

Ema: Universal AI Employee Executing Cross-System Work End-to-End

Universal AI Employee platform has been deployed at Wipro across 240,000 associates spanning 65+ countries, autonomously executing 100+ live actions across HR, IT, and payroll systems.

Award standing: **1st Place**

Ema secured 1st Place in the 2026 HFS SaS Awards, selected from more than 250 submissions across the awards program. The recognition centers on Ema's submission, "Universal AI Employee Executing Cross-System Work End-to-End", in the category of Best Services-as-Software Transformation.



The challenge behind the Ema entry

Ema gives enterprises a way to automate complex, cross-system work end-to-end, replacing the patchwork of siloed tools and manual processes that still dominate how large companies operate. Most organizations run on 200+ software applications with less than 10% process automation. The result is fragmented workflows and workforces spending enormous amount of time on repetitive, low-judgment tasks that add no strategic value.

The work described was delivered for Hitachi, Wipro, NTT Data, ADP, HSS, Prime Therapeutics.

What they built

Ema is the world's first Universal AI Employee platform. Unlike copilots that assist, Ema's AI Employees execute, completing real work end-to-end across an organization's systems, interfaces, and workflows. The platform is built around a core insight most vendors miss: enterprise jobs aren't single prompts, they're sequences of smaller tasks.

Results

Wipro deployed a suite of Ema's AI Employees to support HR operations for 240,000 associates across 65+ countries, spanning 1,000+ enterprise applications and 16,000 policy articles. Before Ema, resolution took days; now 3M+ queries a year are resolved in seconds, with employee satisfaction up 20% and HR operations cost down 50%.

Bottom line

Ema's entry backs up its claims with production evidence rather than a roadmap: Hitachi deployed Ema's AI Employee, named Skye, to support HR operations across more than 60,000 employees spanning a conglomerate of 500+ companies, each with its own systems, policies, and workflows. That's the kind of evidence this category was built to reward.

Learn more about Ema at ema.ai.

Appendix: About the Category and the Awards

Best Services-as-Software Transformation

This category recognizes the enterprises and providers furthest along in merging services and software into a single delivery model. Rather than fitting into one of the three emerging Services-as-Software paths HFS Research has mapped out, transformation entrants are judged on how completely they have moved from people-led delivery toward outcomes produced by a combination of codified IP, AI agents, and human oversight, at production scale rather than in pilot.

Every submission in this category was evaluated by HFS analysts and board members against five shared criteria:

- AI-driven delivery – is the solution genuinely autonomous, or is AI still assisting humans doing the work?
- Agentic adaptability – does the platform learn and orchestrate across workflows, or does it execute fixed rules?
- Outcome orientation – are commercial terms tied to results? Is there a quantified business case?
- Scalable architecture – is the IP reusable across clients and industries, or bespoke to one engagement?
- Proven enterprise success – verifiable, production-scale evidence with named or named-tier clients.

The HFS Services-as-Software Awards recognize the enterprises and technology providers leading the shift from labor-based delivery to AI-native, software-defined operations. Finalists in each category were selected by the HFS analyst team following a structured review of submissions against the criteria above. Winners were then determined by the HFS board of external advisors, who scored and ranked the finalists to reach a final result.

About HFS Research

HFS Research is the leading global analyst firm focused on business operations, digital transformation, and enterprise modernization.

For over a decade, HFS has shaped market language – from OneOffice to Services-as-Software – helping enterprises and providers understand where operating models are headed.

We work with global enterprises, IT and business services providers, software and cloud vendors, investors, and innovators.

The Services-as-Software Awards extend that leadership by recognizing organizations delivering measurable transformation in the market.