

HOT TECH

HFS OneOffice Hot Tech: Kognitos

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Kognitos: Making Agentic AI work for the enterprise with plain English automation



HFS Hot Tech is an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. Kognitos has been selected for its alignment with OneOffice principles—driving intelligent operations by transforming how enterprises automate business processes with natural language.

In a world where many GenAI tools operate in black-box environments, Kognitos stands out by delivering deterministic automation using plain English instructions. It replaces traditional robotic process automation (RPA), drag-and-drop tools, IDP tools and even developer-heavy low-code platforms with logic-based, human-readable automations that scale across core enterprise functions.

Kognitos is more than an automation platform—it's a rethink of the programming paradigm, offering an interpreter that asks clarifying questions rather than hallucinating or failing

silently. The result: Enterprise-grade AI automation that is explainable, trustworthy, and ready to deliver ROI without creating new technical debt.

Kognitos is reprogramming automation with deterministic Agentic AI

Most automation tools today still rely on hard-coded logic (e.g., RPA) or fragile probabilistic models (e.g., agents and LLM wrappers). Kognitos is different. It introduces a platform where business users can create and refine SOPs in natural language, and that logic is executed deterministically using its Neurosymbolic Human Language Interpreter: Kognitos Brain.

Instead of relying on guesswork or traditional programming, Kognitos runs automation logic the way humans describe and run processes—with clarifications and conversation when needed.

Five differentiators that make Kognitos stand out:

1

Automation in plain English, executed deterministically

Users specify what they want in natural language. The platform interprets and executes it without hallucination. This makes the system more transparent and auditable than simple GenAI agents.

2

Conversational exception handling built in

When errors occur, the system doesn't crash—it asks questions and learns to self-heal. This reduces failure rates across complex, long-tail workflows while allowing human intervention only where needed.

3

A logic engine designed like Mr. Spock, not Captain Kirk

CEO Binny Gill likens Kognitos to Spock from Star Trek—rational, deterministic, and focused on making sense of ambiguous input through logic and dialogue.

4

Smart platform that reduces complexity of automations

Like grandma's apple pie recipe, Kognitos automations are time-tested recipes that are concise, reusable and therefore simple to maintain over time. The edge cases are handled by the platform, not bloated in every automation script.

5

Seamless integration and zero-install SaaS

Kognitos connects out-of-the-box to major platforms (SAP, Salesforce, Gmail, etc.), provides AI capabilities such as multimodal document processing, and offers a development kit for extensibility of the platform. It's serverless and scalable.

Customers are embracing the logic-first future of automation

Kognitos serves industries with heavy paperwork and high process complexity—including logistics, finance, manufacturing, and healthcare. It is also gaining traction in banking. Given below are a few notable examples of its impact:

- **Dish Network** reduced lease audit processing time by 97%, saving 29,500 hours annually.
- **Century Supply Chain Solutions** automates over 50,000 bills of lading and carrier bookings monthly.
- **EOS Group** achieved a 92% success rate in its debt collection workflows.

Scott Mallory, President and CEO of JBI Interiors—a custom manufacturer serving high-volume clients such as McDonald's and Starbucks—described Kognitos as instrumental in reducing operational bottlenecks without

adding headcount. Starting with a single accounts payable use case, JBI quickly realized ROI, with one employee now doing the work of two to three. The solution has since expanded to a dozen processes across multiple departments, freeing up staff capacity and improving workflow efficiency.

Mallory highlighted Kognitos' strength in not only automating tasks but also reshaping how processes are designed for AI enablement. The team's consultative approach and responsiveness enabled JBI to iteratively improve outcomes, particularly through exception handling and logic refinement. As JBI advances toward more sophisticated use cases such as automating CNC machine instructions from architectural drawings, Mallory sees Kognitos as a strategic partner capable of keeping pace with the firm's complex, project-based operations.

Kognitos currently serves about two dozen enterprise clients and works closely with partners including Wipro, which is an investor, customer and a go-to-market ally.

HFS' take

Kognitos earns Hot Tech status for turning GenAI hype into operational reality. Its platform replaces black-box guesswork with clarity, explainability, and trust. By enabling automation logic to be written, understood, and governed in English, it removes traditional barriers between business and IT.

Its patented conversational exception handling enables enterprise-grade automation without sacrificing control or compliance. The company's core design philosophy—to separate logic writing

(human-readable) from execution (machine-executable)—provides a unique model for explainable AI.

To reach its next level of growth, Kognitos must accelerate its go to market with partners. Proof points from customer validation and championing by partners will play a pivotal role in influencing CIOs and automation leaders. Still, the platform's architecture, market focus, and clarity of purpose are already making it one of the more credible contenders for Agentic AI in the Enterprise.

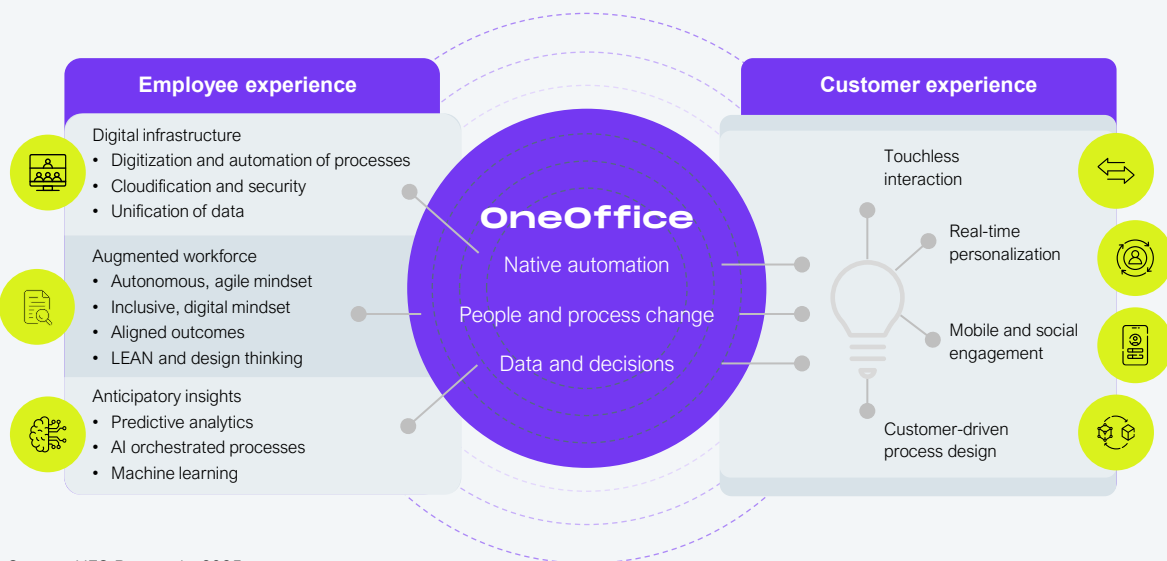
Vendor fact sheet

- **Founded:** 2020
- **Headquarters:** San Jose, California, USA
- **CEO:** Binny Gill
- **Employees:** 75
- **Funding :** \$20M Series A (Nov 2023) led by Khosla Ventures, with Clear Ventures, Engineering Capital, and Wipro Ventures
- **Key clients:** Dish Network, Century Supply Chain, EOS Group, Fortune 50 Food and Beverage company.
- **Primary domain:** AI automation, deterministic Agentic AI
- **Solutions portfolio:** Natural-language automation for finance, logistics, manufacturing, healthcare, banking
- **Platform highlights:** Neurosymbolic Human Language Interpreter, HAL lifecycle platform, Book Development Kit, LLM-powered exception handling
- **Partners:** Wipro (customer and partner), Ableneo, qBotica, Trace3, Sesheng, ElevateEx, Resolve Tech Solution, RST

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



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 our OneOffice framework.

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 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 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 on our [exclusive and searchable database](#).

The HFS Hot Tech report team



David Cushman
Executive Research Leader

David Cushman is an executive research leader for HFS Research. He has a long-term focus on emerging technology, tracking OneOffice and OneEcosystem enablers from automation, artificial intelligence (AI), generative AI (GenAI), data and design thinking, Web3 and metaverse, process orchestration, workflow, and intelligence to quantum computing. He also leads the HFS Hot Tech program.

About HFS

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- **INTREPID**
- **BOLD**

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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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