

iOPEX Technologies: Intelligence as a Service: Always-On Intelligence Inside Workflows

Always-on agentic intelligence layer deployed for Toshiba Global Commerce Solutions, replacing reactive service delivery with continuous, observation-led operations across field services, service desk, and digital workers.

Award standing: **Finalist**

iOPEX Technologies emerged as a Finalist in the 2026 HFS SaS Awards, selected from more than 250 submissions across the awards program. The recognition centers on iOPEX Technologies's submission, "Intelligence as a Service: Always-On Intelligence Inside Workflows", in the category of Best Services-as-Software Transformation.

The challenge behind the iOPEX Technologies entry

Enterprise service delivery is broken by design. Every operations leader inherits the same structural problem, whatever the industry. Their technology vendors bolt point tools onto fragmented, labor-heavy workflows and optimize isolated tasks rather than redesigning how an operation actually runs. The result is digitized inefficiency: more tooling sitting on the same cost curve. The incentive to genuinely transform is structurally absent, not for want of intent, but because of how the contract is written.

What they built

iOPEX built Intelligence as a Service, an operating model that embeds an always-on intelligence layer directly inside enterprise workflows rather than layering tools on top of them. It sits at the intersection of three things: business-critical operations tied to measurable outcomes, services run as integrated systems rather than stitched-together point solutions, and 15 years of operational domain knowledge codified into reusable playbooks, accelerators, and governance. That 15-year track record matters deeply. iOPEX puts it at roughly \$4B in cost transformation and \$6B in revenue enabled, which is why its agents deploy in weeks rather than quarters: the domain knowledge already exists in structured form. The reusable IP is ElevAlte, its GenAI and MLOps platform, on which 1,000+ Command Agents run in production.

The commercial architecture is inseparable from the technical one, and this is where the entry earns its category. Engagements are priced on cost-to-serve, ticket economics, revenue realization and SLA adherence rather than billable hours or FTE counts, with a pay-per-outcome component and a contractual commitment to declining unit cost each quarter as automation expands. Clients pay less as the model gets better. That is not a procurement discount, it is structural proof that both sets of incentives point the same way.

Results

Toshiba Global Commerce Solutions is the anchor deployment. Distributed field technicians were navigating multiple disconnected systems to diagnose device issues across retail locations, producing inconsistent diagnoses and heavy reliance on expert escalation. iOPEX deployed an agentic orchestration layer on ElevAlte that gave technicians natural-language access to 3,500+ OEM manuals, customer-specific repositories and Oracle EBS ticket history. It returned 92% response accuracy, a 28% reduction in weekly expert helpdesk escalations, technician onboarding time cut by half, and 100% parts identification accuracy against a 30-minute manual lookup.

Five further production deployments apply the same model to different domains. A global cybersecurity and network solutions leader moved from per-FTE to transaction pricing, taking per-ticket cost from roughly \$440 to \$175 while its business grew 25 to 30% over three years. Cost of execution dropped 50%, and the savings were reinvested into further AI development, making the transformation self-funding. A global telecommunications operator cut call volumes and handling times 40% on critical desks with 65% autonomous resolution of transactional queries. A delivery and ride-hailing platform built a \$1B+ advertising business inside three years on under \$7M of operational cost, with a 35% uplift in return on ad spend. A healthcare revenue cycle operation lifted collection yield 12% and cut denial rates 30%. An Australian supermarket's retail media platform reached market 45% faster across 500+ supplier accounts, lifting campaign effectiveness 35%.

Bottom line

iOPEX Technologies' entry backs its claims with production evidence rather than a roadmap. The pattern is identical across all six deployments, and that is the point: AI absorbs repeatable execution, humans govern the exceptions, and effort declines structurally rather than incrementally. The breadth, spanning field service, cybersecurity support, telecom CX, advertising and revenue operations, healthcare revenue cycle and retail media, is what makes this a transferable operating model rather than a one-off win.

HFS has profiled the model independently in a dedicated Challengers' Code study and named iOPEX a Horizon 2 Enterprise Innovator in HFS Horizons: Agentic Services, 2026, crediting it with domain expertise, technical acumen and a strong win-win gain-sharing game. That is the kind of evidence this category was built to reward.

Learn more about iOPEX Technologies at iopex.com

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.