



HFS Hot Vendor: Reveal Group

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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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Reveal Group is a pure play services firm specializing in robotic process automation (RPA) and broader intelligent automation (IA) technologies. The firm's business model is predicated on helping its clients achieve operational excellence through automation. A critical tenet of its approach is enabling its clients to develop their own internal capabilities to drive ongoing benefits sustainably and independently. Blue Prism is Reveal's technology change agent of choice, with their relationship dating back to 2014. While Reveal is a modest size firm compared to many of the consultancies and systems integrators it routinely competes against, it has achieved significant stature in the Blue Prism ecosystem, ranking as one of Blue Prism's largest global partners working with clients around the world.

Reveal Group was founded in Melbourne in 2005 to help clients accelerate their transformation programs by applying best-of-breed technologies. Its focus on enabling operational excellence and workforce optimization eventually led them to RPA in 2014. Their early RPA engagements convinced them of the need to establish an extensible technology baseline to enable future scale and sustainability. While RPA may be easy to implement and run in small or siloed settings, implementing and running scaled production operations requires a fit-for-purpose architecture and strong management and governance standards. Helping clients achieve this foundation for scale and enabling client self-sufficiency remain hallmarks of its business model today.

HFS' interviews with reference customers showed that clients largely chose Reveal based on its deep technical expertise, enablement model, and willingness to "listen rather than sell." One client lauded Reveal's "See One, Do One, Lead One" stepped approach to cultivating skilled internal resources. Reveal's training capabilities have also proven valuable to clients for training internal resources, and the availability of its "elasticity services," which offer skilled resources on demand for surge needs, has helped clients with their expansion needs.

The firm's plans for 2019 and beyond include relocating its headquarters to New York with additional geographic expansion in the US, Canada, the UK, and Africa; further expansion of its stature as a Blue Prism partner; and releasing some internally developed intellectual property (IP) such as its RoboReview tool, which automates the measurement of adherence to best practices. It is also expanding its technology partner aperture with other RPA partners and broader intelligent automation capabilities.

HFS has designated Reveal Group as a Hot Vendor based on its systematic approach to enabling customers to achieve sustainable and scalable business results through automation. While the firm has knowledge and visibility of broader technology change agents such as the various permutations of AI, it has made a conscious decision to leverage RPA as a gateway technology to enable its clients on the journey to optimized business operations and eventual digital transformation. The firm's strong technical and architecture chops combined with its approach of enabling clients to build and run their own automation environments helps yield effective baseline automation programs. HFS has seen many automation programs stalled by perpetual POCs, lack of internal talent cultivation, limited governance, weak change management, poor demand management, and minimal benefits tracking.

Mitigating these pitfalls requires enterprises to establish and run robust automation operating models; otherwise, the programs will wither once the implementation partner leaves. Reveal brings the benefit of its pure play experience with RPA, including an array of accelerators in its cache of internal IP, and post-departure health check capabilities to get enterprises on the right track and keep them there.

While Reveal has built its reputation as a Blue Prism specialist, as it expands its geographic footprint, it will increasingly encounter clients with other or multi-vendor RPA environments. Reveal has already inked partnerships with TrustPortal and UiPath to support this need. HFS recommends that Reveal allow clients' needs to help drive its product partnership strategy. The best practices it developed for Blue Prism RPA apply equally well to other RPA tech, too.

Similarly, Reveal's purest approach to RPA as a gateway technology should increasingly contemplate cognitive technologies to help expand the functionality of RPA. It is testing the waters with this approach through its partnership with ABBYY for cognitive capture. Helping enterprises effectively navigate the murky path to integrated automation is a gigantic opportunity.

Vendor factsheet

- The privately held and organically funded firm was founded in 2005
- Its key executive is Ian Couch, Founder and Managing Partner, an operational performance improvement specialist with former leadership roles at firms such as Accenture, Booz Allen & Hamilton, A.T. Kearney, and EDS
- Eighty percent of its approximately 110 employees are certified automation practitioners
- The company's headquarters are in New York with delivery hubs in Melbourne; Sydney; Brisbane; Adelaide; Auckland; Washington, DC; Atlanta; Toronto; London; Moscow; Johannesburg; and Cape Town
- Reveal Group has worked with more than 100 clients and has automated over 500 processes
- Marquee clients include Computershare, Telstra, Incitec Pivot, Air New Zealand, Aristocrat Leisure, Australian Federal Government, Celestica, First National Bank, JLL, National Australia Bank, and Qantas

Solution portfolio

- Robotic operating model (ROM) development
- Automation demand management and opportunity assessment
- Automation development services inclusive of build capabilities and mentoring
- Blue Prism platform and technical infrastructure design and architecture
- Reveal Group Training Academy
- Ongoing maintenance and support covering platform and production control with a 24/7 help-desk
- Blue Prism licensing

Partnerships

Reveal Group's key technology partnership is with Blue Prism (est. 2014) and includes Silver Delivery Certification, Gold Capability Certification, and Authorized Training Partner status. Others include ABBYY (2017), Atlassian (2013), AWS (2016), Microsoft Azure (2017), Shibumi (2018), Signavio (2019), TrustPortal (2018), and UiPath (2017).



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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