



# HFS Hot Vendor: PAteam

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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.

Authors: David Cushman, Josh Matthews

PAteam is not your average robotic process automation (RPA) consultancy. It prides itself on bursting the hype bubble with a pragmatic approach to what can and can't be done with automation today and how that translates into outcomes. And, while it has established relationships with all the primary and usual suspects of RPA, PAteam's focus on attended automation and RPA vendor NICE makes it stand out when so many rivals fixate on "the big three" of UiPath, Automation Anywhere, and Blue Prism.

Founded in Israel in 2016 by a group of former NICE employees, the company is more than 45 people strong and has just reorganized with ambitions to scale to 150 people for a more global presence through additional geographic focus in Europe and the US. PAteam's track record so far includes supporting over 20 enterprises on their automation journeys with more than 8,000+ deployed bots. Customers include FedEx, Ikea, Deloitte, and Amdocs. The team recently won business with world-renowned university MIT, where it will deliver "robots-as-a-service"—effectively a managed service. CCO Martijn Zuiderbaan defines a robot as not just the automation but the whole infrastructure delivering the automation.

PAteam offers advisory services in implementing automation, drawing on industry best practices: strategy work, creating automation vision and identifying the ways of working that will best suit an individual client; technical know-how, combining deep knowledge of tools with focused internal R&D; training, tailored to organizational needs and ranging from the basic to expert education; and operations, including setting up centers of excellence (COEs), scaling the automation of repetitive work, and providing maintenance and ongoing support.

The business extended its partner network to include ABBYY and Hyperscience to provide options in the intelligent document processing (IDP) space. It turns to ABBYY for handling unstructured forms and invoicing and applies Hyperscience's intelligent character recognition (ICR) where necessary, such as handling high volumes of hand-written data. Its other alliance—beyond RPA players—is with AWS. It also works closely with companies such as ConvergeOne, Process Fusion, TM Group, ISG, and several other consulting firms, providing RPA services to them and their clients.

Like many “pure-play” RPA consulting firms, PAteam’s partnership-style relationships with its customers stand out. FedEx, the global logistics giant, sees PAteam as its main partner for its automation COE focused on customer experience automation, mostly attended automation augmenting customer experience (CX) agents (NICE’s sweet-spot). While FedEx uses other RPA (Automation Anywhere’s A360 is the corporate automation platform level, which PAteam played a key role in deploying; AssistEdge is

another), PAteam remains the go-to agnostic partner because of its honesty and judgment of the RPA market—what RPA can, cannot, should, and shouldn’t do—and finding risks and opportunities for expanding the automation program. The FedEx-PAteam relationship is deepening, and a roadmap is being developed to scale the already-proven value in quantitative efficiency (saving agents 30 to 120 seconds per case, processing 7,000-8,000 cases per month) and qualitative CX improvements.

## HFS’ take

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HFS has designated PAteam an HFS OneOffice™ Hot Vendor for its refreshingly hype-free approach to creating value with RPA and a NICE-leaning offering that brings some genuine differentiation to a market alive with the sound of marketing buzz for the likes of UiPath and Automation Anywhere. PAteam’s down-to-earth honesty gives enterprises confident guidance on their automation journeys. Its right-tool-for-the-right-job approach extends to the deployment of IDP in automation journeys and tailoring both CoEs and training to the on-the-ground needs of its clients.

PAteam is expanding and already boasts a range of big-name clients; it is actively Deepening these relationships and acquiring new customers leveraging the differentiation conferred by its NICE focus. PAteam has capability across RPA vendors; marrying its NICE focus with broader capabilities without diluting its strengths is certainly something to hone in on, especially as it expands into technologies beyond RPA across a range of powerhouse partnerships.

- **Founded:** 2016
  - **Key executives:** David Amir (Co-founder and Co-CEO), Jigar Patel (Co-founder and Co-CEO), Martijn Zuiderbaan (COO), and Assaf Roth (COO)
  - **Headquarters:** Ra'anana, Israel
  - **Other offices:** United States, The Netherlands, Poland, the United Kingdom, and India
  - **Funding source(s):** Private
  - **Number of clients:** 20+
  - **Number of employees:** 45+
  - **Notable clients:** MIT, FedEx, IKEA, City of Seattle, Charter Spectrum
  - **Technology:** In-depth knowledge of tools paired with an in-house R&D; strong relationship with RPA and cognitive automation vendors; process discovery, task mining and process mining; attended and unattended automation; IDP and AI/ML
  - **Enablement:** Training tailored to the organization and resources to go from basic to advance
  - **Operations:** Take over repetitive support and maintenance work, use scale and automation to efficiently maintain and support the operation
- Industry coverage:** Global multinationals across industries, including world-leading university MIT

### Solution portfolio

- **Consulting:** Sharing industry knowledge and best practices; advisory services in implementing automation
- **Strategy:** Setting automation vision and strategy, best-fit ways of working and setup

**Alliances:** NICE, UiPath, Automation Anywhere, AWS, ABBYY, Hyperscience

**Partners:** ConvergeOne, Beacon Hill Technologies, and Process Fusion



# 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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