



# HFS Hot Vendor: Ignite IPA

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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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Decades of software implementation and systems integration makes for complex systems landscapes. Software consulting and staff augmentation services professionals seek to drive value across this complexity, but a focus on building technology is not the answer. Many struggle to proceed beyond the pilot phase, and the organizations getting results in real dollar terms understand it's important to keep solving business problems. Knowing which technology to use where (and which ones not to use) is a big part of the solution. What businesses often overlook is assigning a dollar value to the business case before putting any code in. With an enabling approach, the starting point is business problems, and then the automation ecosystem is built around solving these problems.

Ignite IPAs' value-based outcomes approach seeks to alleviate cost pressures and enhance productivity with:

1. A focus on experience-based successful industry implementations to assist clients in driving true value from their automation programs.
2. A business model that promotes self-sufficiency in clients rather than one that promotes dependency on a long-term consultant.
3. A focus on an entire automation ecosystem required to create true value rather than just a single technology like robotic process automation (RPA).

One of Ignite IPA's founding principles is that clients need to be self-sufficient to make their business cases work. It views the model that most consulting firms lead with as one that requires a client to be dependent on a consultant to keep their resources chargeable.

HFS' conversations with Ignite IPA clients confirmed that they preferred dealing with Ignite IPA to larger consulting services firms. Clients like Ignite IPA's boutique model, which has a small, focused team that can get a prototype up and running in weeks. While rating technical proficiency, clients were grateful for simple explanations of how automation would help. The accessibility of founder Mark Shivers as the main point of contact and his human touch (meaning his ability to gain buy-in from the folks on the ground) were also called out. One of the clients that we spoke with, who retired a Selenium grid and introduced RPA, called it a "gamechanger." While there are areas Ignite IPA can develop further (one client mentioned providing integration capabilities with other systems such as CRM, and another conceded that a larger firm with more resources might have been quicker), clients were quick to praise Mark's ability to understand standard operating procedures and create efficiencies.

## HFS' take

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We recognize Ignite IPA as an HFS Hot Vendor because its approach to intelligent automation is resonant with our vision for integrated automation. HFS believes RPA is not the only tool in the toolbox, and to drive value, it's important to take a holistic approach with value clearly in your sights. Integrated automation, as introduced in the [HFS blog—RPA is dead, long live integrated automation platforms](#), is automation (including RPA) and AI and analytics, and we extend this to integration across people, process, and technology supported by focused objectives and change management. Integrated automation is how businesses can transform and achieve an end-to-end [Digital OneOffice](#). Ignite IPA's value-based approach promises to do just that for business operations by building a pipeline of appropriate automation

opportunities, introducing best practices, and managing release cycles so that both humans and technology can work together cohesively.

Ignite IPA provides a series of required services that, if not done correctly, plague poor implementations of IPA. HFS sees a visible appetite for these services to help organizations automate their business operations, especially since the pandemic broke. Organizations that are already making progress on their automation journeys are accelerating their programs. Those that have not yet begun look eagerly to the advantages of automation to ensure business operations cope with all the pandemic brings, from demand spikes to staff outages and other disruptions.

## Vendor factsheet

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- Founded in 2018, Ignite IPA is a boutique consulting firm formed by Mark Shivers to extend a value-based implementation model at low cost, with high-value consultants
- Previously, Mark Shivers founded the RPA program at BNY Mellon (a 55,000-person financial services company) in 2015 and led it as the Global Head of Intelligent Process Automation. This program touted an implementation of 1,000 robotic licenses while executing >5.1 million robotic processes and >60 million individual queue items annually
- Ignite IPA is self-funded by Shivers, a serial entrepreneur who has also successfully owned and operated a NY-based elder law firm, a national digital advertising agency, and a property management company
- Ignite IPA has >20 clients, across multiple industries
- Headquartered in Long Island, NY, the firm has delivery centers across the US, the UK, and India, including Syracuse (NY), Utica (NY), Albuquerque (NM), Manchester (UK), Pune (India), and Chennai (India)

## Solution portfolio

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Ignite IPA's Intelligent Process Automation (IPA) implementation program focuses on robotic process automation (RPA), optical/intelligent character recognition (OCR/ICR), workflow and business process management (BPM), machine learning, and artificial intelligence (AI).

Services include automation opportunity identification and assessment, operating model and delivery governance, solution engineering, design authority, implementation and delivery services, training, self-sufficiency and scalability support, and staff augmentation.

Additionally, Ignite IPA offers a proprietary resource placement program called Fully Independent Resource Enablement (FIRE). The FIRE Program works to staff a client's automation program with a short-term

investment in consulting resources, trained and mentored by Ignite IPA. To ensure clients are self-sufficient in their resource needs long term, Ignite IPA delivers those resources to the client as full-time employees at the end of the engagement.

Delivery is via in-house delivery centers, working both remotely and onsite for a client, establishing a 24x5 follow-the-sun model balancing high-cost and low-cost resources. Ignite IPA hires experienced, multi-disciplined resources to support large Fortune 100 clients.

Consulting strategy services include digitization and structuring strategy, workflow strategy, rules engine strategy, automation strategy, machine learning, and cognitive strategy.

## Partnerships

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Ignite IPA has technology partnerships with Blue Prism, Kofax, Bizagi, Appian, Autocene, IBM, and PeopleFluent.



# 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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