



HFS Hot Vendor: Robiquity

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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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Founded in Manchester, UK, in 2016, Robiquity started as a resource for quality robotic process automation (RPA) talent and training, with its founders hailing from the contract recruitment market. The company was initially aligned with Blue Prism, working closely with the RPA software company to help train its growing partner network. Sure, partners knew how to implement, but could they actually enable clients? Robiquity assembled a pool of talent who had cut their teeth at early enterprise RPA adopters, and, in turn, developed a strong curriculum of partner enablement content focused on post-implementation success. In the midst of enabling Blue Prism partners, it realized that it, too, could support clients, and it pivoted to become a service provider. Robiquity fixed its focus on directly serving enterprises rather than partners but retained a focus on collaborative enablement.

The last few years have been about careful growth and expansion. Early in its tenure as a service provider, the firm developed its “ScaleSafe” capability that allows clients post-implementation access to experts. It then added ATOM (automation target operating model) to help guide the journey.

This became the firm’s hallmark—teach clients to fish and drive value with RPA, but also support them on an ongoing basis with expert guidance and a clear objective. It is not outsourcing. It’s enablement. The firm added UiPath to its skillset in 2017 and proceeded to help various enterprises build their RPA programs. Functionality that complements RPA, such as cognitive capture or machine-learning-enabled decisioning, has been layered in via various tech partnerships.

In due diligence discussions with Robiquity clients, clear themes included its partnership approach, enablement, and “Big 4 value with the agile delivery of a start-up.” Clients recognize Robiquity’s role in enabling their programs, and they appreciate the security of the ongoing support and gradual taper.

The firm started 2020 with a bullet, acquiring AccelerateRPA, a UK-based UiPath specialist, and launching North American and Middle East operations. Automation stalwart Shaun Dawson joined as the CEO of North America in January. While the pandemic was not part of the plan, the firm quickly pivoted to help its clients flex and adjust while meeting a stream of new demand for nimble automation solutions in a world forced to prioritize digital interactions.

HFS' take

HFS has designated Robiquity as a Hot Vendor because of its commitment to the effective scale of automation. Despite the massive hype around RPA, the reality is that it is best characterized as heavy adoption and low scale. HFS research shows that the [pre-pandemic baseline for RPA scale](#) was an anemic 13% of enterprises. If the pandemic has done anything, it has put a fine point on the haves and have nots of automation capability and created the perfect burning platform for meaningful growth. Robiquity's customer enablement approach supported by its recent expansion is helping the firm to better address existing customers' changing needs, new greenfield opportunities, and new opportunities with clients with existing but stalled programs.

As the pandemic thunders on, Robiquity will be smart to ensure its work with customers, particularly new opportunities driven by pandemic needs, are contextualized in their clients' broader business strategies. Enterprises are staring in the face of a tough balancing act, retaining and extending the digital gains they're making during the pandemic with the economic uncertainty of a looming recession. Cost and efficiency will no doubt be back on the table as critical drivers. Robiquity's enablement approach needs to pivot accordingly.

Vendor factsheet

- Founded in 2016 by Chris Wright, Jack Rimmer, Thomas Gardner. Chris serves as the global CEO, complemented by Shaun Dawson in North America
- The firm is headquartered in Manchester, UK, with operations in Palo Alto, CA and Dubai, UAE
- The company is privately owned by the founding team and select employees
- Robiquity has 50 clients, including Jaguar Land Rover, Loblaws, BDO, Finastra, Pets at Home, Swinton Insurance, and Co-op Group

Solution portfolio

Robiquity's offerings include intelligent automation advisory and delivery capability, vendor selection, and training. These are supported by its ScaleSafe and ATOM methodologies.

Industry coverage

The firm supports a cross-section of industries including retail and CPG, automotive, banking and financial services, insurance, and technology.

Partnerships

Key technology partners include UiPath, Blue Prism, XpertRule, ABBYY, Automation Hero, and Trust Portal.



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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