



# HFS Hot Vendor: Nexient

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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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Nexient is an agile software development services firm that is adopting agile and DevOps practices to push the envelope beyond traditional IT development value propositions.

Nexient differentiates itself from the competition by its "Product Mindset" development, which focuses on customer experience, revenue and profit for value creation and takes a fail fast, learn fast approach. The standard value proposition for application development lies with objective measures for the quality of the code itself (as cheaply as possible). With the next generation of applications, the quality required is shifting to more subjective qualities like usability and fun. This requires more creativity and a deeper understanding of its function. Proximity can make a big difference, or at least it can provide a shortcut to achieving the familiarity required to bolster the creative aspect of application design. Nexient aims to bridge the gap between traditional IT sourcing options of in-house and offshore to support client businesses with agile, flexible teams with context, integrated service delivery, and new technology expertise.

Nexient leads with its innovation hub in Silicon Valley, complemented by scalable delivery centres in Michigan and Indiana to help its clients realise the value of cutting-edge innovations within a business context. Clients particularly value the firm's capacity to reimagine business models and processes, with multiple examples of Nexient supporting digital transformation with innovative solutions—for example, designing an app for a retailer that significantly drove up sales conversions.

Nexient's clients advise that the firm's business model, which focuses on scalable and agile onshore services, has enabled them to find a technology partner that offers faster and improved quality delivery over offshoring. The capability to integrate provider talent and augment current business capabilities is especially important to clients.

The full range of services provided by Nexient includes digital experience, product definition and consulting, and software services.

## HFS' take

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Nexient is pushing the envelope on the way traditional outsourcing engagements work by promoting a highly collaborative and partnership focused engagement. From a HfS perspective, this approach is not only becoming popular but is also an essential evolution of traditional approaches in which providers share the risk and rewards of investment in digital innovations.

We are now living in a more progressive business environment where organizations strive to provide touchless digital customer experience and our [OneOffice](#) concept provides a roadmap for the enabling technologies and processes to collapse organizational silos to truly become customer centric. Nexient fits within this framework by enabling faster, more intelligent operations to clients looking to improve customer centricity and UX design. Nexient's core offering, focused on reimagining the way technology supports

clients in driving a customer-first approach to business, supports the HfS Digital OneOffice concept, specifically by breaking down business silos with innovative software and technology solutions that drive an improved digital experience.

Moving forward, Nexient will need to further hone its messaging to adapt to the changing nature of automation and human labour. Boasting an all-onshore workforce is just one of the levers to pull in an increasingly dynamic services ecosystem—Nexient will need to have a clear message about how its technology and intelligent automation focused solutions best augment and complement its delivery staff. Shifting the emphasis toward the softer side of application delivery and design is where true digital organizations need to focus. It's not enough to have an app; in today's world it's got to be cool.

## Vendor factsheet

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- Founded in 2009 (first Michigan delivery center set up in 2010)
- Headquartered in Newark, CA
- Target market: Fortune 500 companies
- Strong clients list and examples of supporting digital transformation in a range of industry verticals
- 100% based in the US

## Solution portfolio

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- Digital Experience
- Product Definition and Consulting
- Software Services

## Industry coverage

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Nexient's target market is Fortune 500 and tech product companies ( Business is 2/3 large enterprise, 1/3 tech). Nexient's core industry focus areas are; Financial Services, Healthcare and Medical Products, Media and Communications, Retail, Software and Technology, and Travel and Hospitality.

## Partnerships

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- Amazon Web Services
- Apptio
- Microsoft
- Google
- Java
- Pivotal Cloud Foundry
- Qlik



# 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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