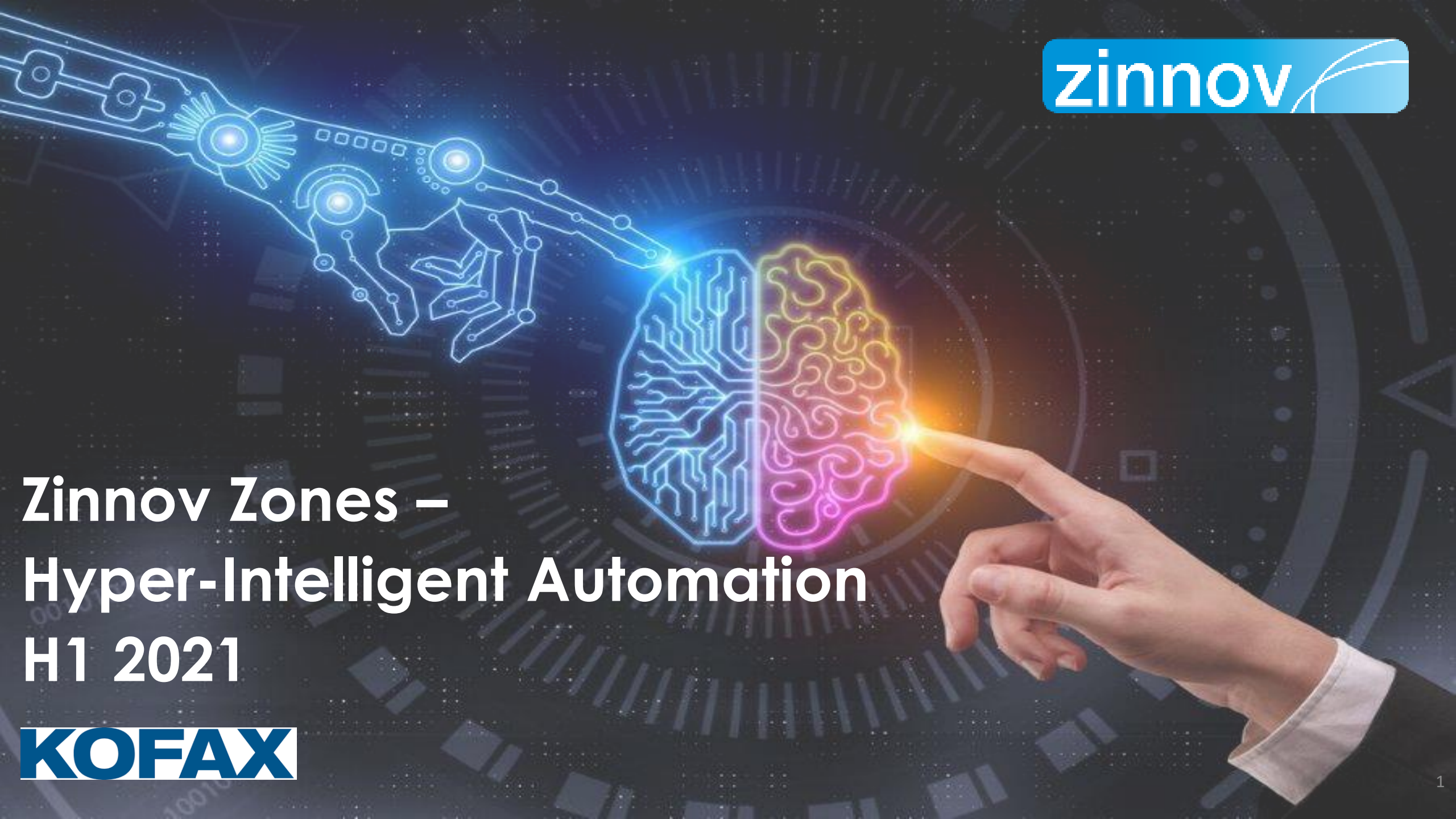


Zinnov Zones – Hyper-Intelligent Automation H1 2021

KOFAX

What is Zinnov Zones?

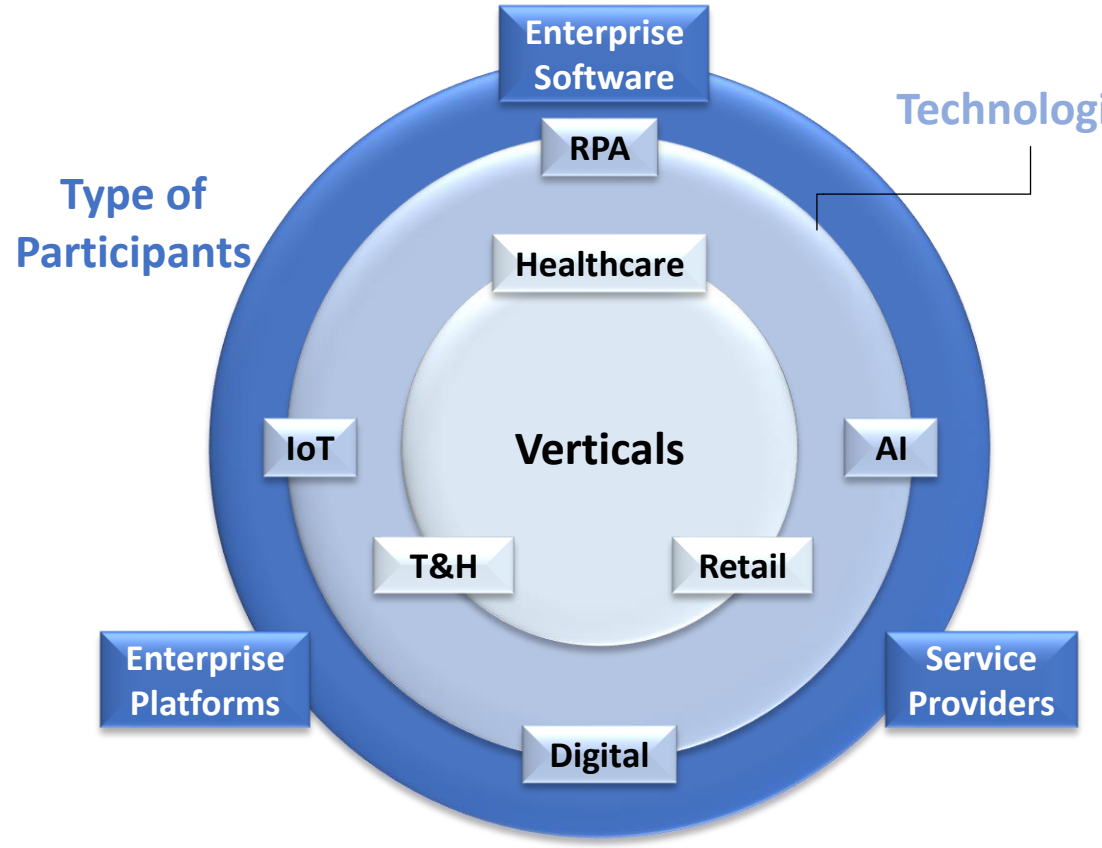
Zinnov Zones rates companies based on their competencies and capabilities across different segments. Over the last 11 years, Zinnov has conducted these ratings across diverse domains such as RPA Platforms, RPA Services, Digital, IoT Platforms, Engineering R&D, etc.

50,000+ Readers of Zinnov reports

300+ Global enterprises consuming the report

12 years

100+ Global technology vendor/service provider participants



Sources: Customer Case studies of HIA Vendors, Primary discussions with stakeholders, Zinnov Analysis

3-pronged approach for detailed analysis of Zones participants

Zinnov Zones Rating Process

INPUTS FROM PARTICIPANTS

- RFI responses garnered from the Zones participants
- Follow-up briefing calls and product demo
- Customer reference calls

SECONDARY RESEARCH

- Company Website; Press Releases; Public Announcements
- Industry Databases; Analyst commentary
- Twitter, LinkedIn, other Social Media, etc.

PRIMARY RESEARCH

Detailed primary interviews with Ecosystem

- End Customers/Enterprises/GICs – **100+**
- Partners/GSIs/SPs – **20+** leading SIs (large and mid-tier)
- Developers – **500+**
- Industry SMEs/Experts – **5+**

Zinnov Zones Hyper Intelligent Automation – H1 2021 Segments

S.NO.	SEGMENTS	DESCRIPTION
01	Hyper Intelligent Automation	• End-to-end automation capabilities including Use Case Discovery, IDP, iBPMS, RPA (attended and unattended), IT Automation, Workflow Automation, and Analytics & Insights • Additionally, the native features and functionalities of product, product vision and roadmap, business model, and the Virtual of customers and developers were also assessed
02	Use Case Discovery	Assessed the Use Case Discovery capabilities of the participants via key parameters including Task Mining capabilities, Process Mining capabilities, overall technical strength, product vision and roadmap, market visibility, and the Virtual of customers and developers
03	Intelligent Document Processing (IDP)	Evaluated IDP prowess of platforms by assessing their document capture, classification, extraction, validation, and human-in-the-loop capabilities. It further includes solution scope and strength, features and functionalities, technical capabilities, product vision and roadmap, market visibility, and the Virtual of customers and developers
04	Intelligent Virtual Agents (IVA)	Intelligent bots focusing on front-office, middle-office, and back-office processes along with customer-facing scenarios, requiring human intervention. IVAs to support customers and employees
05	Finance & Accounting Automation	Automation of F&A operations and processes leveraging IDP, iBPMS, RPA (attended and unattended), and Workflow Automation
06	Customer Success Automation	Automation capabilities of Customer Success operations (Sales, Sales Ops, Marketing, and Customer Support) leveraging IDP, iBPMS, RPA (attended and unattended), and Workflow Automation
07	Talent Management Automation	Automation of Talent Management operations (Talent Acquisition, Talent Onboarding, Compensation & Benefits, Talent Development, etc.) leveraging IDP, iBPMS, RPA (attended and unattended), and Workflow Automation
08	IT Automation	Automation within IT functions across ITOM and ITSM operations using workflow automation, RPA, and API integrations

Zinnov Zones HIA – Participants (1/4)

Vendors Evaluated	Hyper Intelligent Automation	Use Case Discovery	Intelligent Document Processing	Intelligent Virtual Agent	IT Automation	Finance & Accounting	Customer Success	Talent Management
UiPath	✓	✓	✓	✓	✓	✓	✓	✓
Automation Anywhere	✓	✓	✓	✓	✓	✓	✓	✓
Blue Prism	✓	✓	✓	✓	✓	✓	✓	✓
WorkFusion	✓	✓	✓	✓	✓	✓	✓	✓
Kofax	✓	✓	✓	✓		✓	✓	✓
NICE	✓	✓	✓	✓	✓	✓	✓	✓
Kryon	✓	✓	✓	✓	✓	✓	✓	✓
Pega	✓	✓	✓	✓	✓	✓	✓	✓
AutomationEdge	✓	✓	✓	✓	✓	✓	✓	✓
EdgeVerve	✓	✓	✓	✓				
Nividous	✓	✓	✓		✓	✓	✓	✓
Intellibot	✓		✓	✓		✓	✓	
Appian	✓	✓	✓	✓	✓	✓	✓	✓
Nintex	✓	✓	✓		✓	✓	✓	✓
Hyland	✓	✓	✓			✓	✓	✓
Microsoft	✓	✓	✓	✓	✓	✓	✓	✓
Jacada	✓			✓				
ServiceNow	✓	✓			✓	✓	✓	✓

Zinnov Zones HIA – Participants (2/4)

Vendors Evaluated	Hyper Intelligent Automation	Use Case Discovery	Intelligent Document Processing	Intelligent Virtual Agent	IT Automation	Finance & Accounting	Customer Success	Talent Management
Jiffy.ai	✓		✓		✓	✓	✓	✓
Datamatics	✓		✓				✓	✓
Worksoft	✓	✓			✓			
Electroneek	✓	✓	✓					
Celonis		✓						
Software AG		✓						
myInvenio		✓						
Minit		✓						
QPR		✓						
Signavio		✓						
SAP		✓			✓			
Abbyy		✓	✓					
Epiance		✓						
FortressIQ		✓						
Lana Labs		✓						
Apromore		✓						
LogPickr		✓						
Foxit			✓					

Zinnov Zones HIA – Participants (3/4)

Vendors Evaluated	Hyper Intelligent Automation	Use Case Discovery	Intelligent Document Processing	Intelligent Virtual Agent	IT Automation	Finance & Accounting	Customer Success	Talent Management
Glee Trees			✓					
MeaningCloud			✓					
Hyperscience			✓			✓		
Parascript			✓			✓		
Infrrd			✓			✓		
Vidado			✓					
Ephesoft			✓					
Rossum			✓					
OpenText			✓					
Conexiom			✓					
IBM					✓			
Ayehu					✓			
Arago					✓			
ActiveBatch					✓			
Amelia (IPSoft)				✓	✓			
Tricentis					✓			
Automic (Broadcom)					✓			
Automagica					✓			

Zinnov Zones HIA – Participants (4/4)

Vendors Evaluated	Hyper Intelligent Automation	Use Case Discovery	Intelligent Document Processing	Intelligent Voice Agent	IT Automation	Finance & Accounting	Customer Success	Talent Management
Five9				✓			✓	
Genesys				✓			✓	
Nuance				✓			✓	
Avaamo				✓			✓	
Blackline						✓		
Esker						✓		
Basware						✓		
AvidXchange						✓		
Verloop							✓	
TalkDesk							✓	
Cogito							✓	
Sainapse							✓	
BambooHR								✓
AllyO								✓
BreatheHR								✓
Namely								✓
Workato								✓
Leena AI								✓

Kofax Overview

OVERVIEW

FOUNDED
1985
(CEO: Reynolds C.Bish)

HEADQUARTER
California (US)

HEADCOUNT
2400+

Revenue (FY2020)
~USD 600-700 Mn

CUSTOMERS
25000+

PARTNERS
850+ Consulting/System Integrator/ Reseller Partners

MARQUEE CLIENTS

Audi, BMW, Alegri, CAPITA, Borusan CAT, Boston Children's Hospital, Hyundai, Mercedes-Benz, NetApp, Sapient, Swiss Post

MARQUEE PARTNERS

InfoCap Networks, Ricoh, Dynatos, Unisys, medius, arondor, Vipetech, Konica Minolta

REVENUE SEGMENTATION

By Top 5 Industries

- BFSI
- Technology
- Healthcare
- Retail/CGP
- Telecom

CUSTOMER SEGMENTATION

By Geography

AMERICAS (40%)	EMEA (40%)	APAC (20%)

By Company Sizes (Revenue)

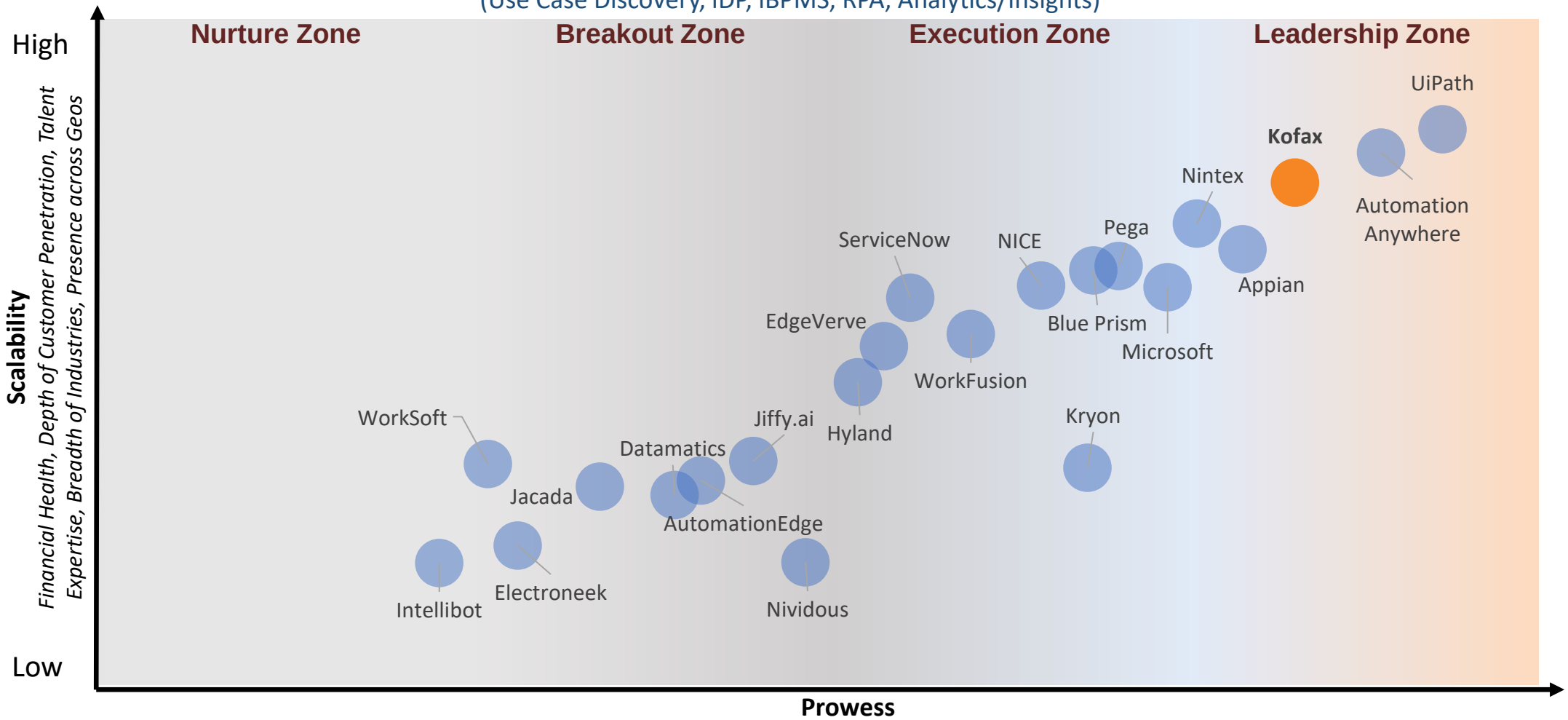
15-20%	<USD 50Mn
30-35%	USD 50-1000Mn
40-45%	>USD 1000Mn

- 20%+ of market share within Document Management market
- Realized 50%+ revenue growth through resellers partners

Zinnov Zones for Hyper Intelligent Automation – H1 2021

Zinnov Zones for Hyper Intelligent Automation

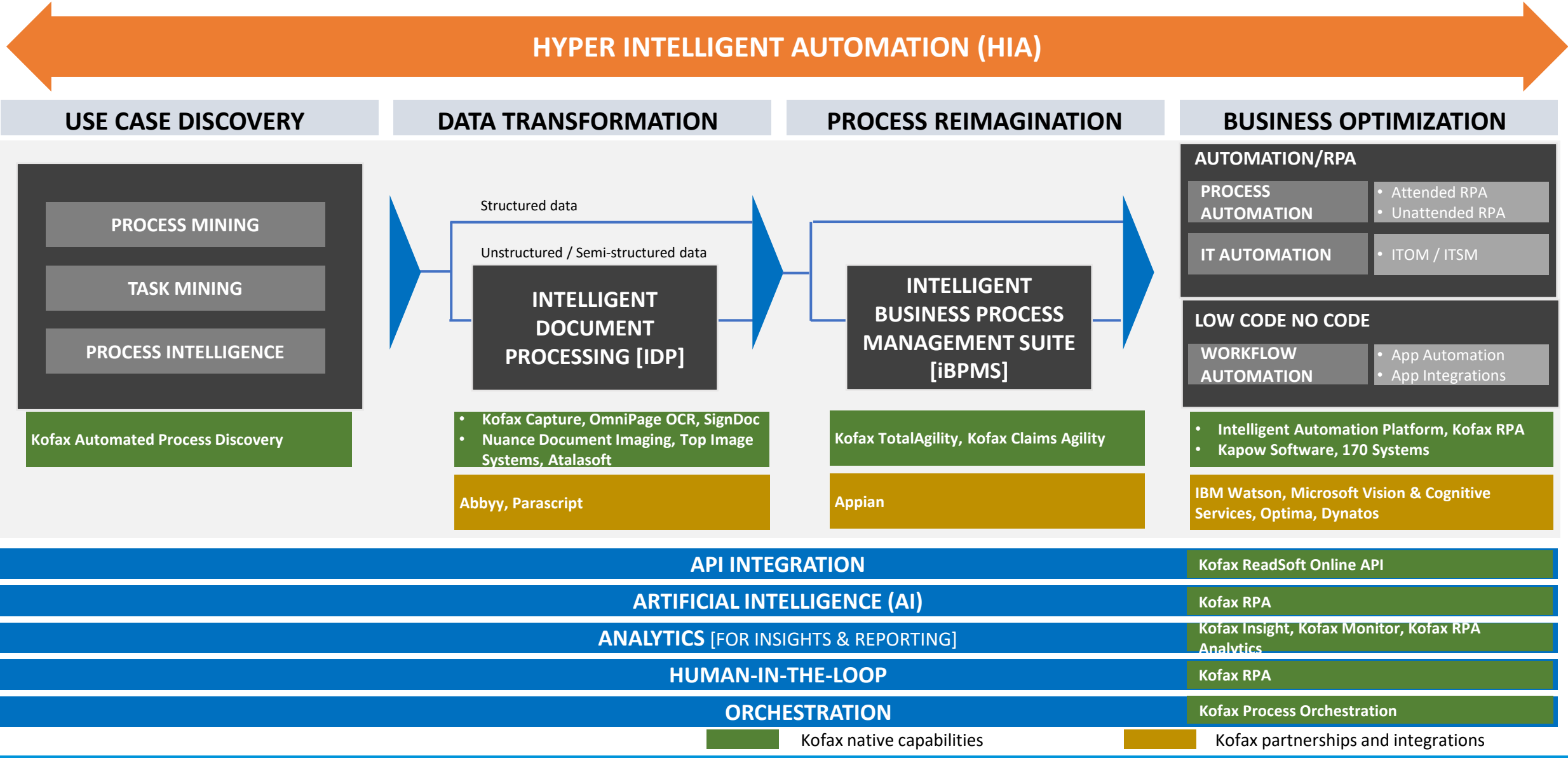
(Use Case Discovery, IDP, iBPMS, RPA, Analytics/Insights)



Use Case Discovery Capabilities, Intelligent Document Processing Capabilities, RPA Capabilities, IT Automation, Intelligent Virtual Agent, iBPMS, Analytics & Insights Capabilities, Features and Functionalities, Business Model, Vision and Roadmap, Voice of Customers and Developers

*Zinnov ran the Request for Information (RFI) process with participating companies between Oct 2020-Dec 2020 and a variety of inputs on both prowess and scale were collected to assess the positioning. In cases where companies could not respond to RFIs in the stipulated timeframe, Zinnov team ensured to conduct the briefing calls & products demos to collect the inputs. In parallel, Zinnov also ran an extensive research exercise with global enterprise customers (100+), leading service providers (20+), developers (500+), domain experts and publicly available data to collect the required information for the rating process

Kofax capabilities across Hyper Intelligent Automation



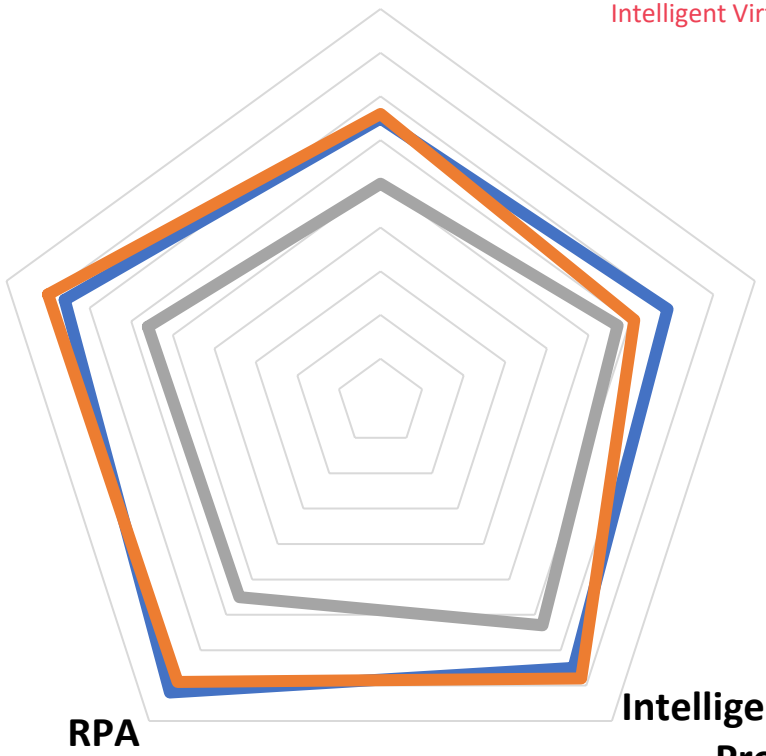
Zinnov Zones HIA Category: Kofax Peer Assessment

Hyper Intelligent Automation

- Integrated platform with native capabilities across all HIA components – Use Case Discovery, Intelligent Document Processing, iBPMS, RPA/IA, and Insights/Analytics
- Limited collaboration within the ecosystem to augment native capabilities and cater to complex use cases across attended automation, IT Automation and Intelligent Virtual Assistant segments

iBPMS

- Kofax Total Agility provides robust orchestration capabilities to manage multi-vendor automation environments
- Customers cite need to enhance case management capabilities and achieve friction-less exception handling



Use Case Discovery

- Early mover in the task mining space by launching native solution in 2019; strong performance and conformance capabilities
- Needs to integrate process mining capabilities through partnerships or in-house development

KOFAX
Other Leaders[1]
Industry Benchmark[2]

RPA

- Kofax RPA has easy to use features with seamless support towards attended and unattended use cases
- Limited coverage across more complex use cases within attended automation scenarios

Intelligent Document Processing

- Established capabilities in Document Capture space with strong AI/ML focus; recently added AI-enabled handwriting recognition
- Customer references quote scope for improvement in the accuracy of ICR functionalities

Notes: 1. Average scores of the leaders of respective categories excl. Kofax. HIA – UiPath, Automation Anywhere | Use Case Discovery – Celonis, Kryon, UiPath, Software AG | Intelligent Document Processing – WorkFusion, Abbyy, Automation Anywhere, HyperScience | RPA Platforms – Automation Anywhere, UiPath, Blue Prism | iBPMS Platforms – Appian, Nintex, Pega, etc.
2. Overall average of all players analyzed in each of the respective categories

zinnov

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