



Vendor Vignette

Apromore

Apromore is a process mining vendor that is growing fast following its recent funding round led by Salesforce. Apromore is beginning to impact enterprises and enterprise applications that were always in its sights, and executing enablement within the Salesforce ecosystem will help it take its forward-thinking ideas into a broader range of boardrooms.

Founded 2019 | HQ Melbourne, Australia | 109 employees April 2024



The Company

Apromore is a process mining vendor co-founded in 2019 by Marlon Dumas, Marcello La Rosa, and Simon Raboczi. The company is a spin-off from research undertaken at both the University of Melbourne and the University of Tartu (Estonia), which began 10 years before the company's founding, and – as befits a product developed in academia – it is the result of 10 PhD theses and over 150 scientific publications.

Headquartered in Melbourne, Australia, the firm initially raised around US\$8 million in seed/research funding. That was followed by a series A round of US\$5.3 million in July 2020, led by German business process management specialist GBTEC with participation from Australia-based consulting and technology firm Leonardo and returning investor The University of Melbourne.

In December 2022, Apromore raised a US\$10.3 million series B round led by Salesforce with participation from returning investor GBTEC. Both investors are on the company's advisory board. Apromore now employs 109 people – up significantly from 30-something back in 2021. Ten percent are located in North America (which now accounts for 20% of the company's revenue) and 33% are EMEA-based.



The Technology

The Apromore process mining platform is predicated upon the analysis of transactional data from enterprise systems; think of event and transaction logs from SAP, Oracle, Salesforce, et al. This data enables five key functional pieces: process maps and models, performance dashboards, compliance reporting, comparative reporting (including root cause analysis), and digital twins for predictive and “what if?” analysis.

The first of these elements, process maps and models, provides the core underpinnings of the Apromore platform. This element interprets the data sets from enterprise applications into an “as is” model in the form of BPMN (business process mining notation), using the “Split Miner” algorithm, one of the outputs of that aforementioned academic research (see Figure 1). This algorithm is supported by a conformance-checking function that Apromore calls “Behavioral Alignment,” which differs from traditional methods to check whether behaviors in the process log align with the model, and vice versa. The difference is that Apromore can simultaneously check alignment against the entire process, while traditional methods align one trace at a time. The output provides a simplified view of how a process operates, which in turn enables quick deployment of overlays that map performance and compliance to provide insights into current process efficiency.

Apromore points to several recent enhancements to the performance and compliance parts of the platform. It has refactored the underlying engine to increase the scale of ingested data it can comfortably handle, suggesting that data sets containing 500+ million events are within scope. It can also manage low-latency updates to data sets, meaning that updates can be repeatedly appended to existing sets as they are analyzed to ensure ongoing relevance to the reports and dashboards. The platform is also now SOC2 Type II and ISO27001 certified.

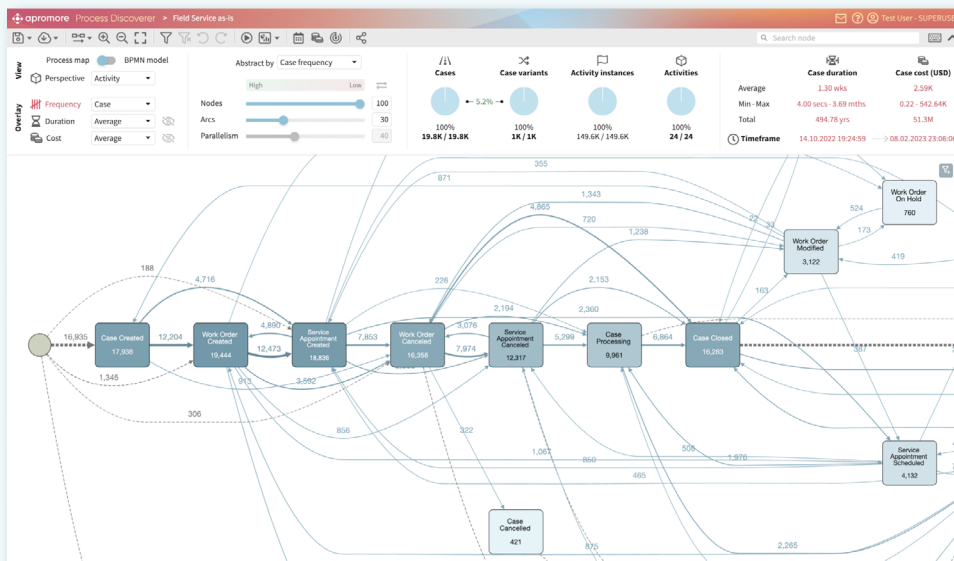
The final functional piece, what Apromore calls its “Intelligent Process Twin,” is perhaps the most intriguing in how it represents the company’s long-term vision for its platform. Process Twin allows for replication and adjustment to parallel versions of the analyzed processes so that proposed optimizations can be tested before they are deployed back to their enterprise applications.

This simulation and optimization is, for many organizations, something that happens as a factor of process improvement initiatives. Still, Apromore believes that over time, the optimization process will move from predictive to prescriptive, becoming operationalized with on-the-fly interventions that can offset changes in operating conditions in close to real time. Apromore believes this evolution will unfold over the next decade as organizations shift from contemporary process analysis to a state of operationalized process optimization.

The Go-to-Market

Apromore says that its customers are predominately service-intensive organizations, with banking, financial services, and insurance strongly represented. Use cases such as claims handling, customer onboarding, field service, and home loan processing are commonly analyzed and augmented using the platform. These customers tend to have operational

Figure 1
Apromore Process Discoverer Using BPMN



excellence programs already in place: some have ongoing digital transformation programs, and a number are looking at process rationalization after M&A activities (e.g., finding standardization points across acquired organizations).

Around 50% of their customers now use Apromore to work across processes within Salesforce. They tend to have a mix of enterprise applications, and despite the recent investment, Apromore suggests that neither Salesforce nor Apromore wants Apromore to become exclusively focused on Salesforce. It is, however, beginning to nestle into a role between Data Cloud, Flow, and Mulesoft (RPA and Anypoint) within the Salesforce technology stack, with commercial co-selling and partner onboarding currently developing.

Apromore recently dissolved its technical partnership for task mining with Ultimate Suite after Ultimate Suite's acquisition by ServiceNow in December 2023. Apromore is looking to replace it with another task-mining partnership and is assessing several potential partners.

Another change has been around Apromore's relationship with open source. Its open-source Community Edition was replaced by Apromore Core in August 2020; it is still available for download even though maintenance and support stopped in mid-2021, as for Apromore it is a closed source product. An Apromore "Process Mining Academic Alliance" exists to provide free access to a SaaS version of the platform's Enterprise Edition for universities through an application process.

Our Opinion

Apromore has always been full of ideas due to the weight of academic research that preceded its foundation. Now growing fast following its most recent funding, it is beginning to impact enterprises and enterprise applications that were always in its sights. Continuing to execute on enablement within the Salesforce ecosystem will give it the leg up that it needs to take those forward-thinking ideas into a broader range of boardrooms.

Advice to Buyers

For organizations that are focused on understanding and improving their operating processes as well as understanding the value this might release, Apromore should be on their shortlists. This is especially true if Salesforce is one of their critical incumbent suppliers, and doubly so if they employ any of its automation products. The journey from process discovery to an eventual operational process optimization will not be simple. Still, Apromore has a map for following this path that is as good as any enterprise-focused alternative.

SOAR Analysis

Strengths

- Strong background in research
- Funding and partnerships to execute on that research knowledge in developing its long-term plans

Aspirations

- Short to medium term, use its Salesforce relationship to educate Salesforce client organizations about process mining and increase its adoption
- Ride a longer-term shift from contemporary process analysis to operationalized process optimization

Opportunities

- Organizations that desperately need process mining facilities to improve their operations
- Finding a new partner to replace Ultimate Suite. Process mining is better known than its close cousin task mining, but together they provide a full process solution

Results

- Over 60 implementation partners globally and 1,100 certified analysts
- Reportedly strong revenue growth

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