



Vendor Analysis

UAI Labs

UAI Labs is a new automation and AI services company that works with private equity firms to analyze their portfolio companies' operations and help them implement improved work processes. By focusing on PE firms and their portfolio companies, UAI Labs has a rich supply of candidates for time-boxed business improvement projects. The company already has customers but faces challenges in scaling the business and building out its technology IP.

Founded 2025 | HQ Dubai, UAE | 30 employees (approx.) June 2026



The Company

Automation and AI services vendor UAI Labs was founded in 2025 by ex-UiPath executive Eugene Wyniawskij and is based in Dubai, UAE. The company focuses on private equity (PE) customers in EMEA and currently employs around 30 people: business analyst leads in several European countries and developers and workflow integration specialists based in Ukraine. At present, UAI Labs is entirely self-funded and has three PE customers; it operates across a number of their portfolio companies.

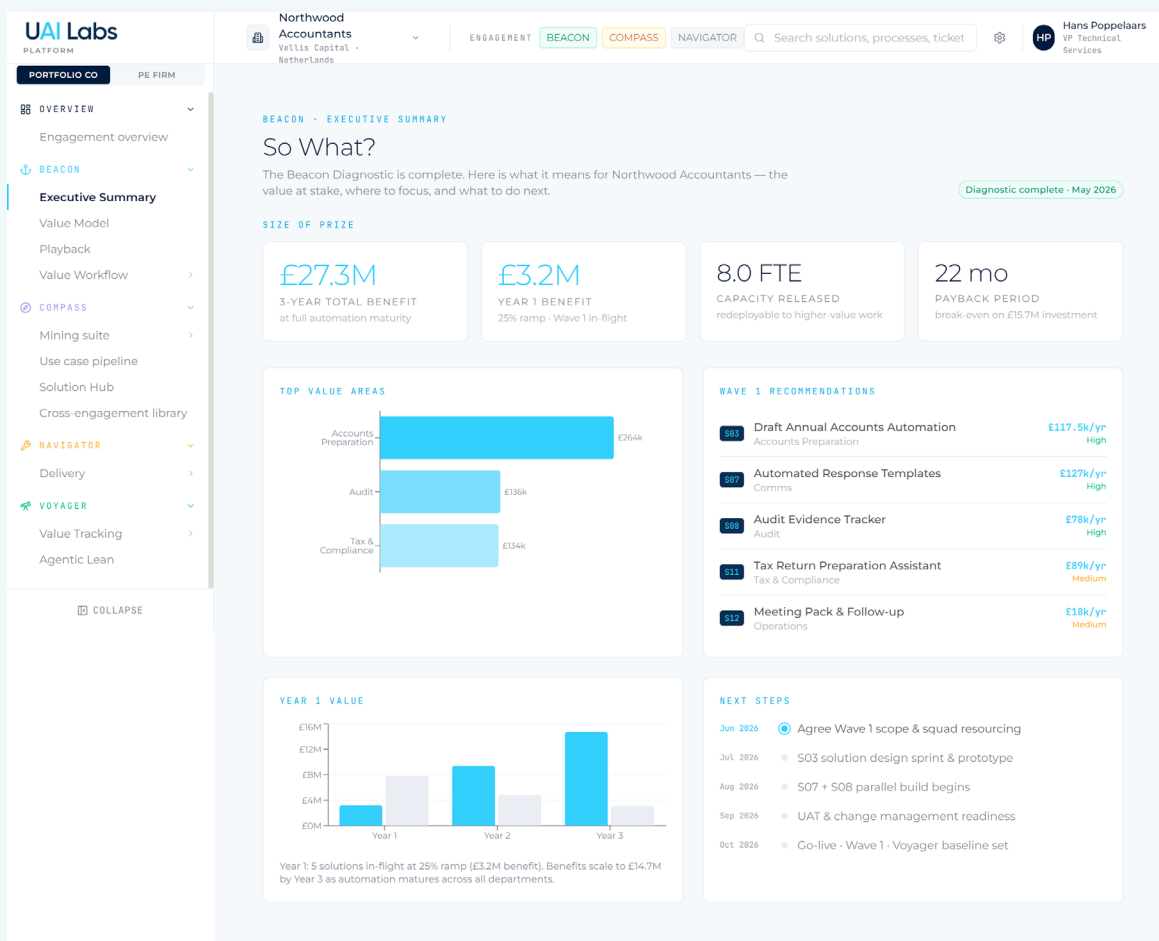


The Technology

UAI Labs is an automation and AI services company that works with private equity firms to help them better understand the operations of the portfolio companies they invest in, then assists those companies in improving their ways of working. UAI Labs contends that the standard ways many PE firms transform their portfolio companies no longer yield the results required for them to increase those companies' value and sell them at a premium: the basic PE mode of operation. UAI Labs offers a services-based proposition, with consulting and technical elements designed not only to diagnose execution opportunities within these

Figure 1

Beacon Executive Summary



portfolio companies, but also to build and manage the automations required to execute on them.

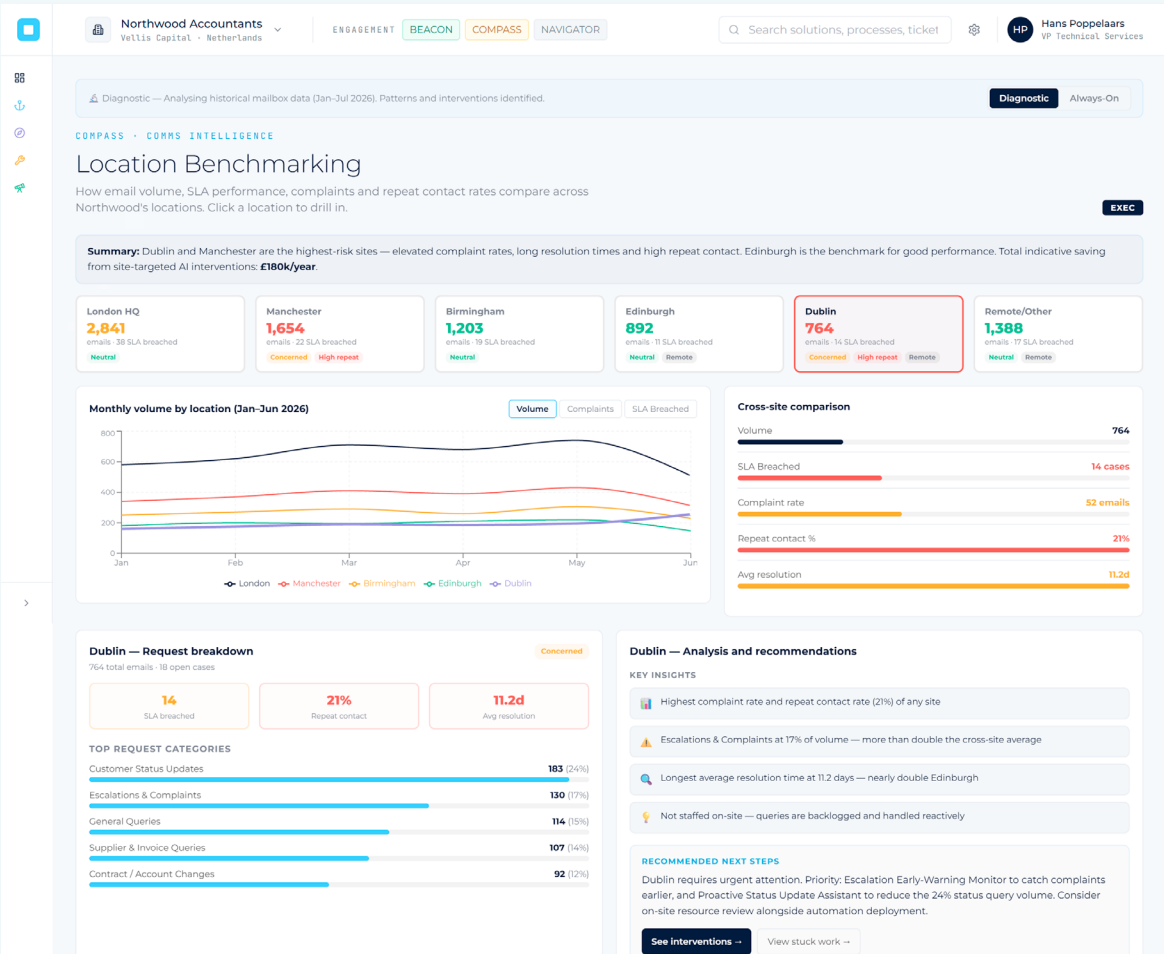
To achieve this consulting-to-operations chain, UAI Labs uses an approach with four primary components: Beacon, Compass, Navigator, and Voyager. Each supplements its predecessor but is optional within the overall agreement between the company and its customer, which, contractually, is usually the portfolio company itself (at the behest of its PE owner).

Each UAI Labs engagement begins with **Beacon**. Similar to a classic project discovery phase, Beacon is designed to uncover “the art of the possible” within the portfolio company’s current operations, from leadership downward

(see Figure 1). It’s designed to help build a business case and roadmap for the work to be undertaken in later phases and determine technical and operational maturity down to a task level (L3 in process mapping terminology). Beacon relies on a mix of interview and company data and is designed to last 4-8 weeks.

Compass, the second phase, is where the engagement shifts from consultancy to factual analysis. Here, UAI Labs employs a triptych of technologies – task mining, process mining, and communications mining – to get a data-driven picture of the company’s operations (see Figure 2). These tools provide insight into process and task health, identifying potential candidates for net-new automation as well

Figure 2
Compass: Company Location Benchmarking



as inefficiencies and duplications in existing automation efforts. UAI Labs employs a mix of its own self-developed tooling and piggybacks on any prior customer investments in UiPath and Celonis that might be available.

Compass is designed to adhere to Lean principles; the outputs from the process, task, and communication analysis turn into recommendations that are based upon suitability, defined business value, and the priority of each.

In **Navigator**, the third phase, these recommendations are then turned into deployed solutions. At this point, UAI Labs pivots from a diagnostic, consultancy mode to a delivery service, building and operating the prioritized outputs from Compass as a contracted managed service. Navigator is designed to work on a continuous delivery model, with increments of that collection of identified automations – both new and improved – coming onstream at a predictable rate. Part of what Navigator does is to determine which technology is most appropriate for delivering the identified improvements; UAI Labs says this might be, for example, AI and agentic automation or RPA, depending on the functional characteristics. The portfolio company customer can access a dashboard that shows delivery and operational progress. The PE owner can see progress not only for this portfolio company but also for any others where UAI Labs operates, with comparative metrics. This allows those PE owners to develop their own replicable automation templates that they can use in conjunction with UAI Labs for subsequent engagements.

In **Voyager**, the final phase, these efforts move into an operationalized mode: what was originally a discovery-driven focus becomes one of continuous improvement, resampling operating data, and further analysis through

the Compass phase to produce candidates for incremental enhancement through iterations of Navigator. UAI Labs says that typically, initial customer engagements move into the first Navigator delivery phases within the first 3 months, with Voyager kicking in as a “scale and expand” operation after around 6 months.

UAI Labs at present tends toward contract lengths of 12-18 months with each portfolio customer; these are purely service contracts that do not require purchasing any software licenses. The company currently focuses on working with PE-owned portfolio companies based in EMEA, although it plans to begin working with North America-based companies later in 2026.

Our Opinion

UAI Labs' methodology for helping organizations understand, improve, and operationalize their working processes using analysis and automation software largely mirrors our own Work Intelligence research practice, and, as such, we're inclined to be positive about its approach. We also applaud its specificity in focusing on PE portfolio companies, where a clearly defined timeframe and metrics for improvement are usually baked into the ownership.

A twofold challenge confronts UAI Labs. First is the continued scaling of its business, both geographically and in the number of portfolio companies it can take on in each PE relationship. Second is building out enough of its own technology IP to ensure that it appears more than just an offshore development operations company with a fancy discovery-phase methodology attached. This is especially true within the Compass phase, where it utilizes process, task, and communications mining. UAI Labs' four-phase operation makes

coherent sense, especially because it leads to an operationalized phase of continuous improvement for companies that commit to ongoing contracts beyond the typical initial 12-18 months. External funding rounds will likely be needed to address these two challenges, with the promise that successful execution will build a process-technology-focused entity that could become attractive to customers beyond these initial niches in PE.



Advice to Buyers

One of the most frequent criticisms of task and process mining software is that it tends to produce a lot of data without an easy way to turn those insights into an on-ramp for tactical, let alone strategic, improvements in automation. What UAI Labs does is wrap those useful tools in a discovery and delivery

methodology, delivered as a managed service designed to ensure insights lead to positive outcomes. Using a combination of its own technology and skills, and customers' existing tools, it aims to build an operationalized process improvement setup for its customers, starting with high-priority quick wins and moving on to incremental delivery of continuous improvement. Its choice to focus on the pressurized world of private equity, where ownership of portfolio companies is predicated on achieving increased value within a defined timeframe, demonstrates a degree of confidence in the veracity of its four-phase model. For PE firms seeking a partner to introduce process analysis and automation technology across their portfolio, UAI Labs offers a strong and compelling alternative to traditional systems integrator and management consultancy approaches.



SOAR Analysis

Strengths

- In a short timeframe, UAI Labs has built a coherent, adoptable approach to process analysis and automation technology.

Opportunities

- By focusing on PE firms and their portfolio companies, UAI Labs has an almost never-ending supply of candidates with potential time-boxed business improvement projects.

Aspirations

- Growing the focus from Europe into North America and seeking its first external funding are UAI Labs' short-term aspirations.

Results

- UAI Labs has built relationships with a handful of PE firms, with a pipeline of others signaling interest, initially just within EMEA.

About Deep Analysis

We Research Innovation



Deep Analysis is an advisory firm that helps technology vendors, buyers, and investors understand and address the challenges of innovative and disruptive technologies in the enterprise software marketplace.

The firm's work is built on decades of experience advising and consulting to global technology firms large and small, from SAP, Oracle, and HP to countless start-ups.

Led by Alan Pelz-Sharpe, Deep Analysis works with technology vendors, buyers of enterprise technology, and investors in the ECM and enterprise automation market to improve their understanding of the information management technology landscape and provide actionable guidance.

Deep Analysis' timely book, "Practical Artificial Intelligence: An Enterprise Playbook," outlines strategies for organizations to avoid pitfalls and successfully deploy AI.

Contact us:

info@deep-analysis.net
+1 978 877 7915