



HFS Hot Vendor:

Nividous

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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.

# Bringing outcome-focused business process automation to the mid-market

Author: David Cushman

Nividous brings a born-business-process approach to end-to-end automation with server-based licensing and low-risk engagement models to appeal to the mid-market.

A hybrid product and services business based in Mumbai, India, Nividous has been running for 10 years and has offices in the US and the UK.

It started life as a robotic process automation (RPA) provider and has since expanded to include business process automation and intelligent document processing on a platform with built-in artificial intelligence (AI).

Founders Kaushal Mashruwala and Shveta Desai have a background in business process management. Both spent time with business process management (BPM) industry leader Savvion (now part of Aurea), giving them insight into and focus on the end-to-end outcome value of what automation can achieve.

Today, 265 employees have delivered more than 550 automated processes for more than 82 customers, including Maruti Suzuki (India's largest automotive manufacturer), Freedom Mortgage, and Unilever.

While those marquee names provide validation, most customers fall in the mid-market with revenues of \$100 million to \$10 billion. Nividous usually pitches business users with little experience in the possibilities of automation technologies, making the focus on outcomes even more important.

Nividous responds to this market with solutions and frameworks intended to help nervous executives get to value fast, including solutions for accounts payable and invoice processing,

service desk automation, revenue cycle management for healthcare, new customer onboarding, policy renewal and payment reconciliation for insurance brokerages, and bank statement reconciliation.

Each solution will deliver 60% to 70% of what may be required to automate an individual company's particular ways of working. Nividous tailors the remaining 30% to 40% to clients' processes to fit their needs.

Nividous has no minimum volume demands, and it has a quick-start process acknowledging many of the mid-market companies it will work with do not have the necessary technical experience in-house. The quick-start process includes initial workshops, supporting a center of excellence, and a commitment to stay throughout implementation and through to initial deliveries to ensure value gets created. Better still, Nividous does not take payment unless and until its customer is happy with the value outcomes it receives.

That commitment is proven by the case of New Jersey-based All Chemical Transport Corp. Consultants helping General Manager Anthony Coruccini manage an explosion in demand for sales order intake handling recommended Nividous. Order intake handling was not a standard data-entry task. The one person best equipped to handle the nuances had long since reached capacity. Working together with its client, Nividous mapped processes and delivered process automation to handle the top 10 All Chemical clients, accounting for 78% of the volume. One success led both to payment and seven other processes being automated over 14 months. Nividous delivered all automations remotely.

This was Coruccini's first experience with automation. Nividous provided a dedicated team that quickly became familiar with the company's ways of working and around-the-clock responsiveness. He has been delighted with the outcomes. The advice he offers others embarking on initial projects with Nividous is to start small, with a straightforward project such as transferring legacy data. His advice to Nividous is to keep the communications clear and simple.

Satish Dave, CIO at eyecare provider AEG Vision, agrees, but he says the benefits are big if you can be clear about your needs with Nividous. He has used its products and services in the last three private-equity-backed ventures he has been involved with to automate sometimes-complex processes and provide business telemetry to steer increased efficiencies and profitability.

## HFS' take

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We identified Nividous as an HFS OneOffice™ Hot Vendor for extending the promise of outcome-led, end-to-end business process automation to the mid-market. We applaud the risk-reducing approach it offers with its deal structure and wise intent to start small and then help clients scale the value they find in business process automation.

To continue to scale, Nividous should extend its solutions and frameworks library. Larger rivals already have similar plans for targeting out-of-

the-box approaches for both functions and industries. Interoperability will be vital, too, ensuring its platform plays well with others.

Nividous plans to target more large enterprise customers, and it will need strong ties with the biggest systems integrators to pull that off. First, it should weigh the pros and cons. Focusing on the hotly contested enterprise market will divert effort from its mid-market success. It must carefully manage resources to achieve both.

## Vendor factsheet

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- **Founded:** 2011
- **Key executives:** Kaushal Mashruwala and Shveta Desai (Co-founders), Alan Hester (President)
- **Headquarters:** Mumbai, India
- **Funding:** Nividous is privately funded
- **Clients:** 92+ clients
- **Employees:** 265+ employees
- **Notable clients:** AEG Vision, Freedom Mortgage, Maruti Suzuki, Unilever

### Solution portfolio:

- Studio: Design code-free automation
- RPA bots: Attended and unattended
- Smart bots: AI-enabled automation
- Control Center: Deploys and manages bots, human bot orchestration, dashboards, analytics, reporting

**Industry coverage:** Healthcare, insurance, banking and financial services, manufacturing, life sciences, logistics

**Technology partnerships:** Bizagi, IBM, AWS

**Implementation partners:** 30+



# 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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