

GEP: AI-Native Procurement – Software, Consulting and Managed Services in One

An AI-native procurement offering that blends software, consulting and managed services into one outcome-driven model, with production deployments at a global automotive manufacturer and a global CPG.

Award standing: **Finalist**

GEP emerged as a Finalist in the 2026 HFS SaS Awards, selected from more than 250 submissions across the awards program. The recognition centers on GEP's submission, "AI-Native Procurement: Software, Consulting and Managed Services in One", in the category of Best 'Services Eating Software'.

The challenge behind the GEP entry

Procurement's role has expanded dramatically. Beyond managing costs, it must now navigate tariffs, conflicts, volatile supply markets and shifting regulations while balancing resilience, sustainability and performance, all with leaner teams. To keep pace amid persistent uncertainty, procurement must become an agile, high-performing function.

What they built

GEP delivers procurement outcomes by integrating AI-native software, consulting and managed services into a single offering. At its core is a data layer connected with a flexible ecosystem of AI agents: clients can deploy one agent or many, so the solution scales to the problem rather than to a fixed rollout. Notably, GEP's own services teams deploy this without separate engineering or implementation support, a clear signal of services being delivered as software. Consulting teams work alongside clients to redesign operating models, standardize processes and embed the governance needed for AI-led procurement.

Results

- At a global CPG, almost half of direct tail spend is now sourced autonomously, in production for over six months, with the remainder at varying levels of human oversight.
- For a complex automotive part, should-cost modelling was cut from several weeks to a few hours, with a subject-matter expert refining the AI-generated model, enabling rapid, data-backed supplier negotiations that were not previously possible.
- Across engagements, GEP reports 30%+ reductions in total cost of ownership and procurement productivity gains.
- Company scale (context): GEP manages \$600B+ in annual spend for 1,000+ enterprise clients across 30+ industries and 120+ countries.
- It analyses \$3T+ in spend and runs 75,000+ sourcing projects a year.
- Delivery is supported by 600+ category experts and 5,000+ ready should-cost and analytical models.

Bottom line

GEP backs its claims with production evidence, not a roadmap: near-autonomous sourcing of direct spend and should-cost models delivered in hours rather than weeks. In a market crowded with AI demos, GEP is competing on shipped, verifiable outcomes, which is exactly what this category was built to reward.

Learn more about GEP at www.gep.com.

Appendix: About the Category and the Awards

Best Services Eating Software

This category tracks what HFS Research calls services codified as software: traditional, people-led services (in areas such as finance, IT operations, and back-office processing) broken down into repeatable workflows, bots, and AI agents, then repackaged as modular, platform-enabled, subscription-style offerings. Entrants are judged on how far they have moved from billing for effort toward delivering software-defined, observable outcomes.

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.