



HFS Hot Vendor:

Worksoft

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.

# Pushing ecosystem credentials in automation



Author: Tom Reuner

HFS helped to give birth to robotic process automation (RPA), yet we've sung many swan songs. Unrepentantly, the RPA community is trying to reinvent itself as artificial intelligence (AI) while process intelligence is trying to steal its limelight. We must move the automation discussion back to outcomes. Looking through a narrow RPA lens at organizations' automation requirements will lead to more disappointment and organizations failing to capture value from their investments.

Against this background, the discussions with executives from Worksoft were a breath of fresh air. With a core focus on end-to-end business applications, including SAP, Oracle, Salesforce, Workday, SuccessFactors, and ServiceNow, Worksoft is used to understand, de-risk, and automate the full lifecycle of a business process.

Worksoft is undergoing a major transformation. It was founded in 1998 to focus on test automation for complex ERP deployments. It found broader market recognition for providing complex test automation for SAP deployments. As executives noted, "We were known as the leader in end-to-end business process testing for SAP." Accelerated by a change in ownership, Worksoft is expanding into adjacent market segments with process intelligence and RPA as the key investment areas. As the team put it, while they are a 20-year-old company, they now feel like an emerging start-up trying to build in a whole new space.

Thus, Worksoft has evolved from a poster child for test automation to a broader value proposition of business process transformation. It released the Connective Automation Platform 18 months ago and introduced process intelligence enhancements in September last year. Its customers were looking for ways to expand its

core automation capabilities, so Worksoft enhanced its process capture capabilities, added process analytics, and built integrations with market-leading process mining tools like Celonis. This expansion led to a re-evaluation of its core test automation capabilities and the acquisition of euraQa, an AI-powered SaaS test automation platform for end-to-end testing of web, mobile, API, database, and packaged applications. Crucially this also galvanized Worksoft's low code/no code capabilities.

When HFS declared RPA dead (on multiple occasions), we pointed to the need for more expansive and integrated automation capabilities. The holistic nature and the broad capabilities of Worksoft's Connective Automation Platform are what we had in mind.

Clients report that given the nature of their supportive and responsive relationship with Worksoft, they are confident in embarking on a journey into adjacent capabilities, be it better process understanding or process intelligence, to prevent business disruption and extend the value of their current automation investments. Clients also appreciate the community that Worksoft is fostering, another facet of its ecosystem mindset.

Worksoft has a robust approach to partnering. Leveraging its strength in test automation, it has a roster of leading systems integrators and management consultancies as partners. Thus, the intent is to move further up the value chain while many of its peers struggle to make the partner channel work. The opportunity for Worksoft is to demonstrate its ecosystem credentials. Its work on its community is part of that, as is its partner management. The differentiation would become even stronger if it can demonstrate outcomes delivered with this mindset.

## HFS' take

---

We name Worksoft an HFS OneOffice™/OneEcosystem™ Hot Vendor as it takes a holistic approach to process transformation while staying clear of throwing marketing monikers around. It focuses on business outcomes and understanding clients' end-to-end process requirements rather than creating even more marketing noise. Worksoft's main differentiation lies in being entrenched in the SAP ecosystem and its ability to use this as its starting point for expanded capabilities.

Worksoft offers broad capabilities for DevOps scenarios and Agile methodologies. Thus, it could conceivably play a leading role in operationalizing the journey toward cloud native. Expanding process intelligence and RPA could also give Worksoft access to new buying centers. The obvious challenge is scaling sales, customer success, and partner education—which will become increasingly necessary as customers journey toward cloud-native mandates in which IT and business are finally moving together.

## Vendor factsheet

---

- **Founded:** 1998
- **Key executives:** Tony Sumpster (CEO)
- **Funding:** Acquired by Marlin Equity Partners in 2019
- **Headquarters:** Addison, Texas
- **Number of customers:** 400
- **Key clients:** Nestle, Deutsche Telekom, Applied Materials, Lubrizol, Honda, PepsiCo, Cardinal Health, Johnson Matthey
- **Solution portfolio:**
  - S/4 HANA Testing; End-to-end testing, Web testing, Cloud testing, Mobile testing, API testing, Exploratory testing, Agile+ DevOps, Discovery and documentation
  - Platform overview, Process intelligence, Test automation, RPA
- **Partnerships:** Global Sis - Accenture, Deloitte, Capgemini, Cognizant, IBM, Infosys, regional systems integrators, and tech solution partners.
- **Industry coverage:** Automotive, energy, healthcare, manufacturing, technology, travel & logistics
- **Technology partners:** [Panaya](#), [experitest](#), [applitools](#), [SAP](#)



# 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.

Read more about HFS and our initiatives on:  
[www.hfsresearch.com](http://www.hfsresearch.com) or follow  
[@HFSResearch](https://twitter.com/HFSResearch)