



HFS Hot Vendor: Capsifi

Coverage initiated: Q4 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.

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Capsifi provides software for business architecture and business model innovation. Its digital business platform (DBP) Jalapeno supports a wide range of business users, from C-level decision-makers to business model architects, in visualizing, planning, and managing business model innovation and transformation from conception to execution and ongoing maintenance. While applicable to any industry, its key success stories to date have been in insurance, financial services (FS), government, retail, and telecom.

Capsifi's DBP enables traceability and alignment of business models to provide full line-of-sight from strategy to delivery—producing the visibility and insights they need to navigate change and improve decision-making while focusing on their business objectives. Jalapeno provides seven focus areas to deliver a “complete digital business model,” including strategy, operations, architecture, transformation, innovation, experience, and governance. **“With Jalapeno, everything is consistent, everything is connected, everything is aligned.”**

We spoke with a global financial services giant about its work with Capsifi. Four years ago, this FS client's small business architecture team needed a traditional modeling tool, but it quickly outgrew its first product choices. In 2018, it brought in Capsifi to help with its enterprise and data architecture. Today, it's using Jalapeno to manage capability frameworks and apply them to different problem areas to improve resiliency and mitigate risk across the company by accessing data sets on demand and visualizing issues and their impacts on functions. At a very basic level, Jalapeno demonstrates how different company areas work—letting the client find problems and areas of improvement at whatever level of detail is required. Aligning company data and processes with the tech that supports them under a vision for identifying and mitigating risk allows the client to put in place support systems where they find gaps and do more sophisticated testing to understand and fix the issue.

HFS' take

Capsifi's Jalapeno DBP has a friendly user interface (UI). Customers say the company is responsive to feedback and improves its platform. The DBP's number one strength is that it does what is needed. It's strong at pulling data sets together, and it has a modern UI, flexible model, and, crucially, the client thinks the output is great.

Vendor support and broader customer advisory perspectives are also big selling points. The client says, "they come to us to see what we think and what we want!" Capsifi takes client feedback from customer advisory sessions, where enterprises can also share stories and best practices around their DBPs, and embeds changes in the overall platform.

While tough to quantify, the FS client instinctively reacted to the question "What value has your firm derived from Capsifi?" with "Huge." Capsifi has helped its client rethink design and highlight the impact of poor design and poor processes. In the client, Jalapeno goes all the way up to the C-level—"without [Jalapeno], meetings are nothing more than a PowerPoint exercise"—it lets data do the talking.

We talk a lot about business and IT collaboration—and it's because of the success of platforms like Jalapeno in bringing new visualization to processes, getting everyone together around the same (metaphorical) table, and aligning operations around the same business objectives.

Capsifi can go further with flexibility by giving users more control over display representations and addressing a growing demand for more granular workflow modeling tools. Capsifi must also have an eye on the broader range of emerging technologies that firms are baking into their products and platforms—analytics, automation, and artificial intelligence (AI), for example. More and more, it's the combination of platforms and emerging technologies that are delivering greater value than piecemeal implementations, which becomes especially relevant when successfully aligned with business, IT, and broader enterprise strategies. Capsifi has so far excelled at delivering combined platforms, all moving toward the same customer/employee experience and business outcomes.

Vendor factsheet

- **Founded in 2013**, Capsifi's first four years were spent primarily as a services company, pivoting to a software as a service (SaaS) business in 2017 and 2018
- In addition to **Global Headquarters in Sydney** and offices across the US, Capsifi has clients in Europe and Asia Pacific
- Capsifi's **partnerships** are divided: classic

large global management consulting firms and boutique enterprise architecture firms

- Capsifi is a **privately held** company that maintains a policy of not releasing financial information

Solution portfolio

- Capsifi's DBP **Jalapeno** supports a wide range of business users—from C-level decision-makers to business model architects—in visualizing, planning, and managing business model innovation and transformation from conception to execution and ongoing maintenance
- The DBP enables traceability and alignment of business models to provide full line-of-sight from strategy to delivery—producing the visibility and insights they need to navigate change and improve decision-making while focusing on their business objectives
- Jalapeno provides seven focus areas to deliver a “complete digital business model,” including strategy, operations, architecture, transformation, innovation, experience, and governance

Industry coverage

While applicable to any industry, Capsifi's key success stories to date have been in insurance, financial services (FS), government, retail, and telecom.



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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