



HFS

# HFS HOT VENDORS Q3 2020 - Excerpt for Amplo Global

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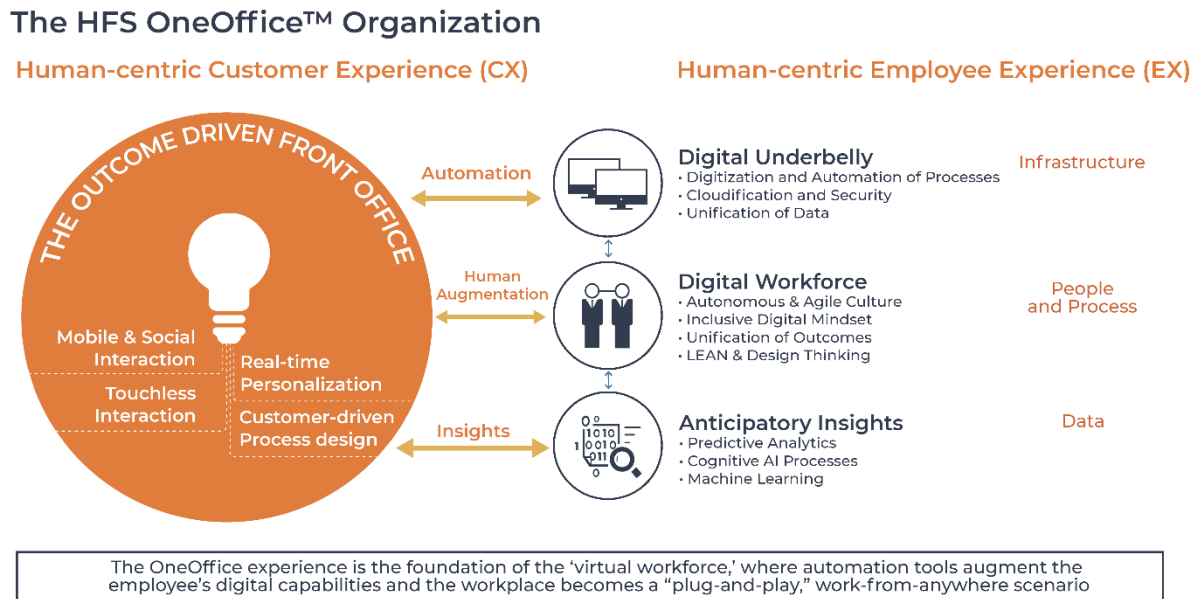
Amplo  
GLOBAL

Defining Future Business Operations

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The **HFS Hot Vendors** are an exclusive group of emerging players, each with a differentiated value proposition for the Digital **OneOffice™** (Exhibit 1). HFS analysts speak with numerous exciting startups and emerging players. We designate a select group as the HFS Hot Vendors based on their offerings’ distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice Framework. The HFS Hot Vendors may not 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.

Exhibit 1: **The HFS OneOffice™ Organization**



Source: HFS Research 2020

In the rapidly changing space of digital operations, enterprises realize they cannot be everything to everyone. Whether you are an enterprise consuming third-party services, a service provider, or a technology provider, you will need a smart ecosystem to succeed and survive 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 both inspiring and useful.

In this report, we profile six short-listed players (Exhibit 2) we designated as HFS Hot Vendors based on our rigorous five-step assessment during Q3 2020. The HFS Hot Vendor designation for the following players will remain in place until the end of Q3 2021 (one year) when we repeat the process for renewing the HFS Hot Vendors designation.

Exhibit 2: **HFS Hot Vendors Q3 2020 Edition (in alphabetical order)**

Note: The HFS Hot Vendor Designation is valid for one year from Q3 2020 to Q3 2021

	<p><b>Innovative AI-driven platform to benchmark, model, measure, and roadmap strategic initiatives</b></p>
	<p><b>Moving from software and process transformation consulting services in Mexico to intelligent automation throughout LatAm</b></p>
	<p><b>Analytics and AI specialist bringing a fresh perspective to your persistent data problems</b></p>
	<p><b>Bringing color to your customer personalization strategy</b></p>
	<p><b>Embracing process intelligence to drive client success beyond automation</b></p>
	<p><b>Helping enterprises leverage automation to transform their business processes and operations with its “Empathy First, Technology Next” approach</b></p>



## Innovative AI-driven platform to benchmark, model, measure, and roadmap strategic initiatives

*Saurabh Gupta*

HFS Research developed the Digital OneOffice and critical imperatives of an OneOffice strategy to help enterprises design and create successful transformational experiences. We use this model to define how companies must adapt their operations to be more customer-centric, agile, and intelligent in today's environment. The Digital OneOffice is where teams function autonomously across the front-, middle-, and back-office functions to promote broader processes with real-time data flows that support rapid decision making. It's where the front, middle, and back offices will cease to exist—they will be, simply, OneOffice.

Digital organizations must have an operating framework that maps out how to successfully navigate their future. This need helps explain the distinctive value proposition of AmploFly4.0, the innovative AI-driven and cloud-based platform from Amplo Global. Its productized strategy solution connects seamlessly with existing applications and systems. Empowering critical decision makers and stakeholders ensures collaborative results and drives its users toward the OneOffice vision.

AmploFly4.0 delivers on its promise to enable an enterprise to benchmark, model, measure, and roadmap strategic initiatives through its five distinct modules:

1. Its proprietary AmpMarking module enables a company to determine its current standing on 4.0 readiness and communicates the company's initial "AFly" score to the leadership.
2. Capability Modeling enables the decomposition of business processes. It helps organizations simulate current and future process steps to create a heat map that helps evaluate a company's process hierarchy maturity.
3. Performance Measuring generates a list of existing and future innovation targets for driving innovation management and creates a performance dashboard that continually tracks how well a company is stacking up against its aspirational goals.
4. Design Thinking unites an organization's diverse stakeholders to empathize, ideate, and prototype on the path to achieving innovation, building new business models, and advancing their digital transformation.
5. The Road Mapping module creates a plan to achieve organizational goals by prioritizing the rollout of corporate change initiatives while also managing risk. It helps define the timeline of each designated execution milestone, each with a quantifiable ROI.

The conversations HFS had with Amplo Global's clients revealed that AmploFly4.0 is unique in the market. The alternative is engaging the services of expensive third-party consultants. The clients we interviewed especially like AmploFly4.0's ability to pull information from outside the organization, balanced scorecard, process decomposition feature, and heat maps. While there are areas where Amplo Global can improve (especially around tighter implementation plans and rollouts at scale), its clients applaud AmploFly4.0's vision and ability to give near real-time feedback on complicated strategic initiatives.

## HFS' take

We recognize Amplo Global as an HFS Hot Vendor because it promises to measure and monitor the OneOffice experience. While enterprises are on the OneOffice train, many have barely left the station. We recently surveyed 250 enterprises across the Global 2000. Nearly all of them are on the OneOffice journey, but hardly any have achieved OneOffice status. The most significant barriers to the shift toward OneOffice are competing priorities, cultural inertia (a lack of vision and innovation), and a talent shortage. With AmploFly4.0, a company can embark on a self-directed and continuously self-scored journey toward the OneOffice through the platform's five distinct and impactful modules. AmploFly4.0 promises to deliver a connected experience for product, operational, and sales management.

## Vendor factsheet

- Founded in 2018, Amplo Global offers an AI-driven, self-directed, cloud-based platform that empowers enterprises to score, identify, refine, and execute strategic initiatives.
- Amplo Global is headquartered in New Jersey and has associates and subsidiaries across Europe, India, and Singapore.

## Industry footprint

- Amplo Global services enterprise clients across the manufacturing, health sciences, distribution, FinTech, and service industries.

## Solution portfolio

- AmploFly4.0 includes five distinct modules: AmpMarking, Capability Modeling, Performance Measuring, Design Thinking, and Road Mapping.
- AmploFlyDT augments enterprises' traditional design thinking process by providing a cloud-based solution that encourages diverse stakeholder input, ideation, and prototyping.



## HFS Research authors

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[Saurabh Gupta](#) | Chief Research Officer

Saurabh Gupta oversees HFS' global research function managing the team of analysts across US, Europe, and Asia-Pacific. He sets the strategic research focus and agenda for HFS Research, understanding the needs of the industry, and ensuring that HFS remains a thought leader for operations and services research.



[Elena Christopher](#) | Senior Vice President – Research

Elena Christopher is Senior Vice President – Research at HFS. Elena leads HFS' coverage of Triple-A Trifecta change agents—AI, automation, and smart analytics. She is also responsible for driving the industry-specific research agenda for HFS, digging into the major trends impacting each in-scope industry and the implications for business process and IT services.



[Reetika Fleming](#) | Research VP

Reetika is Research Vice President, Insurance & Smart Analytics at HFS Research. Her research extends into defining future business operations for property and casualty, life, and annuities and reinsurance companies. She studies the broad use of data and analytics within enterprises, with a new research focus on machine learning and AI techniques to improve business decision making.



[Melissa O'Brien](#) | Research VP

Melissa O'Brien is Research Vice President, Customer Engagement, Retail and Travel Strategies at HFS Research. Melissa leads HFS' research initiatives for digital front office services, including customer engagement operations, digital marketing, cognitive agents and CX design and consulting, digging into the trends and change agents that drive customer experience across the enterprise.



[Tanmoy Mondal](#) | Associate Director

Tanmoy Mondal is an Associate Director of Research at HFS, identifying global trends in engineering services from both industry and technology perspectives, tracking global outsourcing deals and investments, including partnership agreements and R&D announcements in the sector, and supporting the domain leads in secondary research, data analysis, PoV's, and research writing



[Josh Matthews](#) | Senior Research Analyst

Josh Matthews is a Senior Research Analyst at HFS Research, based in Cambridge, following a Master's program covering Engineering Management at Cambridge University's Institute for Manufacturing (IfM). His research tackled operational and environmental improvements in industry, and the implementation and management of sustainable initiatives.



[Sam Duncan](#) | Senior Research Analyst

Sam Duncan is a Senior Research Analyst at HFS Research. His research includes exploring innovative applications of blockchain technology as well as delving into the latest trends in the Banking and Financial Services and Insurance industries.



# 2020 DEFINING BUSINESS OPERATIONS IN THE NEXT DECADE

## About HFS Research: Defining future business operations

The HFS mission is to provide visionary insight into major innovations impacting business operations, including: automation, artificial intelligence, blockchain, Internet of things, digital business models, and smart analytics.

HFS defines and visualizes the future of business operations across key industries with our Digital OneOffice™ Framework.

HFS influences the strategies of enterprise customers to help them develop OneOffice backbones to be competitive and to partner with capable services providers, technology suppliers, and third-party advisors.

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

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