

Humanize: humanAlze – Agentic Services-as-Software for SAP / Salesforce / ServiceNow

A Patented, Agentic SaaS platform automating complex enterprise workflows across SAP, Salesforce, and ServiceNow Design-Build-Support (across Fresh implementation, Migration, and Maintenance project archetypes), with documented outcomes across live enterprise clients spanning multiple industries and geographies.

Award standing: 1st Place

Humanize secured 1st Place in the 2026 HFS SaaS Awards, selected from more than 250 submissions across the awards program. The recognition centers on Humanize's submission, "humanAlze: Agentic Services-as-Software for SAP / Salesforce / ServiceNow", in the category of Best 'Software Eating Services'. They have been selected as Top-30 Cohort from AWS-Anthropic Agentic-AI Accelerator Program out of 1500 global submissions, and the Top-3 Finalists in Digital Core category of Accenture TechNext Challenge selected out of 10,000 global entries.



The challenge behind the Humanize entry

For any Enterprise transformation program, such as SAP, Salesforce, and ServiceNow, design, legacy assessment, transformation blueprint, code remediation and development, configuration, testing cycles, support handovers, transition, and regular maintenance - are not mere tactical decisions around execution. They are repeatable, pattern-heavy tasks that still consume an outsized share of SAP budgets and timelines. Yet, in most cases it ends up in derailment of cost and time and thus impacts speed of Business transformation.

What they built

- humanAlze is the world's first agentic AI 'Services as Software' product purpose-built for Enterprise Apps transformation – not a consulting accelerator with an AI layer, but a patented "Services as Software" engine.
- The platform runs on a three-agent swarm architecture, each agent designed for autonomous or semi-autonomous execution within its domain, with necessary human-at-helm validations.
- The Discover Agent converts raw workshop transcripts, process documentation, and meeting recordings into structured BRDs, BPDs, BPMLs, fit-to-standard analyses, and process flows – compressing weeks of business analyst. Along with ~60% autonomous design, the tool aligns to industry and application best practices, and thus eliminates process bottlenecks
- It is not a transcribe tool, but a full-blown Solutioning Agent, that creates design, suggests solutions, identifies technical debt, creates a transformation blueprint through Agentic Development Methodology.
- The Developer Agent, trained on over one million lines of Enterprise Apps code (ABAP, NOW Javascript, Apex etc.), autonomously generates custom code objects, while simultaneously performing code review and impact with zero technical debt and first-time-right always. Thus making development and migration cycles ~60% faster, and hence reduced cost.
- Finally, the Decision Agent, which orchestrates across ITSM and Core ERP and provide self-remediation and self-heal through autonomous agents
- Overall, the Products redefines the way technology gets delivered from months, to weeks. It delinks manpower to scalability enabling enterprises to deliver Business value and growth - One product, limitless opportunities.

Results

The results are documented across live enterprise deployments spanning multiple industries, geographies, and three archetypes of transformation lifecycle phases (Greenfield, Brownfield, and Support) – not controlled benchmarks or proof-of-concept environments. The product can deliver ~60% autonomous transformation, and ~40% faster time-to-market for Enterprise Application stack. The results are from live examples with Fortune 500 clients spread across US, UK, Europe and India.

Bottom line

Humanize's entry backs up its claims with production evidence rather than a roadmap: the results are documented across live enterprise deployments spanning multiple industries, geographies, and three archetypes of transformation lifecycle phases (Greenfield, Brownfield, and Support) – not controlled. They own the outcome with a combination of AI-agents and Forward Deployed Engineers. That's the kind of evidence this category was built to reward.

Learn more about Humanize at humanizetech.ai

Appendix: About the Category and the Awards

Best Software Eating Services

This category tracks what HFS Research calls software-led servitization: software platforms that embed orchestration, automation, and AI directly into the product itself, absorbing work that was previously delivered by outside service teams. Entrants are judged on how much of the traditional service layer, such as configuration, monitoring, exception handling, and reporting, the software now performs on its own rather than requiring a services team layered on top.

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.