



# HFS Hot Vendor: Cicero

Coverage initiated: Q3 2019

# 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: Reetika Fleming

“This all begins with data for us,” says Todd Sherin, Chief Revenue Officer at Cicero, describing, in a nutshell, the company’s reason for being. Over the last 20 years, Cicero has developed and deployed its technology portfolio to help enterprises make better connections to the data flowing through their operational processes. The original goals were for traditional activity monitoring and desktop automation. Today, the company is using its unique data-gathering technology and proprietary machine learning algorithms toward applying advanced analytics and sophisticated automation into enterprise operations with a distinct focus on front-office process mining.

Cicero’s patented deep-sensor technology can access application data and create data connections in a unique way. This allows you to gather every endpoint entry from users, systems, and applications—everything from log files to direct database access, spreadsheets, and web services. Described by the company as “full spectrum” data collection, these deep sensors are broadly used to capture system, session, activity, and process data. The sensor data is then complemented with third-party outcome data to form a complete picture of the activity or process in question.

What happens once clients have access to all this data? Cicero brings in proprietary people and process intelligence and analytics tools or works with third-party analytics and automation tools to help clients achieve the specific business outcomes they seek. From a domain perspective, Cicero has gained significant experience with contact center operations over the years. Its technology has been applied extensively within contact centers, bringing greater visibility and productivity improvements into customer-centric processes. In recent years, the surge of the automation and process mining market has seen Cicero’s clients pull its technology into new use cases such as audit and compliance.

Cicero’s clients point to its rapid implementation timeframe as one of the biggest strengths of working with the company for process mining. The low-code/no-code approach and cloud readiness make Cicero’s suite easier for business teams to operate. The company also comes across as being highly receptive to each of its clients’ needs, and clients in our research mentioned the dedication of Cicero’s team to ensuring that their technology best addresses the use cases.

## HFS' take

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To HFS, the most differentiated aspect of Cicero's portfolio is its ability to gather rich enterprise activity data in a unique way. The wider application of Cicero's deep sensor technology has earned it an HFS Hot Vendor tag for 2019. The company's vision for its technology is in alignment with the HFS Triple-A Trifecta—finding value at the intersection of analytics, automation, and artificial intelligence. Further, its dedication to helping clients form a complete view of their process data is much needed in the market, where customers struggle looking at just event logs or other data in isolation.

With its new strategy of using its deep sensor technology specifically toward process discovery, mining, and improvement, Cicero will need to make concerted efforts to find its place in the emerging process mining market. The company's front-office experience can help it guide enterprise clients on the best way forward for process mining in customer-centric operations, where every part of an operational workflow can have a potential impact on overall customer experience.

## Vendor factsheet

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- The leadership team includes John Broderick (Chief Executive Officer), Todd Sherin (Chief Revenue Officer), and Neil Crane (VP Products & Technology)
- Headquartered in Cary, NC; additional office in Philadelphia, PA
- Headcount of 11-50 employees
- Founded in 1988

## Solution portfolio

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Intelligent Analytics Platform – Pure cloud and data driven.

- **Deep Sensor data collection:** System, Session, Activity and Process data collected across all systems. Third party outcome data applied to complete the picture
- **Machine Learning:** Proprietary algorithms specifically built to find patterns within the noise and distill results in a consumable format that lets the customer determine the right level of detail necessary for their use case
- **Process Analytics:** Process Mining at the micro-event level enables data driven decision making and purposeful business outcomes
- **People Analytics:** Employee and relational analysis at the micro-skill level drives fact based internal conversations and supports a customer first model placing the right person in the right role

## Industry coverage

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Cicero's technology can be applied broadly across industry verticals. It has worked on both front-office and back-office operations, with clients spread out in industries including banking, financial services, insurance, manufacturing, and logistics.

## Partnerships

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- Center for Cognitive Computing
- Temple University



# 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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