



HFS Hot Vendor:

Apto.ai

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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 Horizons reports, but they have the vision and strategy to impact and disrupt the market.

AI-based no-code development platform for instant Java code generation



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Apto.ai is primarily leveraged by enterprises developing Java and ReactJS-based applications and looking for productivity gains, cloud automation, quicker infrastructure set-up times, and resource cost reductions. The Apto.ai “no-code” platform can reduce traditional development time and costs by 60% to 70%. Through a drag-and-drop menu, the end-user can form workflows on the platform to be instantly converted into Java code. The AI engine assists users in understanding their next steps, prompting workflow ideas, suggesting reusable components from its resource library, drafting reports based on the input data, and helping with various platform functionalities.

The Apto.ai platform is hosted on AWS. Key platform attributes include a user interface, native mobile app development, screen builder, multi-database support, multi-authentication, inbuilt location and digital intelligence, managed file transfer, intelligent job scheduler, and SOAP/REST API connect. The platform’s app store has 100+ ready-to-use plug-ins.

The Apto.ai platform stands out in five key areas:

- 1. Multi-deployment option with layout customization:** A client can simultaneously provision and deploy an application’s web, iOS, and Android versions. The client can select different aesthetics (pallets, gradients, design) chosen for the versions and build APIs, data feeds apps, ETL apps, scheduled jobs, IoT apps, and much more.
- 2. Industry-agnostic with varied use cases:** Apto.ai’s current clients are distributed across industries. Use cases range from a bank using the platform to build a more intuitive front-end for its complex mainframe systems to a telco building a fully-fledged e-commerce platform for its retail customers.

- 3. Automations that complete software development life cycles (SDLC):** The platform automates aspects of the software development lifecycle, including continuous integration/continuous deployment (CI/CD), testing, and production, decreasing resource needs. For example, building an e-commerce platform via traditional development would involve developers, a project manager, a scrum master, a tester, a database engineer, and a production engineer. Through the Apto.ai platform, two junior business analysts can achieve the same, quicker.
- 4. Completely web-based solution means no vendor lock-in:** Unlike no-code and low-code solutions requiring a downloaded, executable integrated development environment (IDE), the Apto.ai platform is web-based, making it easier to share and collaborate. The code generated through Apto.ai can be used similarly to any Java code written, line by line, without the need to run it through Apto.ai’s solution.
- 5. Flexible commercial options:** Apto.ai offers license-based, project-based, and pay-per-use pricing models with monthly, quarterly, and annual payment options. The company also allows running pilots and prototypes. Clients can quickly check out the capabilities and value on offer without concern for any high up-front costs.

The company has 20 employees based in Bangalore (India) and London (UK). It has three channel partners that help foster sales and train users. Currently, customer support is rendered through a common email ID, and a WhatsApp group is created for each client with an Apto.ai representative present. Regarding end-user profiles, 30% are seasoned developers, 50% are junior developers, and the remaining 20% are business analysts.

While talking with Apto.ai's reference customers, we found that they are already invested in other low-code/no-code platforms. They believe Apto.ai complements these platforms rather than competing against them. Most view Apto.ai as a productivity-enhancement platform that can quickly churn out Java and ReactJS code. They also attested that code quality is better than hand-coding and simplifies the entire process immensely. The two development areas cited by customers include building a more intuitive user interface and improving the support turnaround time.

In 2022, the company onboarded 500+ new users and so far has generated more than 2 million lines of Java code. Apto.ai expects to double these numbers in 2023. Currently, 75% of Apto.ai's clients are based in India, and the remaining clients are in Europe, predominately in the UK. The near-term plan is to attract new clients in these two regions and, after a few years, expand into other key regions, including the Americas. Apto.ai showcased a more user-friendly updated version (2.0) of its platform to the HFS team, which it intends to roll out in the next few months.

HFS' take

We named Apto.ai an HFS OneOffice Hot Vendor owing to its innate ability to automate the entire SDLC and to work seamlessly with legacy infrastructure. This aligns with HFS' OneOffice goal of eliminating internal silos and infusing automation across the value chain.

Apto.ai is still nascent and should work on aspects like community building, expanding its app store, forming a high-grade customer service, and making its services available on other cloud platforms such as Microsoft Azure and Google Cloud. It also needs to price its platform offerings more smartly so that when the number of users in an account grows, it translates to an equally positive impact on the revenue from that account.

Vendor factsheet

- **Founded:** 2020
- **Headquarters:** London, UK
- **Key executives:** Deepak Kalhan, Co-Founder and Chief Business Officer; Björn Schwarz, Managing Director; Prashanth Kuppur, Co-Founder and CTO
- **Number of employees:** 20
- **Funding source:** Not available
- **Number of clients:** ~12
- **Key clients:** xto10x Technologies, Virtusa, Bohni, HPE, Bajaj Allianz, Brigade Group, Tata Steel, BPCL, LIC
- **Domains:** Java back end and React JS front end
- **Solution portfolio:** No-code application development platform
- **Industry coverage:** Industry agnostic with use cases in the insurance, logistics, telecommunications, real estate, oil and gas, and steel industries
- **Partnerships:** HPE is an RFP partner, DISYS is the channel partner and provides training



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.

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