HFS

HOT TECH

HFS Hot Tech: AidenAI

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Redefining AI-driven digital acceleration

aiden ai

According to HFS Research, enterprises are willing to renegotiate their BPO, IT, and SaaS vendors, and 60% of them plan to procure services as technology offerings, replacing some or all of their professional services with AI within the next 3–5 years. Enterprises are looking at companies such as AidenAI, which operates strategically at the intersection of AI and digital services, leveraging advanced AI-driven automation not just for legacy modernization but also for comprehensive greenfield digital implementations.

AidenAI accomplishes this through its comprehensive suite of solutions, agentic AI-powered Digital Acceleration Platform (AiDAP), pre-built industry solutions developed with partners (such as Google Cloud, AWS, Unqork, InsureMO, and Boomi), and digital implementation services. The company has positioned itself as a leading player in the services-as-software market. It leverages AI-powered solutions to accelerate digital transformation for enterprises seeking to reduce their technical debt.

Edge lies in its innovative solutions

The AiDAP platform integrates intelligent AI agents and an agentic AI framework across all phases of the digital transformation lifecycle through several stages—Discover, Ideate, Build, and Test—significantly enhancing automation and reducing manual effort for clients. It can also transform legacy technology (COBOL, Java, MuleSoft) into modern, cloud-native applications. The AiDAP platform has several modules that address specific enterprise needs, including technical debt reduction and data migration, AI-based model validation, user experience, and accelerated AI-led development. A leading US federal bank, for example, cut time-to-market by 55% and reduced costs by 60% using the solution.

AidenAI's industry solutions are developed through strategic collaborations with platform providers (Unqork, InsureMO, Sirion, and Boomi). Some industry-specific solutions are Underwriting Workbench, Claims Workbench, and Submission Hub for the insurance sector and Healthcare-in-a-Box and Edge Ecosystem for the healthcare industry. Clients using the insurance industry solutions have noted a 70% increase in client engagement and satisfaction and over a 50% reduction in client onboarding time. AidenAI also provides digital services, including experience transformation, quality assurance, and business consulting.

Praised for its collaborative approach, continuous support, and ability to act on complex client requirements

Customers commend AidenAI for its deep understanding of client concerns and effective brainstorming and idea-sharing capabilities.

Galaxy, a blockchain-based financial platform offering trading, advisory, asset management, and digital infrastructure solutions, uses AidenAI to create a customized onboarding portal for its users. Significant benefits included streamlined workflows, improved organizational transparency, enhanced client experience, and substantial business growth. The customized tool was described as critical for managing increased workloads effectively.

Gina Rochford, Director at Galaxy, stated, "We had a lot of sessions with them where we built this tool from scratch. We gave them all our requirements and wish lists as to what would be the ideal platform for us. Because our onboarding process is a bit complex, we needed to work with a partner that was really going to let us customize everything and build it from scratch."

HFS also spoke with Co-operators, a Canadian insurance company, where AidenAI developed a new insurance offering while ensuring the efficient delivery of enterprise-grade programs beyond mere technical proficiency. The client also emphasized the value of Aiden's solutions and accelerators, specifically Config Analyzer, Module Visualizer, and Deployment Manager, in advancing their digital transformation. These solutions enhance delivery quality and consistency, provide a visual representation of interdependencies between business modules, and can identify discrepancies among environments by comparing module versions, thereby removing risks.

Strong growth trajectory propelling AidenAI toward expansion in the years ahead

AidenAI achieved an excellent jump-start, scaling from a 180-plus strong team in 2023 to nearly 400 today. It plans to scale this to 1,000 by end-2025 and almost 2,000 by end-2026. In the next 12–18 months, the company aims to establish a digital and LCNC leadership; scale its consulting-led sales team, AI labs, and product engineering capabilities to drive its agentic AI-led industry vertical solutions; expand partnerships and customers; and widen its global delivery presence. AidenAI also wants to position itself at the intersection of AI-led products and digital and LCNC services, helping enterprises accelerate their digital transformation initiatives through its AI-powered product suite.

Moreover, AidenAI is venturing into the small and mid-size business (SMB) market and new geographies such as the UK. Targeting this segment is a strategic move, given that SMBs struggle with outdated legacy systems, limited IT budgets, and inadequate in-house AI/engineering expertise. Also, despite their small ticket sizes, SMBs typically make faster technology decisions and have recurring deals with partners—unlike large enterprise deals, which involve longer sales cycles and complex RFPs.

HFS' take

AidenAI is designated an HFS Hot Tech, an exclusive group of emerging players, for its strong strategic alignment with the forward-looking HFS 2030 Technology Vision. Doubling down on ecosystem orchestration, which HFS strongly advocates, AidenAI should consistently seek new partners such as Unqork to collaborate, co-innovate, and enhance talent in acquiring the requisite partner platform skills. The company has a good hold on the banking, financial services, and insurance sector; it should continue building this momentum and making inroads into the healthcare sector.

As enterprises shift from isolated digital initiatives to AI-powered, ecosystem-driven, holistic transformation powered by key technology providers, AidenAI's ability to accelerate modernization and enable new digital transformation projects through its solutions makes it a compelling disruptor.

Vendor fact sheet

- **Founded:** 2023
- **Headquarters:** US
- **Key executives:** Srini Kamadi (CEO), Kiran V (COO), Vinay Kumar H S (Global Business Head)
- **Number of employees:** ~400
- **Funding source:** Private funding
- **Key partners:** AWS, Boomi, Microsoft Azure, PARSEC, InsureMO, Sirion, Unqork
- **Number of customers:** ~22
- **Solution portfolio:** Aiden Digital Acceleration Platform (AiDAP; key product modules – aidenTechD, aidenTX, aidenHX, aidenOPS), Aiden Industry Solutions (Aiden IndX), Digital Implementation Services
- **Key customers:** Co-operators, SCOR SE, National Life Group, Federal Home Loan Bank of New York, Galaxy Digital, BRIT, Lockton (Mena)
- **Industry coverage:** Banking and financial services, insurance, healthcare

The HFS Hot Tech designation and Services-as-Software

HFS Hot Tech is an exclusive group of emerging players, each with a differentiated value proposition, that closely aligns with HFS' services-as-software vision. HFS believes that the application of software platforms, agentic solutions, and, ultimately, autonomous services mimicked by software will lead to technology-driven services with reduced human intervention.

HFS Services-as-Software Vision 2028 – Blurred lines between software and services

HFS Services and Ops Tech Vision 2028

Human | Machine

Staff augmentation

- Enables companies to quickly fill skill gaps, scale teams up or down as needed, and maintain control over project execution without the long-term commitment associated with permanent hires.

Key features:

- Flexibility: Easily adjusts team size based on project needs.
- Expertise: Access to specialized skills not available in-house.
- Control: Maintains direct oversight of projects and processes.

Typical commercial model: Rate card.

Technology-enabled services

- Primarily driven by people but supported by proprietary solution accelerators, tools, and software.
- Most service providers use this model to optimize processes and deliver value efficiently; examples include Cognizant Neuro, Infosys Topaz, TCS WisdomNext, and Wipro Lab45.

Key features:

- Human-centric: Primarily driven by skilled professionals.
- Tool-supported: Utilizes a variety of technology tools and accelerators.
- Efficient: Enhances service delivery through technology integration.

Typical commercial model: FTE-based pricing.

Platform-led services

- Leverage built-in delivery platforms to enhance service delivery and efficiency.
- Examples include Accenture Synops, TCS Cognix, and Cognizant TriZetto, which streamline operations and provide consistent, scalable solutions.

Key features:

- Integrated platforms: Uses cohesive platforms for service delivery.
- Scalability: Easily scalable and consistent across various operations.
- Efficiency: Enhances productivity and efficiency through platform support.

Typical commercial model: Transaction-based pricing.

AI-led agentic services

- Augment human capabilities through smart AI agents to optimize processes and decision-making.
- Examples include Amazon Q, GitHub, Lyzr, Copilot, Replit Ghostwriter, Google Gemini, Einstein Agent, and Mindcorp.
- Organizations such as IBM and the Big 4 consulting firms are increasingly adopting this model.

Key features:

- AI-augmented: Combines human expertise with AI agents.
- Cost-effectiveness: Achieves lower TCO through optimization.
- Enhanced capabilities: Expands service potential with AI-driven insights.

Typical commercial model: Augmented FTE-based pricing or outcome-driven performance pricing.

Services-as-software

- Unlike traditional software-as-a-service (SaaS), this model focuses on delivering services primarily through technology, minimizing human intervention, and maximizing efficiency.
- Examples include startups such as rhino.ai, Now Platform, and Builder.ai.

Key features:

- Technology-driven: Primarily led by advanced software solutions.
- Minimal human intervention: Reduces reliance on human resources.
- Efficient and scalable: Provides efficient, scalable, and consistent service delivery.

Typical commercial model: License/subscription-based pricing.

Current state 2000-2025 (Staff augmentation – Platform-led services)

Emerging 2025-2028 (AI-led agentic services – Services-as-software)

Source: HFS Research, 2025

HFS analysts regularly speak with numerous exciting start-ups 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—alignment with the HFS 2028 Technology Vision.

HFS Hot Techs may not have the scale and size required to feature them in our 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 cannot 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 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 designation remains in place for one calendar year. Every Hot Tech joining our program remains listed on our exclusive and searchable database.

The HFS Hot Tech report team

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Biswadeep Ghosh Hazra is a senior research analyst for HFS. Earlier in his career, he was a lead analyst at Avasant, a functional consultant for Deloitte Digital, a quality assurance engineer at Tech Mahindra in Hyderabad, and a content writer and manager at ExamFocus. While in postgraduate school, he interned at Mindfire Solutions. Biswadeep earned an MBA in business management with marketing, operations, and systems majors and a decision sciences minor from Xavier Institute of Management in Bhubaneswar (XIMB). He also holds a bachelor of technology degree in electronics and communication engineering from the Haldia Institute of Technology.

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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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