Zinnov Zones – Hyper-Intelligent Automation

H1 2021

AMELIA
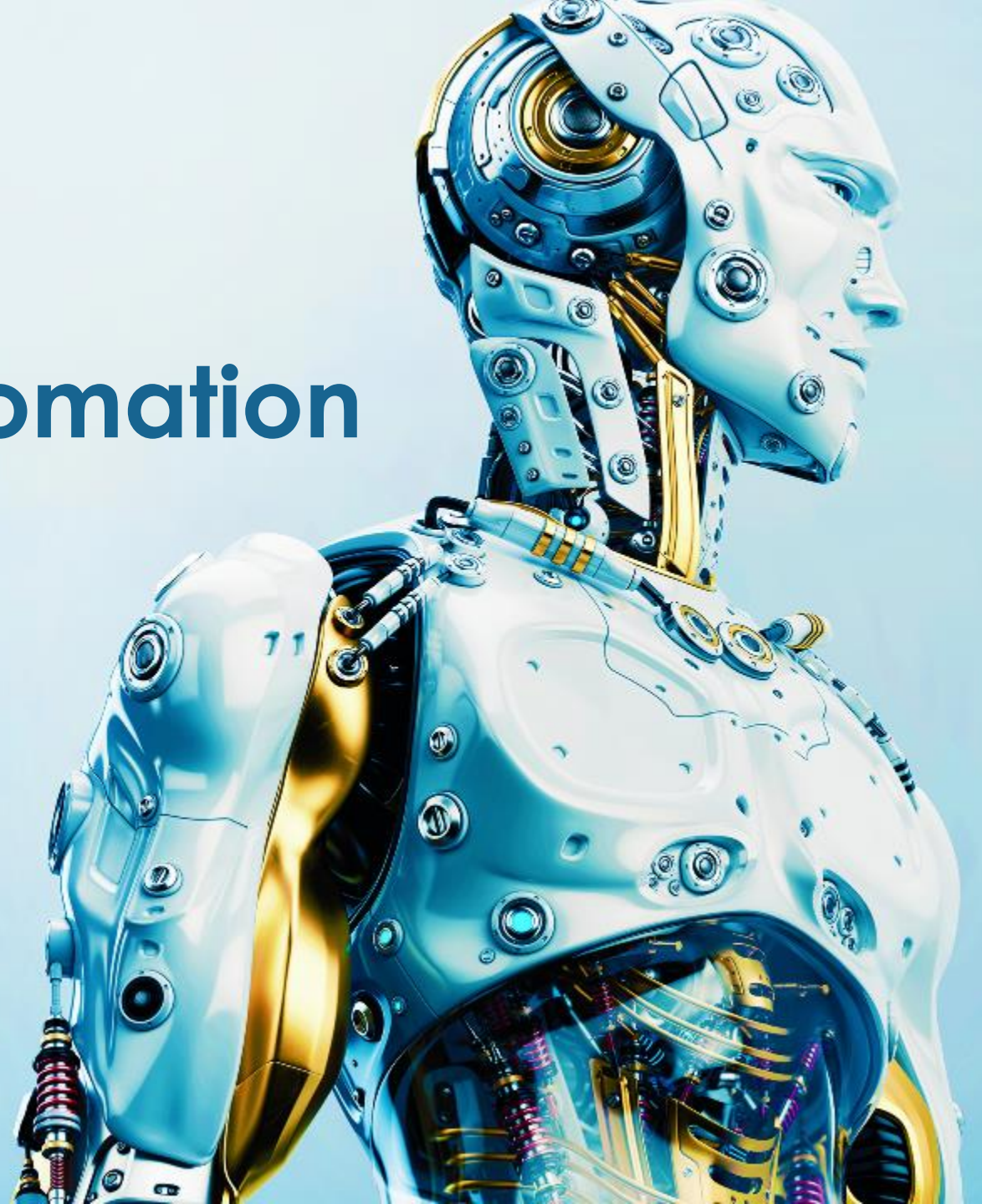
What is Zinnov Zones?

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

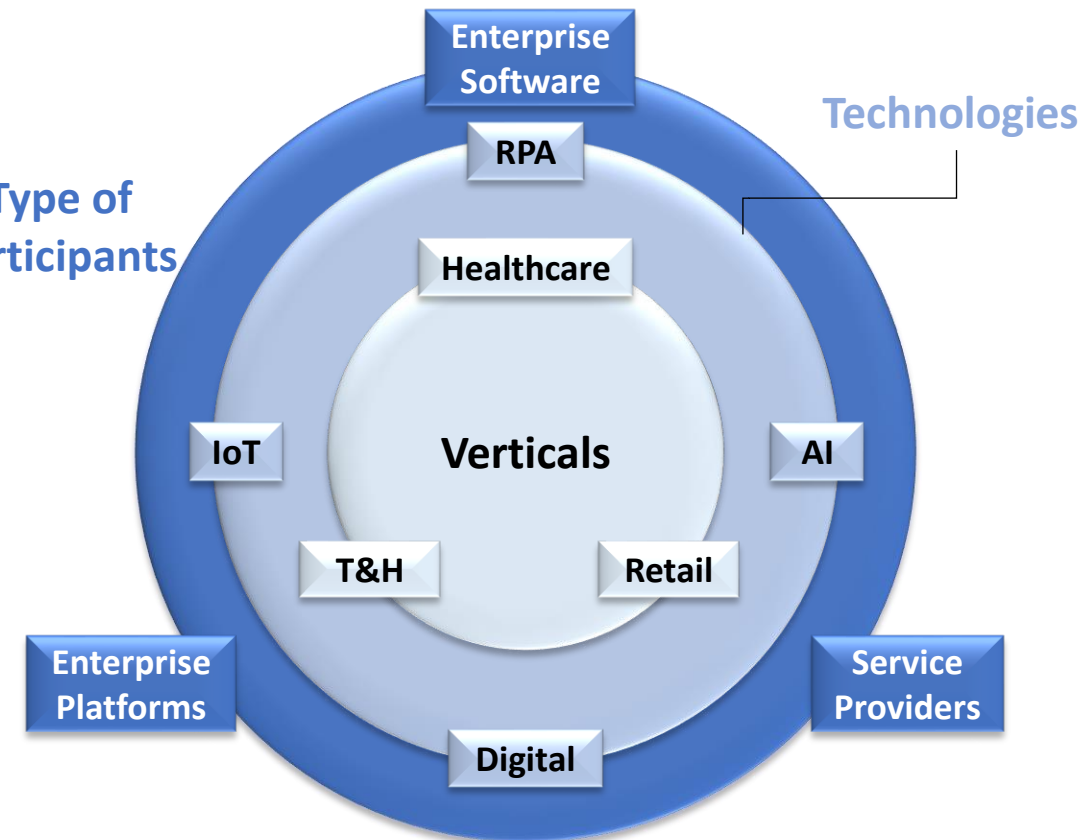**12 years**

100+ Global technology vendor/service provider participants

Type of Participants

Technologies

Enterprise Software

RPA

Healthcare

IoT

Verticals

AI

T&H

Retail

Enterprise Platforms

Digital

Service Providers

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
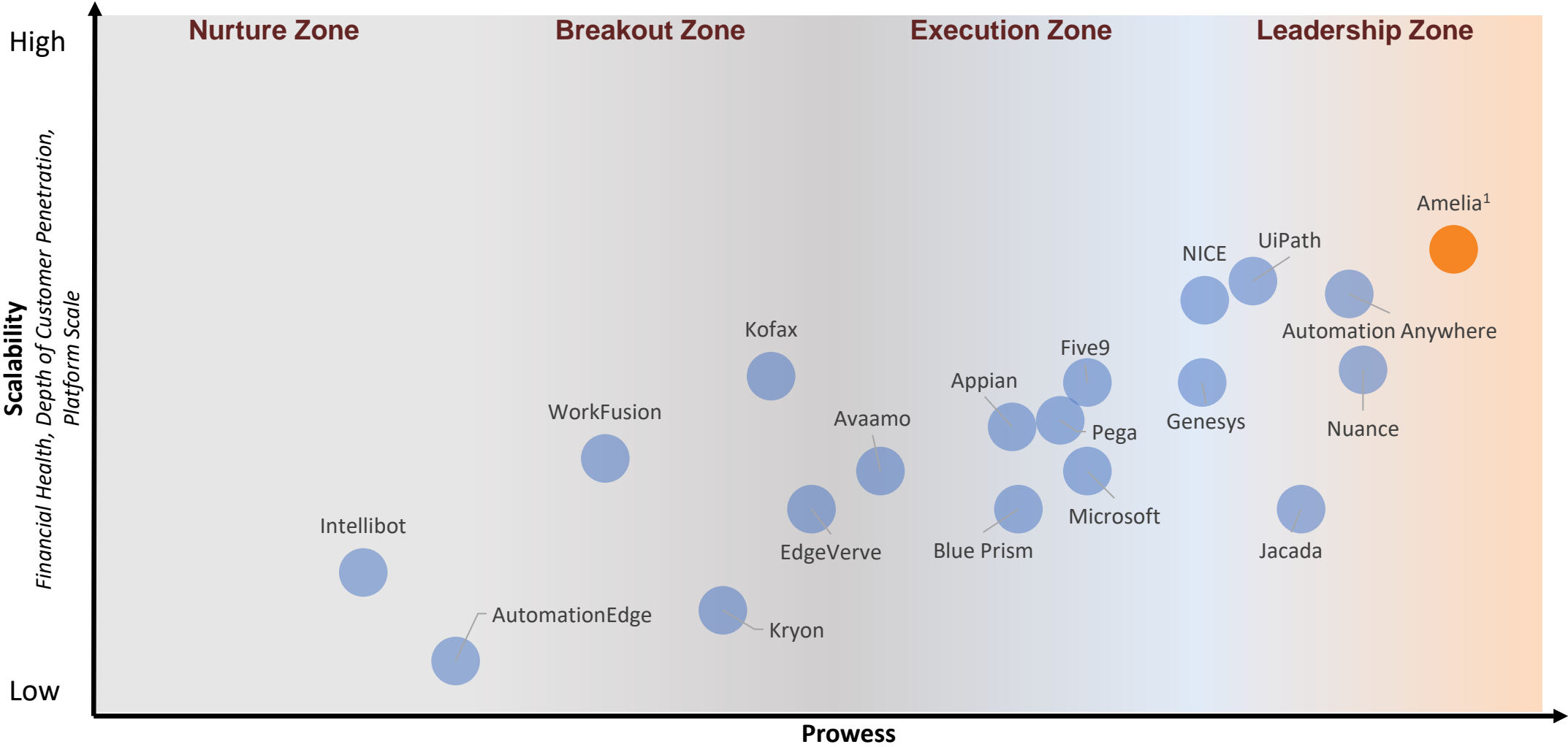- Twitter, LinkedIn, other Social Media, etc.

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+**
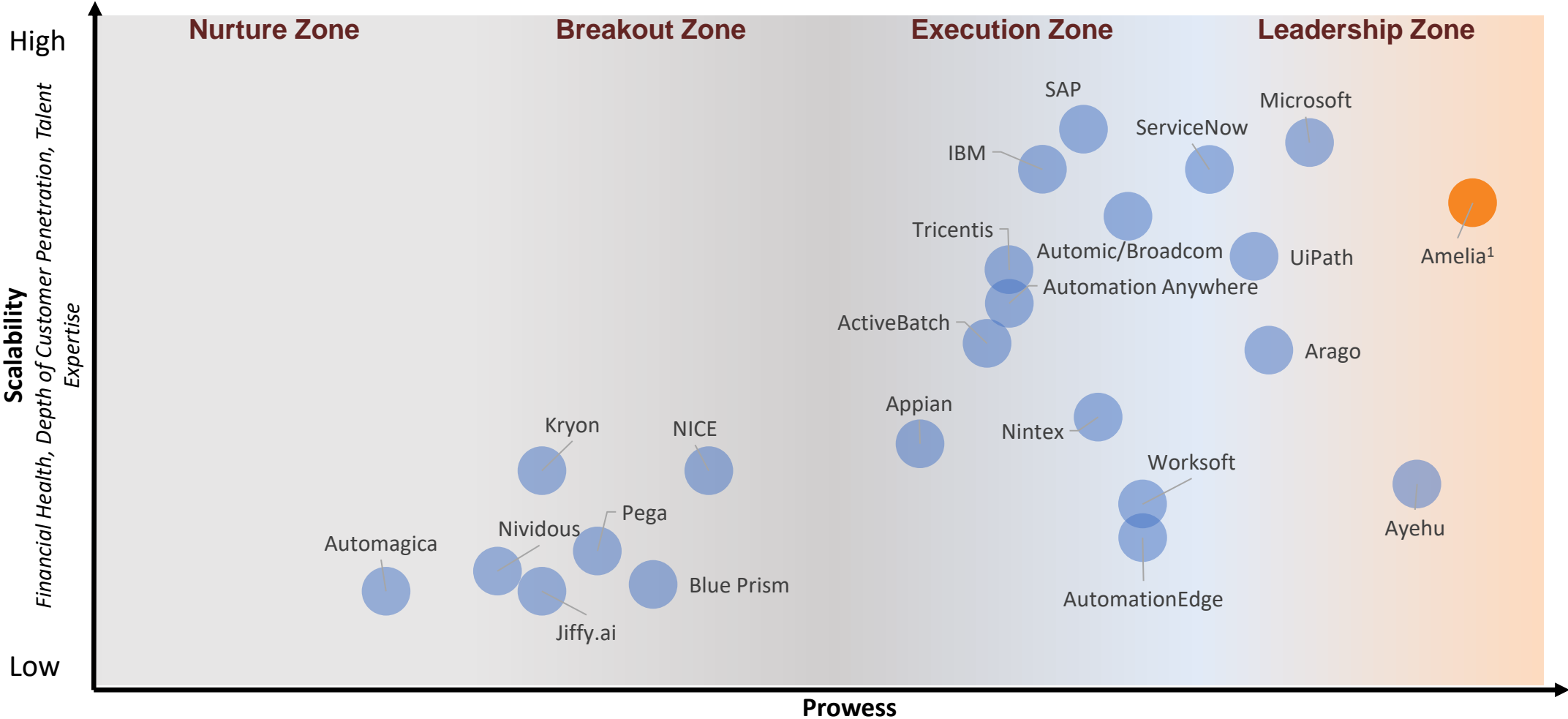
Zinnov Zones for Intelligent Virtual Agent - H1 2021

Zinnov Zones for Intelligent Virtual Agent

Prowess

Financial Health, Depth of Customer Penetration, Platform Scale — **Scalability**

| Nurture Zone | Breakout Zone | Execution Zone | Leadership Zone |

High / Low axis labels with bubbles:

- Amelia[1]
- NICE
- UiPath
- Automation Anywhere
- Nuance
- Kofax
- Five9
- Appian
- Pega
- Genesys
- WorkFusion
- Avaamo
- EdgeVerve
- Microsoft
- Blue Prism
- Jacada
- Intellibot
- AutomationEdge
- Kryon

Focus on Intelligent Virtual Agent Capabilities, Business Model, Market Visibility, Vision and Roadmap, Voice of Customers and Developers

Amelia's positioning across Intelligent Virtual Agent Category

PARAMETERS	Description	Assessment Criteria	Zinnov Assessment of Amelia	
Channels Supported	• IVR • Voice Assistants • SMS • Email	Based on the ability of the platform channels supported	HIGH	• Offers coverage across all channels • Digital voice-based solutions to customer service agents (CSA) in call centres to enhance customer experience
Deployment	• Off-the-shelf IVA solution • Customized solution	Based on the ability of the platform deployment	HIGH	• Launched Amelia City, an interactive, AI laboratory and Amelia Marketplace – the off-the-shelf AI solutions to transform processes at scale from intelligent front office conversations to back-office execution • Delivers customized solutions tailored to customer demands and relevant enterprise scenario
Intelligence Capabilities	• Static response • Dynamic response • Ability to reply with actionable items • Voice conversational capabilities • Sentiment analysis • Speech recognition • Context handling	Based on the ability of the platform to leverage intelligence capabilities	HIGH	• Offers both static and dynamic responses within their solution • Robust capabilities in intent recognition, contextual understanding and sentiment analysis. Uses AI and natural language capabilities to recognize the emotional state during live interactions • High capabilities with AI-based voice conversational intelligence, speech recognition and text-to-speech capabilities • Ability to reply with actionable/interactive responses and recall context from previous conversations • Scope to deploy conversational AI solutions for CSAs
Use Case Coverage	Breadth of use cases covered by the platform	Based on coverage of solution across horizontal and industry-specific functions	HIGH	• Strong capabilities across horizontal and Industry specific use cases such as Amelia banking, insurance, customer care, HR services, IT services telecommunication, healthcare etc.

Zinnov Zones for IT Automation - H1 2021

Zinnov Zones for IT Automation

Nurture Zone   **Breakout Zone**   **Execution Zone**   **Leadership Zone**

High

Scalability
Financial Health, Depth of Customer Penetration, Talent Expertise

SAP
Microsoft
ServiceNow
IBM
Amelia[1]
Tricentis
Automic/Broadcom
Automation Anywhere
UiPath
ActiveBatch
Arago
Appian
Nintex
Kryon   NICE
Worksoft
Nividous   Pega
Ayehu
Automagica
AutomationEdge
Blue Prism
Jiffy.ai

Low

Prowess

Use Case Analysis, Technical Capabilities, Integration with Enterprise Applications, Business Model, Vision and Roadmap, Market Visibility, Voice of Customers and Developers

Amelia positioning across IT Automation category

PARAMETERS	Description	Assessment Criteria	Zinnov Assessment of Amelia
Security & Governance	• Identity & Access Management • Application Security • Information Security • Data Security • Governance	Based on the ability of the platform to provide security & governance	HIGH · • Seamless integration with access management companies such as CYBERARK, Microsoft Active Directory, HarshiCorp Vault etc. • Provides Application, Information and Data security within the platform • High focus on platform and data governance
Integrations	Integration with third-party apps and databases such as Oracle NetSuite, SAP, etc.	HIGH: 15+ integrations MODERATE: 10-15 integrations LOW: Less than 10 integrations	HIGH · 15+ integration with multiple tools and apps as Oracle, SAP, Salesforce, etc.
Downstream Automation	Automation-specific technology integration	HIGH: Partnering with 5+ automation integration MODERATE: 3-5 automation platforms LOW: Less than 3 automation platforms	HIGH · • Integration with Automation Anywhere, UiPath, Red Hat Ansible, CHEF, VMware, Microsoft System Center • Amelia's Smart Workflow functionality allows it to integrate seamlessly across channels from voice to mobile to online chat
Use Case Coverage	Breadth of use cases covered by the platform	Based on coverage of solution across horizontal and industry-specific functions	HIGH · Strong capabilities across horizontal use cases across IT monitoring, log analytics,, intelligent dispatch system, access requests, catalogue requests etc.

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