

HOT VENDORS

**HFS OneOffice™
Hot Vendor: Cogram**

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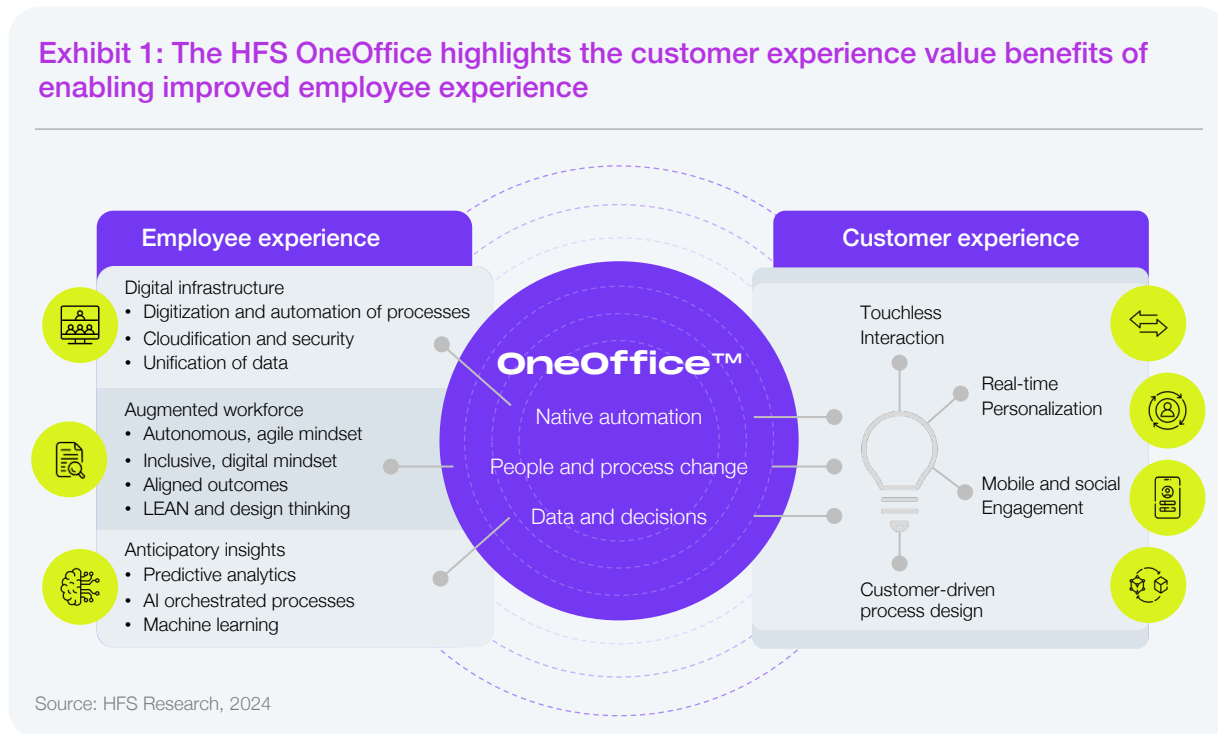
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Executive summary

HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice™ or HFS OneEcosystem™. This Hot Vendor has been selected for its alignment with the HFS OneOffice in Exhibit 1.

Exhibit 1: The HFS OneOffice highlights the customer experience value benefits of enabling improved employee experience



HFS analysts regularly speak with numerous exciting start-ups and emerging players. We designate a select few as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and, in this case, impact in our OneOffice framework. HFS Hot Vendors may not have the scale and size required to feature them in our Horizons reports, but they have the vision and strategy to impact and disrupt the market.

In the rapidly changing space of digital operations, enterprises realize they cannot be everything to everyone. Enterprises consuming third-party services, service providers, and technology providers need a smart ecosystem to succeed and survive in the future. HFS Hot Vendors are service and technology providers hand-picked by our analysts to help you flesh out your smart ecosystem with offerings that solve today's complex business problems and exploit market opportunities.

HFS Hot Vendors display truly differentiated offerings and out-of-the-box thinking that can be inspiring and useful. This report profiles one HFS Hot Vendor selected through our rigorous five-step assessment. The HFS Hot Vendor designation remains in place for one calendar year.

Every Hot Vendor joining our program remains listed on our [exclusive and searchable database](#).

Cogram: AI-powered cross-platform solution for increased meeting productivity



In an era where virtual meetings dominate corporate communication, Cogram offers an AI-driven solution, streamlining meeting productivity across multiple platforms.

Virtual meetings are an integral part of almost every workday. Their digital nature offers the opportunity for technology to support everything from diligently taking meeting notes to identifying action items for each attendee to following up and disseminating essential takeaways. Founded in 2021, Cogram provides these services using artificial intelligence (AI). The company's platform transcribes, summarizes, and automatically tracks action items from meetings held on video conferencing platforms such as Zoom, Teams, and Google Meet.

Cogram has customers across many industries, from small and medium companies to Fortune 500 enterprises. Cogram's dedicated enterprise offering is designed for large-scale automation of meeting documentation and related tasks in organizations handling a substantial volume of daily meetings. Cogram offers dedicated instances and private cloud storage options for maximum control and compliance.

Cogram focuses on customization, security, and seamless cross-platform support

Cogram also provides a range of customization options that allow users to tailor the software to their unique requirements, including personalizing the style, format, and focus of meeting documentation and teaching Cogram industry or business-specific terminology for maximum accuracy. With several tools for

meeting notes on the market, including the native AI summary features in platforms such as Zoom and Teams, Cogram differentiates with its focus on a cross-platform approach, deep customization, and emphasis on compliance and control over data.

Cogram takes a comprehensive approach to security, including strict data storage and processing policies. In particular, no customer data is used to train AI models, and private cloud storage deployments provide customers maximum transparency and control over their data. Cogram stores no audio or video recordings after the meeting documentation is generated, and the customer can set and control data retention timelines. Cogram allows users to turn off verbatim transcripts for use cases with high compliance requirements, generating only meeting notes and high-level summaries.

The platform offers broad integration capabilities across all major meeting tools, such as Zoom, Teams, and Google Meet. It can also document in-person and hybrid meetings and automatically differentiate speakers in transcripts. Its intuitive interface allows users to set up rules for automatic documentation based on their calendar, ensuring comprehensive coverage across different channels.

Recently, Cogram extended its automatic summarization and AI capabilities from meetings to email, Slack, and organizations' wider communication systems to automate reporting and reduce the amount of manual work required for project management.

HFS spoke to Cogram customers, who praised the tool's cross-platform integration capabilities and highlighted the Cogram team's responsiveness and flexibility in offering customization. One customer, a top-10 global consulting firm, appreciated the solution's transcription quality and the ability to customize automatic meeting write-ups according to their requirements. Customers also praised Cogram's proactive approach to client feedback. Prolific, a software company and long-term customer, mentioned how the Cogram team swiftly

addressed its recommendation for stronger user access control and account provisioning. Clients highlighted the team's commitment to continuous, rapid development and improvement.

HFS Research has also been using Cogram, and many of our colleagues find value in the tool, appreciating the transcription quality and Cogram's responsiveness and echoing plaudits for the Cogram team's commitment to responsive improvement.

HFS' take

We chose Cogram as an HFS OneOffice™ Hot Vendor because it supports cross-platform communication, collaboration, information sharing, and cross-silo communication and action. Cogram differentiates itself from native video conferencing tools' transcription services as a platform-agnostic tool for organizations that use multiple platforms for their virtual meetings.

With this space's rapid advancements and competition, Cogram should concentrate on further improving consistency in AI-generated insights. The recently added capability to customize the platform on a team level in large organizations via role-based access controls is likely to prove a valuable enhancement. Cogram must expand into new markets to maintain the company's fast growth.

Vendor fact sheet

- **Founded:** 2021
- **Headquarters:** US, EU
- **Key executives:** Ricardo Wölker, Alexander von Boetticher
- **Number of employees:** 10
- **Funding source:** Raised more than \$4 million in funding from Y Combinator, Initialized Capital, and other leading investors
- **Number of clients:** 50+
- **Key clients:** Prolific, Intuit, Kirkor Architects and Planners, top 10 global consulting firm, top 10 global hedge fund
- **Domains:** Artificial intelligence
- **Solution portfolio:** AI meeting summaries, notes, transcripts, and insights across platforms
- **Industry coverage:** Across all industries

The HFS Hot Vendor report team

Authors



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Krupa is a Senior Analyst at HFS Research, and she is part of data products. She is responsible for ITO-BPO outsourcing contracts, merger and acquisition data collection, and analysis for different service lines. She also works with practice leads on various research reports to deliver insights.



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Melissa is an Executive Research Leader and Head of Research Operations at HFS Research. Melissa leads HFS' research initiatives for customer experience, including contact center, digital marketing and sales, CX design, and conversational AI.

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David is an Executive Research Leader at HFS and is Editor-in-Chief of the HFS Hot Vendors program. He also leads our OneOffice™ Emerging Technology Practice, is our strategic lead on Generative AI, Web3, and metaverse, and covers automation and employee experience. He is a published author (The 10 Principles of Open Business, Palgrave-Macmillan), a former Tier 1 consulting director, and a digital strategy and innovation expert with leadership experience in start-up, scale-up, and enterprise digital transformation.

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