

HFS



HFS Services-as-Software™ Awards 2026

Recognizing the organizations defining the
next operating model

We coined it.

We trademarked it.

Now we're recognizing it.

Recognizing AI-led, outcome-driven enterprise transformation

Submission deadline:
June 30, 2026

Enter now:
<https://www.hfsresearch.com/sasawards/>

Why these awards matter

HFS was the first to coin the term Services-as-Software™. We didn't just describe the shift in enterprise delivery, we defined it. And we trademarked it.

Services-as-Software represents the convergence of services and software into intelligent, scalable, AI-driven operating models. It replaces labor-heavy delivery and fragmented toolkits with embedded intelligence, reusable IP, and agentic execution.

Enterprises are no longer buying effort. They are buying outcomes.

The HFS Services-as-Software Awards are the first awards dedicated to recognizing organizations making this transformation real.

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.

Who should enter

The Awards are open globally to organizations driving enterprise transformation:

- Enterprises (banks, insurance firms, pharma, healthcare, manufacturing, retail)
- Consulting, IT, and BPO service providers
- Software and cloud vendors
- Startups and emerging firms
- Global Capability Centers (GCCs) / Global Business Services (GBS)
(Third parties may also nominate GCC-led transformations)

If your organization is embedding software into services, replacing services with intelligent platforms, building AI-native operating models, or delivering measurable, outcome-driven transformation, this is your stage.

Award categories

Best Services-as-Software Transformation

Enterprise–provider collaborations delivering measurable results through AI and automation.

Best 'Services Eating Software'

Providers embedding proprietary software into delivery.

Best 'Software Eating Services'

Software vendors replacing heavy customization with intelligent automation.

Best Startup / Emerging Firm

AI-native, scalable operating model innovators.

Best Services-as-Software Transformation by a GCC / GBS

GCCs evolving into AI-enabled innovation engines.

How to enter the HFS SaS Awards

Submitting your entry is simple and free. The process is designed to spotlight your innovation, not create extra work.

Submit three short sections:

<p>Why this matters 01</p> <p>What problem are you solving?</p>	<p>What you built or transformed 02</p> <p>Describe the offering or initiative.</p>	<p>So what 03</p> <p>What measurable outcomes did you deliver?</p>
--	--	---

Data strengthens your submission.

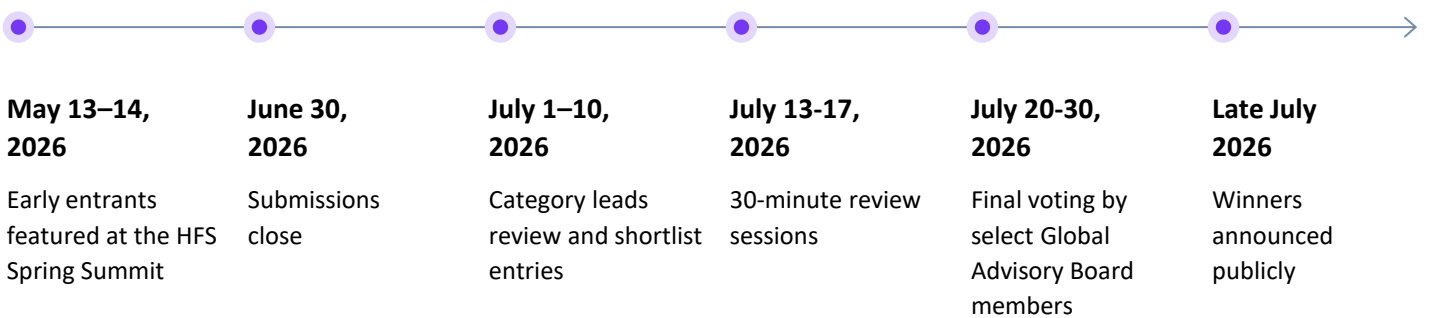
Optional: One-minute executive video overview.

How entries are evaluated

Submissions are assessed against core Services-as-Software principles:

- **AI-driven delivery** (autonomous or semi-autonomous execution)
- **Agentic adaptability** (intelligent, evolving platforms)
- **Outcome orientation** (commercial alignment to results)
- **Scalable architecture** (reusable IP and embedded intelligence)
- **Proven enterprise success** (measurable adoption and results)

Timeline



August 2026 - Winners participate in dedicated HFS webinar

Recognition and visibility

Recognition that lasts beyond the awards

Winning an HFS SaS Award amplifies your visibility, credibility, and influence across the global enterprise ecosystem.

Benefits include:

- Global visibility on www.hfsresearch.com
- Winners will participate in a live webcast hosted by Phil Fersht and Saurabh Gupta
- Long-term brand credibility in analyst circles
- Promotion rights for winners and finalists
- Official HFS Services-as-Software™ Award branding rights

This is more than an award. It is recognition from the firm that defined the movement.

Data privacy and confidentiality

Your data is safe with us

All submissions are handled with strict confidentiality. Only HFS judges and designated advisory reviewers will access submitted materials. No proprietary or sensitive data will be shared publicly without written consent.

Only HFS judges and designated advisory reviewers will access submitted materials. All submissions are handled with strict confidentiality. Only designated HFS judges and advisory reviewers will access submitted materials.

Enter now

Be part of the movement we defined. The HFS Services-as-Software Awards 2026 are the first awards dedicated to recognizing AI-led, outcome-driven enterprise transformation.

Submission deadline: June 30, 2026

No application fee

Enter now:

<https://www.hfsresearch.com/sasawards/>

For questions: Sasawards@hfsresearch.com

- All entries are complimentary to submit and will be evaluated on their merit.
- Winners will be determined by the HFS Research judging process, which includes shortlisting by HFS leadership, voting by HFS OneCouncil members, and final selection by the HFS Global Advisory Board.
- HFS Clients are entitled to promote their award win without additional cost.
- Non-HFS clients selected as winners are required to pay a \$7,500 licensing fee to use the award designation, HFS branding, or any promotional assets related to the award in external communications (including but not limited to press releases, websites, marketing materials, and social media).
- HFS Research reserves the right to use submitted content (in whole or in part) in published finalist briefs, award announcements, and related promotional materials. Proprietary or confidential information should not be included in submissions.
- Submission of an entry constitutes agreement to these terms.

About HFS

- **INNOVATIVE**
- **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.



www.hfsresearch.com



[hfsresearch](https://www.linkedin.com/company/hfsresearch)



www.horsesforsources.com



www.horsesmouthpodcast.com