HEXAWARE

Zerovity™

Siddharth Dhar
President & Global Head –
AI Services, Hexaware

Zerovity™— A Single Context, Delivers Multiple Services

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New revenue stream · Deflationary with volume offset · Deflationary

ZEROVITY - AI delivery layer for governed coordination across the estate

- Code Comprehension
- Knowledge Graph
- AI / LLM Harness
- Agent Studio
- Blueprint Co-Pilot
- Parity & Validation

PRODUCT MODELS · Variants Built On One Foundation

RapidX®	Amaze® Cloud	Code Forensics	Tensai®	Zerovity Starter
Legacy Modernization	Non-Functional Modernization	Code Intelligence	ReasoningOps	Assessment Only

GTM PATTERNS · Offerings Built on the Foundation and Products

- Zero Tech Debt (New revenue stream)
- Zero Vulnerability (New revenue stream)
- Zero Backlog (Deflationary with volume offset)
- Zero Defects (Deflationary)
- Zero Tickets (Deflationary)
- Zero License (New revenue stream)

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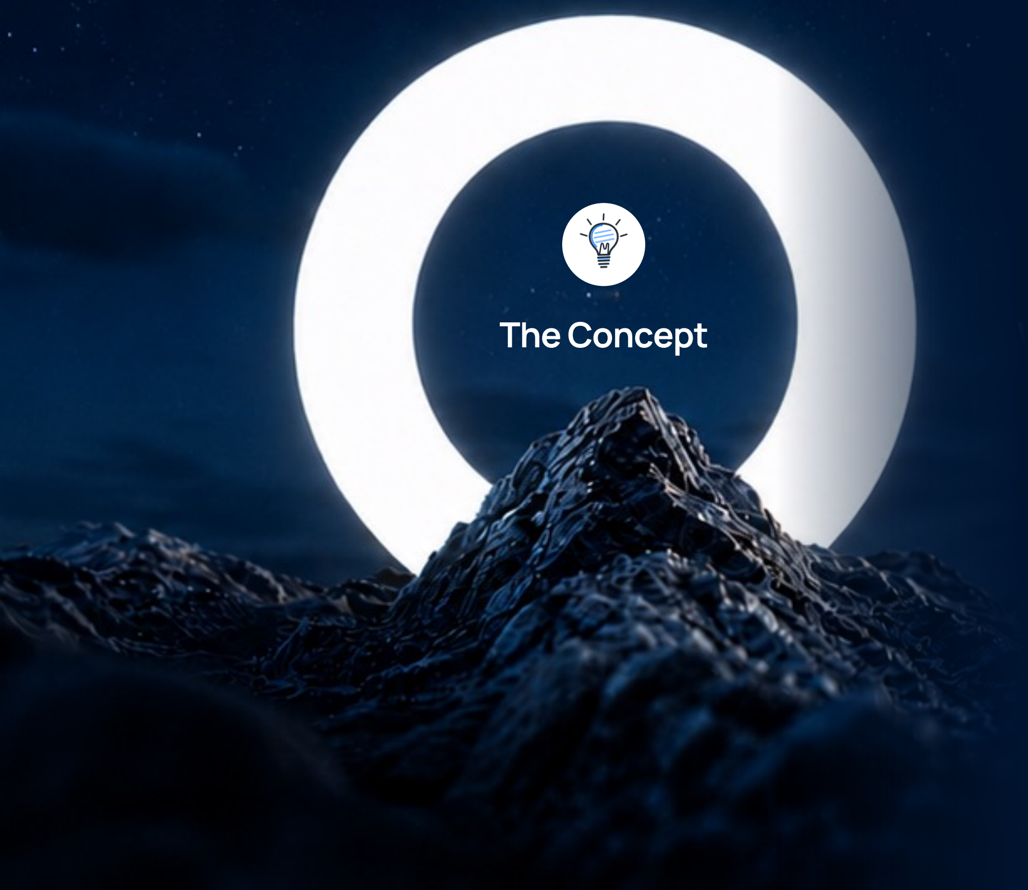
A HEXAWARE PROPOSITION

Zero License

Freeing enterprises from the cost and constraint of software they pay for but don't control

Vaibhav Bhatnagar
Senior Vice President -
Head of AI GTM, Hexaware

The Concept



Zero License is a strategy that enables customers to replace recurring software licensing with AI/Cloud-native solutions they build and own themselves.

Own the Capability

Hold the IP and control its roadmap

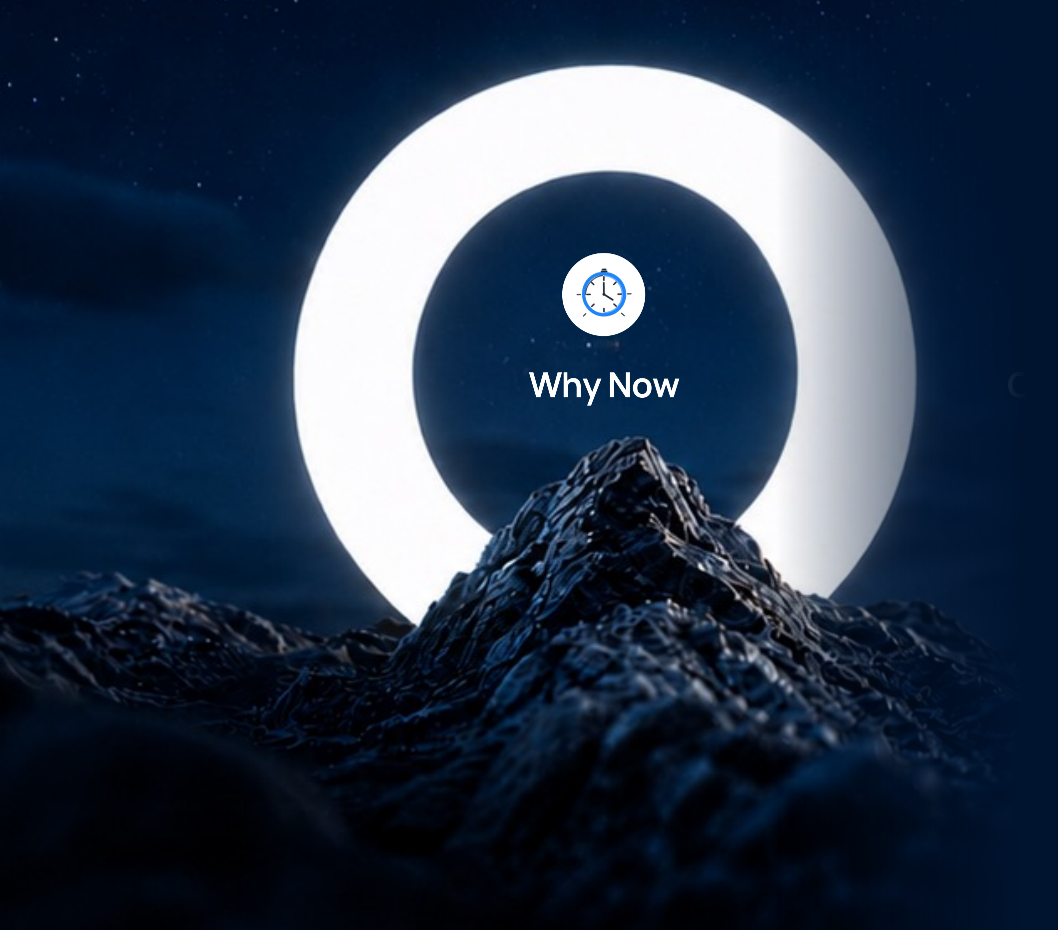
Retain Control Over Technology

Features are prioritized based on business needs

Eliminate the Fee

End recurring seat and consumption charges

Why Now



Four forces have turned a tolerable cost into an addressable opportunity.

License Inflation
Renewal costs are climbing faster than the value the platform returns

The economics of build vs buy decision has flipped
AI-assisted delivery has cut the cost and time to rebuild a platform

Movement from systems of workflow to systems of work
AI agents understand intent, analyze live data, and suggest judgments without requiring step-by-step human prompts

Board-level Scrutiny
Software is now one of the largest controllable lines in the budget

Validation Beyond Our Walls

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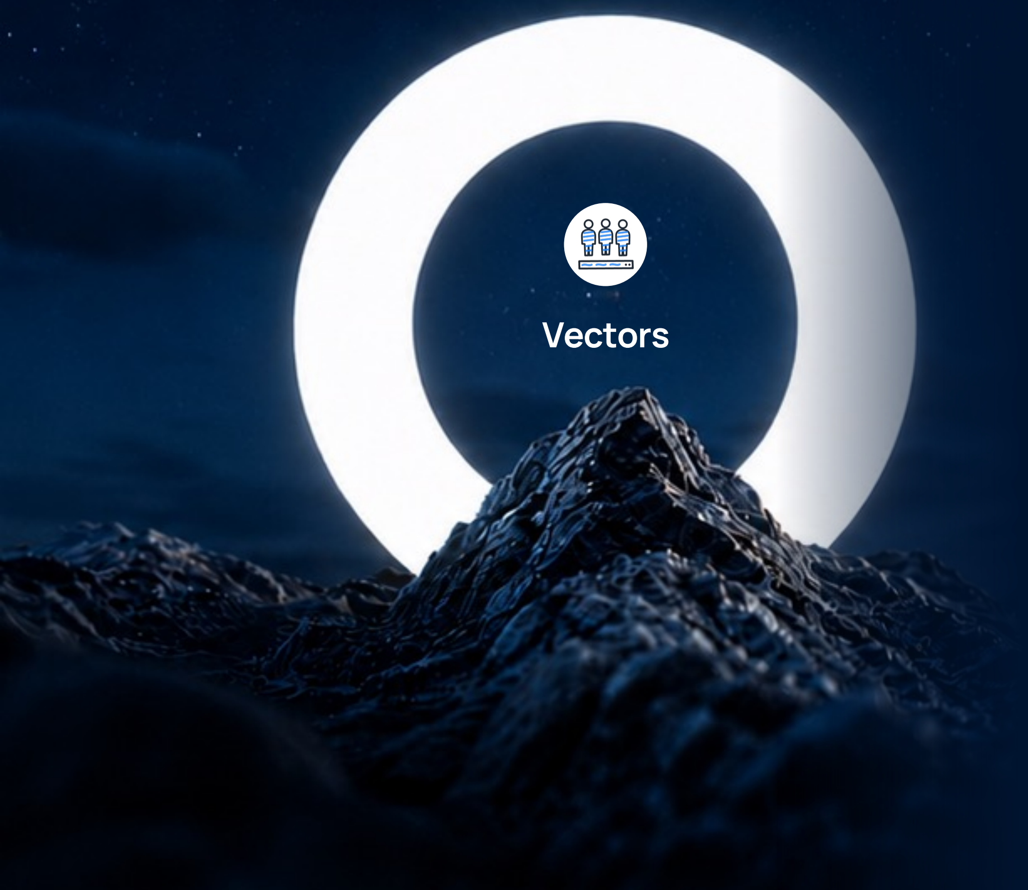

We didn't just build this and ask our customers if they liked it—we tested it against the market, the experts who watch the market and the investors who fund it.

Enterprises that are not our customers	Klarna announced shutting down its Salesforce CRM and Workday Starbucks is disrupting the enterprise software market by developing its own AI-assisted tools to replace Microsoft and IBM systems
Analyst/Advisory	The End of One-Size-Fits-All Enterprise Software – HFS Gartner Says $234 Billion in Enterprise Application Software Spend Is at Risk from Agentic AI
Analyst/Advisory	"SaaSpocalypse" — since early 2026, this has wiped roughly $2 trillion from software-sector market capitalization

How Zero License Works

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AI as the execution surface, not another layer of software (Embedding, Doc Gen, and Forward Engineering)

01	**Deterministic Forensics** We take the guesswork out of code intent. Our engine parses the repository line-by-line to extract signature logic and technical dependencies into a verified **Knowledge Index.**	Deterministic, parser-based with surface patterns and connections, 75+ parsers
02	**AI-driven Blueprinting** Map the target state, generate technical collaterals, generate Cloud Native/ Agentic Playbook , ability to chat with the code	LLM contextualized through embeddings and RAG
03	**High-velocity Forward Engineering** Bind agents to your DNA. We utilize Grounded Agents to ensure every line of code is grounded in your specific standards, security, and architectural guardrails.	AI agents augmented with enterprise context and harnessed for operating environment

Addressable Market Estimate

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For each bucket we sized the underlying 2026 global market (or vendor revenue where market data doesn't exist), then applied an "addressability discount" — the share of that spend that's realistically displaceable by reverse-engineered, customer-owned, agent-built replacements over a 3-5 year horizon, given switching costs, regulatory validation burden, and ecosystem lock-in. This produces both a gross ceiling (100% displacement) and a realistic addressable estimate..

Easy to Execute

Low Code No Code Platforms

LCNC - Workflow - Case Management

Business-rule logic, well specified, no heavy regulatory validation—the strongest fit for agentic rebuilds

$72B

2026 combined market

~$25B

35% addressable

Platform Lock-In

Non-Functional Platforms

ETL: Alteryx - Informatica - Cognos

Deterministic pipelines (extract, transform, load)—the single best-case use case for agent-generated code

$20B

2026 combined market

~$11B

55% addressable

Double Whammy

SaaS Platform Bolt-Ons

nCino - Veeva Systems - Certinia

Business-rule logic, well specified, no heavy regulatory validation—the strongest fit for agentic rebuilds

$4.2B

2026 combined market

~$0.5B-$3B

10%-15% addressable

Unfair Licensing

Enterprise SaaS

ITSM - CRM

Ticketing / incident logic is comparatively commoditizable; CRM value is the ecosystem (AppExchange, integrations), not the CRUD app

$143B

2026 combined market

~10B

20 % addressable for ITSM
6% addressable for CRM

Zero License — Case Studies

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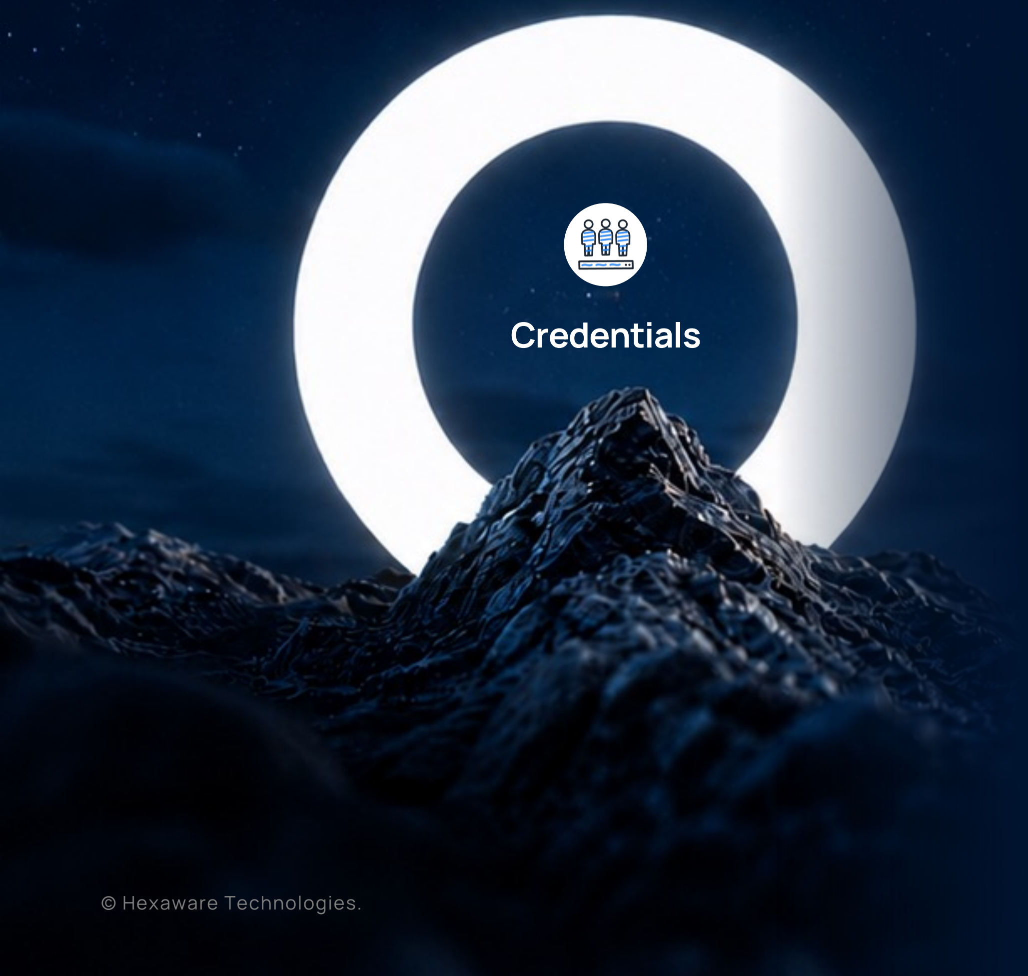

Repeatable patterns accelerate customer time-to-value while shortening sales cycles, streamlining discovery, and reducing engineering overhead for predictable ROI.

Low Code No Code Platforms	Leading Secondary Mortgage Company Appian to Cloud-native Microservices Architecture $7M+ Projected 5-Year Savings
Non-Functional Platforms	Large Canadian Banking Client Alteryx to Python/Pyspark $1.5M Projected 5-Year Savings
Deeply Embedded Vertical Platforms	Leading Financial Services Company Bond Modeling, Admin, and Pricing COTS to Cloud- native $4M in Annual Savings
Platforms Marked For Sunset	US Medicaid Managed Care Organization Kyndryl Resiliency Orchestration to Cloud-native and Ansible $2.5M Projected 5-Year Savings

Confidentiality agreement

During this presentation, we may disclose confidential information, including client names. This information must not be disclosed to third parties without prior permission from Hexaware.

Market Validation

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Enterprise Customers

- Klarna announced shutting down its Salesforce CRM & Workday as part of a broader AI/automation overhaul, consolidating data into a proprietary stack. (Reported results included $60 million saved and the workload equivalent of 853 employees absorbed by the AI agent by Q3 2025) (link)
- Starbucks is disrupting the enterprise software market by developing its own AI-assisted tools to replace Microsoft and IBM systems, aiming to cut its $400 million annual software spend (link)

Analyst/Advisory

- "The End of One-Size-Fits-All Enterprise Software" —companies now have the option to build, compose, collaborate, or buy outcomes rather than make do with existing SaaS offerings. HBR (link)
- Gartner Says $234 Billion in Enterprise Application Software Spend Is at Risk from Agentic AI (link)
- HFS coined the term Services-as-Software to describe what they see replacing both traditional SaaS and traditional labor-based professional services simultaneously (link)

Vectors For Market Validation

Competition

- In the next two years, nearly every enterprise will replace or modernize all of the software that powers their business spend – 8090 (link)
- KPMG and OpenAI form Strategic Alliance to Advance AI-Native Enterprise Workflows, with KPMG Named an Elite Partner (link)
- Deloitte: As AI agents pervade the SaaS market, how businesses experience and leverage software will likely change—shifting business models, capabilities, and expectations (link)

Investor Community

- Anthropic's release of Claude Code, and later Claude Cowork, crystallized fears that AI agents could execute multi-step business workflows without humans logging into per-seat software—kicking off a rolling correction dubbed the "SaaSpocalypse." Since early 2026, this has wiped roughly $2 trillion from software-sector market capitalization.