

Mastek Reimagines Enterprise Software with AI-Native Services as Software (SaS)

Mastek Introduces Services as Software with AI-native solutions that deliver better business outcomes while significantly reducing software subscription costs

Mumbai, India – Oct 05, 2026: Mastek (NSE: MASTEK; BSE: 523704), a trusted AI-first digital engineering and cloud transformation partner, today announced a major milestone in its **Services as Software (SaS)** strategy, redefining how enterprises achieve intelligent transformation. By combining deep domain expertise, AI, data, and engineering, Mastek is enabling organizations to move beyond traditional enterprise software toward AI-native services that deliver measurable business outcomes, simplify technology landscapes, and significantly reduce software subscription costs. The company is applying this approach across its focused industry verticals, helping clients accelerate business transformation with AI at the core.

Mastek's Service as Software vision is built on three core principles:

1. **Deliver Tangible Business Results:** Technology investments should deliver measurable business outcomes, not just usage metrics or deployment milestones.
2. **Transform System of Record to System of Intelligence:** Traditional enterprise platforms capture, organize, and report historical information. Systems of intelligence go further by connecting enterprise knowledge and delivering the right insight to the right person at the right time.
3. **Sell Outcomes and Reduce the Cost of Software:** Industry studies estimate that enterprises actively use only around one-third of the SaaS applications they license, leaving significant investments underused while adding complexity to daily operations. Mastek addresses this by assessing actual software usage, retaining only the workflows that create business value, and replacing unnecessary complexity with AI-native experiences.

As the first proof point of this vision, Mastek developed a CRM solution, an AI-native platform that has replaced its legacy CRM environment. Designed and built at the Mastek AI Center of Excellence, the solution was deployed, stress-tested, and refined using the company's Customer Zero approach, supporting all global sales and marketing teams in live production. This internal deployment validated the platform's scalability, usability, and business impact before making it available to customers. Mastek aims to deliver a 10% improvement in its win probability using contextual data to transform the CRM from a system of records to a system of intelligence and execution.

Speaking on the subject **Umang Nahata, CEO of Mastek** said *“Our learning is that applying AI to just speed up old ways of working will only give a good use case for AI to deliver a tangible business benefit. Organizations must reimagine their processes and reskill their talent. We had to also ensure that frontier models are combined with contextual data of Mastek to generate Mastek-specific intelligence. Finally, adoption of the solution needs working with sales teams and leaders on the ground to understand the grassroots details. Unless the solutions are made for the specific nuances of an organization, it’s hard to get tangible benefits.”*

“We reimaged our data and built Mastek Hub, the company’s centralized knowledge platform. MastekCRM combines customer case studies, project experience, proposal assets, and business intelligence to enable AI-driven decision-making. The platform helps sales teams prepare for client meetings, improve forecasting, automatically capture institutional knowledge, and surface relevant recommendations in real time.” said **Ritwik Batabyal, CTIO at Mastek.**

Building on this foundation, Mastek is extending the same AI-native SaaS approach across additional enterprise functions. Mastek's has developed an AI native Intelligent Document Processing solution which is being used to replace its legacy SAP Procurement, Accounts Payable & Expense Management applications. These new solutions are focused on delivering the business goal of faster and simpler processes and tangible cost optimization.

Together, these solutions demonstrate how enterprises can progressively replace conventional enterprise software with intelligent, AI-powered business capabilities.

Umang also highlighted, *"Mastek's strategy is not about becoming a software product company. Instead, we are representing a new services-led model where deep domain expertise, AI, data, and engineering converge to deliver continuously evolving business capabilities."*

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About Mastek

Mastek (NSE: MASTEK; BSE: 523704) is a global provider of enterprise AI, digital, and cloud services, enabling clients to achieve measurable and sustainable returns on their technology investments. The company has a presence in over 40 countries and a skilled workforce of close to 5,000 employees. Through its "Lead with AI" approach, Mastek integrates intelligence across its solutions and operations, enabling organizations to accelerate transformation using ethical, scalable, and domain-driven AI adoption. Mastek partners with industry leaders such as Oracle, Salesforce, Microsoft, AWS, Snowflake, and Databricks, serving key sectors such as Public Sector, Healthcare, Retail, Manufacturing, Higher Education, and Financial Services. Mastek is committed to driving innovation by developing a strong ecosystem of start-ups, academia, and IPs. With its core values of trust, value, and velocity, the company empowers 400+ active customers to transform their business in the evolving tech landscape. Mastek has always been a solutions-focused and relationship-centric company, valuing both employees and clients. With its humane approach, Mastek fosters growth through sustainable goals, high ethical standards, and responsible governance.