



HFS Hot Vendor: VuNet Systems

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.

VuNet Systems

Q4 2021



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VuNet Systems (pronounced “view-net”) provides a platform for IT operations management. Broader than IT services management (ITSM), it aims to offer a full-picture view across IT infrastructure, apps, functions, and processes. It facilitates predictive maintenance, allowing clients to spot issues before they become damaging and to maintain application and system up-time.

The platform’s modules include cloud and infrastructure monitoring, log analytics, and business journey mapping. Business analytics and AI capability are built into the platform and its modules; customers use them to glean new insights about everything VuNet views, reducing incidents, optimizing processes, analyzing KPIs, assessing user experience, and more.

VuNet was founded in 2014 by a group of former Infosys engineers. VuNet is now part of the Microsoft accelerator program (an ecosystem designed to support start-ups in their scale-up), part of Cisco’s start-up program LaunchPad, and a member of the Deep Tech Club at NASSCOM (a program designed to leverage deep technology to solve global challenges).

Broader partnerships include several Tier 1 and Tier 2 system integrators. Its customers are predominantly in India, with a few in the Middle East; the majority are in banking, financial services, and insurance (BFSI).

We spoke to customers at AU Small Finance Bank (an Indian scheduled commercial bank) and Hitachi Payments, a payments solutions giant. Both customers attest to the value VuNet is delivering in predictive maintenance throughout their IT operations and in keeping

apps and systems up and running. They praise the ability to identify problems before they impact the customer experience and value the platform’s analytics and AI capabilities. AU Small Finance Bank has integrated more than 40 apps into VuNet’s platform, resulting in 75% optimization in time to identify incidents; VuNet is a key enabler in the bank’s journey toward achieving its vision of a 50% reduction in app downtime throughout its tech stack.

Both customers plan to expand their relationships with VuNet and make more use of its analytics and AI capability going forward, in part to determine exactly what preventive actions to take, in addition to the existing ability to identify the problems at hand (and their solutions). Customers say VuNet’s approach to working across systems and providing a unified view solves the challenge of trying to manage disparate systems. VuNet’s approach and customization make it easier to bring data and domain understanding to heterogeneous data ingested and allows customizations on dashboards with programmable alerts, which customers welcome and praise.

Customers add that the support and dedication they enjoy are characteristic of the above-and-beyond efforts by many up-and-coming vendors. VuNet’s senior leaders and technical experts embody this, making time for customers and ensuring the necessary support is always provided. Customers praise that approach, the outcomes it achieves, and the quality of technology VuNet offers. Tech is developed in-house, and through its Microsoft partnership, it is also deployed in a cloud model. An on-premise offering is also an option.

HFS' take

VuNet is designated an HFS OneOffice™ Hot Vendor for linking IT and business outcomes, providing a platform for IT and business teams to work more closely together. Visibility is so often the barrier to performance—from IT to supply chains and sustainability. VuNet combines visibility with emerging technologies such as automation, analytics, and AI—in true HFS Native Automation style—to pursue outcomes and solve problems. VuNet's customer focus and the value it places on relationships come through clearly in the stories its customers tell.

Impactful next steps for VuNet will be to continue to embed automation, analytics, and AI capability in its platform and to develop

new offerings and case studies from their use in combination. Based on deepening experience in the BFSI space, VuNet is approaching a point where it can develop blueprints that include this experience in the form of KPIs, predictions, insights, and more. As well as expanding its customer base and brand awareness beyond India and in industries beyond BFSI, VuNet should expand its partnerships with service integrators and other tech and service providers (for example, integrating with enterprise-wide platforms), targeting a mix of large, mid-tier, and pure-play providers of all sorts—which will help to expand its geographical and industry footprints.

Vendor factsheet

- **Founded:** 2014
- **Key personnel:** Ashwin Ramachandran, Cofounder and CEO; Bharat Joshi, Cofounder and CPO; Jithesh Kaveetil, Cofounder and CTO
- **Headquarters:** Bengaluru, India
- **Funding:** Seed funding through private investors
- Clients include a large financial regulatory body, one of the largest private banks, one of the largest payment gateways, one of the largest asset management companies, one of the fastest-growing mid-tier banks, and several public banks, financial product OEMs, and financial institutions.

Solution portfolio

- vuSmartMaps is VuNet Systems' IT operations management platform incorporating business analytics and AI capability. It is provided in a SaaS model and can be deployed on the cloud (Azure) or on premises. The product portfolio consists of three core products: vuInfra360, covering infrastructure monitoring; vuLogX, covering log analytics; and vuBJM, covering business journey mapping for transactions.

Industry coverage

- Centered on the banking and financial services industry, it is broadly applicable to IT operations in other industries, such as retail and manufacturing.



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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