

NEAT EVALUATION FOR SOROCO:

Process Understanding

Market Segment: Task Mining

Introduction

This is a custom report for Soroco presenting the findings of the NelsonHall NEAT vendor evaluation for *Process Understanding* in the *Task Mining* market segment. It contains the NEAT graph of vendor performance, a summary vendor analysis of Soroco for process understanding, and the latest market analysis summary.

This NelsonHall Vendor Evaluation & Assessment Tool (NEAT) analyzes the performance of vendors offering process understanding technology. The NEAT tool allows strategic sourcing managers to assess the capability of vendors across a range of criteria and business situations and identify the best performing vendors with specific capability in task mining, process mining, continuous monitoring and management, and enabling automation-focused process transformation.

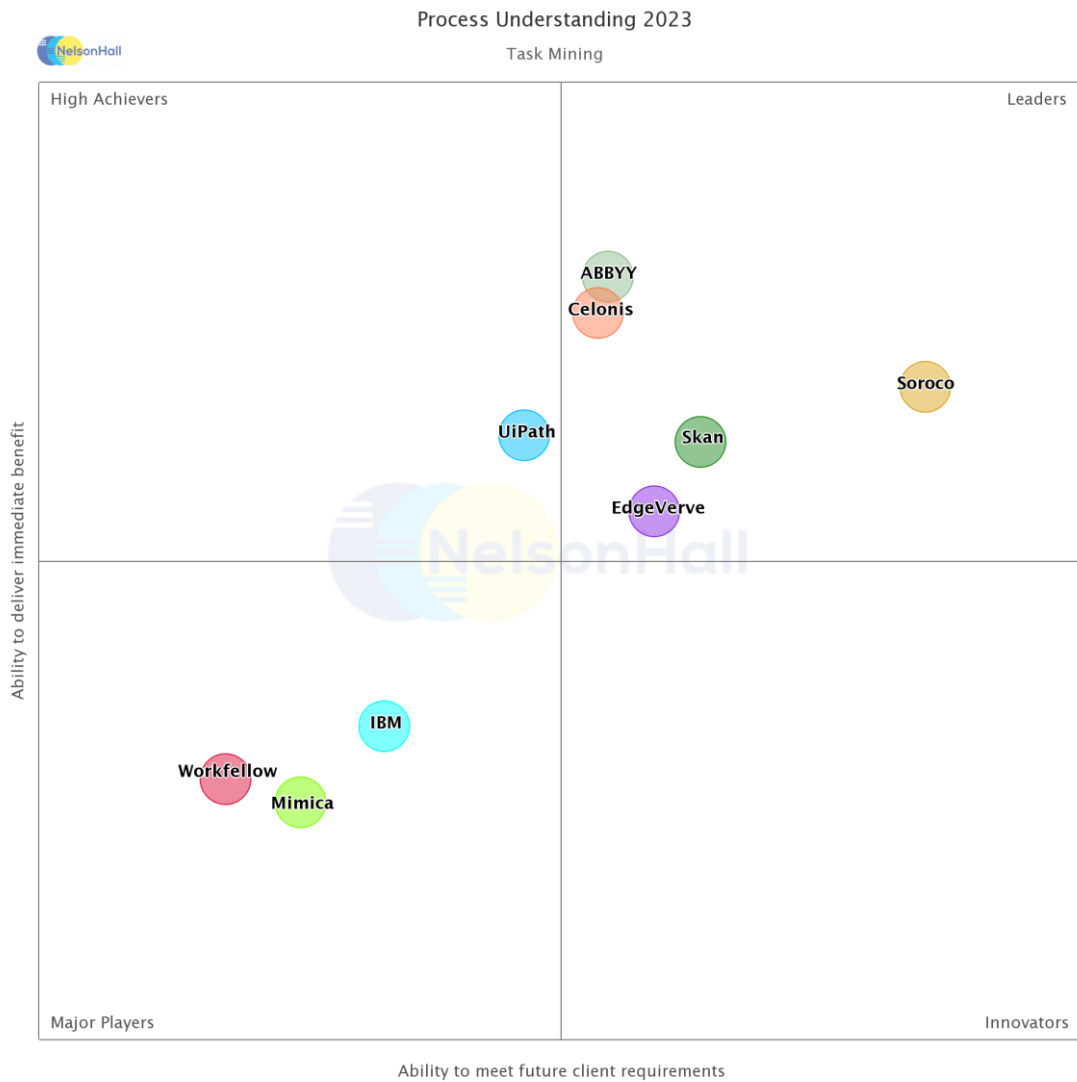
Evaluating vendors on both their ‘ability to deliver immediate benefit’ and their ‘ability to meet client future requirements’, vendors are identified in one of four categories: Leaders, High Achievers, Innovators, and Major Players.

Vendors evaluated for this NEAT are: ABBYY, ActiveOps, Appian, Apromore, BusinessOptix, Celonis, Decisions, EdgeVerve, Futuroot, IBM, Mehrwerk, Skan, SoftwareAG, Soroco, UiPath, UpFlux, and Workfellow.

Further explanation of the NEAT methodology is included at the end of the report.



NEAT Evaluation: Process Understanding (Task Mining)



NelsonHall has identified Soroco as a Leader in the Task Mining market segment, as shown in the NEAT graph above. This market segment reflects Soroco’s ability to meet future client requirements as well as delivering immediate benefits to its clients with specific task mining capabilities. Key task mining capabilities include unassisted task mining, visualizing process flows, and user monitoring to support compliance and upskilling.

Leaders are vendors that exhibit a high ability relative to their peers both in delivering immediate benefit and also in meeting client future requirements.

Buy-side organizations can access the *Process Understanding* NEAT tool (*Task Mining*) [here](#).

Vendor Analysis Summary for Soroco

Overview

Soroco is a process discovery/task mining platform vendor that uses its Scout work graph platform to understand the interactions between people and software. It supports both supervised and unsupervised teaching of process models.

For unsupervised process data collection, Soroco's Scout platform has a desktop software data agent that passively records user desktop interactions using proprietary "deep capture" technology. Supervised data collection allows users to record specific runs of a process to teach Soroco the process flow. Process analysts can either do this loading up-front or provide feedback to an already loaded process model. When providing up-front teaching of the process, process experts perform a desktop process 3–5 times to provide samples to Scout to learn a baseline template.

When digging into the details of a process, Scout uses the standard process map to show the steps of the task with toil information (minutes per user) overlaid on the map.

Scout offers root cause analysis functionality as part of its Work Insights module. By default, the functionality is focused on predefined transformation goals: automation, user training, data entry standardization, email templating, step elimination, etc.

Currently, Scout only offers prebuilt analyses for digging into work; it does not offer custom dashboarding capabilities for clients to build tooling that matches their needs. The company has also been building its capabilities to export Scout process data to external analytics tools such as PowerBI.

Improvement programs, shown on the process flow maps, can be exported as BPMN 2.0 files for process modeling, process scaffolds to RPA platforms such as UiPath, Automation Anywhere, or Blue Prism, or to Whatfix with the aim of guiding users through the remaining happy path of a process.

Soroco does not as yet provide process simulation to see how changes to the process impact the entire process chain.

The company's pricing model is based on per-user licenses, with the base package costing ~\$25k. Additionally, the company offers trial options for the Scout platform.

Soroco employs ~270 FTEs worldwide, the majority of which are within its development team in India. In the last 12 months, Soroco has greatly expanded its partner network, which now consists of 70+ partners. The company currently has ~100 clients, with its client growth tripling within the last 12 months.

Financials

Soroco does not release revenue numbers, but NelsonHall estimates Soroco's top-line revenues for 2022 to be \$18m.



Strengths

- Supports the loading of process mining data with hybrid process mining; typically only process mining platforms support this feature
- Rapidly expanding partner network to support growth. The company's partnership with Whatfix also offers support to guide users through processes that cannot be automated
- Conversational suggestions to reduce toil across a wide range of hyperautomation technologies; rarely do process understanding technologies suggest improvements which may be gained using conversational AI or email templatization, or explain the benefits of these technologies when applied to an individual process.

Challenges

A challenge for Soroco is the lack of process simulation to help clients see how process reengineering efforts may affect the process as a whole and the knock-on effects caused by implementing such changes; for example, whether the implementation of RPA leads to bottlenecks in other parts of the process.

Strategic Direction

Core to Soroco's go-to-market messaging is its ability to support process transformations outside of just RPA and into workflow automation, IDP, email templatization, and conversational AI.

Soroco aims to develop its go-to-market by:

- Expanding its client base by including more SME clients and more than doubling its partner network to serve and expand in new geographies
- Expanding the personas it will target with Scout to include CIOs and SIs.

To support this go-to-market, Soroco has a number of development areas on its roadmap:

- Expanding the number of industry KPI libraries within the business layer configuration and the number of PowerBI dashboards available, in addition to offering a horizontal KYC offering
- Supporting benchmarking of processes against peers should the client agree to supply anonymized data.

Outlook

Soroco's core strengths are its ability to create work graphs from human-computer interactions to support process transformations beyond simple RPA and into workflow automation, IDP, email templatization, and conversational AI. Soroco has developed its Scout platform to present these ideas for process transformations in a form that is easily digestible for executives within the client organization and for these ideas to enable developers using these digital technologies to expedite transformation.

While the company is increasing its focus on continuous monitoring, NelsonHall would like to see some improvements in its core functionality to support organizations in this manner—



conformance analysis with predictive analysis is a core pillar of continuous monitoring that is lacking in the platform.

Other developments within the platform NelsonHall would like to see over the coming year would be process simulation, for Scout to be able to understand how changes to the process will affect the rest of the process hierarchy.

Organizations that are looking to transform their processes using a full range of digital technologies should shortlist Soroco Scout.

Process Understanding Market Summary

Overview

Process understanding platforms are made up of task mining and process mining platforms. **Task mining** (process discovery) provides an understanding of work execution through the lens of workers on desktops. Actions are typically recorded using bots sitting on the desktop. **Process mining** provides an understanding of work from an end-to-end perspective through to the final business outcome.

Task and process mining platforms both offer insight into business processes. Each method can allow organizations to start process reengineering efforts; however, when used in combination, the organization will gain a greater understanding of processes.

Both task and process mining platforms feature the following capabilities:

- ETL capabilities – to extract, transform, and load transactional data from IT systems for analysis and integration to third-party platforms for enabling automation and proactive interventions
- Conformance checking and proactive intervention – to understand how work is performed against organizational policies and best practices and to leverage ML and heuristics to trigger automations (workflows and RPA bots) and real-time process guidance on desktops
- Root cause analysis – to find factors that are contributing to certain process behaviors and outcomes
- What-if/simulation/forecasting – to simulate scenarios of process transformation and to understand potential impacts before making changes
- Enabling process reengineering – to find processes that would benefit from process improvement and from deploying technologies such as automation, OCR, email templates, AI/ML, etc.

Buy-Side Dynamics

The key capabilities sought by organizations in selecting a vendor for process discovery & mining solutions are:

- Improved overall visibility and transparency of process flows
- Reduced effort to identify process steps and variations
- Improved identification of root causes of process variations, undesirable outcomes
- Reduced average process cycle times
- Improved identification of KPI impact of process variations, undesirable outcomes
- Improved identification of processes to be automated (e.g., using IDP, RPA, workflows)
- Monitoring process conformance and correcting user actions.



Market Size & Growth

The current global process understanding market size is estimated by NelsonHall at ~\$1.7bn and will grow to ~\$6.9bn by 2027, a growth of 32% CAAGR.

EMEA accounts for 50% of the process understanding market, followed by North America at 32%. North America is expected to be the fastest-growing region, with 38% CAAGR.

Healthcare was a fastest growing sector in 2022, with healthcare organizations looking to process understanding to mitigate rising costs and to understand how root causes can impact patient outcomes. Many vendors have built verticalized dashboards to support these efforts, including Kanbans for ongoing management. It will be these ongoing management areas that will fuel growth to 2027 as point-in-time assessments will remain more prevalent in other sectors.

Success Factors

Critical success factors for vendors within the IA platform market are:

- Ability to quickly deploy task or process mining to gain initial insights from a process
- Helping organizations to develop a culture supporting process understanding, both at an executive level by fostering the belief that understanding poor processes is the first step in fixing process flows; and at the employee level through the clear understanding of allow/deny lists and the pausing of collection in addition to the removing of frustrating processes
- Pricing model that allows organizations across industries and use cases to gain a clear ROI when used for conformance/compliance
- Either through partnerships or within a single task and process mining platform, supporting the connection monitoring types, ideally even when case numbers are not able to support process tracking
- Analyses that enable users to parse processes that occur in hundreds of variations with no clear most-frequent variation
- Allowing users to use mined processes as initial inputs to models which can then be used to build a new reengineered reference model that can simulate the benefits of the process change
- Conformance monitoring that links to RCA and can alert process owner to prevent non-compliance
- The ability to suggest and support users in reengineering processes beyond the creation of automation skeletons, in particular supporting users in understanding and applying email templatization, low code applications, user training, step elimination, data entry standardization, IDP, and conversation AI/generative AI.

Outlook

Over the next few years, expect the following developments:

- The move to Object Centric Process Mining (OCPM) to link connected processes, and developments made towards organizational mining to allow organizations to mine entire business units to gain an understanding of overall KPIs
- Root cause analysis to develop towards decision mining, to not only understand what attributes cause a process to go down one process flow versus another, but to understand the employee reasoning why this would happen
- Process analyses that support organizations in understanding processes that have hundreds of variations with no clear 'more frequent' variation of a process
- Location-based analyses to show how goods, resources, patients, employees, etc. move through a process
- Process understanding platforms to be more closely linked to process orchestration platforms, as process monitoring allows organizations to , for example, trigger bots to deal with increased workloads
- Task mining to increasingly support digital adoption platforms and capacity management/HCM platforms
- Process understanding platforms supporting reengineering and transformation efforts beyond automation.



NEAT Methodology for Process Understanding

NelsonHall's (vendor) Evaluation & Assessment Tool (NEAT) is a method by which strategic sourcing managers can evaluate outsourcing vendors and is part of NelsonHall's *Speed-to-Source* initiative. The NEAT tool sits at the front-end of the vendor screening process and consists of a two-axis model: assessing vendors against their 'ability to deliver immediate benefit' to buy-side organizations and their 'ability to meet future client requirements'. The latter axis is a pragmatic assessment of the vendor's ability to take clients on an innovation journey over the lifetime of their next contract.

The 'ability to deliver immediate benefit' assessment is based on the criteria shown in Exhibit 1, typically reflecting the current maturity of the vendor's offerings, delivery capability, benefits achievement on behalf of clients, and customer presence.

The 'ability to meet future client requirements' assessment is based on the criteria shown in Exhibit 2, and provides a measure of the extent to which the supplier is well-positioned to support the customer journey over the life of a contract. This includes criteria such as the level of partnership established with clients, the mechanisms in place to drive innovation, the level of investment in the service, and the financial stability of the vendor.

The vendors covered in NelsonHall NEAT projects are typically the leaders in their fields. However, within this context, the categorization of vendors within NelsonHall NEAT projects is as follows:

- **Leaders:** vendors that exhibit both a high ability relative to their peers to deliver immediate benefit and a high capability relative to their peers to meet client future requirements
- **High Achievers:** vendors that exhibit a high ability relative to their peers to deliver immediate benefit but have scope to enhance their ability to meet client future requirements
- **Innovators:** vendors that exhibit a high capability relative to their peers to meet client future requirements but have scope to enhance their ability to deliver immediate benefit
- **Major Players:** other significant vendors for this service type.

The scoring of the vendors is based on a combination of analyst assessment, principally around measurements of the ability to deliver immediate benefit; and feedback from interviewing of vendor clients, principally in support of measurements of levels of partnership and ability to meet future client requirements.

Note that, to ensure maximum value to buy-side users (typically strategic sourcing managers), vendor participation in NelsonHall NEAT evaluations is free of charge and all key vendors are invited to participate at the outset of the project.



Exhibit 1

‘Ability to deliver immediate benefit’: Assessment criteria

Assessment Category	Assessment Criteria
Offerings	<ul style="list-style-type: none"> Assisted task mining Unassisted task mining Process mining Integrated task and process mining Process visualization Individual user analysis Root cause analysis Conformance/compliance analysis Dashboarding Continuous monitoring focus Workforce management What if/Simulation/Forecasting capabilities Provision of process improvement recommendations
Delivery Capability	<ul style="list-style-type: none"> Task mining pricing Process mining pricing Ease of use Training offered Integration to vendor’s other intelligent technologies (one-stop shop) C&SI partner base
Client Presence	<ul style="list-style-type: none"> Overall N. America LATAM EMEA APAC
Benefits Achieved	<ul style="list-style-type: none"> Improved overall visibility and transparency of process flows Monitoring process conformance and correcting user actions Improved identification of processes to be automated (e.g., using IDP, RPA, workflows) Improved upskilling or retraining efforts with precision training for individuals or teams Continuous KPI monitoring License cost reduction



Exhibit 2

‘Ability to meet client future requirements’: Assessment criteria

Assessment Category	Assessment Criteria
Level of Investments	<ul style="list-style-type: none"> Level of investment into task mining Level of investment into process mining level of investment into workforce management Investment in integrating task and process mining Investment into analyses and dashboards offered Investment into root cause/what if/simulation/forecasting capabilities Level of investment into monitoring and case management Investment in reengineering support

For more information on other NelsonHall NEAT evaluations, please contact the NelsonHall relationship manager listed below.



research.nelson-hall.com

Sales Inquiries

NelsonHall will be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager:
Guy Saunders at guy.saunders@nelson-hall.com

Important Notice

Copyright © 2023 by NelsonHall. All rights reserved. NelsonHall exercises its best efforts in preparation of the information provided in this report and believes the information contained herein to be accurate. However, NelsonHall shall have no liability for any loss or expense that may result from incompleteness or inaccuracy of the information provided.