



HFS Hot Vendor:

meta:proc

Coverage initiated: Q3 2022

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.

Convergence in automation



Author: Tom Reuner

meta:proc advocates resetting automation discussions to end-to-end automation, a commendable but challenging endeavor given the noise in the market and that many automation discussions focus on task automation and task mining. The core value proposition focuses on offering a holistic approach to automation that comprises BPM (business process management), process orchestration, and automation management capabilities while having a proprietary RPA (robotic process automation) toolset to drive execution.

The company was spun out of German IT consulting services company [cyber:con](#) in 2017, leveraging RPA as a landing patch and initially focusing on German-speaking markets. cyber:con offers a broad set of services in Germany focusing on e-commerce. cyber:con revenues have enabled meta:proc to run the business bootstrapped. It has taken a cautious approach, especially while navigating the pandemic's impact. While meta:proc leverages RPA as a landing pad for broader process automation, it is conscious that the end-to-end concept does not yet fully resonate with many of its potential customers in Germany. That holds especially true for mid-market clients in the German *Mittelstand*. Thus, the company uses thought leadership on RPA as its main marketing lever. Where it gets traction, it aims to engage with stakeholders around meta:proc's broader automation capabilities.

While clients want to engage around outcomes, the differentiation from a technology point of view is that the platform is built on a peer-to-peer rather than a client-server architecture. The entire meta:suite platform works on distributed devices with no server infrastructure required. In meta:proc's view, this approach provides higher

stability for the platform and allows automatic incident management. More fundamentally, the approach doesn't require an agent to trigger an action; over time, it can be the pathway to more autonomous automation. This architecture makes it easy to scale out the agent network simply by adding additional agents with a few clicks. Agents can also take new capabilities from centralized data sources such as process libraries or virtual toolboxes.

meta:proc's strategy is to offer a holistic automation platform that clients can use to build an automation factory. The architecture allows for flexible integration of third-party systems, including process mining tools and data extraction and annotation tools to provide structured data from unstructured text to reuse existing automation or simplify smooth migrations. A data exchange bus between all those components enables deeper value realization versus traditional automation approaches. Interaction with applications or back-end systems is realized via an abstraction layer, decoupling the process designer (user) from the technical layer.

The core capabilities of the meta:suite platform are focused on dynamic worklist management. Virtual agents autonomously select the order of work. Over time this will be expanded to an independent creation of new work orders by the virtual agents. The North Star is an autonomous selection of automation approaches by virtual agents. Furthermore, also on the roadmap, meta:proc intends for agents to deal with incident management and anomalies autonomously. It has also planned for data ingestion with optical character recognition and intelligent data processing tools.

HFS' take

We name meta:proc an HFS OneOffice™/ OneEcosystem™ Hot Vendor as it takes on two of the biggest challenges with automation deployments. First, it demonstrates that it can scale its deployments on an industrial level. Second, it endeavors to refocus the automation discussions on process automation rather than confining the deployments to task automation and employee productivity.

Clients reference these ambitions by outlining highly scaled automation. Crucially, they are not pointing to a high quantity of bots but rather to high levels of automation, a broad array of processes covered, and very responsive technology. They further appreciate that meta:proc is trying to help them to become self-sufficient rather than cross and upselling products and services.

As it accelerates its corporate development, meta:proc needs to double-click on marketing and a focused partner strategy. Its differentiated value proposition mandates a clear articulation of outcomes and how it competes or cooperates with the many players in the intelligent automation ecosystem. Similarly, the incumbents in RPA, process intelligence, and beyond only succeeded by partnering with the Big 4 and leading automation pure-plays such as Symphony and Roboyo. Lastly, as RPA is meta:proc's landing pad, it needs to evolve its narrative as the market is shifting toward broader capabilities.

It is refreshing to see glimpses of a different pathway to accelerating digital transformation. We look forward to hearing more from meta:proc's customers on their progress with their respective transformation journeys.

Vendor factsheet

- **Founded:** 2017
- **Key executives:** Oliver Runge (Founder), Mika Göckel (Founder & Managing Director), Tim Pärisch (CTO), Alexander Steiner (Sales)
- **Funding:** Self-funded
- **Headquarters:** Cologne, Germany
- **Number of customers:** 2
- **Key client:** Deutsche Telekom
- **Solution portfolio:** Tool Vendor, front and back-end automation (end-to-end automation fabric)
- **Industry coverage:** Current focus on telco, customer service center, insurance, logistics



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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