



HFS Hot Vendor: Wovenware

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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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AI remains among the most overhyped discussions across the industry. All too often, you will find two things: first, there is an incredible amount of hyperbole and aspirations focusing on technology pipe dreams, and second, the conversation is often reduced to either chatbots or machine learning and data problems. Rather than spinning stories, Puerto Rico-based consultancy Wovenware focuses on the outcomes it has delivered.

Having the experience to draw on helps. So does having a company culture built on software development. Wovenware was founded in 2003 with a focus on applications where integration was difficult, especially in regulated industries such as financial services, insurance, healthcare, and government agencies. With the emergence of Big Data discussions, Wovenware expanded its capabilities to data management and, perhaps unsurprisingly, landed at AI as its true differentiation.

In its early days, it was more of a nearshore provider, but with increasing maturity came expansion with offices across the US. What sets Wovenware apart in a very crowded space is that it blends service design, software development, emerging technologies, and, especially, a broad gamut of AI technologies. While it is probably described best as an AI consultancy, its value proposition focuses on data transformation.

Its biggest cluster of AI capabilities focuses on computer vision and extends far beyond the many OCR discussions we have seen as part of the RPA hype. Rather, Wovenware can deal with complex challenges such as object detection in satellite images. It pushes the envelope on innovation with deep R&D rather

than just integrating a couple of low-level machine learning modules from the hyperscalers. The other strand of differentiation is around the integration of service design and software development. This means mainly two things. First, many projects start with design thinking workshops. Second, Wovenware is building its own data and AI models. A walkthrough of its key solutions double-clicks on both differentiators.

- **COVID-19 testing solution:** Holistic approach from design thinking to software development and data model adaptation. The key lies in adapting the data models to a continuously changing environment.
- **Computer vision in intelligent automation scenarios:** Extract government contract information from tables, forms, and supplemental text in PDFs through OCR (optical character recognition) automation and deep learning. Capabilities go beyond object identification of structured documents like invoices that IDP (intelligent document processing) tends to focus on.
- **MLOps pipeline automation:** Proprietary machine learning automation to support data ingestion, training, inference, and performance metrics of computer vision and predictive analytics models. Fully open-source-based and platform-independent, this is about automating the re-training of algorithms and linking data models to computer vision.
- **Computer vision on the edge:** Taking the inferencing to the edge, for instance, to the browser. Wovenware developed a Chrome plug-in that performs inferencing, which uses a neural network to provide insights after it has been trained.

HFS' take

HFS has designated Wovenware as an HFS OneOffice™ Hot Vendor because it stands out in the noisy world of AI with an outcome-centric, consultative approach blending a broad set of AI approaches with software development. Many clients still don't understand where and how to start AI projects; it is here where the thought leadership of Wovenware cuts in. It uses thought leadership articles as its main marketing approach, demonstrating how it can build the complete AI lifecycle from service design and problem solving to bringing in data and data labeling teams when required. When built, the data models are handed over to the engineering teams looking at application issues such as APIs. At the same time, they are jointly going

to market with clients such as Maxar. Wovenware has proven it can acquire marquee clients with highly complex requirements.

The next phase of Wovenware's development is to boost brand equity and scale by accelerating the sales cycle. Therefore, it needs to complement its focus on thought leadership with broader narratives that allow its sales teams to engage with prospects without always having the luxury of drawing on Wovenware's executive team. These narratives must also express the unique company culture that clients can draw upon. This culture blends the company's software heritage with an R&D mindset, which is leveraged in a consultative way to advocate a holistic approach to AI.

Vendor factsheet

- **Founded:** 2003
- **Key executives:** Christian Gonzalez, CEO and Founder; Carlos Melendez, COO and Cofounder; Dana Montenegro, CDO; Miguel Moreda, CFO
- **Headquarters:** San Juan, Puerto Rico with an office in St. Louis, Missouri, USA
- **Funding source:** Private company, privately funded
- **Number of customers:** 50+, including Abarca Healthcare, Maxar Technologies, Inter Metro, Claro, and KillBill

Solution portfolio

- **Nearshore software development:** Software engineering, native cloud solutions, application modernization, mobile applications

- **Artificial intelligence:** Custom predictive algorithms, machine learning, computer vision, data labeling, chatbots
- **Strategy and design:** UX, UI, product strategy, service design, customer experience

Industry coverage

- Healthcare, telecommunications, government, technology, banking and financial, e-commerce, insurance, and other regulated industries

Domain coverage

- Digital transformation, automation, innovation consulting, application development and modernization

Technology partnerships

- AWS, Microsoft, NVIDIA



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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