



# HFS Hot Vendor: Workfellow

Coverage initiated: Q4 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 Horizons reports, but they have the vision and strategy to impact and disrupt the market.

# New entrant to process intelligence market tackling the implementation challenge



**Author: Sam Duncan**

Workfellow is one of the newest entrants to the ever-changing process intelligence market, arriving with its own hybrid process and task mining tool to solve the data integration challenges that often accompany traditional products.

Workfellow was founded in 2019 by former members of Capgemini's automation business, and the leadership team has experience with the challenges of process complexities. Workfellow has been on a whirlwind journey since its inception just before the pandemic hit. The vendor completed its first funding round, reached double-digit client numbers, and developed a unique process and task mining platform, Work API, all while the world was battling COVID-19.

Workfellow's flagship product, Work API, is a process intelligence solution that delivers automated process analysis. Workfellow's team claims that Work API's key differentiator is how it collects process data. Traditional process mining solutions collect event log data from ERP systems, which can never provide complete transparency into a process as employees often work across multiple screens and applications. In contrast, Work API collects desktop-level data to generate both task and process-level insights and uses these to map a process from start to finish across different screens and applications. Once collected, organizations can leverage the data to gain a deep understanding of how their processes work and identify bottlenecks and opportunities for automation where they can streamline the processes and drive improved business efficiency.

Enhanced transparency isn't the only benefit of Work API's data collection approach. HFS' research has shown that early implementation challenges are one of the biggest roadblocks to

process intelligence adoption. Workfellow's solution leapfrogs complex setup processes because Work API doesn't need to be layered and integrated around an organization's ERP systems, a manual and time-consuming process. Instead, Work API is installed directly on employee desktops. Additionally, the solution is designed to only collect the specific data it needs, meaning it collects no personal employee information; Work API is entirely GDPR compliant and places employee privacy at the core of the solution.

Workfellow's clients confirmed that Work API successfully addressed their implementation concerns. One client praised the speedy process, which allowed them to analyze data within two weeks. Another client told us how Workfellow quickly gained their trust through its approach to employee data protection and GDPR compliance. In terms of development opportunities, several clients told us they would like to see Workfellow develop a Work API Playbook—a compilation of client success stories, tips, and tricks to help them navigate using the product. However, given how new Workfellow is in the space, it's something we expect it to develop in the coming months.

Workfellow's founders told us they plan to invest in improvements to process simulation in 2023 to allow clients to simulate proposed process improvements to assess their effectiveness before they implement them. Once Workfellow refines the technology, it plans to invest in its go-to-market strategy to develop a direct sales team and work with partners to expand further into Europe.

## HFS' take

---

HFS has designated Workfellow an HFS OneOffice/OneEcosystem Hot Vendor because it is tackling one of the biggest challenges facing prospective process intelligence users: the complexity of implementation. Despite the current global economic setting, the vendor's impressive growth and success is validation in itself. Organizations continued to invest in Workfellow while under cost pressures to find and terminate failing projects.

Workfellow must not rest on its laurels. The process intelligence market is crowded, and its peers have substantial innovation budgets, established ecosystems, and catalogs of Fortune 500 clients. HFS recommends that the Workfellow team continue its investment in Work API, particularly focusing on differentiating how it tackles process analysis and recommendations. Further, the vendor should curate an ecosystem of partners that can complement its technology where required and augment its existing go-to-market strategy to drive further growth.

## Vendor factsheet

---

- **Founded:** December 2019
- **Key executives:** Kustaa Kivelä, Cofounder, CEO; Henri Wiik, Cofounder, CPO
- **Headquarters:** Helsinki, Finland
- **Funding:** \$3.12 million funding round in December 2021
- **Number of clients:** 10
- **Notable clients:** Posti, Staria
- **Solution portfolio**
  - Workfellow offers a cloud-based process intelligence solution providing a holistic view of business processes, work, and systems. The vendor's Work API is fueled by AI and process analytics to streamline the customer journey and time-to-value.
- **Industry coverage**
  - Accounting, financial services, and insurance, although solutions are industry agnostic
- **Partnerships**
  - ABP Consulting



# 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, Digital OneOffice™ and OneEcosystem™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation and Process Intelligence, Blockchain, the Metaverse and Web3. HFS has deep business practices across all key industries, IT and business services, sustainability and engineering.

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