



HFS OneOffice Hot Vendors

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Excerpt for Globality

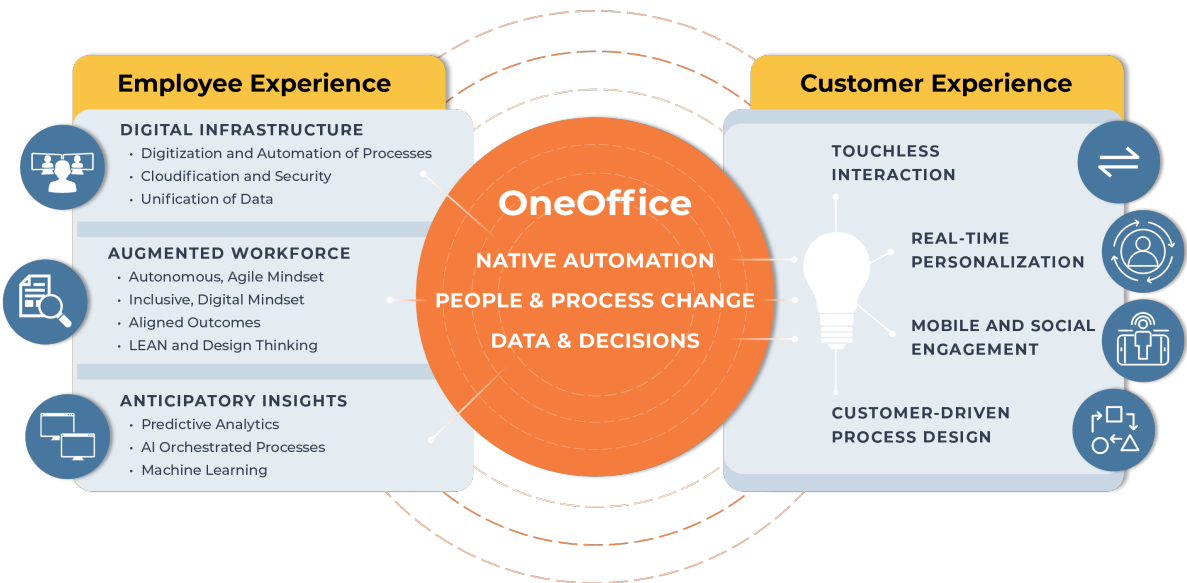
Executive summary

The **HFS OneOffice Hot Vendors** are an exclusive group of emerging players, each with a differentiated value proposition for the Digital **OneOffice™** (Exhibit 1). HFS analysts regularly speak with numerous exciting start-ups 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 Digital OneOffice Organization



Source: HFS Research, 2021

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 in 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 Q1 2021. The HFS Hot Vendor designation for the following

players will remain in place until the end of Q1 2022 (one year), when we repeat the process for renewing the HFS Hot Vendors designation.

Exhibit 2

HFS OneOffice Hot Vendors Q1 2021 Edition (in alphabetical order)



AUDITORIA

Powering the zero-touch finance back office

AXIS

Digitizing and democratizing design thinking

Globality

Championing AI-powered smart sourcing of services

RAINBIRD

A new category of decision-making automation



Robocorp

An open-source approach to consumption-based process automation



Roots
Automation

Providing "Digital Coworkers" using cloud-based automation-as-a-service

Note: The HFS Hot Vendor Designation is valid for one year from Q1 2021 to Q1 2022

Source: HFS Research, 2021. Logos are hyperlinked

Globality: Championing AI-powered smart sourcing of services

Ramanan Rajagopalan, Reetika Fleming

Experiences shape behaviors. Behaviors carve out habits. Habits drive success. Enterprises worldwide are on the cusp of architecting a transformation of their experiences across various functions, including procurement, to emerge successfully from the pandemic. Creating value over and above cost reduction has become critical for procurement organizations in the post-pandemic era. Procurement is also uniquely positioned to play a much larger strategic role for the enterprise.

In our increasingly virtual world, enterprises exist in a web of interconnected relationships with their employees, customers, suppliers, partners, and even competitors, creating an evolving and ever-changing ecosystem and a need for procurement organizations to become more agile through a combination of automation and in-built intelligence. This growing need to respond to complexity with agility helps explain Globality's distinctive value proposition of offering artificial intelligence (AI)-powered Smart Sourcing solutions. Co-founded by Joel Hyatt and Lior Delgo in March 2015 and headquartered in Silicon Valley, Globality is an AI-powered platform and marketplace revolutionizing how companies buy and sell services. The company has [raised \\$138 million of Series E funding from Sienna Capital](#), a wholly-

owned subsidiary of Groupe Bruxelles Lambert, and the SoftBank Vision Fund in January 2021, aiming to invest more in building additional AI technology capabilities.

Globality's AI-powered Smart Sourcing Platform™ offers the following benefits to an enterprise's procurement team:

- AI-guided accelerated sourcing;
- Cost savings;
- Merit-based matching and objective selection;
- Data-driven decision making;
- Stakeholder alignment through real-time collaboration tools;
- Transparency and effort-free tracking;
- Improvements in the productivity of sourcing resources.

HFS' conversations with Globality's customers have revealed that speed and efficiency, increased value, and better outcomes are the key aspects of Globality's procurement solution, which helps reduce cycle time and enhances procurement operations. The customers we interviewed especially appreciate the Globality AI-powered sourcing platform's ability to automatically identify requirements and match suppliers.

Additionally, customers admired Globality for its collaborative culture in conducting design thinking workshops and listening to customers to understand their requirements and desired outcomes. Overall, customers view Globality as a strategic partner that offers a unique set of capabilities through its customer-centric work culture

and robust technology. Customers have highlighted that Globality's platform will enable procurement organizations to achieve significant cost savings to free up cash flow, as they implement automated self-sourcing and drive social value by identifying diverse suppliers with which to work.

HFS' take

We recognize Globality as an HFS OneOffice Hot Vendor because its procurement platform is an innovative solution for smart self-sourcing utilizing the combination of automation, AI, and analytics. Also, the early mover advantage in the self-service procurement space provides a competitive advantage for Globality. Enterprises using Globality's AI-powered Smart Sourcing Platform can also make sourcing decisions based on their sustainability and diversity goals (e.g., choose to look for more minority or women-owned businesses). This aspect

strongly leverages the power of making data-driven decisions, which helps enterprises identify suppliers that align with their needs and corporate values. In essence, with Globality's sourcing platform, enterprises can embark on intelligent self-service procurement that helps them understand the risks of what they buy, effectively collaborating with stakeholders during the sourcing process, identifying the right partners to drive value, improving efficiency, and increasing the speed of the procurement function.

Vendor factsheet

- Co-founded by Joel Hyatt and Lior Delgo in March 2015, Globality helps enterprises source the best service suppliers while enabling greater economic inclusion worldwide.
- Globality is headquartered in Menlo Park, California, and has a branch office in London, with additional locations in the United States and Europe.
- Through its AI-powered platform and Smart Sourcing technologies, Globality's objective is to bring digital transformation to the sourcing industry.

Solution portfolio

Globality's solution portfolio pivots around AI-guided sourcing requirements that help customers with the following areas:

- Complex intent identification;
- AI-assisted scoping;
- Instant supplier matching, inclusive of highlighting diverse and small businesses;
- Proposal evaluation;
- Statement of work automation.

Industry coverage

Globality's enterprise customers span across the pharmaceuticals, health care, banking, financial services, technology, telecom, aviation, and consumer products industries.

HFS Research authors (1/2)



Elena Christopher | SVP Research

Elena Christopher leads HFS' emerging tech coverage specializing in the Triple-A Trifecta - the interaction of automation, AI, and analytics. As a complement to her change agent focus, she drives the industry-specific research agenda for HFS, digging into the major trends impacting each in-scope industry. Elena's industry coverage specialty is banking and financial services.



Reetika Fleming | Research VP

Reetika Fleming is Research Director, 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.



David Cushman | Research Director

David Cushman is Research Director, Emerging Tech Platform, at HFS Research. He is a digital strategy and innovation expert with experience in start-up, scale-up, and large-scale digital transformation programs. He brings a combination of tech nous from data and CRM, to decisioning applying ML and AI, through to analytics and understanding human behavior. He is editor-in-chief of HFS' Quarterly OneOffice Hot Vendor publication.



Ramanan Rajagopalan | Consulting Director

Ramanan Rajagopalan is Consulting Director at HFS, with over 19 years of experience that spans strategy consulting, business development, and market research in multiple industries. Ram has a master's degree in electrical engineering from the University of Alabama and has certification in Business Analytics and Intelligence from IIM Bangalore. Ram loves reading nonfiction books and visiting places with ancient architecture.

HFS Research authors (2/2)



Sam Duncan | Associate Director, Research

Sam Duncan, is an Associate Director, Research at HFS. He developed a fascination with how the evolution of technology accelerated globalization while completing a degree in economics at Bournemouth University. At HFS he gets excited by blockchain and other cutting-edge technologies as they impact business. He maintains a focus on banking and financial services.



Josh Matthews | Associate Director, Research

Josh Matthews is an Associate Director at HFS, based in Cambridge, UK, where he also sits on the City Council. Josh graduated from an Engineering and Management master's program at Cambridge University—and before that a Chemical Engineering master's at Loughborough University; his academic research tackled sustainability from multiple angles, as does his work at HFS—alongside energy, utilities, and technology. Josh has consulting experience at Unilever and SMEs in the tech and marketing spaces; he has also worked in the energy industry.



About HFS Research: Insight, Inspiration, Impact

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries. Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as "RPA" (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

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