

HOT TECH

HFS Hot Tech: OrbitShift

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Turns account signals into pipeline outcomes without the guesswork



Sales teams at technology and technology services firms are flooded with dashboards, intent alerts, and customer relationship management (CRM) updates, yet still struggle to prioritize the right opportunities quickly. Generic AI messaging has become table stakes, while account research remains manual, inconsistent, and late. The gap between market signals and structured pipeline execution has become a structural weakness.

HFS Research sees OrbitShift as one of the few players focused on directly addressing this problem. OrbitShift is built to support account-based sales motion by connecting external market signals with internal enterprise data used by sales teams through its proprietary agentic AI architecture. With hundreds of autonomous agents working 24x7, the platform combines insights from hiring trends, news, company filings, and other signals with internal assets such as CRM data, sales collateral, and call intelligence to surface contextual priorities and execution plans within target accounts. By aligning these signals with a firm's offerings and knowledge base, OrbitShift helps sales

teams identify opportunities, shape deals, and support proposal development across the sales lifecycle.

HFS Research selected OrbitShift as a Hot Tech for its ability to turn fragmented market signals into a structured opportunity shaping and pipeline execution through full-stack agentic orchestration.

A four-module framework that spans the sales lifecycle, from opportunity identification to proposal execution

OrbitShift has organized its platform into four modules that move teams from account prioritization to outreach readiness and proposal response (see Exhibit 1). Individually, these modules address discrete points in the sales lifecycle. Collectively, they create a structured workflow, spanning from signal detection through outreach to proposal management.

Exhibit 1: The four modules help translate signals into pipeline and sales outcomes

	accountOS	marketingOS	knowledgeOS	rfpOS
What it does	Identifies dynamic priorities, associated stakeholders, their agenda, and right pitch across named accounts using real-time external signals and internal data	Scans a broader universe of companies by strategic themes, surfaces accounts, stakeholders, and personalized messaging for intelligent campaigns	Provides targeted pitch support with relevant content by accessing the internal knowledge database and OrbitShift's proprietary external data lake (on-demand sales engineering)	Generates structured RFX briefings and full responses from prior proposals and knowledge assets on a single click
Business impact	Helps sales teams achieve: • 2x–3x higher pipeline • 1.5x–2x deal participation • 60%–70% reduction in account research effort	• Enables 60%–65% faster account list creation • 2x–3x improvement in campaign reply rates • 3x–5x improvement in MQL to SQL conversion	• Delivers 8x–10x faster knowledge search • 70%–80% reduction in content preparation effort • 2x–3x improvement in the quality of client conversations	• Enables a 50%–70% reduction in effort per RFP/RFI • Over 70% faster turnaround • 20%–30% higher win rates for proposal responses

Source: OrbitShift
Note: Metrics are based on OrbitShift's product benchmarks and customer-reported outcomes.

Actionable account-based sales intelligence and workflow are differentiators

OrbitShift's primary differentiation lies in its focus on account-based sales motion, ability to align external market signals with internal enterprise data (context is everything), and support for managing opportunities across the full deal lifecycle (i.e., a full-stack sales platform). The platform helps sales teams translate signals from hiring trends, financial filings, news, and web activity into structured account actions and link them to internal assets such as CRM systems, sales collateral, knowledge repositories, and call intelligence, enabling them to shape opportunities more effectively within target accounts. The agentic AI orchestration layer delivers a seamless experience to sales users, with autonomous agents firing at different steps of the sales lifecycle.

Moreover, OrbitShift ingests data across six categories, including financial filings, industry reports, hiring data, news, social media, and web intent, through more than 100 data partnerships. It processes tens of thousands of job descriptions weekly, providing early visibility into emerging enterprise priorities. These signals are translated into actionable insights that help sales teams prioritize accounts and identify potential opportunities earlier in the sales process.

The platform is designed for organizations that rely on account-based sales motions, including technology services firms, professional services organizations (staffing, engineering, BPO providers, etc.), and enterprise software companies. By aligning market signals with a firm's product/service portfolio and internal knowledge assets, OrbitShift helps sales teams manage opportunities across the deal lifecycle, from initial lead identification and deal shaping to proposal development and deal conversion.

OrbitShift further strengthens its value proposition for through integration into seller workflows, including CRM connectivity, browser extensions, and LinkedIn integration. Its account-based pricing model encourages cross-functional adoption rather than per-seat restriction.

Showcases proven results such as high-quality lead and opportunity generation

Influenced 60–70 lead opportunities at Myridius

By integrating OrbitShift into its CRM workflow, IT and digital transformation consultancy Myridius was able to formally tag leads to track contribution to pipeline development. In roughly nine months, it reported that OrbitShift influenced 60–70 opportunities and contributed to an estimated US\$200 million in pipeline impact. The firm also replaced its prior intent platform subscription and reduced internal research effort, positioning OrbitShift as a higher precision starting point for opportunity shaping. While the leadership at the firm acknowledge that deal success depends on multiple factors, they credit the platform with improving sales focus and directing effort toward higher-confidence accounts.

"If I'm able to generate 10 or 20 leads in a year out of which I'm able to convert even 20% of that, and if that 20% is, let's say, a 10x multiplier of the price that I pay to OrbitShift, then it's a worthwhile investment."

— Ramesh Ramani, CEO at Myridius

Reduced outreach wastage and improve sales effectiveness at Tech Mahindra

Tech Mahindra uses OrbitShift to profile defined target accounts and identify emerging opportunity areas across global customer footprints. By consolidating hiring signals, stakeholder changes, technology stack visibility, and executive outlook summaries into a single interface, the platform has reduced manual research effort and enabled more targeted outreach.

The firm reports reducing broad-based cold outreach by 40%–50% and improving engagement quality two to threefold. What began as a proof of concept within one team has since scaled more broadly, reflecting confidence in the platform's ability to sharpen AI-assisted selling without replacing domain expertise.

"My cold-calling team had 10 arrows in the bow and shot in the dark, hoping a few would hit. OrbitShift helps reduce the number of arrows we shoot and makes us more confident shooting them."

— SVP at Tech Mahindra

HFS' take

OrbitShift has been awarded the HFS Hot Tech designation for addressing a structural weakness in account-based enterprise sales, particularly in technology and professional services: the disconnect between market signals and actionable sales execution. Its depth of data partnerships and focus on account-based sales motion distinguish it from generic intent or sales intelligence tools. OrbitShift also strengthens the front end of the sales lifecycle by providing actionable, account-specific intelligence.

Customer interviews suggest that the platform has influenced additional opportunities, reduced mass cold-call outreach, and improved go-to-market precision, delivering tangible outcomes in terms of pipeline and deal wins.

OrbitShift's model is strongest in the large enterprise/mid-market segments with significant public and hiring footprints. Continued expansion may require deeper coverage, especially these segments. The platform also remains an AI enabler, a potent one rather than a substitute for deal making. The onus is still on the seller to translate surfaced signals, inputs, and recommendations into differentiated value propositions. Broader market visibility will also be important as competition in AI-assisted sales intelligence intensifies.

For organizations seeking to reduce outreach inefficiency and sharpen contextual engagement with customers at every stage of the sales lifecycle, OrbitShift is a credible and emerging sales accelerator.

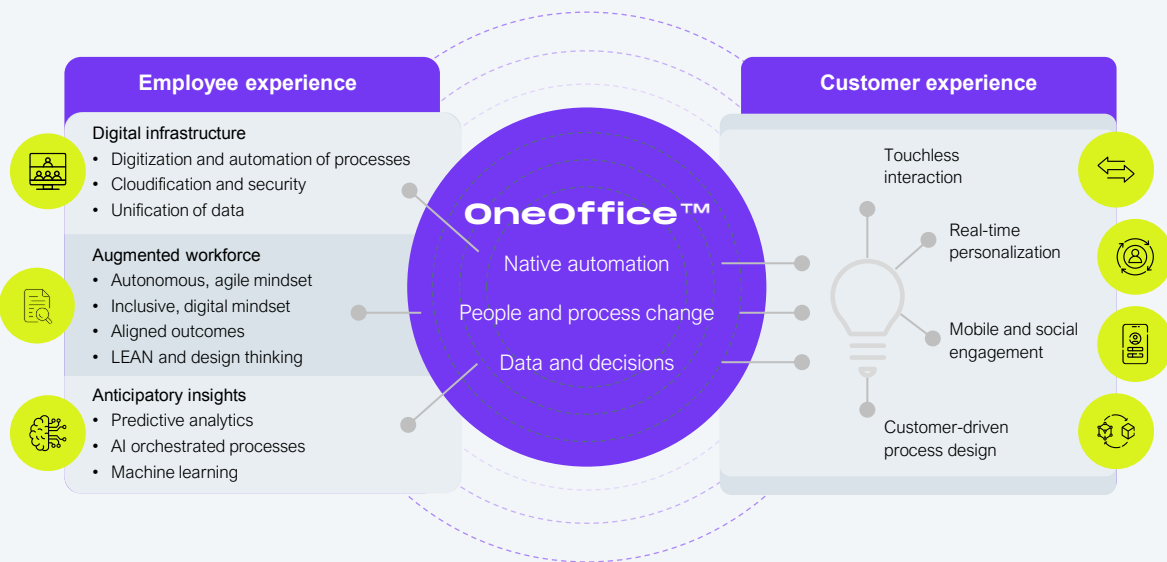
Vendor fact sheet

- **Founded:** 2022
- **Headquarters:** Delaware, US
- **Key executives:** Saurabh Mishra, Swapnil Saykar, Sumit Sapra, Shashanka Puli
- **Number of employees:** 50
- **Funding source:** Peak XV Partners, Stellaris Venture Partners
- **Number of clients:** 20+
- **Key clients:** Cyient, DXC, eClerx, Fujitsu, HCLTech, Infosys, L&T Technology Services, LTM, Myridius, Opus Technologies, Softtek, Tech Mahindra, Wipro
- **Domain:** Professional services and Enterprise software
- **Solutions portfolio:** accountOS, marketingOS, knowledgeOS, rfpoS

The HFS Hot Tech designation and OneOffice

HFS Hot Tech is an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. This Hot Tech has been selected for its alignment with the HFS OneOffice.

The HFS OneOffice highlights the customer experience value benefits of enabling improved employee experience



Source: HFS Research, 2026

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, impact on the OneOffice framework.

HFS Hot Techs may not have the scale and size required to be featured in Horizons reports, but they have the vision and strategy to impact and disrupt the market. In the rapidly changing digital operations space, enterprises realize they can't be everything to everyone. Those 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 smart 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 HFS Hot Tech 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 in our [exclusive and searchable database](#).

The HFS Hot Tech report team

Author



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Suhas is an associate practice leader for HFS Research and a key member of the IT services team. His coverage areas include cloud-native transformation, application modernization, and quality assurance. He also covers hyperscaler strategies and ecosystems across cloud, data, and AI. With more than eight years of experience as a research analyst focused on the tech, media, and telecoms (TMT) sector, Suhas is keenly interested in evolving concepts and emerging technologies.

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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.