

**HFS**

**HOT TECH**

# **HFS Hot Tech: WRITER**

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## WRITER: Enterprise agentic AI control without the token anxiety



Many GenAI pilots stall when unpredictable token bills, compliance worries, and one-off ‘shadow’ agents collide with IT governance. WRITER—built from the ground up with the enterprise in mind—has responded by positioning its platform as the AI HQ that unifies model and agent lifecycle management so business and IT teams can co-create production-grade agents and run them at a predictable price.

Bringing business and IT together to solve cross-silo challenges with innovative cutting-edge technology makes WRITER a worthy recipient of our HFS OneOffice Hot Tech accolade.

### Robust tech brings business and IT together in a predictable commercial model

WRITER provides a full-stack platform for enterprises to build, activate, and supervise custom AI agents. It provides a unified design environment for business technologists and professional developers to collaborate on building agents. This includes a no-code/low-code configuration experience for business users and code SDKs, and logic blocks for developers to encourage shared ownership across business and IT.

- **Agent builder and pre-built agents** give low-code, no-code, and pro-code teams a shared canvas to design, test, and deploy multi-step and multi-level agents that call enterprise tools and act on governed data.

- **Enterprise LLMs**, such as Palmyra X5, deliver long-context reasoning while staying hyper-compute-efficient, outperforming many frontier models on price/performance.
- **Secure deployment and zero-retention privacy** let enterprises run Palmyra in single-tenant or preferred clouds with ISO-certified controls.
- **Simplified commercial model** scraps token-based metering. Platform clients pay an annual subscription tied only to the number of agents and seats, unlocking unlimited LLM consumption and bundled enablement services.

### Customers respond to built-in governance, a growing SI ecosystem, and broad industry reach

Live deployments at Franklin Templeton, Uber, and Commvault showcase WRITER’s platform maturity. Notably, Franklin Templeton uses custom WRITER agents to create and publish regulated market commentaries with data sourced from internal systems of record such as Snowflake and Salesforce, as well as public SEC filings, validating both WRITER’s compliance posture and integration depth.

CirrusMD achieved scalable GenAI deployments within weeks after struggling for a year with DIY approaches, while Victoria’s Secret and Salesforce use WRITER for customer support automation and rapid AI rollouts, respectively.

WRITER is gaining traction thanks to:

- **Cost certainty + compute efficiency:** Unlimited usage plus lean models remove the biggest FinOps roadblock.
- **100-plus** pre-built domain-specific agents
- **End-to-end governance:** Observability, access controls, and versioning are native, not add-ons. Dashboards, step-level traces, role-based access, and forthcoming versioning/rollback answer the top board-level question: *“Can we control this thing?”*
- **Ecosystem leverage** — A significant percentage of revenue now flows through partners such as Accenture, AWS, Cognizant, and Deloitte, accelerating enterprise adoption.
- **Horizontal and industry breadth:** Pre-built agents for finance, medical, retail, vision, and research tasks extend relevance beyond the marketing and creative tasks the firm was initially known for.

### **Flexibility and collaboration deliver in healthcare insurance**

A technology leader at a firm providing independent medical reviews and examinations for insurance companies uses WRITER to summarize and format medical reports into simplified language and standardised formats and automate document indexing.

He says WRITER's strengths include personalized attention, strong customer partnership, flexibility with API integration, and effective no-code tools. Working together, he says, they overcame earlier struggles with model performance and cost structures that were initially challenging for smaller tasks. He notes post-deployment support is less responsive than that offered during development. Even so, he praises WRITER for excellent customer success

management, willingness to tailor solutions, and reducing manual workloads with tools that are easy for both business and IT to use.

### **Smart content delivery paves the way for enterprise-wide agents**

A senior leader in the investments division of a global financial services firm shared their experience using WRITER to enhance productivity and accelerate content creation. Initially adopted to automate and streamline the production of market commentary for investment fact sheets, WRITER reduced a task that would take hours to just minutes. By feeding the platform with curated source documents and a custom output template, the firm leveraged WRITER to generate high-quality content reliably and consistently. This early success led to deeper collaboration, including workshops to educate broader teams on WRITER's capabilities and to develop single-use agents, laying the groundwork for more complex agentic workflows.

### **Consultative engagement style is a tech-firm standout—customers need clarity upfront**

The firm is now exploring rapid deployment of multiple agents and sees WRITER as a potential foundation for future enterprise-wide automation. However, concerns remain around scale, long-term viability, and interoperability. Technical teams scrutinize WRITER's integration capabilities and data safeguards before committing to large-scale deployment.

Notably, the firm has observed WRITER's relatively consultative engagement style as a strength, particularly when compared to larger vendors. However, they advised the company to invest more proactively in guiding customers through data and process readiness—key precursors to success with Agentic AI.

## HFS' take

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WRITER has been selected for inclusion as an HFS Hot Tech for its continued surprise and growth through cutting-edge tech innovation in its Palmyra models, its ability to connect business and IT users, its deepening relationship with AWS for Bedrock integrations, and, coming soon, a marketplace of reusable agents to deploy from its growing ecosystem of partners.

The firm has leapt from being your 'brand-tone copilot' to your mission-critical platform. It has bet on subscription economics and compute-lean models that directly tackle the CFO

backlash against runaway GenAI bills. But cost certainty alone won't guarantee stickiness. Enterprise leaders must still quantify the business outcomes each agent delivers and hold WRITER accountable for margin-friendly scale.

Use WRITER when you need governed, long-context agents fast, but demand clear ROI metrics and a roadmap for integrating WRITER's agents into core workflows. Start small, measure value, and you'll be preparing the ground for agents everywhere.

## Vendor fact sheet

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- **Founded:** 2020
- **Headquarters:** San Francisco, CA (USA)
- **Key executives:** May Habib (CEO), Waseem AISHikh (CTO)
- **Number of employees:** 450+
- **Funding :** Series C – US\$326 M (Insight Partners, ICONIQ, Premji Invest)
- **Partners :** Accenture, AWS, Google Cloud, Deloitte, EY, KPMG, and Adobe
- **Clients base :** 300+ enterprises including Salesforce Franklin Templeton, Ally Financial, Prudential, Kenvue, Uber, Marriott, Vanguard
- **Core Domains:** Generative AI, workflow automation, AI-agent lifecycle
- **Solutions set :** AI HQ platform, Palmyra LLMs, Agent Builder, Agent Library, Agent Control Panel, Knowledge Graph, Action Agent
- **Industries:** Financial services, healthcare, retail, life sciences, logistics

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