

**HFS**

**HOT TECH**

# **HFS Services-as-Software™ Hot Tech: CrewAI**

**Author and program lead:**

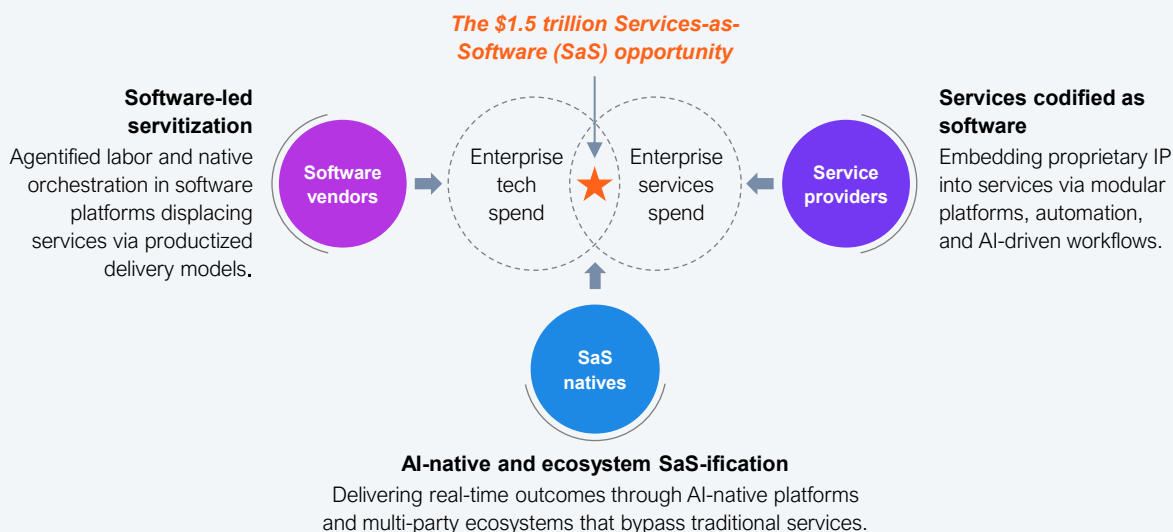
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Executive Research Leader

## Executive summary

HFS Hot Tech is an exclusive group of emerging players, each with a differentiated value proposition aligned with creating momentum toward Services-as-Software™.

HFS Research coined “Services-as-Software” (see Exhibit 1) to encapsulate a concept reshaping how the world will consume technology services and software. This emerging category will disrupt traditional services and software models, absorbing significant revenue from both, and create a new total addressable market worth \$1.5 trillion.

### Exhibit 1: HFS Hot Techs offer a range of approaches toward Services-as-Software



Source: HFS Research, 2025

HFS analysts regularly speak with numerous exciting startups and emerging players. We designate a select few as HFS Hot Tech based on their offerings’ distinctiveness, ecosystem robustness, client impact, financial position, and—in this case—their impact on Services-as-Software.

HFS Hot Techs may not have the scale and size of more established rivals, but they have the vision and strategy to impact and disrupt the market. In the rapidly changing AI-led operations space, enterprises realize they can’t be everything to everyone.

Enterprises consuming third-party services, service providers, and technology providers need a smart ecosystem to succeed and survive in the future. HFS Hot Techs are service and technology providers handpicked by our analysts to help you flesh out your ecosystem with offerings that solve today’s complex business problems and exploit market opportunities.

HFS Hot Tech organizations display truly differentiated offerings and out-of-the-box thinking that can be inspiring and useful. This report profiles one of the HFS Hot Techs selected through our rigorous five-step assessment. The HFS Hot Tech designation remains in place for one calendar year. Every Hot Tech joining our program remains listed on our exclusive and searchable database. <https://www.hfsresearch.com/hv/>

# CrewAI creates enterprise transformation through AI agent orchestration



CrewAI is reshaping enterprise automation with an AI agent orchestration platform that runs 400 million agents monthly and has made inroads in a claimed 60% of Fortune 500 companies. Leveraging AI agents to autonomously execute tasks across complex workflows, CrewAI closely aligns with HFS' OneOffice vision by embedding digital intelligence directly into operational workflows and breaking down front-, middle-, and back-office silos. Enterprises that leverage CrewAI are disrupting processes to deliver heightened accuracy and reduced turnaround times.

## Agentic intelligence is disrupting enterprise processes

The traditional boundaries of automation—rule-based tasks and simple cognitive operations—are breaking down. CrewAI is at the forefront, employing AI-driven agents with autonomous decision-making capabilities to power a transformative model of agent orchestration.

CrewAI is automating, not just assisting, enterprise processes. Unlike legacy automation tools, which are limited to predefined sequences, CrewAI's agents make independent, context-aware decisions, automating sophisticated business processes, significantly reducing human intervention, and redefining workflows.

## Agents are organized in Crews and Flows toward tangible goals

The platform operates a little like a company with departments working together under leadership

to meet goals. Users can choose between Crews and Flows.

In Crews, the Crew serves as the leadership, managing AI agent teams, overseeing workflows, ensuring collaboration occurs, and delivering the desired outcome. AI agents are specialized team members with specific roles, such as researchers or writers. They use specific tools, can delegate tasks, and make decisions independently.

A process component manages workflow. It defines which agents collaborate with which, controls task assignments, manages interactions, and keeps the focus on execution. Individual assignments are set at the task level. These have clear objectives, use specific tools to deliver actions, and feed into larger processes.

Crews enable autonomous collaboration, while Flows offer structured, controlled automations for task execution. Flows handle conditional logic, loops, and dynamic state management, and can also be integrated with Crews to balance autonomy and control.

## Working together gets the job done

CrewAI is delivering tangible operational outcomes, including efficiency gains between 80% and 90% and substantial accuracy improvements. The team and its platform have reduced the time required for onboarding and Know Your Customer (KYC) processes from a whole week to just 15–30 minutes. CrewAI has increased code generation accuracy for firms such as PwC to 70%.

CrewAI's adoption path often begins with targeted, high-value use cases. After initial implementations, with fine-tuning through services-style handholding, scalability can follow and expand across business units and global regions. One Fortune 500 customer achieved 94% efficiency gains and 97% accuracy in price management operations within weeks of adopting the solution, subsequently scaling it to multiple global business units.

CrewAI offers enterprises support in identifying and recruiting talent to ensure scaling isn't hindered by skills gaps, in addition to leveraging its relationships with systems integrators and service providers.

The firm has already grown its developer community to 150,000+ and is witnessing the rise of roles advertised that require experience with CrewAI's Python-based framework.

## The agent framework focuses on execution and governance

CrewAI's agent framework incorporates advanced cognition directly into the execution layer. Each agent evaluates context, orchestrates tasks, and makes operational choices independently.

The platform emphasizes governance with observability features, including agent tracing, monitoring, and security protocols such as SOC II compliance, RBAC, data encryption, and risk management frameworks. Such infrastructure ensures compliance, security, and visibility, which are critical for regulated industries such as finance, healthcare, and government agencies.

## Simplicity and ecosystem drive early success

CrewAI has a demonstrable track record across the Global 2000. One early key to its success lies in how it simplifies AI adoption through

frictionless onboarding, enterprise connectors, and seamless integrations. Its platform delivers built-in agent learning, custom evaluators, and performance optimization.

Partnerships with tech giants and integrators, including AWS, Azure, IBM, Cognizant, NVIDIA, Databricks, and numerous Fortune 500 firms, underline a collaborative ecosystem approach essential for both adoption and scaled deployment.

CrewAI is reshaping core enterprise activities, including these cases:

- **OCR and document processing:** Reducing manual processing errors by up to 90%.
- **Legacy application automation:** Accelerating code updates by 3x-7x through AI-driven coding and testing.
- **Contract analysis:** Automating legal reviews, pinpointing problematic areas, and speeding negotiation processes.

AWS and CrewAI have partnered to help enterprises design, govern, and scale autonomous systems that align with strict security and compliance guardrails in the enterprise. One large-scale code modernization project ran approximately 70% faster, while a CPG back-office flow cut processing time by 90%.

The small sales team at SME Brickell Digital did not have a repeatable method for discovering and qualifying new business. CrewAI offered a lightweight, flexible agent framework that plugged into Brickell's data flows to automate prospect research.

Using CrewAI, Brickell Digital built an autonomous agent to scrape fundraising databases and VC networks, score prospects against an ideal customer profile, and generate design audit insights plus competitive analyses for sales calls. Qualified lead volume rose 80.

## HFS' take

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The real-world examples and broad reach of CrewAI demonstrate transformative potential. However, the realization of this promise requires enterprises to commit to significant organizational change management and to invest in robust frameworks for monitoring, governance, and compliance.

CrewAI's challenge is now to expand beyond the initial bridgeheads it is establishing in so many enterprises. To achieve this, they must break out beyond the developer community to win hearts and minds in the boardroom.

## Vendor fact sheet

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- **Founded:** 2023
- **HQ Location:** San Francisco, US
- **Founder and CEO:** João Moura
- **Headcount:** Approximately 160
- **Funding :** \$18 million, Series A
- **Key customers:** PWC, Konecna, Korean Telecom, NTT Data
- **Core offerings:** CrewAI Enterprise Suite (CES), CrewAI OSS Framework
- **Industries :** Financial services, legal, government, retail, consulting, healthcare, media, and entertainment

## The HFS Hot Tech report author and program lead



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David is an Executive Research Leader at HFS and Editor-in-Chief of the HFS Hot Tech program. He also leads our OneOffice™ Emerging Technology Practice, is our strategic lead on Generative AI, Web3, and metaverse, and covers automation and employee experience. He is a published author (*The 10 Principles of Open Business*, Palgrave-Macmillan), a former tier-1 consulting director, and a digital strategy and innovation expert with leadership experience in start-up, scale-up, and enterprise digital transformation.

## About HFS

- **INNOVATIVE**
- **INTREPID**
- **BOLD**

HFS Research is a leading global research and advisory firm helping Fortune 500 companies through IT and business transformation with bold insights and actionable strategies.

With an unmatched platform to reach, advise, and influence Global 2000 executives, we empower organizations to make decisive technology and service choices. Backed by fearless research and an impartial outside perspective, our insights give you the edge to stay ahead.



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