



# HFS Hot Vendor: XpertRule

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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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XpertRule is a software developer providing intelligent automation solutions that incorporate multiple AI capabilities to streamline and enhance the decision-making process. AI pioneers, including Akeel Attar, founded the company. Attar had studied and worked with Edinburgh University professor and UK AI pioneer Donald Michie. Michie, in turn, had worked at Bletchley Park (once the top-secret home of the UK's World War II codebreakers) with Alan Turing, popularly known as the father of artificial intelligence.

Earlier in 2021, the company reached a significant milestone with the launch of its patented [Viabl.ai](#), a no-code, intelligent digital decisioning and conversational AI software platform. Viabl.ai makes it possible to automate, track, and audit any complex workflow decision. Available on-demand and in the cloud, the software enables clients to easily automate complex decision making and sophisticated customer/ employee interactions.

The foundation of XpertRule's product offerings is the company's [Viabl.ai](#) low-code intelligent automation platform. The current product offering from XpertRule has two major components:

- [Digital Advisors](#) makes it possible to power deep "intelligent customer interactions" with employees, customers, and partners by digitally capturing, mining, and automating even the most complex of decision-making processes.
- The solution makes it possible to interact with users (outbound or inbound) using any contact channel chat, web, and voice. These conversations are powered by an intelligent inference engine that supports a wide range of automation capabilities, including decision automation, predictive analytics, and decision optimization. Automated workflow decision processes include underwriting, diagnostics, problem resolution, planning, customer retention, and negotiations.
- [XpertFactory](#) enables manufacturing companies to improve the quality of goods and increase uptime and operational efficiency while complying with environmental regulations such as Net Zero. The software is designed for engineers and manufacturing domain experts to easily interact with. This enables manufacturing companies to improve the quality of goods and increase uptime and operational efficiency while complying with environmental regulations such as Net Zero. The software transforms plant manufacturing by making it easy to digitally capture, streamline, and audit the decision-making process. By incorporating multiple AI capabilities, the software can proactively detect and respond to events, improving the quality and yield of manufacturing while leading to better overall equipment effectiveness.

XpertRule customers say that the tool has improved productivity, particularly speeding up processing and closing tickets. In many cases, XpertRule's capabilities have also helped to digitalize the customer experience, improving CSAT and NPS

(customer satisfaction) scores. In others, the automation platform captured technical knowledge from the mind of power users, creating scale and efficiency from information that in the past was only in the minds of a few people.

## HFS' take

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The ability to generate more data-driven decisioning and automate customer interactions is an important advancement in contact center operations. Our view is that conversational AI can automate some complex customer interactions, augment the agent's experience, and empower the agent to service the customer. XpertRule's Digital Advisors empower agents by improving their ability to perform more complicated tasks and increasing their certainty in their decisions.

XpertRule's solution set also impacts other parts of the organization, with its XpertFactory capability positioned to help manufacturers automate and digitalize their configuration capabilities.

In HFS' view, XpertRule is a Hot Vendor to watch due to its unique approach in putting decisioning at the heart of its platform.

The use cases for automated decisioning across XpertRule's client base are varied, showing that their tools have a wide breadth of capability across sales, service, and even industry-specific processes. XpertRule's digital advisor tool, in particular, aligns with our OneOffice™ vision to connect and elevate the employee and customer experience in tandem.

XpertRule joined in our June 2021 HFS OneOffice™ Digital Symposium, landing the title of Hottest of the Hot Vendors in a Shark-Tank-style shoot-out in which it pitched its value to an online crowd of business leaders. The company was up against five recently named Hot Vendors and secured the highest number of votes from the audience.

- **Founded:** 2005
- **Key executives:** Akeel Attar, Founder and CEO; Haider Attar, Founder and COO; John Clegg, CTO; Alex Bentley, CRO; Iain Crosley Director of Intelligent Manufacturing Solutions
- **Headquarters and delivery hubs:** Headquartered in the UK (Manchester) with sales and marketing capabilities based in the US.
- **Funding source(s):** Privately owned and profitable (looking to raise capital late 2021)
- **Number of engagements and clients:** 400+ large-scale enterprise customers
- **Notable clients:** SFR (France), Diageo (UK), Arneg (Italy), Wartsila (Finland), Hosokawa Micron (UK), Alexander Dennis (UK), Work and Income New Zealand, Marisa (Brazil), The Forest Practices Authority (Tasmania)
- **Solution portfolio:** Digital Advisors and XpertFactory are the company's two primary products.
- **Industry coverage:** Viabl.ai is an industry-agnostic platform. The company has clients in the manufacturing, financial services, telco (contact centers), and public sector industries.
- **Partnerships:**
  - **For Digital Advisors:** Emergence, Blue Prism, Digital Workforce, Capita, Robiquity, and Sykes
  - **For XpertFactory:** Booth Welsh, Siemens, Autodesk, Peak Technology Solutions, and Hosokawa Micron



# 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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