

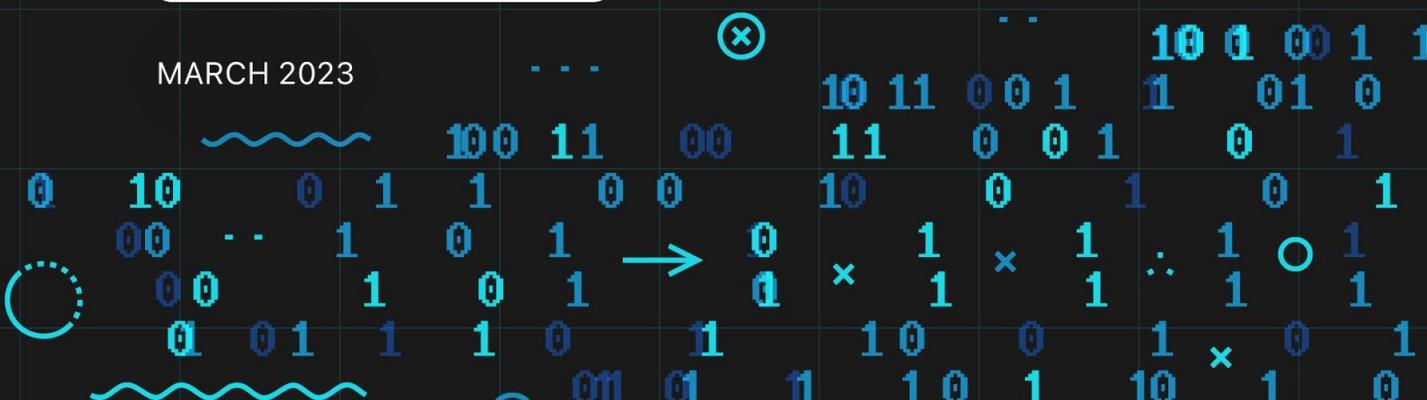
zinnov

ZINNOV ZONES

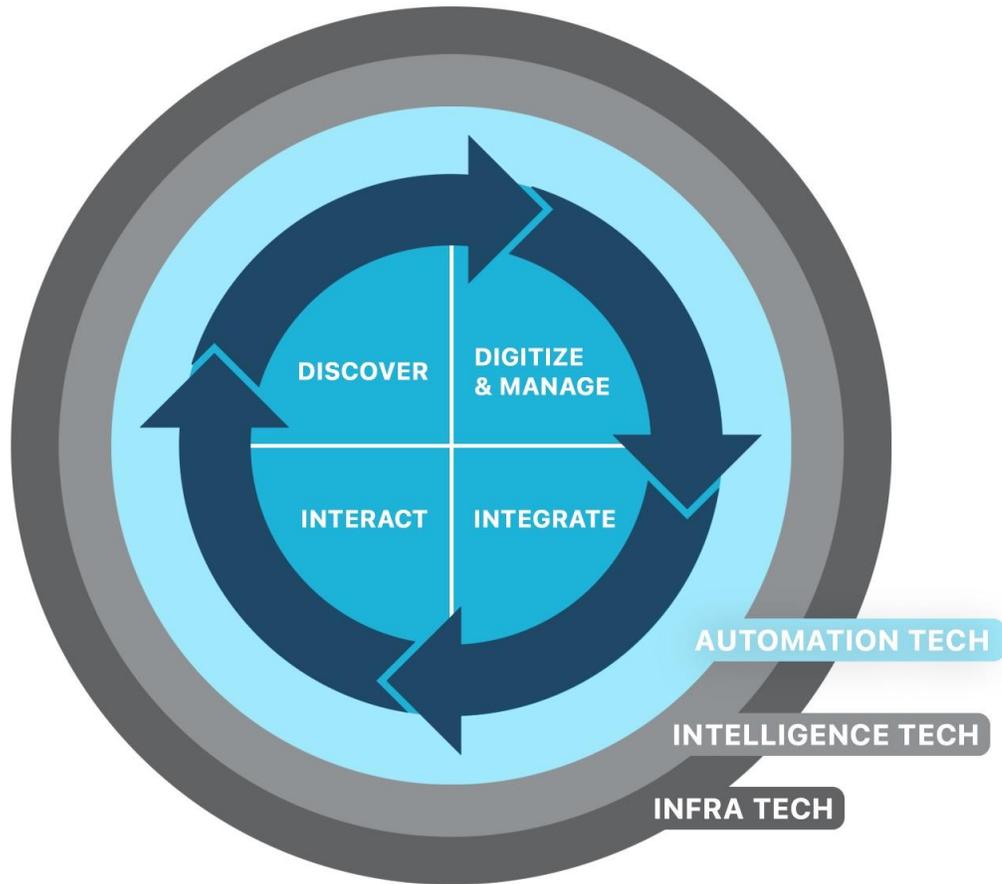
**INTELLIGENT AUTOMATION (IA) PLATFORMS
H1 2023**

KOFAX

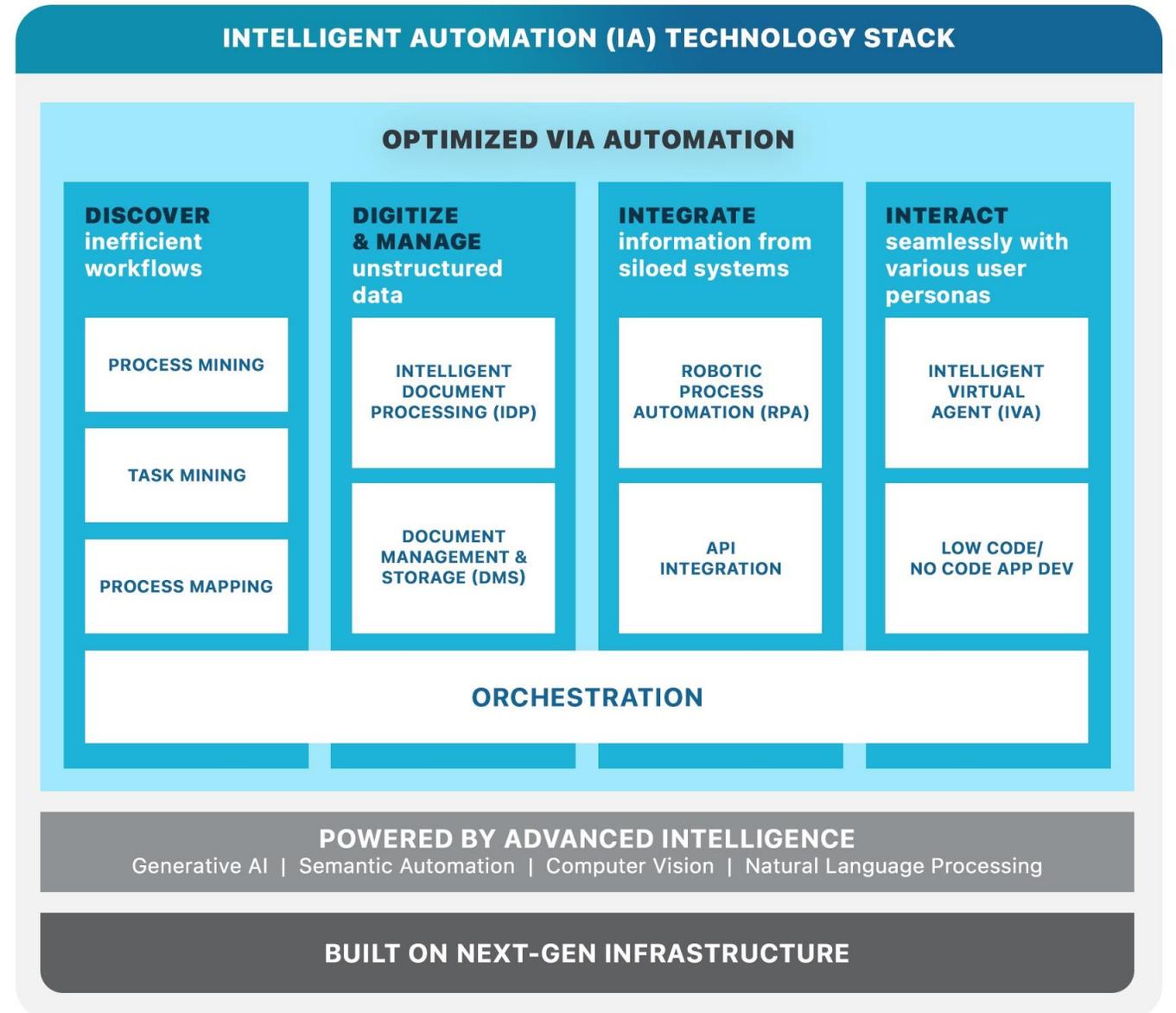
MARCH 2023



The 3-layered Intelligent Automation (IA) technology stack will drive discovery to interactions



The Intelligent Automation (IA) stack comprises of multiple technologies across the 4 dimensions of the flywheel that can be leveraged in siloes or in confluence, built on a stack of Advanced Intelligence capabilities and Next-gen Infrastructure



1

Intelligent Automation

INTELLIGENT AUTOMATION TECHNOLOGY ZONES

2

Robotic Process Automation (RPA)

3

Low Code Application Development

4

Intelligent Document Processing (IDP)

5

Process Intelligence

6

Intelligent Virtual Agent (IVA)

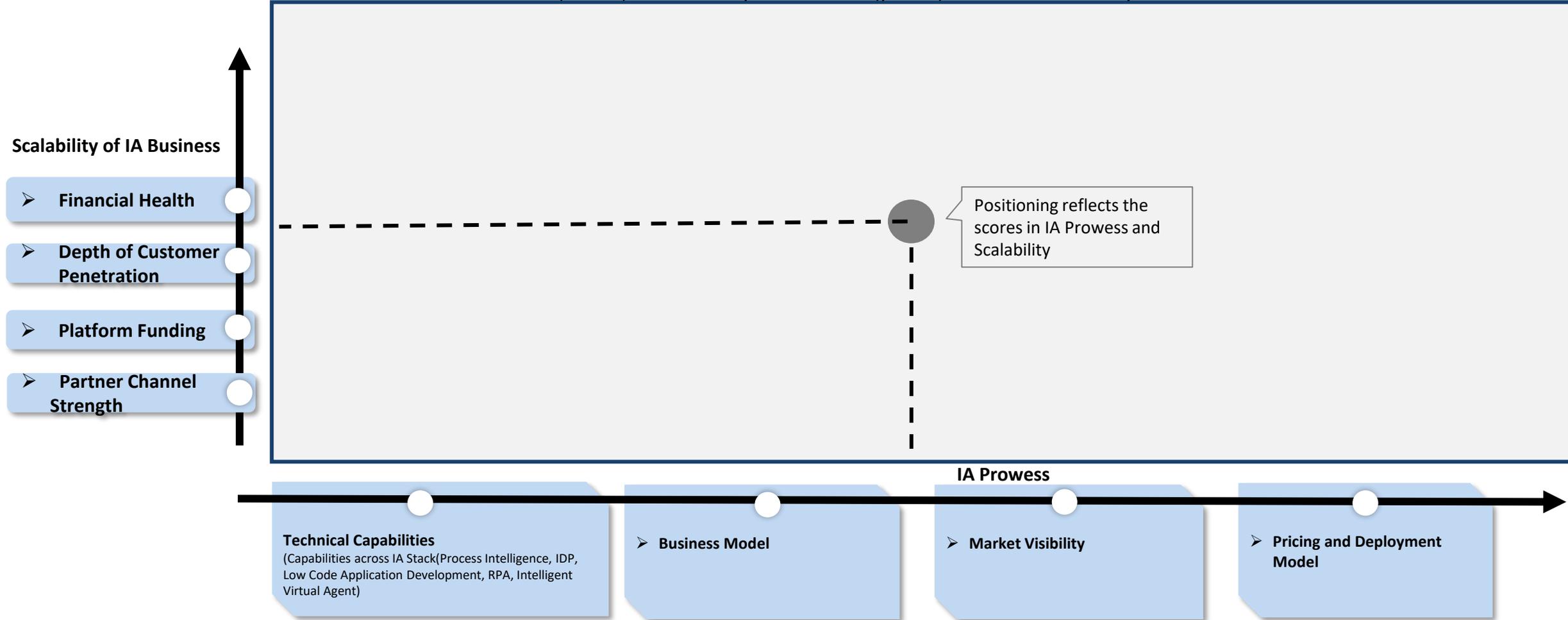
Snapshot of Zinnov Zones Final Ratings Matrix

Zinnov will evaluate participating platform vendors on two key areas basis which they will be plotted on a 2-dimensional graph

1 Intelligent Automation Prowess

2 Scalability

The cumulative score of Automation Platforms based on IA Prowess (x value) and Scalability in IA Business (y value) will be used to classify Automation Platforms in Zinnov Zones framework



Intelligent Automation Prowess is estimated considering the following key parameters:

➤ **Technical Capabilities**

Capabilities across IA Stack – RPA, IDP, Low Code Application Development, Process Intelligence, IVA etc.; Ecosystem Focus, Acquisitions

➤ **Business Models**

Ability to deliver across Business Models: Platform/Enterprise License vs Professional Services

➤ **Pricing and Deployment Model**

Pricing: Per User, Per BOT, Per Workflow or Process, Volume-Based, Outcome-Based
Deployment: On-premise vs Cloud deployment

➤ **Market Visibility**

IA focused Thought leadership, Company Vision/Roadmap, Voice of Customer, Market Visibility Events

Cumulative Score on the IA Prowess parameters defines the horizontal position of Automation Platforms in **Zinnov Zones** framework



Intelligent Automation Scalability has been broken down into four key parameters:

➤ Financial Health

Total IA revenue | IA revenue growth across the years

➤ Depth of Customer Penetration

Total Customers, Revenue per Customer, Customer Retention rate, %age revenue share of customers by Industry verticals

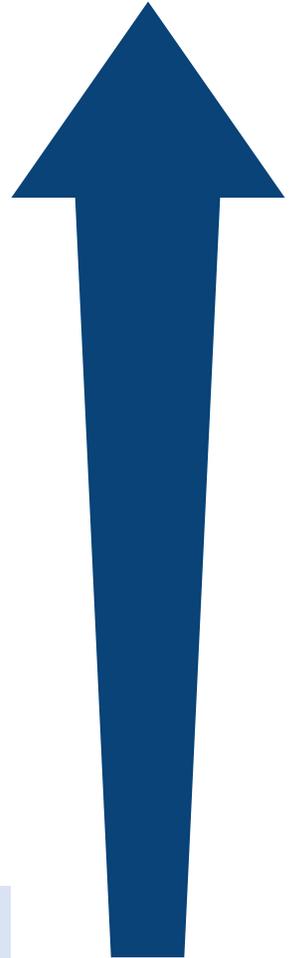
➤ Platform Funding

Total IA funding raised so far

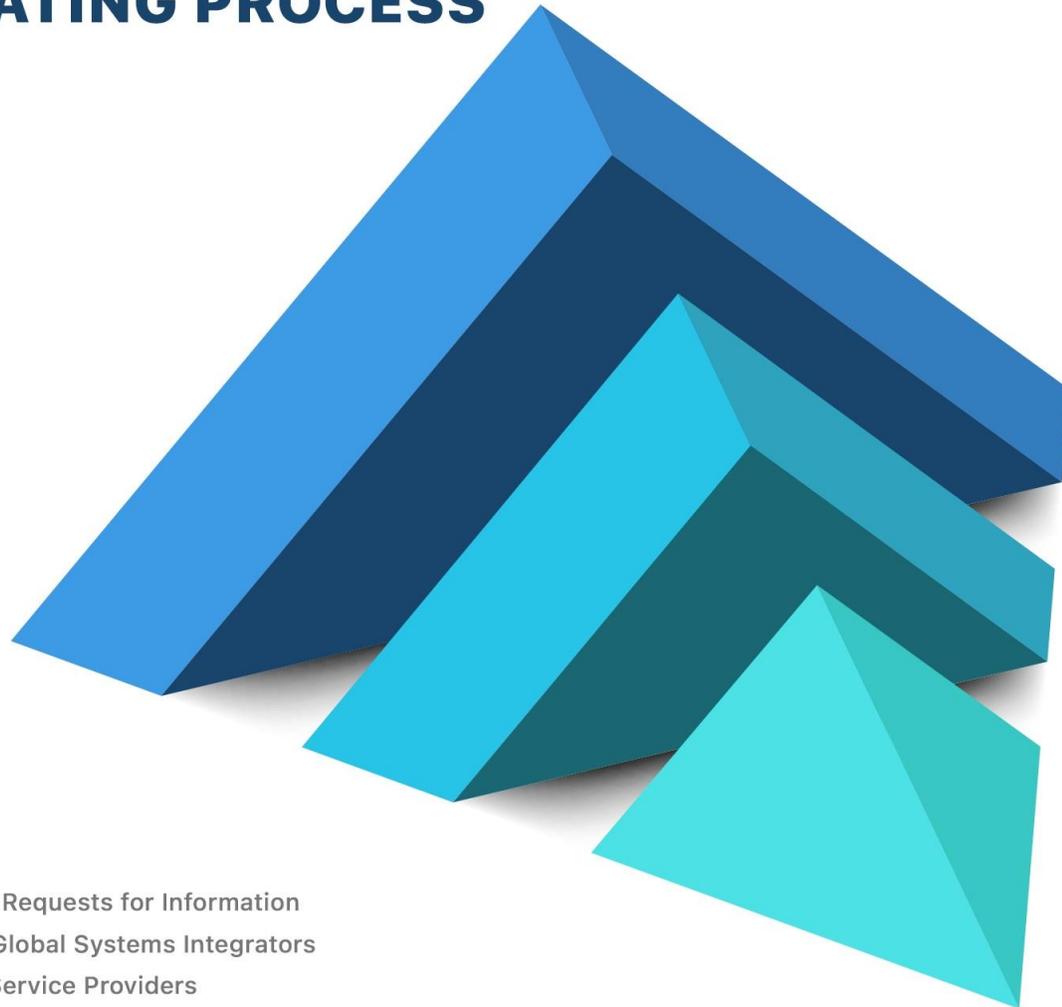
➤ Partner Channel Strength

Direct Selling vs Partner/GSI led selling

Cumulative Score on the Scalability parameters defines the vertical position of Automation Platforms in **Zinnov Zones** framework



ZINNOV ZONES RATING PROCESS



*RFIs - Requests for Information
GSIs - Global Systems Integrators
SPs - Service Providers

1

INPUTS FROM PARTICIPANTS

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

2

SECONDARY RESEARCH

- Company Websites, Press Releases, Public Announcements
- Industry Databases, Analyst commentaries
- Twitter, LinkedIn, other Social Media, etc.

3

PRIMARY RESEARCH

Detailed primary interviews with ecosystem players

- End Customers/Enterprises/GCCs – **100+**
- Partners/GSIs/SPs – **50+ leading SIs** (large, mid-tier, and boutique)
- Developers – **500+**
- Industry SMEs/Experts – **5+**

Kofax – Company Overview

OVERVIEW

FOUNDED

1985
(CEO: Reynolds C. Bish)

HEADQUARTER

Irvine, California, US

HEADCOUNT

2000+

TOTAL REVENUE

\$588 Mn

CUSTOMERS

25,000+

PARTNERS

850+ Consulting /
Implementation partners

MARQUEE CLIENTS

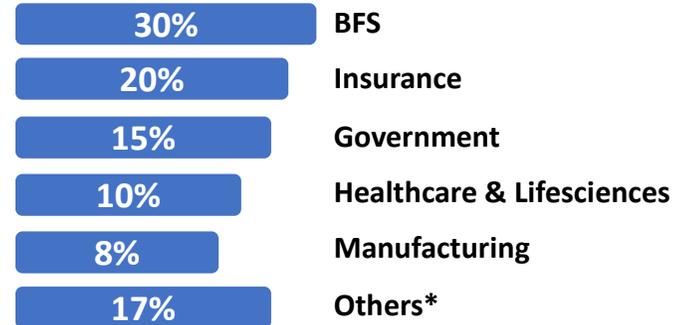


MARQUEE PARTNERS

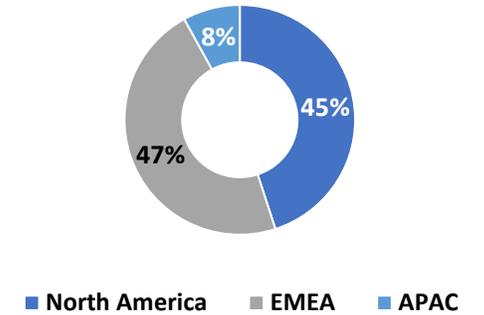


REVENUE SEGMENTATION

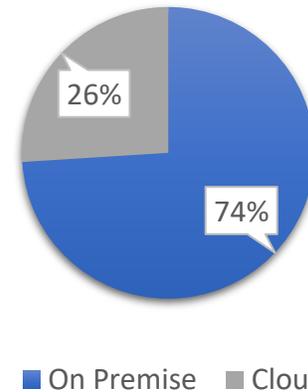
BY TOP 5 INDUSTRIES



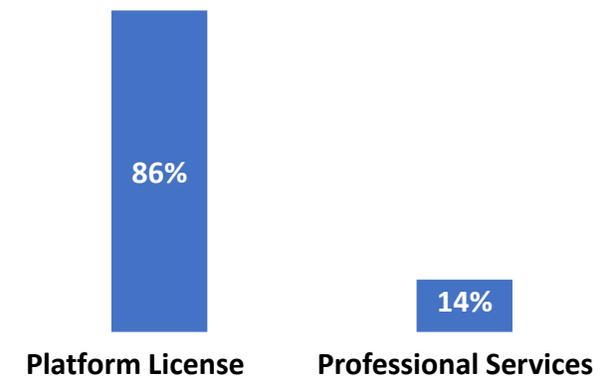
BY GEOGRAPHY



BY DEPLOYMENT TYPE



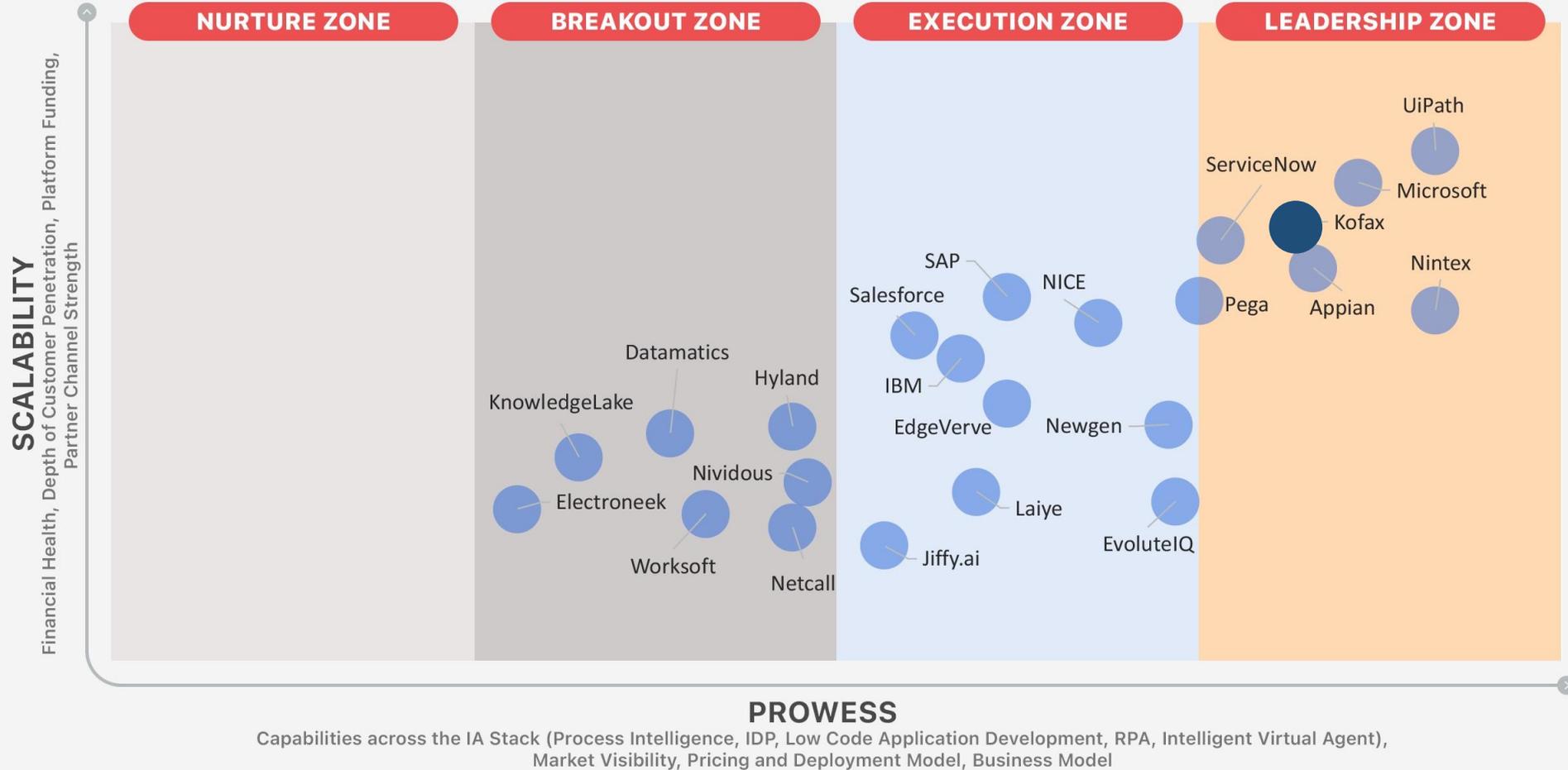
BY BUSINESS MODEL



- 65% of revenue driven by Direct selling and 35% via Partner-led motion
- 68% of revenue derived from enterprise customers and 32% from mid-size customers

ZINNOV ZONES INTELLIGENT AUTOMATION (IA)

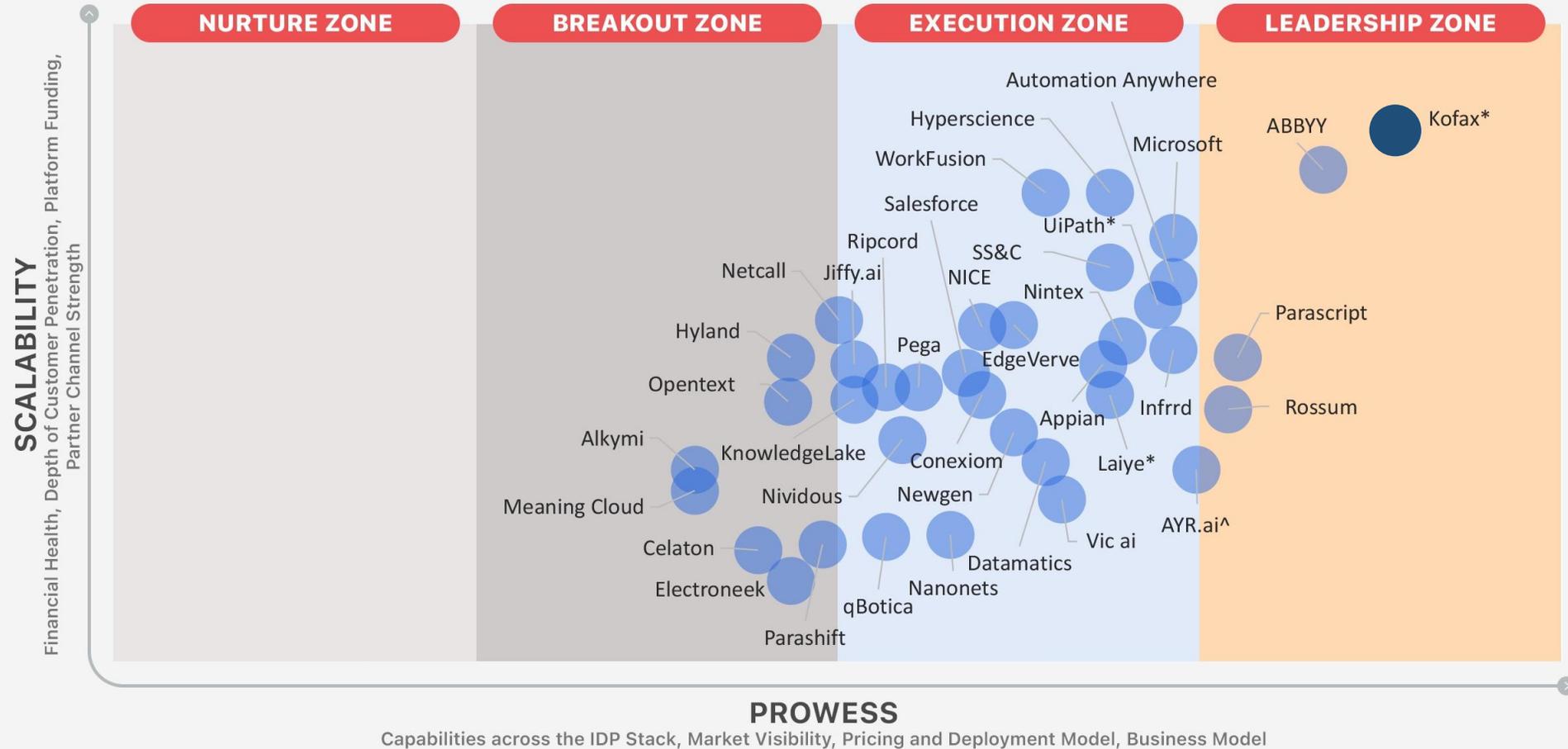
(PROCESS INTELLIGENCE, IDP, LOW CODE APPLICATION DEVELOPMENT, RPA, INTELLIGENT VIRTUAL AGENT)



Zinnov ran a Request for Information (RFI) process with participating companies between Jan 2023-Feb 2023. A variety of inputs on both prowess and scale were collected to assess their positioning. In cases where companies could not respond to RFIs in the stipulated timeframe, the Zinnov team conducted briefing calls and were given product demonstrations. In parallel, Zinnov also ran an extensive research exercise with global enterprise customers (100+), leading service providers (50+), developers (500+), domain experts, and publicly available data, for companies that did not participate formally in the evaluation of Zinnov Zones H1-2023.

*Indicates acquisitions from Jan 2022- Feb 2023

ZINNOV ZONES FOR INTELLIGENT DOCUMENT PROCESSING



Zinnov ran a Request for Information (RFI) process with participating companies between Jan 2023-Feb 2023. A variety of inputs on both prowess and scale were collected to assess their positioning. In cases where companies could not respond to RFIs in the stipulated timeframe, the Zinnov team conducted briefing calls and were given product demonstrations. In parallel, Zinnov also ran an extensive research exercise with global enterprise customers (100+), leading service providers (50+), developers (500+), domain experts, and publicly available data, for companies that did not participate formally in the evaluation of Zinnov Zones H1-2023.

*Indicates acquisitions from Jan 2022- Feb 2023
^Singularity Systems has been rebranded to AYR.ai

Kofax acquired Ephesoft & Tungsten Network. UiPath acquired Re:infer, Laiye acquired iQubic,



info@zinnov.com | www.zinnov.com

SANTA CLARA | NEW YORK | SEATTLE | HOUSTON | PARIS | BANGALORE | NCR | PUNE

© 2023 Zinnov. All Rights Reserved