



HFS Hot Vendor: Bonitasoft

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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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Bonitasoft's open-source, low-code development platform Bonita helps enterprises automate and improve their business processes. The 12-year-old company has experienced impressive growth since it was spun off from Groupe Bull in 2009. With an estimated 350 paying subscription customers and a 92% renewal rate, Bonitasoft has the potential to be a notable disruptor in this market. The company's key differentiators include

- **Open-source offering:** In addition to a subscription offering, Bonitasoft provides a free version of the software with resources to help enterprises come up to speed at their own pace. The cloud and on-premise technologies are the same, making maintenance and flexibility for clients easier when moving between the two. Customers we spoke with highlight the value of using open-source technology to easily develop customized solutions.
- **Extensible platform:** Developers can use the built-in extension framework and access more than 20 extension points to customize the solution to their specific requirements. Developers can therefore add their code to create relevant solutions and integrations for their organizations. Moreover, developers have access to the same platform on premises and in the cloud.
- **The separation of visual programming and coding:** Visual programming is internalized on the platform and can be set up by any IT or technical expert. Once the enterprise is ready, coding can be externalized, allowing developers to use their preferred coding tools. This feature is in stark contrast to other platforms, like Pega and Salesforce, where an in-depth knowledge of the technology is required to code.

Bonitasoft targets enterprises with more than 1,000 employees and an established IT

department to assist customers with medium-to-complex-automation projects. Some customers use the free resources to automate and improve a single process, while others are using the Bonita platform across their organization for new process automation initiatives. As usage expands, customers typically require additional support, the trigger for developing a commercial relationship. Bonitasoft charges for access to extra features such as monitoring, scalability, error management, and optimization.

We've spoken to customers with both usage models to identify how successful the free or subscription service is within their organization's needs. One customer developed a solution to manage its country's visa application process. It used the low-code tool to overcome complex workflow builds across multiple systems in a legacy customized coding environment. Bonita enabled the customer to refactor the code into a visual process that it could maintain and expand as needs changed. Now comfortable with the technology, this customer is exploring additional processes to optimize using the Bonitasoft offerings. Another customer we spoke with has just selected Bonita as a BPM (business process management) solution enterprise wide and across processes.

For Bonitasoft's customer base, cost-effectiveness is a key selection criterion. For those looking for an open-source alternative, Bonitasoft's annual license subscription costs are much lower than those from competitors such as Pega. As usage grows, customers can purchase access to consulting expertise as needed. One customer told us that it was not maximizing the value of its expensive Pega investment, and business assessments revealed that it did not require a complicated solution to solve simple business problems. The customer declared, "We don't need a Ferrari to go grocery shopping." The resulting business benefits of using Bonita were still attractive.

HFS' take

We designated Bonitasoft an HFS OneOffice™ Hot Vendor because it enables clients to improve and automate processes quickly to meet dynamic business needs. Its “land and expand” go-to-market approach is proving to be a successful way to grow business within large enterprise clients. Moreover, it is flexible and cost-effective compared with competitive offerings. It doesn't have many direct competitors. Bonitasoft doesn't compare with low-code development platforms focusing on creating user interfaces (UI) between disparate applications. Bonitasoft focuses on business processes that require automation to deliver

business value. The fact that developers do not need to have deep technical skills for the platform, unlike with some competitors such as Pega and Salesforce, is a huge bonus.

Bonitasoft runs developer skills training webinars. It also participates in communities that provide important product feedback to feed into innovation investments. As product demand increases over the next year, Bonitasoft must ramp up both efforts to adequately support customers. Given the business value that customers we have spoken with have received, Bonitasoft has a great opportunity to capitalize on its efforts so far.

Vendor factsheet

- **Founded:** 2009
- **Headquartered:** Paris, France
- **Key personnel:** Founders include Miguel Valdés Faura, Charles Souillard, and Rodrigue Le Gall. Bonitasoft took the opportunity to continue developing and promoting the Bonita open-source project created in 2001 by Miguel and a team of researchers led by François Charoy at INRIA labs (France).
- **Geographic coverage:** 60% of revenues are from Europe. 40% from North America and Spanish-speaking Latin America
- **Number of employees:** 80
- **Funding source:** Privately owned

Customer target

- Enterprises with more than 1,000 employees and an established IT department

Products

- Bonita Platform, Bonita Cloud, Continuous Delivery and DevOps, Process Mining, and AI

Solutions

- Business process management (BPM), adaptive case management (ACM), robotic process automation (RPA), low-code application development

Industry coverage

- Solutions in education, energy, financial services, healthcare, manufacturing, public sector, retail, telecommunications, and media. Top three revenue earners are finance and insurance, the public sector, and telecommunications.

Key partners

- Nearly 40 partners, aligned by geographic area

Technology alliances

- Amazon Web Services (AWS), DocuSign, Stratumn, Talend, UiPath



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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