



# HFS Hot Vendor: SiriusIQ

Coverage initiated: Q4 2018

# 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.

## Q4 2018

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SiriusIQ sprung to life five years ago with a mission to create new patterns of solving old data problems across enterprise operations. Over the last few years, this Delaware-based startup developed a comprehensive technology suite using natural language, deep learning, analytics, and bots to help clients tackle data and workstream challenges for a variety of use cases.

At its essence, SiriusIQ offers clients a way to drastically improve how data moves in their technology environments, particularly between on-premise ERP systems and the cloud. This flexibility makes its product especially suitable for cloud data migrations, workflow orchestration across multiple technology platforms, data integration during mergers and acquisitions, and data privacy initiatives such as GDPR compliance. SiriusIQ's natural language interface is purposefully built to quickly and easily respond to a business user's queries across its many functions. Quinn is the face of this NLP-based interface, acting as a "digital director" to orchestrate tasks and switch between activities that need readers, thinkers, writers, and talkers. This orchestration layer integrates workflow activities among systems, bots, and humans, depending on the use case.

SiriusIQ's design architecture is forward thinking—built for speed, scale, and on-the-fly adaptation. It built its workflow engine on a collection of microservices that can be extended as needed for different client scenarios. Data migrations are especially accelerated by this, as different microservices read and write data between locations independently. Further, workflows use deep learning and telemetry to determine the best possible path for the task at hand. For example, when a client creates a new workflow, SiriusIQ's engine compares how the microservices and data flows are executed with historical instances and implements the best performing paths. It also retires slower services and allows developers to tweak exceptions and add back the knowledge to the deep learning model for future-path determination. In short, SiriusIQ's technology continually learns how to best move enterprise data and orchestrates services intelligently to allow faster data migrations and queries.

## HFS' take

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SiriusIQ's approach to delivering intelligent automation to the enterprise is progressive for three main reasons:

- The workflow engine is a great example of the emerging breed of self-tuning systems
- It doesn't add to technical debt; some automation products do
- Its adaptability also makes it suitable for any number of client scenarios

Therein also lies one of the challenges—being pigeonholed as a data migration tool might inhibit SiriusIQ's prospects. It will need to double down on proving out its capability as a broad, intelligent automation technology, with clearly outlined use cases. Additionally, SiriusIQ's product is complex. The company will need to evolve a simple way to explain its value proposition to increasingly non-technical business stakeholders that are driving intelligent automation adoption.

## Vendor factsheet

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- Founded in 2013
- Privately held with no external funding
- Based in Newark, Delaware
- Team of 11-50 and growing
- One of the four start-ups chosen by IRPA AI's Artificial Intelligence Incubator Accelerator (AIIA)

## Solution portfolio

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SiriusIQ's software product, including Quinn AI, is available through the following offerings:

- GDPR compliance solution to manage data securely
- Merger and acquisition solutions, where Quinn AI software can handle transition seamlessly and effortlessly with 99.95% data fidelity
- Digital Migration Factory, where Quinn AI software handles data safely and efficiently

## Industry coverage

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SiriusIQ's current clientele spans multiple industry verticals including healthcare and professional services.

## Partnerships

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- Strategic partnership with Microsoft—SiriusIQ's product leverages Azure Service Fabric and a host of other Azure services; the company is part of Microsoft's One Commercial Partner ISV program, Co-Sell
- Partnership with technology advisory firms including EY and Accenture for joint go-to-market to enterprise clients



# 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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