



HFS Hot Vendor: Clear Software

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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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Clear Software wants to help any enterprise that's invested in a system of record to better leverage their investments through improving and automating how employees use these systems. Founded in 2012 by former Accenture and Deloitte ERP consultants, Clear Software was established in response to enterprise outcry about the sheer complexity and manual work required to execute ERP-enabled business processes such as order to cash (O2C) or procure to pay (P2P) functions like order entry or raising purchases orders. Clear's approach is to create intuitive user interfaces for executing business processes and then enabling process execution through data integration and automation.

Clear Software's product set consists of two modules—ClearWork and ClearProcess. ClearWork is essentially the user interface module that encourages enterprises to think intuitively about how business processes should work, rather than the way (and the number of screens) required to do it today. ClearProcess is the automation engine that enables API-based connections to required data from the various systems and sources

needed to execute business processes. Clear has developed thousands of preconfigured connectors and prebuilt automations with various systems such as SAP, Oracle EBS, and Salesforce to facilitate integration and speed time to solution. And in a nod to many enterprises' emerging business automation tool of choice, Clear also can leverage robotic process automation (RPA) to enable automation execution. Clear currently has partnerships with SAP as well as Automation Anywhere, Blue Prism, and UiPath.

In reference checks, Clear Software clients indicated that what initially attracted them to Clear was its strong user interface capabilities, ability to enable data integration from myriad systems, and depth of expertise with SAP. As customers have worked more with Clear, they've realized that its data integration capabilities are enabled by automation capabilities that reduce or remove many manual steps. As one client noted, Clear enables them to "set processes up the way we actually do business and then automate the data integration needed to make them happen."

HFS' take

HFS has designated Clear Software as a Hot Vendor based on its focus on helping enterprises get more out of their investments in enterprise software through intuitive process design, data integration, and automation. Its product approach is like gene-splicing process reengineering, UX design, API integration, and RPA together into a whole new, undefined category of software product. This heady combination of capabilities enables Clear to drive process transformation while making humans more productive. While process improvement is not a requirement for using Clear, it gets pulled through as a benefit when designing practical user interfaces.

While Clear's comfort zone remains in finance-focused ERP processes, particularly SAP, its clients have helped it realize that it has a strong role to play in enabling

automation, notably the potential for less brittle RPA use cases through REST API integration. Its service partners view Clear as a new means to support process transformation and enable greater value from RPA, particularly human-in-the-loop orchestration of attended automation.

Given the challenges associated with trying to create a new software category, Clear is smart to align itself to the burgeoning RPA market. Its role as an RPA-enabler will certainly give it some recognition. However, HFS recommends it stays true to its ERP roots and continue to cultivate opportunities based around SAP and the broader system of record optimization. While enterprise spending is on the rise for RPA, nothing trumps the billions of dollars invested in ERP and the need to maximize return on investment.

Vendor factsheet

- Clear Software was founded in 2012 and is privately held
- Its key executive is Jon Gilman, Founder and CEO, a former SAP consultant with Accenture and Deloitte
- The company has raised around \$5 million in early-stage venture rounds with investors such as MK Capital, Hyde Park Venture Partners, Collina Ventures, and Charmides Capitol
- Notable clients include Rush Enterprises, Patterson-UTI Energy, Calumet Specialty Products, and BCBS Minnesota
- Clear Software is headquartered in Zionsville, IN

Solution portfolio

Clear Software offers two product modules:

- **ClearWork:** A business process management (BPM) platform that orchestrates business processes in a seamless digital experience. It gives workforces simple web pages to get their jobs done quickly with automation hidden behind the scenes.
- **ClearProcess:** An intelligent process

automation (IPA) engine that uses bots to automate tedious tasks and complex workflows across systems. Bots configured in its ClearProcess editor enable automation ranging from a single step task to an end-to-end business process that may involve hundreds of tasks.

Industry coverage

Clear Software is industry agnostic, focusing on core business processes common to virtually every business, such as order to cash and procure to pay.

Partnerships

- Automation Anywhere technology partner
- Blue Prism technology alliance partner
- SAP PartnerEdge Build Silver partner
- UiPath technology partner



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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