HFS

HOT TECH

HFS Services–as–Software™ Hot Tech: Perpetuuiti

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

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Automated hybrid recovery makes resilience depend on SaS, not heroics

Many CIOs rely on business continuity plans that look effective on paper and work well in workshops, but they break down when real disruption strikes. Planning tools capture intent, but few CIOs have an execution engine that turns that intent into action when systems fail and the recovery clock starts.

This gap is more evident in hybrid environments, where applications have presence across multiple platforms with different dependencies and recovery paths. While traditional tools can support planning and tracking, they can't automate recovery execution, leaving teams dependent on tribal knowledge, manual scripts, and a small number of specialists.

HFS sees Perpetuuiti as one of the few players focused directly on this execution problem. Its platform is purpose-built to help enterprises move beyond static plans and into predictable recovery by automating cross-platform recovery steps, validating readiness, and orchestrating real failover actions. For organizations trying to make resilience repeatable, Perpetuuiti can bring a practical model that complements existing continuity and IT service management systems rather than replacing them.

Three building blocks turn continuity plans into everyday operational readiness

Most continuity programs break down not because plans are missing, but because execution still relies on people coordinating steps manually during disruption.

Exhibit 1: Perpetuuiti unifies continuity lifecycle management, recovery automation, and offline AI agents

Perpetuuiti's operating flow for enterprise continuity

Centralize and maintain continuity data
Continuity Vault: Business impact analysis, dependencies, plans, exercises and audit trails

Automate IT and cyber recovery
Continuity Patrol: Parallel orchestration, cyber recovery workflows, automated runbook execution

Enables daily readiness with AI agents
Susan: Plan authoring, Lisa: Readiness and dependency validation, Dave: Runbook automation

Achieve predictable continuity and reduce SME dependence
Standardized steps, fewer manual errors, more predictable recovery testing

Source: HFS Research, 2025

Perpetuuiti structures its platform around three components designed to close that gap: a lifecycle engine that organizes plans, an automation layer that executes recovery steps, and AI agents that actively support planning, monitoring, and execution. Together, these help teams move from static, annually exercised plans to coordinated, repeatable execution.

Continuity Vault collates key business continuity elements in a single lifecycle engine

Continuity Vault enables teams to map their key processes, identify their dependencies, assess risks, develop plans, conduct drills, and store the results in a single system that aligns with ISO 22301 practices.

Continuity Patrol uses AI-driven low-code/no-code to automate cross-platform recovery

Recovery usually slows down because manual runbooks require teams to interpret steps, validate dependencies, and coordinate actions in real time during an incident. What differentiates Perpetuuiti in the market is its vendor- and technology-agnostic, patented recovery automation engine, which uses an AI-supported, low-code/no-code model to replace manual coordination with executable recovery workflows across environments.

Offline AI agents plan, monitor, and execute with repeatable workflows

Perpetuuiti's AI agents operate fully offline, a requirement for highly regulated sectors where cloud-based AI is not allowed.

- **Susan:** Susan helps teams create and update business continuity plans through real-time interviews. It extracts information from existing documents, identifies missing details, and suggests necessary changes. It has passed the same certification exam as human practitioners and supports multiple languages.
- **Lisa:** Lisa reviews data from drills, system checks, and past incidents to show what's ready and what isn't. It identifies weak spots, flags outdated steps, and alerts teams when something requires attention.
- **Dave:** Dave reads technical runbooks and breaks them into straightforward steps that Continuity Patrol can automate. It removes unclear instructions, standardizes the necessary actions, and prepares recovery actions for worst-case failure scenarios.

These building blocks reflect a broader shift where continuity and recovery work, which traditionally was dependent on scripts and SMEs, is now increasingly delivered through software-led, AI-supported execution. In this sense, Perpetuuiti's model converts resilience services into repeatable software workflows, aligning with how enterprises want to operationalize resilience at scale.

Perpetuuiti moves enterprises from reactive fixes to predictable continuity

Enterprises choose Perpetuuiti because it makes application continuity and cyber recovery easier to manage in real life, not just in documents.

- **Clear ownership across business, IT, and risk:** Perpetuuiti reduces confusion by giving a single view of what needs to be protected and how. It provides business teams with clear visibility of P&L, IT teams with a view of technical steps, and risk teams with awareness of overall readiness.

- **Better preparation for audits:** The platform captures evidence as teams work, rather than rebuilding it at the end of the year, making it easier to show regulators and internal auditors how plans, tests, and results connect.
- **More clarity going into DR tests:** Teams often start tests without knowing which parts of the setup are weak. Perpetuuiti helps them organize and prepare, so tests are easier to run and reveal genuine gaps.
- **Less dependency on limited individuals and manual interventions:** Most recovery programs rely heavily on a few experts. Perpetuuiti reduces this by standardizing steps and keeping information accessible to all.

Client feedback points to faster Tier-1 recovery and easier cross-platform orchestration

A large healthcare organization using Perpetuuiti for disaster recovery and resilience shared that traditional DR tools and workflows couldn't match the scale and complexity of its application environment.

It highlighted that Perpetuuiti's broad integration library and low-code orchestration made it easier to automate recovery across diverse platforms. Following adoption, the customer reported a materially faster recovery during Tier-1 DR exercises, with failover completing in minutes rather than the extended period of manual coordination previously required.

The customer also valued the vendor-agnostic design, which gave them a single place to coordinate recovery across diverse infrastructure.

HFS' take

HFS sees Perpetuuiti addressing a gap that many enterprises still underestimate: resilience breaks during execution, not planning. In most organizations, recovery continues to depend on people coordinating steps under pressure. Perpetuuiti shifts this dynamic by automating recovery actions across hybrid environments, reducing dependence on individual expertise and giving the platform a more operational identity than workflow-centric continuity tools. From an HFS perspective, this places Perpetuuiti in the Services-as-Software category, converting resilience work traditionally delivered through manual services into repeatable, AI-led software execution.

The key question is how well this position scales. Customer feedback points to the need for Perpetuuiti's AI agents to stay meaningfully ahead of what enterprises can increasingly build themselves. Differentiation will depend on the depth and resilience-specific expertise embedded in agents such as Dave.

Perpetuuiti enters this phase from a position of strength, shaped by execution experience across hundreds of enterprises and more than 100,000 automated recovery drills. This accumulated operational knowledge provides a credible foundation as resilience shifts from planning to execution.

Vendor fact sheet

Founded: 2011

Headquarters: Singapore

Key executives: Rohil Sharma, CEO; Sundar Raman, CTO; SK Jha, Chief Sales Officer; Ramesh Menon, Executive Director - Global Operations & Services; Zenobia A. Panvelwala, Director - India

Number of employees: 150+

Funding source: Intel Capital, Series A

Number of clients: 200+

Key clients: PepsiCo, Delta Air Lines, Nokia, Saudi Telecom Company (STC), PENSKE, BROADRIDGE, Voya Financial, BSE (Bombay Stock Exchange), ICICI Bank, Tata Motors, Ooredoo (Qatar Telecom), Telekom Malaysia, Dubai Police, Emirates Nuclear Energy Corporation, Abu Dhabi Customs – Department of Finance, DU Telecom, Qatar Petroleum, CRISIL Limited, Qatar Investment Authority (QIA), Smart Dubai Government

Domain: AI-enabled operational resilience, business continuity management, disaster recovery, cyber resilience, digital operational resilience

Solutions portfolio:

- AI-enabled business continuity management
- Disaster recovery management and automation
- Cyber Vault and Continuity Patrol
- IT and service availability management
- Regulatory compliance (DORA, ISO 22301, RBI, PRA, etc.)
- Agentic AI BCM consultant (Susan)

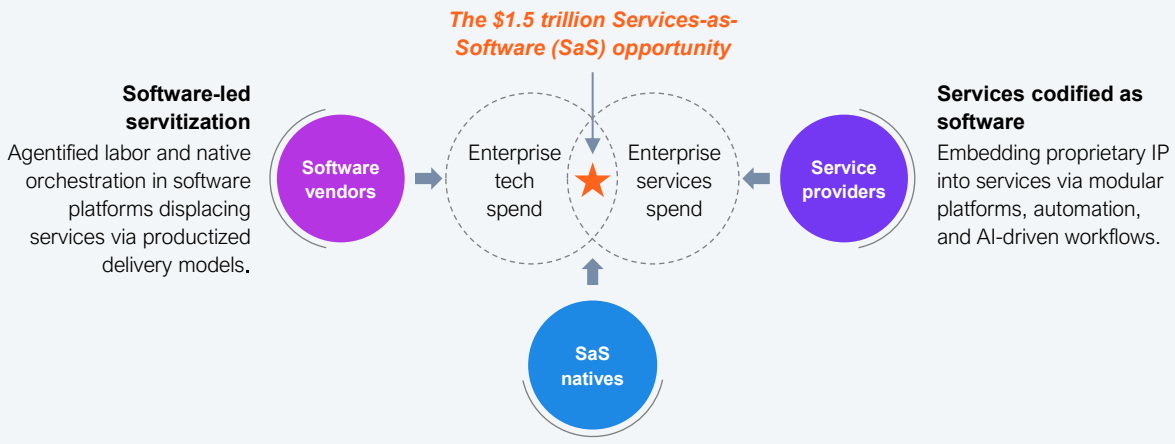
Industry application: Banking and financial services, energy and utilities, oil and gas, manufacturing, retail and fast-moving consumer goods, government and public sector, healthcare, IT and ITeS

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, 2025

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

Author

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Associate Practice Leader

Akshat Tyagi is an associate practice leader at HFS Research, specializing in cybersecurity and emerging technologies such as Web3, blockchain, quantum computing, and XR.

He brings more than eight years of experience as a research analyst at Protiviti, Gartner, and EY, advising C-suite leaders on cybersecurity strategies.

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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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About HFS

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- **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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