

Sunrise vs Hornbill

Who is behind your platform?

Published facts and practical questions for leaders evaluating the company responsible for their service platform.

The platform matters. So does the company responsible for its future.

BENCHMARK AREA	SUNRISE SOFTWARE	PUBLISHED POSITION	HORNBILL
Ownership and control	Owned by Volaris, part of the Constellation Software portfolio, since 2022. Customers should seek clarity on how the short-term profitability goal of Volaris is balanced with long-term product investment and customer satisfaction.		Founder-led. Gerry Sweeney founded Hornbill in 1995 and remains CEO, keeping company and platform direction under long-term leadership. We're not beholden to shareholder expectations. Our focus is on meeting our customers' needs and delivering lasting value to them.
	ASK	Who ultimately controls the strategy for the platform we depend on?	
Leadership continuity	Founder and former owner Tom Weston sold Sunrise as part of retirement and succession planning. Emily Taggart is now the General Manager of both Sunrise and Alemba.		Gerry Sweeney remains CEO more than 30 years after founding Hornbill, with direct involvement in innovation and release strategy.
	ASK	How much continuity connects the original vision with today's decisions?	
Organisational model	Sunrise is now part of a portfolio of 240+ Volaris companies, with new management and a new focus on profit maximisation.		A dedicated, founder-owned service management company centred on one cloud service management platform.
	ASK	Is our supplier's attention concentrated on the market and platform we use?	
Strategic focus	Positions Sunrise for UK organisations with up to 200 service desk agents, with a public-sector emphasis across NHS, councils and education.		Positions Hornbill for enterprise service management, automation and governed AI across for enterprises of all sizes - including broad coverage of NHS, councils and education.
	ASK	Does the supplier's target market match where our organisation is heading?	
Platform direction	Sunrise says it continues to invest in its product while recruiting to shape "a product from the ground up". The relationship to the current platform is not publicly clarified.		Hornbill's cloud-first Service Manager platform has been continuously developed since 2012, with new functionality delivered into the same platform.
	ASK	Can the supplier show a clear multi-year direction for the platform we use?	
Customer access and support	UK-based support, with development in the UK.		UK-based support, with development in the UK and Albania. Customer services combine 24x7 availability support, success plans, expert services, an active customer community, documentation and comprehensive Hornbill Academy learning.
	ASK	Do we have both direct expertise and the tools to become self-sufficient?	
Innovation model	A small specialist team developing Sunrise and Solvyr AI, backed by Volaris's operating network, benchmarks and long-term ownership model.		A customer-driven continuous-delivery model releases new features every week, supported by a founder-led innovation roadmap for service management. Automation, and AI.
	ASK	Is innovation a project, a transition or part of the supplier's operating model?	
Long-term alignment	Volaris offers a permanent-home model and local autonomy; Sunrise's direction also sits within a larger portfolio and group operating framework.		Company leadership, platform strategy and product delivery remain aligned inside the same founder-led organisation, with customer engagement at the heart of product innovation.
	ASK	Which company model best aligns with our long-term service strategy?	

Choose the company aligned with where your service operation is going.

See how Hornbill will enable your ambitious plans.

hornbill.com/sunrise

