

A purple banner with a white triangle on the left side, containing the text "HOT TECH" in white, bold, sans-serif capital letters.

HFS Services-as-Software™ Hot Tech: Zime

HFS Hot Tech is an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS Services-as-Software™. This Hot Tech has been selected for its alignment with HFS Services-as-Software™ (SaS).

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 Tech companies 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.

Author and program lead:

David Cushman, Hot Tech Editor-in-Chief, Executive Research Leader

An AI intelligence engine that turns behavioral science into sales success



Your chief revenue officer may have a plan, but the strategy rarely survives contact with the sales floor. Reps revert to the way they have always sold, win rates stall, and a widening portfolio of products make nuance hard learned and hard shared. Zime attacks that execution gap. It learns from how your best deals were won, distills the lessons into observable, scoreable behaviors, and embeds those behaviors in the tools reps already use so that a day-one starter can sell like a five-year veteran.

Zime codifies the delivery of work in an AI-native way. Sales coaching, enablement, and the forward-deployed “make-this-work-here” expertise that normally takes a new hire 12–18 months to acquire were traditionally bought as a service. Zime recasts them as software-delivered, continuously measured capabilities, enabling behavior change with a number attached to it.

This is why Zime fits in the HFS Services-as-Software (SaS) landscape. We see it as one of the few vendors converting the soft, judgment-heavy craft of revenue execution into something repeatable, owned by the enterprise, and tied to revenue outcomes rather than software seats.

Gives guidance at the moment of interaction to help your sales teams keep pace

The enterprise sales function has become too complex to carry in any one person's head, even for the best in your team. Product portfolios expand quarterly (daily among some of the AI natives), competitive lines shift, and buyer

personas move. The AI-forward CISO of 2026, for example, is a different buyer than the AI-cautious CISO of two years ago. Conventional fixes, including a learning management system, playbooks, or a battlecard PDF, rarely deliver knowledge to reps when it's needed most: during the customer interaction.

Many AI sales tools do little to close the gap. Call intelligence and forecasting platforms record, transcribe, and score against generic, industry-average best practice. They tell a CRO what reps did and what might happen. But they do not encode your particular CRO's current strategy against outcome-focused criteria or read whether the customer's response to a salesperson's behavior moved the deal. Zime argues that this is an execution-infrastructure problem.

Learn the context of your specific ways of selling, then score for behaviors that move deals forward

Zime's engine ingests an enterprise's specific products and release notes, its competitors and how they are positioned, the buyer personas and the language they use, the deal stages and exit gates, and the call corpus itself. It uses this information to build what it calls an execution context graph, made specific to the enterprise's requirements and all the way down to the customer's ontology. For instance, in the security world, it knows that “Palo Alto” means the company and not the city, that “SASE” is not to be confused with SaaS, and that “I had a breach last week” should be treated as a high-intensity buying trigger.

To gather that context, Zime analyzes the last 50 or so deals, tags whether each customer response was high- or low-intensity, and correlates behavior to deal movement. The output is a short set of behaviors, typically five, that have been proven to predict deal advancement with over 90% accuracy. Those behaviors are then scored on every call and surfaced to reps as just-in-time prep notes, role plays, objection handling drawn from past wins, and automatic CRM updates. The system is headless by design: it works inside Gong, Salesforce, Teams, Zoom, Slack, and via MCP, so reps never have to learn a new tool and you don't have to fight a change management battle.

Differentiate on deep vertical context with human-delivered expertise

Zime provided a team of four field delivery experts (distinct from forward deployed engineers), comprising a customer success/account lead, a playbook/methodology expert, a vertical GTM expert, and an AI engineer, to stand up each customer's unique "brain" in 21 days through an engagement that it calls "Ignition." They interview the CRO to capture a forward-looking strategy, resolve entities, design behavioral criteria, and run the reinforcement learning-from-human feedback loop that lifts model accuracy from roughly 30% on day one to over 90% in the first quarters. The result is that architected behavior change plus owned, outcome-focused context remains unique and enterprise owned.

Pay per outcome-aligned Ignition and then expand one initiative at a time

The commercial model mirrors the outcome promise. Engagements begin with a fixed-scope, 30-day Ignition (around US\$20,000) tied to a single initiative such as qualification, discovery,

competitive win rates, or deal velocity. These engagements convert to an annual contract, and each new initiative is a further Ignition, ensuring that the spend tracks the value delivered. Zime reports net revenue retention of around 250% as customers expand stage by stage. Pricing anchored to outcomes positions Zime well for the market shift from usage to outcome-based pricing advocated by the HFS SaaS approach.

Sales execution today; enterprise context layer tomorrow

Zime's near-term reality is a focused sales execution product with proof in cybersecurity, enterprise hardware, and adjacent B2B plays. Its stated direction is broader: to become the "context-as-a-service" layer that every AI agent in the enterprise stack draws on, with MCP endpoints exposing that context to in-house agents. HFS' view is that the platform vision is what will attract capital, but the sales-execution outcome is what will attract buyers.

Lifted Versa Networks' win rates by 10% and gave every rep and manager back more than two hours a week

Versa Networks is a leader in secure access service edge (SASE), a cloud-based framework that combines network connectivity and cybersecurity into a single, unified service allowing employees to access company apps from anywhere. The company has around 200 reps and an 8–10 month sales cycle. It was struggling to move early-stage deals through a long, specialized pipeline or to qualify them out cleanly. Zime converted Versa's SASE playbooks, training content and release notes into measurable "actions" tuned to Versa's product lines, buyer profiles, deal stages and channels. It then scored them on every call and mapped them to win/loss data in Salesforce.

The outcomes: a 10% increase in win rates, a 20% increase in SASE pipeline through better early-stage discovery and lead qualification, more than two hours per week saved for every rep and manager, and roughly 50% less time spent on coaching and pipeline reviews.

“I wanted Zime to understand my playbooks and coach reps. No other tool does this. Zime is a huge win for all stakeholders. It saves half of my time on coaching AEs.”

— Martin Mackay, Chief Revenue Officer,
Versa Networks

Shape the tool to drive your own unique sales approach

Those headline metrics are echoed by Mickey Singh who runs sales strategy, go-to-market, and global sales and partner enablement at Versa Networks. With just 800-plus employees, the company has displaced incumbents such as Cisco, Fortinet, and Palo Alto Networks across SD-WAN, SASE and, increasingly, AI security. Singh evaluated Zime against Gong and chose it precisely because it could be molded to Versa’s own version of the MEDDIC (metrics, economic buyer, decision criteria, decision process, identify pain, champion) methodology, deal stages, and buyer’s journey rather than scoring reps against generic, industry-average best practice, while surfacing sharper AI insight from every call. Just

as important, he deployed it as a tool for the rep rather than a management watchtower, a design choice he credits for driving adoption.

Use the same call data to respond to marketing and forecasting challenges

Two years in, Singh reports that MEDDIC adoption roughly doubled from under 40% to around the 75th percentile globally and that early-stage conversion climbed from approximately 14% to over 20% as poorly qualified deals were screened out sooner. The same call data now sharpens marketing’s positioning and battle cards, flags product feature gaps to engineering, powers competitive role-play for reps, and has replaced forecasting guesswork with a single, data-driven view shared across reps, managers and executives.

Confident with the return, Versa is expanding its Zime footprint by consolidating tooling onto the platform and building an “ask-me-anything” call-prep assistant and an automated RFP-response capability on top of its growing corpus of recorded calls. In another case, SonicWall drove a 30%–40% rise in reps making a clear end-of-call ask.

The published outcomes in Zime’s case studies concentrate in cybersecurity and enterprise hardware. The deployment base is still early (more than 15 customers), and the results depend on human expert-heavy setup and on customers providing a clean deal corpus. Be prepared to ask for a scoped proof-of-concept.

Zime attacks the gap between the strategy a CRO sets and what reps actually do on calls. Every other AI investment in the GTM stack, including call intelligence, forecasting, and context graphs, stop at insight. Zime goes after execution and ties it to a number leaders care about.

If Zime delivers, it fulfills a 20-year-old promise: making any seller as effective as the best seller and compressing the 12–18 month period it takes a new hire to become as productive as the best. The risk is the delivery model. The FDE-led setup is the source of Zime's accuracy and defensibility, but it is human-intensive. And the

company must prove that quality holds as it scales delivery through partners rather than founders.

Buyers should evaluate Zime on outcomes (behavior lift, win rate and velocity improvement, time-to-productivity) and treat the context-infrastructure vision as upside, not as the purchase rationale.

The company must now prove repeatable outcomes beyond cybersecurity and hardware, that partner-delivered FDEs match founder-led quality, and that the five-behavior causal model holds up across more specific sales processes and a larger customer base.

Vendor fact sheet

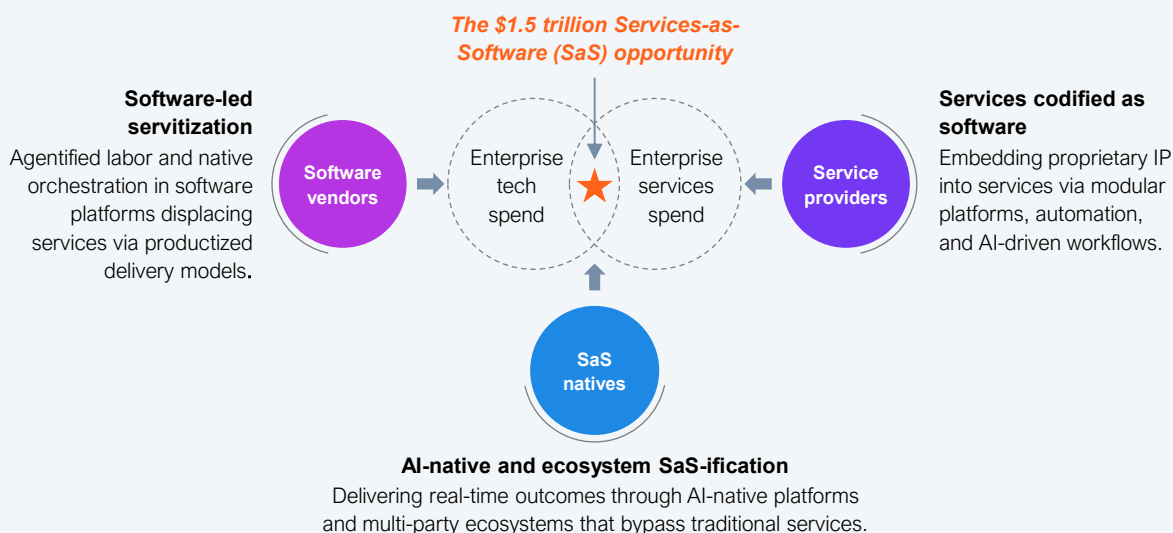
- **Headquarters:** San Francisco, California, US
- **Founded:** 2023
- **Key executives:** Sanchit Garg (CEO and Founder); Shekhar Gupta (Chief Growth Officer)
- **Number of employees:** 20
- **Funding:** US\$3.5 million raised to date. Seed stage. (Z21 Ventures, Nivesha Ventures, Venture Dock)
- **Number of clients:** 15+
- **Key clients:** Versa Networks, HP
- **Partners and ecosystem:**
Services delivery: Infogain/Tenarai
Platform integrations: Salesforce (CRM), Microsoft Teams, Slack, Gong, Claude/Anthropic MCP layer
- **Solutions set:**
Living Playbook: Winning behaviors for every product, deal stage, competitor, and buying persona
Meeting prep: Flow-of-work execution layer
Pipeline Review: CRO/manager-facing deal inspection with behavioral context
Company Context Model: The underlying brain that captures strategic intent, top-performer patterns, and institutional knowledge
Dynamic Execution Scorecard: Measures whether reps executed the strategy, not just activity
- **Industry coverage:** Primarily cybersecurity and enterprise SaaS today; channel/partner sales motion is a specific wedge; cross-industry ambitions

The HFS Hot Tech designation and Services-as-Software

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](#).

HFS Research coined “Services-as-Software” 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.

HFS Hot Techs offer a range of approaches toward Services-as-Software



Source: HFS Research, 2026

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.

The HFS Hot Tech report author and program lead



David Cushman
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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 Emerging Technology Practice. 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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