explanations and, more importantly, outcomes. Building on its exceptional technology testimonials, new partners and hires will add business talent to further its already-proven attention to customers' challenges and customization needs.

Vendor factsheet

- **Founded:** 2002
- **Headquartered:** Valencia, Spain
- **Number of employees:** Approximately 100 employees
- **Funding source(s):** Privately owned
- **Number of users:** 9 million active users
- **Performance:** 34% YOY revenue growth and 26% YOY customer growth

Solution portfolio: Positioned as a low-code "intelligent BPM" platform for

workflows, including data management, analytics, external collaboration, and connectivity to other systems and technologies. The platform can be deployed on cloud, on-premise, or in some form of hybrid. It is available in 20 languages.

Industry coverage: Twenty-seven industries with showcase customers in manufacturing, automotive, and consumer packaged goods (CPG)

Partners: 100+ partners, including Accenture, Capgemini, Microsoft, and PWC, in 52 countries



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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