



# HFS Hot Vendor: qBotica

Coverage initiated: Q4 2019

# 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: Elena Christopher, Erica Bisognano

qBotica wants to help enterprises drive future efficiencies using robotic process automation as a starting point. The company was founded in 2017 by technology leaders and technical architects with deep RPA experience. They saw first-hand the power of RPA as a solid foundation for process transformation and wanted to create a specialist firm offering clients a means to harness this potential. From inception, its focus has been on positioning RPA as a practical gateway to intelligent automation and artificial intelligence (AI) technologies. The nuance here is that there is a big difference between simply implementing RPA and building self-sustaining automation programs that can scale. qBotica leverages its experience to help clients establish and run effective baseline automation programs and then helps them scale to address more complex needs, often requiring additional tools to complement RPA such as optical character recognition (OCR), natural language processing (NLP), and machine learning. These additional resources drive enhanced capabilities with unstructured data, process intelligence, and exceptions management. This is qBotica's "automation ecosystem" approach, increasingly offered

as a challenger model.

qBotica offers services across the lifecycle of client needs—consulting, implementation, and management services supported by process discovery and ITIL (Information Technology Infrastructure Library)-based service delivery. They are technology agnostic, working across the "big three" RPA software vendors (Automation Anywhere, Blue Prism, and UiPath) as well as other established and up-and-coming players. qBotica is an active ecosystem player, regularly contributing accelerators and connectors to the various vendor bot stores and marketplaces.

In conducting due diligence with qBotica clients, HFS noted a consistent theme—its clients were "more focused on the strength of the project team rather than brand name" and cited deep technical, process, and governance knowledge. Clients also noted excellent knowledge transfer and training capabilities that contributed to self-sufficiency. qBotica's growth plans include continued expansion of RPA and RPA adjacent capabilities and increasing the market visibility of their brand.

## HFS' take

---

HFS has designated qBotica as a Hot Vendor due to its commitment to driving RPA and intelligent automation excellence. The RPA market is at a tipping point. Loads of enterprises have made some level of investment in RPA, but HFS estimates that fewer than 15% of them have achieved any level of scale. Enterprises need partners that can help them get past the initial implementation to achieve actual value. As we outlined in our recent [RPA Manifesto for the Next Seven Years](#), this requires that RPA strategy is tied to broader enterprise strategy and is supported by IT and business partnerships. While no vendor can create these conditions within clients, qBotica's experience baseline helps it identify clients that are ready for the next step. qBotica's challenger model works well with maturing clients. HFS also notes that qBotica has done a solid job of

building itself into a digital company, assembling an impressive advisory board, and actively giving back to the broader community through thought leadership and ecosystem contributions.

Growth imperatives for qBotica include continued expansion with existing and new customers, investment in marketing to help build its brand, and expansion of its partner ecosystem. Its partnership play needs to focus on the quality of solutions, not the number of partners, to bring best-of-breed capabilities to its clients. And critically, for a company building its reputation based on its depth of experience, it is hard to replicate its human knowledge assets. Thus, it needs to consider how it can drive its knowledge into tools and accelerators that will continue to delight clients and enable growth for qBotica.

## Vendor factsheet

---

- qBotica is a self-funded company founded in 2017
- Its key executives include former Syntel leaders Mahesh Vinayagam (CEO), Bejoe Mathew (VP, Operations), Hemali Shah (Chief Architect), and Prabhakaran Subramanian (Head, R&D) and new blood Dominic Bartola (CMO)
- Headquartered in Phoenix, AZ,

qBotica has locations in Chicago, Salt Lake City, India, and Canada

- qBotica has more than 10 clients, including Fortune 500 enterprises and global organizations such as CDW, OTR Capital, and Valley of the Sun United Way

## Solution portfolio

---

qBotica provides RPA and intelligent automation services, including automation consulting, development and implementation services, robot-as-a-service, and intelligent automation managed services.

## Industry coverage

---

qBotica supports a variety of industries including banking and financial services, manufacturing, automotive, government, non-profit, retail and logistics, and technology and communications.

## Partnerships

---

- ABBYY
- Automation Anywhere
- AntWorks
- Blue Prism
- Edgeverve (Infosys)
- Kofax
- NICE
- RapidMiner
- UiPath



# 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.

Read more about HFS and our initiatives on:  
[www.hfsresearch.com](http://www.hfsresearch.com) or follow  
[@HFSResearch](https://twitter.com/HFSResearch)