



HFS Hot Vendor:

LatentBridge

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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.

Solutions to accelerate automation beyond the proof of concept



Authors: Hridika Biswas, Reetika Fleming, David Cushman

Founded in 2018, LatentBridge is an automation solutions business set up to help enterprises start their automation journeys faster and accelerate them. The founder decided to build their own business after getting tired of witnessing many automation programs failing to get beyond the proof-of-concept (POC) stage.

LatentBridge's offerings include products and supporting professional services aligned to the needs of companies embarking on and scaling their automation journey. LatentBridge systematically identifies and develops products to promote wider and deeper adoption of automation technologies. During its first two years, while developing its automation platform and products portfolio, the company delivered automation services, helping companies make the right automation choices and supporting them through their journey. Now those services focus on onboarding businesses to their products.

The company's vision from the start was to make automation accessible, adoptable, and scalable and to think less about the technology and more about delivering the process with the best tools for the job.

LatentBridge's Albai, a proprietary platform, offers process discovery, intelligent process automation (IPA), intelligent document processing (IDP), and performance insights. Albai has a pay-as-you-go option to optimize the using third-party licenses, scaling up and down as demand dictates.

To accelerate your internal automation agenda, LatentBridge offers Navigo, a process discovery and transformation planning product. It

crowdsources initiatives with your teams, maps these against your automation goals, and helps answer industry-related questions to get you started. Once identified, the opportunities can be modeled in-depth by process owners. Best-practice templates are offered alongside exception scenarios, sub-processes, and workflows.

The adoption of the Albai platform is easy because it works with most enterprise automation tools. It comes with Automation Cockpit, an automation management interface that provides automation telemetry via an in-house business intelligence suite.

HFS analysts spoke to two LatentBridge clients—a large bank in the UK and a large BPO consultancy firm. The bank mentioned that the biggest impact was a successful settlement pre-matching process, which reduced a large amount of work to the equivalent of 25% of the team's capacity. The consultancy firm started working with LatentBridge in 2022 to avail itself of the professional automation services and gain from the skillsets and tech on offer. It established an automation center of excellence and launched its first successful project by mid-year, enabling rapid cost savings. The program director estimates that LatentBridge cut set-up time by half a year.

Customers identified flexibility, responsiveness, and a dynamic and evolving team of top-of-the-line developers and analysts as core strengths. According to its clients, LatentBridge's development areas include improving communications to ensure all parties are regularly updated.

HFS' take

We have named LatentBridge an HFS OneOffice™/OneEcosystem™ Hot Vendor for its focus on accelerating the automation journeys of enterprise customers, just as HFS data (released at our September 2022 NYC Super Summit) shows automation is back at the top of the corporate agenda. While enterprises are keen to automate, many describe themselves as automation beginners, needing the kind of support LatentBridge can offer.

To take advantage, LatentBridge should work on clear messaging aligning with this obvious market need.

Building out its partner ecosystem will support its plans to grow its customer base. Focusing on greater traction with its product offering will support ambitions to scale.

Vendor factsheet

- **Founded:** 2018
- **Headquarters:** London, United Kingdom
- **Key personnel:** Hema Gandhi (Founder & CEO), Shankar Sundaram (COO), Venkatesh Ramasamy (Head of Technology and Platform)
- **Number of employees:** 100
- **Funding sources:** Seed Funding by Innvotec, Female Ventures Fund (April 2021); amount is undisclosed
- **Partners:** Enate, UiPath, Automation Anywhere
- **Domains:** Retail and corporate banking, capital markets, asset and wealth management, retail, supply chain management, legal, finance and accounting, services
- **Solution portfolio:**
 - Navigo, a process discovery and transformation planning product
 - Setts, Automated Settlements Pre-Matching for capital market firms
 - Albai, an automation ecosystem that seamlessly integrates diverse technologies
 - Contractz, intelligent contract lifecycle management for the legal industry



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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