



HFS Hot Vendor: Vuram

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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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“Vuram” is a Tamil word that implies “nourishment.” Vuram was founded on the basic principle of nourishing people, both employees and customers, as they work together to redefine manual and automated workflows, with humans in the loop (HITL) where necessary. The working model focuses on making changes in incremental phases with many engagements measured in weeks, with most engagements leading to further engagements to continue. The primary technology focus areas are business process management (BPM) and robotic process automation (RPA).

While all employees (including account managers) have technical capabilities, one of Vuram’s core principles is that all problems are not technical; some problems have very simple answers. Vuram aims to deliver solutions with an approach beyond implementation services into strategic consulting with return on investment (ROI) models and brings insights on many touchpoints from its experience on other engagements.

Vuram strives for 100% customer success with intelligent low-code automation services and solutions; its customer satisfaction score at the time of writing is 86.67%, with a 90% repeat business rate. Although there are

some big logos on its books, Vuram sees its sweet spot sitting with midsize organizations. It is in high-growth mode and enjoying an average growth rate of 115%. Vuram’s approach is being well received in the market. One customer, Triad, achieved instant employee cost reduction, 30% faster turn-around, and 40,000 fewer emails within 18 months of go-live.

HFS’ conversations with Vuram clients confirmed that Vuram delivers a good blend of size, scale, and personalized service, meaning it gives more attention and personalized service than a large services provider and is more cost-effective than a boutique consultancy. The customers we spoke with began working with Vuram on the strength of Appian’s recommendation. One customer has been working with Vuram since 2015 and is very satisfied with results obtained across upwards of 25 digital automation projects delivered to date using Appian and Blue Prism, citing a \$200,000 cost optimization saving. Another of the clients that we spoke with for this assessment said, “Everything is working perfectly, there’s nothing that tells us we need to shift to another vendor, this is a successful relationship.”

While clients were impressed with the strong relationships in place with this vendor, there are some opportunities for Vuram to develop further, too; for example, speeding up the domain expertise portions of the project onboarding process and diversifying the organization's overall skill sets (e.g., integration capabilities with other systems).

Clients were quick to call out the quality of technical skills and praise Vuram's deep bench, giving it the ability to switch resources in and out quickly, depending on the needs of the project. One client is keen to apply the flexibility of the Vuram model to relationships with other vendors.

HFS' take

HFS recognizes Vuram as an HFS Hot Vendor because its approach to process automation is very much in line with HFS' thinking that the challenges that organizations face in digital transformation and automation are often not technology related. The so-called "soft" factors, the people and process factors in particular, are often overlooked. Culture, talent, and managing change are the areas we see surface repeatedly as the obstacles to progress.

Vuram's willingness to engage in small projects makes it easy for customers to engage, experiment, and proceed on an incremental basis. Furthermore, its willingness to engage with outcome-based models further reduces the risk and increases comfort levels associated with moving forward into uncharted territory.

Vendor factsheet

- Founded in 2011, headquartered in Chennai, India and privately owned, Vuram is led by CEO Venkatesh Ramarathinam
- Globally, Vuram has offices in six countries: Australia, Canada, India, Mexico, the Netherlands, and the USA
- With 500+ consultants on board, Vuram has built 750+ applications for 100+ customers across 18 industry verticals. Vuram carries 100% customer references
- Some of Vuram's notable customers include Discovery Inc., Brown Brothers Harriman, and AllanGray
- As of 2020, Vuram ranks tenth among India's top 50 Great Mid-size Workplaces, certified by the Great Place to Work Institute

Solution portfolio

Vuram's "hyperautomation" services encompass business process management (BPM), process mining, process re-engineering and implementation, robotic process automation (RPA), artificial intelligence (AI), document processing and OCR, and analytics across domains such as consulting; design, development, implementation; quality; Center of Excellence (COE); user experience design; and support.

Vuram has also developed several plug-and-play solutions across verticals. Some of the solutions from its portfolio include:

- **Contract Management System:** A template-based solution to effortlessly generate, organize, collaborate, review, store, and track contracts across departments
- **Sales Connexions:** A CRM solution for managing customer relationships for improved sales growth
- **Rapid Claims:** An intelligent, end-to-end, agile property insurance claims management system for hassle-free process claiming and settlement

- **Vuram Automation Testing Tool (VATT):** An automation testing tool that uses an intelligent hybrid framework to achieve 100% automation and perform end-to-end functional testing for Appian applications
- **Log on the Spot (LOTS):** An Appian-powered IoT device for dynamic incident reporting and management
- **Card Dispute Management System:** A solution to handle the entire dispute cycle, including write-offs, representations, and charges

Vuram engagements are delivered using a hybrid model of nearshore, onshore, and offshore delivery capabilities. It achieves its delivery via three units: Center of Delivery Excellence (CODE); a SWAT team for incubation, innovation, and exploration; and a Solutions unit to build vertical and horizontal solutions with accelerators and reusable modules.

Industry footprint

Vuram clients are spread across 18 industries; key sectors include banking and financial services, insurance, and healthcare among others.

Partnerships

Vuram has technology partnerships with Appian, Blue Prism, and UiPath. Vuram has been a well-established Appian award-winning global trusted partner for more than nine years.

Additional product expertise areas include extract, transform, load (ETL) solutions and business intelligence (BI) solutions spanning Power-BI, Tableau, Microstrategy, Talend, Informatica, and Amazon Snowflake. Vuram also carries expertise in Google's Doc.AI and ABBYY's optical character recognition (OCR), specializing in both template-less and template-driven invoice processing.



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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