



Redwood

Robotic Process Automation

**Vendor Assessment
Report Abstract**

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6 pages

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Who Is This Vendor Assessment For?

NelsonHall's RPA and AI vendor assessment for Redwood is a comprehensive assessment of Redwood RPA offering and capabilities, designed for:

- Sourcing managers investigating sourcing developments within RPA
- Automation decision makers exploring the benefits and inhibitors of RPA as evidenced from the clients and vendor capability
- Vendor marketing, sales and business managers developing strategies to identify developments and target opportunities within managed service programs
- Financial analysts and investors specializing in, or covering the RPA industry and suppliers.

Key Findings & Highlights

Redwood was incorporated in the Netherlands in 1993, initially as a web console manager targeted at portfolio managers and analysts in the global investment market. In the late 2000s, it began to pivot toward the intelligent automation focus which it has today; by 2010, the outlines of its current vision and direction were in place.

Although Redwood began as a financial services industry-centric technology provider, and maintains a mature book of BFSI business to this day, it now serves clients in 24 industries. BFSI, technology, healthcare, and manufacturing are focus pursuit verticals.

Redwood does not release its revenue numbers publicly, but NelsonHall estimates its 2017 annual revenues at \$50m.

Redwood has evolved its automation offerings in three directions over the past decade. The first has been the branded preconfigured solution packaging of Redwood Robotics for back-office process functions including finance, HR, supply chain, and IT. The second has been to expand the reach of traditional task-centric automation across departmental lines to address complex, multidisciplinary workflows with Cronacle. The third has been to build toward an as-a-service offering, RunMyJobs, a simplified 'light touch' on-demand service that offers zero-footprint infrastructure configuration and a more rapid ramp than traditional Redwood and competitive workload automation offerings.



Scope of the Report

The report provides a comprehensive and objective analysis of Redwood's offering, capabilities, and market and financial strength, including:

- Identification of the company's strategy, emphasis, and new developments in both its service and technology
- Analysis of the company's strengths, challenges, and outlook
- Revenue
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's key offerings (service model and service components)
- Analysis of the company's delivery capability (including the location, size and scale of delivery operations; and delivery via technology).

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Report Length

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