

Categories

- AI Innovations
- Brand Identity
- Digital Transformation
- Ethical AI
- SaaS Solutions

GenAI & Technology Services – The Next Step to Enterprise Evolution

What Drives Us?

Humanize is built on a core set of beliefs, which has further given rise to our core purpose of '*helping enterprises go to market fastest*'.

Our core belief revolves around the deepening role of technology in building human-centric solutions for business evolution. The history of the technology services industry can be split into **4 phases**, broadly –

1. **The first phase** (the 90s and early 2000s) revolved mostly around skill arbitrage. As enterprises became aware of the power of technology, the focus squarely was on the optimization of operational expenses. The value offered to the clients revolved around flexible staffing strategy, managing skill gaps, and industrializing the process of digitizing systems and processes. This era is the era of *Traditional Enterprise*
2. **The second phase** (early 2000s to 2010) was about standardization. The industry still primarily operated based on human skill, but a focus on processes, standard operating procedures, and efficient methods and structures drove value for, what we call a *Digital Enterprise*.
3. **Now comes the era of digitalization** – 2011-2020. While the IT industry had gained a foothold in the enterprise, helping them optimize labor and cost, the enterprises were increasingly asking, "*What's next?*" With the massive amount of data being generated, the IT industry focused on developing secure methods for capturing, cleaning, and storing data. Cloud became a critical part of the offering mix of system integrators (given a huge boost by COVID). As a result, some of the work shifted from BPM (Business Process Management) to Cloud and application. The focus was on creating built-in delivery platforms to make IT delivery much more seamless, scalable, and replicable was the approach. Early attempts at RPA and Cognitive Automation were made, but not at scale. This commenced the era of an *Automated Enterprise*
4. **The fourth phase** (early 2020s onwards) is the rise of *Generative Enterprise*. In this era we anticipate technology and its association with business operations will get seamlessly integrated without any demarcation. Intense collaboration between humans

> and machines will take place, where machines will perform the work and human acumen will be in the driving seat. Organizational functions will be divided into smaller, software-based components and delivered as software. To build such organizations, technology services will require a synergistic combination of AI-driven advanced solutions, a human empathy-led design that minimizes human intervention, and maximum efficiency – this approach is what we call 'Services as a Software'

The role of technology is shifting from a traditional 'CIO' function to an expanded 'CIO + CISO + CDO' scope, and now into a broader 'CXO' responsibility. The success or failure of enterprises increasingly depends on leaders' ability to build teams that utilize technology effectively, aligned with the unique needs of their industries. Enterprises will adopt 'Services as a Software' not out of preference, but as a necessity to achieve the fastest time to market—reflecting the essence of our core philosophy.

What Will We Drive?

This brings us to a critical point. How do we use these existing trends to help shape the 'New Age SI' that will drive enterprises in the future? Explore our take on **the right approach to building a service-as-a-software model.** "Services as a software" is a tech-led IT services business model that uses deep-tech to package software services as a software-driven platform, and eliminates talent/ cost arbitrage. This model minimizes human dependency, maximizes efficiency, and focuses on the outcome by leveraging orchestration human acumen and technology-precision. We drive 'speed to value' – We accelerate enterprise growth and time-to-market powered by AI and

GenAI-integrated SaaS solutions while simplifying the customer experience through human acumen.

Today, the enterprise SaaS stack caters to business processes at various layers – experience, functional processes, insight, and foundational layer catered by Tier 1 and Tier 2 SaaS vendors. Companies are struggling to optimize their spending, maximize the utility of SaaS investments, and expedite the speed of implementation.

humanize enables enterprises to go to market faster. We do it through our proprietary platform leveraging AI, GenAI, and Data Science. The platform enables faster deployment of Low-code/ No-code SaaS platforms supported by our transformation advisory across the evolution lifecycle.

humanize has architected a platform with an integrated enterprise SaaS stack powered by AI/ GenAI. The platform will cater to businesses in manifold layers, including experience, functional processes, insight, and foundational levels. It will create a business ecosystem conducive to:

- Making organizations AI-ready through data architecture, management, and governance
- Leverage SaaS to transform business operations for better performance
- Expedite growth through AI/GenAI-powered Industry Solutions

As the industry's first 'services as a software' company, Humanize is set to harness its AI/GenAI-led hyper-automation to expedite time-to-deploy by nearly 20%. It will accomplish this by making design, documentation, testing, code-generation, and customization to zero-touch. Humanize will also help accelerate enterprise evolution with plug-and-play industrial use cases, from concept to

reality. We aim to disrupt the traditional IT services industry with our platform-based approach to tech transformation. Our platform integrates enterprise SaaS solutions (CRM, BPM, Data, ERP) with AI to accelerate the development and deployment of tailored industry solutions.

In addition to horizontal SaaS, Industrial SaaS is becoming a new area of growth where business functions such as Aftermarket, Performance Marketing, Warranty Management, Loan processing, etc., are getting automated. We have built the AI-powered SaaS stack with plug-and-play industrial use cases that automate 30% of such business functions.

What Comes Next?

Our mission, therefore, is to reimagine and disrupt current ways of working. While AI alone will not drive the future of technology services, a mix of AI/ GenAI and human intuition most certainly will. We aim to build an AI/GenAI platform to accelerate SaaS implementation, create domain-specific use cases in targeted industries using our AI/GenAI platform and SaaS stack, and tie it all together to become the first of its kind ‘service-as-a-software’ player in an industry poised for major disruption.

Interested in sharing thoughts and perspectives? Write to us at **contactus@staging.humanizetech.ai**.

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Join us on a journey of AI-powered transformation, where technology meets human creativity to drive unparalleled growth.

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