HFS

HOT TECH

HFS Hot Tech: Lidd AI

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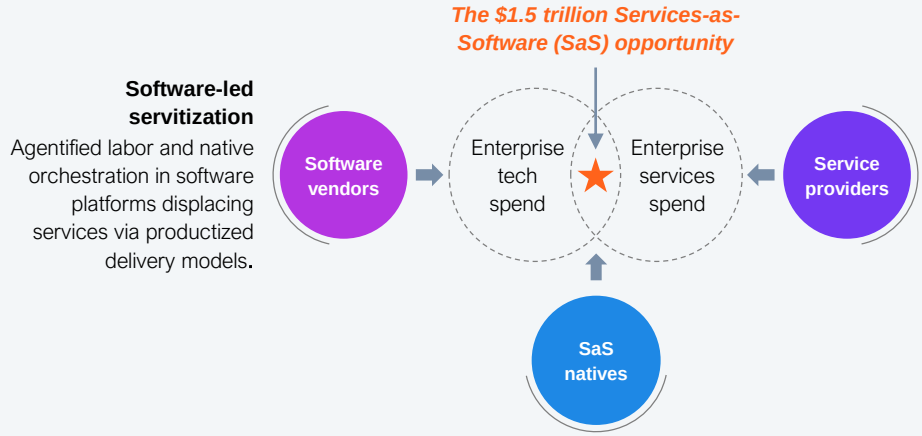
Executive summary

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/

Lidd AI: Use data-driven discovery to fast-track enterprise AI from discovery to scale

Too many enterprises across Latin America are stuck in AI pilot purgatory. Projects launch with excitement, vendors promise transformation, and executives sign off on budgets, but nothing moves beyond proofs of concept. Months pass, consultants deliver strategy decks, yet no one sees working systems or a measurable return on investment (ROI).

Lidd AI was founded in 2023 by the team behind Beecker RPA (a previous HFS Hot Vendor) to break this cycle. The company blends consulting-led strategy with productized delivery tools to help enterprises move from ideas to production-ready AI in weeks, not years. Its model compresses traditional consulting timelines, accelerates experimentation, and focuses on business value from day one, so clients quickly escape stalled pilots and see real results.

Three pillars turn AI ambition into production results

Lidd AI organizes its entire approach around a Discovery-to-Scale model designed to help enterprises move quickly from ambition to impact. The 90-minute Discovery tool at the center replaces six weeks of consulting workshops with a single, data-driven session. At the end of this session, enterprises receive a prioritized AI roadmap aligned to their business goals, operational pain points, and data realities.

This roadmap becomes the launchpad for three tightly connected pillars:

- **Executive strategy and upskilling:** Lidd AI aligns leadership around AI priorities. C-suite workshops demystify AI's potential, map it directly to business outcomes, and give executives the language and confidence to champion transformation. Training programs spread across departments as initiatives progress, so adoption doesn't stall once pilots end.
- **AI-powered discovery:** The Discovery tool identifies and ranks potential use cases by business value, feasibility, time-to-impact, and data readiness. By the end of the process, enterprises typically have 8 to 14 high-value, fully scoped use cases with clear success metrics and agreed priorities.
- **Deployment at scale:** Lidd AI then moves quickly into execution, using rapid, iterative sprints to develop prototypes in weeks, pressure-test them in real-world conditions, and scale only those that deliver a measurable ROI—dropping weak ideas early. Deployment also builds enterprise-ready infrastructure, including generative AI (GenAI) agents, machine learning operations (MLOps), and observability (O11y) solutions with Grafana, an open-source platform for monitoring and visualizing system performance, so enterprises can run and govern AI effectively at scale.

These three pillars ensure enterprises quickly and strategically move beyond pilots and into production-ready AI by connecting leadership alignment, rigorous prioritization, and disciplined delivery.

Speed, pragmatism, and cultural fit drive Lidd AI's differentiation

Enterprises adopting AI often face three recurring challenges: slow experimentation cycles, limited organizational readiness, and fragmented ownership between strategy and delivery teams. Lidd AI differentiates itself by directly addressing all three.

The first differentiator is speed-to-value. By compressing discovery into 90 minutes and prototyping within weeks, Lidd AI avoids the long consulting cycles that often kill momentum. Enterprises see early evidence of business impact, making it easier to secure executive sponsorship and funding for scaling.

The second differentiator is pragmatism. Lidd AI drops weak ideas early rather than pushing every use case forward. This focus on prioritization and measurable outcomes prevents wasted investment on projects unlikely to deliver ROI, a common problem across enterprises experimenting with GenAI.

Finally, cultural proximity matters. With teams across Latin America and now Spain, Lidd AI brings firsthand experience with the operational realities, decision-making dynamics, and talent models of Spanish-speaking enterprises. This local presence and regional expertise allow Lidd AI to integrate more effectively into client environments, far beyond simply speaking the same language.

Clients credit Lidd AI with faster adoption and measurable ROI

We spoke to two of Lidd AI's clients to understand how its Discovery-to-Scale approach delivers impact on the ground.

An industrial gases company in Mexico began working with Lidd AI less than a year ago, starting with its Discovery session to align leadership and identify priority use cases. The session highlighted inventory control and distribution cost analysis as early focus areas, giving the company a clear starting point without overwhelming teams new to AI adoption. Early benefits include faster financial analysis, better decision confidence, and greater employee engagement with AI tools, with plans to expand into forecasting and risk evaluation as adoption matures.

A financial services firm in Peru partnered with Lidd AI to advance its adoption of Grafana for observability. Beginning with ML-driven alerting rules for critical microservices, the project grew to broader observability adoption and Grafana Cloud readiness, supported by Lidd AI's technical expertise and partnership approach.

Both cases highlight the importance of structured prioritization and iterative delivery in driving real enterprise adoption.

HFS' take

HFS designated Lidd AI a Hot Tech vendor because we view the company as a critical part of a broader shift toward Services-as-Software, with tightly integrated consulting, tooling, and delivery, rather than approaches separating strategy, design, and implementation phases. This model reflects what enterprises increasingly demand: faster time-to-value, measurable outcomes, and fewer handoffs between teams.

Lidd AI's Discovery-to-Scale approach, cultural proximity, and bias toward execution give it a strong position in Spanish-speaking markets. The company's ability to compress consulting timelines, prioritize rigorously, and deliver iteratively addresses many barriers that keep enterprises stuck in pilot purgatory.

The challenge, however, will be scaling growth without diluting delivery quality. As clients move from early use cases to enterprise-wide deployments, expectations for technical depth (including advanced analytics and risk modeling), employee change management support, and seamless integration across enterprise ecosystems will only grow. Enterprises considering Lidd AI should view its Discovery-to-Scale model as a strong accelerator, but ensure internal teams are prepared to own and sustain scaled deployments over time.

Vendor fact sheet

- **Founded:** 2023
- **Headquarters:** Mexico City, Mexico
- **Key executives:** Fernando Leibowich-Beker (CEO & Co-Founder)
  Hector Rosado (Co-Founder & CTO)
- **Number of employees:** ~50
- **Funding source:** Private investment (self-funded, post-exit from prior robotic process automation venture)
- **Number of clients:** ~15
- **Key clients:** Bimbo, BCP Peru, La Costeña, Nestlé (Nature's Heart), Cemex, Santander, Liverpool
- **Solutions portfolio:** AI upskilling and strategy, agentic discovery tool, GenAI solutions, observability (O11y) with Grafana, machine learning ops and orchestration
- **Industry coverage:** Retail, manufacturing, financial services, banking
- **Awards:** LATAM Winner of the 2025 Grafana Labs Partner Awards

The HFS Hot Tech report team

Authors

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Executive Research Leader

Dana Daher is an Executive Research Leader at HFS Research, spearheading research initiatives in emerging technologies and employee experience. With a unique blend of expertise in anthropology and IT, Dana leads cutting-edge research that shapes industry landscapes across various domains, including employee experience, Agentic AI, generative AI, diversity, equity, and inclusion (DEI), and sustainability.

Hridika Biswas
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Hridika Biswas is an Associate Practice Leader at HFS Research. She joined the team in 2021 and her key coverage areas include business services (F&A, S2P), process intelligence, intelligent document processing, and automation. Her interests include analyzing how emerging tech enables enterprises to reach their transformation goals.

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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.

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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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