



HFS Hot Vendor: ElectroNeek

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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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Author: David Cushman

ElectroNeek was founded by former robotic process automation (RPA) consultants who believed RPA should be more accessible for small and medium enterprises (SMEs). They wanted to make automation affordable for any company, with a business model SMEs could sustain.

They saw an addressable market in the region of \$60 billion. But how to reach it? The team placed its bets on managed service providers (MSPs) and the clients and relationships those providers already had. MSPs get a cost-effective platform for building and deploying RPA bots for their customers while retaining control of the pricing of projects. They can offer bot development and administration and RPA-as-a-service subscriptions, providing recurring revenue.

Enterprises use ElectroNeek to save on often costly multiple bot licenses when automating routine business processes. Its 250 customers now include Fortune 500 companies as well as the SMEs it set out to serve. Customers include Pattern Group for marketing lead generation, Pronto Insurance for synchronizing custom IT systems, Electrolux for optimized fleet scheduling, and Beluga for employee onboarding.

One long-term MSP customer told us some enterprises are actively looking to move some of their processes from the big three providers (UiPath, Automation Anywhere, and Blue Prism) to reduce costs in cases where complexity is low and big-three technology is perceived as overkill.

Developers can work in a low-code environment with access to pro RPA features for the more experienced. And when a firm signs up with one of ElectroNeek's partners for managed services access, that enterprise gets unlimited attended and unattended bot licenses at no cost.

ElectroNeek can already boast PWC, HLB, Oracle, and Sage as global partners, with around 70 MSPs in North America, Europe, Latin America, Africa, and Asia Pacific. It has established technology and go-to-market partnerships with Microsoft, Oracle, and Nvidia.

The San Francisco-based vendor offers three products: Studio Pro, an integrated development environment for building RPA bots; Bot Runner, a free-to-download agent for running RPA bots without software licenses; and SaaS Orchestrator, a browser-based automation hub connecting bots and workflow services. Studio Pro offers 100+ engines for ABBYY, Google Cloud, and Yandex.

Most of ElectroNeek's growth has come from North American mid-market companies rushing toward business process automation during the pandemic. The business has also expanded its presence outside the United States to include India, the Latin America region, and other regions.

The big three providers championed the use of committed centers of excellence for RPA. Most SMEs don't have the internal resources to go down that route. MSPs effectively outsource the center of excellence (COE) requirements, enabling much smaller organizations to take advantage of process automation.

Another MSP customer said discovering ElectroNeek had been a game-changer; it enabled their business to grow from 7 to 32 customers in less than a year. The customer praised ElectroNeek's fit with the needs of the SME market, citing the capability for providing proofs of concept for nearly no upfront cost. Where there have been challenges, the ElectroNeek team has been excellent in responding and resolving with the updates required.

The customer found ElectroNeek's document handling could not match the

enterprise standard of Automation Anywhere's IQBot and had meant to call in ABBYY to deliver a workaround. The customer suspected ElectroNeek would be working on a resolution to this problem.

The customer expressed a desire for ElectroNeek to develop a partner channel strategy to elevate and better use some of its many partners and suggested ElectroNeek improve its training offering.

Another customer asked for a native FTP connector but praised ElectroNeek's ease of use, integration with JavaScript for web automations, and simple ways of adding intelligence to automation with Python.

ElectroNeek plans to use its recent \$20 million Series A funding to expand its engineering, product, and support teams in North America, Latin America, Europe, the Middle East, and India.

HFS' take

We have designated ElectroNeek an HFS OneOffice Hot Vendor because it opens a rapid route to value with automation for the often-overlooked small-to-medium enterprise segment.

Its model takes away the fear of unknown, potentially runaway, bot license costs. It is an easier and lower-risk option for IT departments to use to begin their automation journeys while providing focused support to MSPs for their go-to-market and scaling efforts within the enterprise. ElectroNeek is smart to bring its MSP partners along for the ride at a time when the speed to value potential of managed services is gaining traction.

MSP customers say they would find value from ElectroNeek compiling and sharing more "small" use cases detailing the scale of the businesses involved. A library of these would help tentative customers see what is possible in their world.

ElectroNeek's partner network gives it the power to continuously hone its response to SME needs, and it can carve itself a valuable place alongside the big three in the enterprise where companies may seek to make savings in less complex use cases.

Vendor factsheet

- **Founded:** 2018
- **Key executives:** Sergey Yudovskiy (CEO), Dmitry Karpov (Co-founder), Mikhail Rozhin (CTO), Alex Astafyev (Co-founder and CBDO)
- **Headquartered:** San Francisco, US
- **Funding source(s):** Soma Capital, 645 Ventures, 12BF, Softline Venture Partners, YellowRockets.vc
- **Number of clients:** 250+, including Pattern Group, Electrolux, Beluga, Pronto Insurance

Solution portfolio

- **Studio Pro:** An integrated development environment in which to build RPA bots
- **Bot Runner:** A free-to-download agent to run RPA bots without software licenses
- **SaaS Orchestrator:** A browser-based automation hub connecting bots and workflow services

Industry coverage: Automotive, healthcare,

logistics, manufacturing, marketing, BFS, insurance

Domain coverage: E-commerce, property management, facility management, onboarding, sales, accounting

Technology partnerships: Microsoft, Nvidia, Oracle

Global partners: PWC, HLB, Oracle, Sage

Managed service provider partners: 100+



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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