

# Nividous: Increasing Return on Investment of its Customers across the Globe



Shvetal Desai, Co-Founder and Kaushal Mashruwala, Co-Founder at Nividous

Nividous is one of the only companies worldwide that has a full suite of products that cover the entire spectrum of process automation requirements in any organization. Its intelligent automation suite includes Robotic Process Automation (RPA), Artificial Intelligence (AI), and Business Process Management (BPM). Nividous was formed with the vision to help customers across the globe work at their peak efficiency. During its initial days, Nividous focused on developing strategic partnerships with major Business Process Management software vendors to help customers automate manual processes that span multiple departments and people. As an employee of a company, each task that you perform is part of a set of tasks of the several larger business processes that run the operations of the company and there are generally hundreds of processes that can be automated within any sizeable organization. Nividous has been able to scale process automation programs for each of its customers.

Since its inception, Nividous uses a majority of the cash flow generated out of its business to re-invest in R&D activities. Through these R&D efforts, Nividous was able to launch a comprehensive intelligent automation platform that natively combines the power of RPA, AI, and BPM. The Nividous Intelligent Automation platform was launched in late 2017 and since then the company has seen tremendous growth and has been able to significantly increase its footprint in North America, South Asia, and the United Kingdom. For the last two years, Nividous has been recognized as a major player in the intelligent automation space by leading industry analysts such as Gartner, Forrester, and Everest Group. This is particularly impressive since the product entered the intelligent automation space just a few years back. The company is also proud of the fact that it has a nearly one hundred percent customer retention rate which is the ultimate benchmark for product adoption and customer satisfaction. It now has more than 80 customers that come from diverse industries such as Banking, Insurance, Financial Services, Healthcare, Life Sciences, Manufacturing, and Logistics. The AI-powered Nividous platform is deployed by customers to solve some of the most complex process problems. Some of their customers have achieved more than 95% automation in their key processes with hundreds of Nividous Bots that have replaced tedious human tasks.

## About the Co-Founders

Kaushal Mashruwala and Shvetal Desai are the Co-Founders of Nividous. The Nividous founders started their process automation journey in 1998 as part of the founding team of a company called Savvion Inc., one of the first and very successful Business Process Automation companies. The Savvion BPM product was launched in 2000 and immediately became one of the top three products worldwide and went on to be deployed at many of the fortune 500 companies. After the successful acquisition of Savvion by Boston-based Progress Software in 2010, Shvetal and Kaushal left Progress Software in 2011 and founded Nividous to continue their process automation journey.

Kaushal has been an evangelist for digital transformation using Business Process Management (BPM) and related technologies. Before Nividous, he worked as a Managing Director of Savvion. Shvetal has over 20 years of experience in building and implementing the BPM product at Savvion. He brings tremendous knowledge to help clients navigate their digital transformation journey. His vision has helped Nividous get recognized as a high-profile thought leader in delivering digital transformation. He plays a leading role in driving innovative solutions at Nividous. Both Kaushal and Shvetal have known each other since they pursued post-graduation at Santa Clara University.

## Overcoming Challenges

One of the biggest challenges of Nividous came from the messaging of some of its competitors. “Our competitors’ messaging meant that RPA, which is task automation by software robots (which only addresses human task automation), is the only tool that customers need to digitally transform. But this is not true,” says Kaushal Mashruwala, Co-Founder, Nividous. He further adds, “Customers, in particular those who have adopted traditional RPA, have started to realize that the RPA approach is tactical and gives immediate

results. However, it is eventually siloed and doesn't give end-to-end process visibility and as a result, the opportunity to continuously improve business processes. To cover the spectrum of automation, you need RPA, AI as well as BPM technologies. You would have recently heard of the term "Hyperautomation", which Gartner considers as the number #1 technology trend and many other analysts use slightly different terms. However, they all point to holistic automation. Unless an organization adopts a holistic approach of automating the end-to-end process using BPM and employs AI to make Robots smarter, they will be left with tactical gains and automation silos only. Nividous' approach has always been holistic automation (RPA+AI+BPM). Since the last year, we have seen some great success with early adopters of RPA. After spending a couple of years with just RPA implementations, they have realized the value of holistic automation and replaced their RPA-only approach with the Nividous intelligent automation platform."

To cope up with change (or be the change), organizations need real-time information at their fingertips. Revolution to Nividous means empowering the human capital of any organization to focus on high-value and highly cognitive tasks to empower growth and agility which in turn allows building digital enterprises that can adapt to change instantaneously.

Speaking about the importance of automation, Shveta Desai, Co-Founder, Nividous says, "Companies are realizing that automation is one of the key differentiators that will define the difference between success and failure. A company is in business today because it has been executing better than its competitors and will need to continue to excel in business otherwise it runs the risk of becoming obsolete. The execution of a business is in its processes and the more a company automates its processes, the more it will differentiate itself from its competition and the more successful it will become. According to Gartner, 90% of organizations will have implemented automation in some form by 2025. At Nividous, we are proud of the fact that we have successfully solved the automation challenges for all our customers since we have almost 100% customer retention. We solve some of their most complex problems at the lowest total cost of ownership (TCO) and highest return on investment (ROI). We are also

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very proud of our employees who give us their one hundred percent. They get the highest satisfaction when the customer is happy!”

#### Future Endeavours

Intelligent Automation is currently the fastest-growing enterprise software market. According to several industry analysts, the Intelligent Automation software market will reach \$596 billion in 2022, up nearly 24% from the \$481.6 billion in 2020\*. The COVID Pandemic has put automation at the forefront of any organization's priority. The Nividous IA product line has grown more than 125% over the last year. And they expect similar growth this year as well. While Nividous has a very solid roadmap for future product versions, it is significantly investing in increasing its ecosystem through technology as well as implementation partnerships across the globe. In addition, Nividous will have a physical presence in Asia-Pacific and Middle East regions this year to address a wider market.

Shveta concludes by saying that “To be a sustainable and successful business, make all the decisions by keeping the customer at the center of your universe and invest in developing a culture of customer-centricity across your human capital.”

\*Source: <https://venturebeat.com/2021/04/28/gartner-says-low-code-rpa-and-ai-driving-growth-in-hyperautomation/>



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