



HFS Hot Vendor:

AiRo

Coverage initiated: Q4 2021

# 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.

**Author: Khalda De Souza**

AiRo Digital Labs offers AI (artificial intelligence) and automation solutions to help the US healthcare and life sciences industries create value from their data. In January 2018, AiRo Digital Labs was founded by three executives with extensive experience in the healthcare and life sciences sectors and transformation initiatives. Their background is reflected in AiRo's offerings, which include strategic consulting services and solutions. The company has enjoyed 100% growth in revenues year on year.

Its proprietary IP (intellectual property) asset portfolio includes 300+ reusable HIPAA compliant (Health Insurance Portability and Accountability Act) assets tackling many of the day-to-day challenges facing healthcare and life science customers. This proprietary asset development focus is a key differentiator for AiRo Digital Labs, giving it near-instant credibility with target customers. It also means AiRo can deliver measurable business outcomes rapidly. For example, by using AiRo assets, a customer can implement an automated healthcare insurance claim process in just one week.

This immediate tangible benefit cuts through in these sectors, where senior leaders tend to be skeptical of any transformation project due to a perceived delayed return on investment (ROI). AiRo Digital Labs takes the time to ensure the customer has the right processes in place before implementing any automation. After a proof-of-concept phase that can last just a few weeks, the vendor then undertakes an RPA-readiness activity before applying any automation to the resulting business process.

Additionally, AiRo Digital Labs developed an innovative platform, OMNI. It is an enterprise upskilling platform designed to enable internal employees to learn entry-level AI-RPA (artificial intelligence and robotic process automation)

skills across the top 25 most popular tools and platforms in this industry via single sign-on access. AiRo also offers AiRoHub, which includes 300+ downloadable AI and RPA assets. CIOs are adopting this SaaS platform to launch their RPA Citizen Development program.

In addition to intelligent automation, AiRo Digital Labs also offers cloud, security, and data solutions with a keen focus on providing insights to support actionable decisions. Partners including Google, Microsoft, Automation Anywhere, UiPath, and Amazon Web Services span all these areas. Partners help enhance the AiRo Digital Labs' offerings and provide valuable access to prospective customers for the vendor.

AiRo Digital Labs has more than 200 employees, including a team of industry subject matter experts (SMEs) with 15 to 20 years of experience in their target industry sectors. Most of the business is in the US, but the company has worked with Indian and European clients, and it developed an Innovation Center in India. In the next 12 months, the vendor plans to expand its geographic footprint.

Customers are engaging with AiRo Digital Labs for various services. We spoke with one biopharmaceutical customer using AiRo Digital Labs for its offshoring capabilities to manage ERP (enterprise resource planning) applications and identify new opportunities to automate and improve processes. Another customer, a specialized healthcare provider, has just gone live with finance process automation and is already planning marketing and field operations automation based on proactive POCs presented by AiRo Digital Labs. Customers commend the vendor for its dedication and commitment to solving customer problems without constantly referring to the Statement of Work.

## HFS' take

---

We made AiRo Digital Labs an HFS OneOffice™ Hot Vendor because it makes end-to-end, outcome-focused automation quick and easy in a transformation-shy market.

The US healthcare and life sciences sectors are challenged with an overwhelming amount of data to manage. In addition to internal operations-related data, these sectors handle sensitive patient and drug research information. Managing this data and deriving important insights to enable faster and better decision-making is essential to remain effective and competitive in these industries. Improving and automating key processes is central to achieving this outcome.

Our research shows that US healthcare and life sciences organizations will increase their use of AI in the next 12 months to automate back-office, front-office, and industry-specific functions. The latter include innovation, strategy, and R&D areas. AiRo Digital Labs is in a good position to take advantage of services and solutions based on its in-depth experience and knowledge of the sectors.

It understands the main challenges of core processes used by US healthcare providers, health plans, and life sciences enterprises, and it has the experts and assets to support the delivery of rapid results.

The vendor has ambitious plans to strengthen its position in the market in the next 12 months with continued investment in its platforms, geographical expansion, and leveraging its partners for brand awareness. Its connection with communities to foster feedback on its solutions will be important.

If it is to continue its current impressive growth trajectory, AiRo Digital Labs should also aim to solve next-generation problems in healthcare. Examples include solutions that can improve health outcomes by influencing lifestyles, nutrition, activity, and so on. In addition, as well as competing with the bigger system integrators in this space like Accenture and Cognizant, AiRo Digital Labs may find that partnering with these players is a fruitful alternative go-to-market play.

## Vendor factsheet

---

- **Founded:** January 2018
- **Headquartered:** Chicago, Illinois, USA
- **Key personnel:** Dev Singh, Founder and CEO; Nitin Gera, Cofounder and COO; Sayak Das, Cofounder and CMO
- **Geographic coverage:** 90% in the US, with some international experience
- **Number of employees:** ~200
- **Funding source:** Privately owned
- **Customer target:** US healthcare and life sciences enterprises
- **Number of customers:** 40+

### Solution portfolio

- Low code “intelligent BPM (business process management)” platform for workflows, including data management, analytics, external collaboration, and connectivity to other systems and technologies. The platform can be deployed on cloud, on-premises, or in some form of hybrid. It is available in 20 languages.

### Strategic advisory and consulting

AiRo proprietary framework to help enterprises create AI business cases, roadmap, understand risks, and realize the value of AI

### Platform

- OMNI

### Industry coverage

- Primarily US healthcare and life sciences enterprises

### Technology partners

- **Artificial intelligence (AI):** Google AI, IBM Watson, Microsoft Cognitive
- **Robotic process automation (RPA):** UiPath, Blue Prism, Automation Anywhere, Power Automate, ABBY
- **Data AI:** Salesforce, Locobuzz, SAP, Microsoft Power BI, Epicor
- **Cloud AI:** Amazon Web Services (AWS), Rackspace, Google Cloud, Cloudaction, Azure
- **AI security:** Sequaretek, Teksecur



# 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)