

Analyst & Ecosystem Recognition

Independent research, analyst mentions, and hyperscaler-issued recognitions of Lyrzr's enterprise agentic AI platform.

Executive Overview

Lyrzr AI has secured recognition across the world's leading independent analysts and the three largest cloud hyperscalers. These recognitions span competitive assessments (Everest PEAK Matrix, HFS Horizons), market radars and hype cycles (Gartner), category leadership lists (CB Insights AI 100, IDC), peer review platforms (G2, Gartner Peer Insights), hyperscaler analyst-equivalent technical recognitions and partner programs (AWS, Google Cloud, IBM), VC-published market maps (Insight Partners, a16z), and AIM Research's PeMa Quadrant. The table below summarises the breadth; subsequent sections give the full inventory.

Analyst / Research / Ecosystem	Mentions	Research / Recognition Type	Coverage Period	Highest Recognition
Gartner	22	Hype Cycles, Impact Radars, AI Vendor Race, Innovation Insights, Peer Insights	2024–2026	Tech Innovator in Agentic AI + Hype Cycle for Agentic AI 2026
HFS Research	3	Horizons, Hot Tech, Research Agenda	2024–2026	Horizon 2 Enterprise Innovator — HFS Horizons: Agentic Technology 2026
Everest Group	2	PEAK Matrix®, Vertical Market Assessment	2026	Major Contender — Agentic AI Products PEAK Matrix 2026
CB Insights	7+	AI 100, Scouting Reports, Market Maps, Expert Collections	Aug 2024 – May 2026	#6 by Mosaic Score (890/1000) — AI 100 2026
IDC	1	Market Recognition	2025–2026	Top AI Agent Orchestration Platform
G2	1	Peer Review / Product Rankings	2025–2026	Top AI Agent Builder Software
IBM	5+	watsonx Catalog, IBM Cloud Catalog, IBV Report, Partner Directory	May 2025 – Dec 2025	Featured in IBM watsonx Orchestrate Agent Catalog (Think 2025) + IBM IBV Agentic AI Report
Google / Google Cloud	6+	Partner Directory, Cloud Ready Designation, Ecosystem Program, On-Stage Featured, Product Integrations	Sep 2024 – 2026	Google On-Stage (May 2025) + Cloud Ready – BigQuery + AI Agent Ecosystem Partner
AWS	10+	Marketplace SKUs, Partner of the Year Finalist, Competencies, Specializations, APN Blog	Jun 2025 – Dec 2025	Finalist — 2025 Global AWS Partner of the Year (GenAI) + GenAI Competency + Agentic AI Specialization

Analyst / Research / Ecosystem	Mentions	Research / Recognition Type	Coverage Period	Highest Recognition
AIM Research	1	Vendor evaluation — PeMa Quadrant (Penetration × Maturity)	2026	Top Agentic AI Platform Providers 2026 — PeMa Quadrant
VC Market Maps (Insight Partners, a16z)	2	Tier-1 VC published market-map placements	Aug 2024 – Dec 2024	Featured on Insight Partners and a16z AI agent / sales market maps

Gartner

Lyzr appears in 22 Gartner research notes in the past 12 months, spanning Hype Cycles, Emerging Tech Impact Radars, AI Vendor Race notes, Innovation Insights, and the Peer Insights platform. This is the deepest body of coverage from any single analyst firm and reflects Lyzr's presence across the full breadth of Gartner's agentic AI research agenda.

Report / Publication	Year	Category / Label	Detail & Significance
Hype Cycle for Agentic AI, 2026 Link: Gartner document	2026	Hype Cycle — Vendor Mention	Lyzr mentioned in Gartner's flagship Hype Cycle for Agentic AI 2026 — one of the most widely referenced Gartner publications for enterprise technology buyers evaluating the agentic AI landscape.
Emerging Tech: AI Vendor Race — Startups to Watch in Agentic AI Link: Gartner document	2025–2026	Startups to Watch — Scale-up (Polished Quadrant)	Lyzr placed in the 'Polished — Scale-ups' quadrant with High funding level and strong market traction. Positioned ahead of SuperAGI, Retell AI, and Code GPT. Categorised alongside Lindy, Leena AI, and Relevance AI as a top agentic AI startup to watch.
Emerging Tech: The Future of Agentic AI in Enterprise Applications Link: Gartner document	2025–2026	Enterprise Agentic AI — Vendor Reference	Lyzr mentioned in Gartner's widely-read research note on the future of agentic AI in enterprise applications — addressing how enterprises should assess and adopt agentic AI platforms for production-scale deployment.
Emerging Tech: AI Vendor Race — Enterprise AI Will Fail to Scale Without Agentic Orchestration Platforms Link: Lyzr Gartner blog	2025–2026	Agentic Orchestration — Vendor Race	Lyzr featured in Gartner's research note on why enterprise AI deployments fail at scale without proper agentic orchestration infrastructure — directly aligned with Lyzr's core platform proposition of enterprise-grade agent governance and orchestration.
Emerging Tech: Tech Innovators in Agentic AI Link: Lyzr Gartner Tech Innovator blog	2025	Tech Innovators — Agentic AI	Lyzr AI formally named as a Tech Innovator. Recognised for embedded agent reliability — autonomously reviewing, critiquing, and correcting agents before they act. Market impact stated: agent ops tools that improve reliability will grow customer trust and drive broader adoption.
Emerging Tech Impact Radar: Agentic AI Link: Gartner document	2025	Impact Radar — Agentic AI Ecosystem	Lyzr featured across multiple technology profiles in Gartner's Emerging Tech Impact Radar for Agentic AI — including Guardian Agents, Cybersecurity Agent Builders, and Composite AI — demonstrating breadth of coverage across the agentic ecosystem.
Emerging Tech Impact Radar: AI Cybersecurity Ecosystem Link: Gartner document	2025	AI Cybersecurity Ecosystem — Vendor Mention	Lyzr featured in Gartner's Impact Radar for the AI Cybersecurity Ecosystem, positioning Lyzr at the intersection of AI agent platform infrastructure and enterprise cybersecurity tooling and compliance.

Report / Publication	Year	Category / Label	Detail & Significance
Emerging Tech: AI Vendor Race — Agentic AI Maturity Roadmap Link: Gartner press release	2025	Agentic AI Maturity — Vendor Race	Lyzzr mentioned in Gartner's Agentic AI Maturity Roadmap — a guide used by enterprise leaders to assess their agentic AI readiness and select appropriate vendor platforms at each stage of maturity.
Emerging Tech: AI Vendor Race — Roundup for Agentic AI Link: Gartner press release	2025	Agentic AI Roundup — Vendor Race	Lyzzr included in Gartner's consolidated Agentic AI vendor roundup — a key reference note used by enterprise buyers to benchmark available platforms across the agentic AI market.
Emerging Tech: AI Vendor Race — Customize Agentic AI Solutions to Unlock New Market Opportunities Link: Gartner document	2025	Customisation & Market Opportunity — Vendor Race	Lyzzr mentioned in Gartner's research on customising agentic AI for new market opportunities — aligned with Lyzzr's low-code/no-code agent builder and industry-specific blueprint strategy for BFSI, HR, and telco.
Emerging Tech: AI Vendor Race — Customer Trust Is a Critical Barrier to Agentic AI Adoption Link: Lyzzr Gartner blog	2025	Customer Trust & Reliability — Vendor Race	Lyzzr featured in Gartner's note on customer trust as a critical barrier to agentic AI adoption — a challenge directly addressed by Lyzzr's Responsible AI module and embedded agent reliability capabilities.
Emerging Tech: AI Vendor Race — Design AI Agents to Work With Messy Data Link: Gartner document	2025	Data Readiness — Vendor Race	Lyzzr mentioned in Gartner's research note on designing AI agents to handle imperfect, real-world enterprise data — a critical production challenge that Lyzzr's platform architecture directly addresses through its Knowledge Graph and Knowledge Base modules.
Emerging Tech: AI Vendor Race — Agent-to-Agent Economy: Position Now for Autonomous Business Shift Link: Gartner article	2025	Agent-to-Agent Economy — Vendor Race	Lyzzr included in Gartner's forward-looking research on the agent-to-agent economy, examining how orchestration platforms need to enable autonomous inter-agent collaboration at enterprise scale.
Innovation Insight: AI SDR Agents for Inbound and Outbound Sales Communication Link: Gartner document	2025	AI SDR Agents — Innovation Insight	Lyzzr featured in Gartner's Innovation Insight on AI SDR agents for sales — one of the fastest-growing enterprise agent use cases. Validates Lyzzr's positioning in the sales automation and outbound communication agent market.

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Innovation Insight: Outcome-as-Agentic-Solution Commercializes AI Outcomes Link: Gartner document	2025	Outcome-as-Agentic-Solution — Innovation Insight	Lyzzr featured in Gartner's Innovation Insight on outcome-based agentic solutions — relevant to Lyzzr's Applied AI and Forward Deployed Engineer model in which Lyzzr commits to productionising the first three agents and guaranteeing outcomes.
Emerging Tech: Provider Strategy Trends for Winning With Agentic AI Link: Gartner article	2025	Provider Strategy — Agentic AI	Lyzzr mentioned in Gartner's provider strategy research on winning in the agentic AI market — positioning Lyzzr as a relevant reference platform in discussions about enterprise AI provider strategy and platform selection.
Navigate GenAI in Sales Tech: Balance Opportunities and Risks Link: Gartner document	2025	GenAI in Sales Tech — Navigation Guide	Lyzzr mentioned in Gartner's navigation guide for sales technology leaders balancing GenAI opportunities and risks, extending Lyzzr's coverage into Gartner's sales technology and CRM-adjacent research stream.
Vendor Insight Report: Accenture Link: Accenture–Lyzzr investment coverage	2025	Vendor Ecosystem — Partner Context	Lyzzr mentioned in Gartner's Vendor Insight Report on Accenture, reflecting Lyzzr's role as an enterprise AI agent platform used within Accenture's client deployments. Independently validates the Lyzzr–Accenture partnership at Gartner research level.
AI Providers That Automate Business Decisions Control the Future of Work Link: Lyzzr Gartner blog	2025	Business Decision Automation — Future of Work	Lyzzr featured in Gartner's research on AI providers automating business decisions — directly relevant to Lyzzr's BFSI and HR agent deployments where autonomous decision-making is the primary enterprise value driver.
Composite AI — Sample Vendor Link: Gartner Impact Radar document	2025	Composite AI — Sample Vendor	Lyzzr listed alongside AWS, FICO, Fujitsu, IBM, Indico Data, Induced AI, SAS, and XMPPro as a sample vendor for Composite AI — the fusion of different AI techniques (LLMs, ML, rules-based) to improve efficiency and broaden knowledge representation.
Guardian Agents — Sample Vendor Link: Coverage — Hacker News	2025	Guardian Agents — Sample Vendor	Lyzzr listed as a sample vendor for Guardian Agents alongside Airrived, AWS, Google, Microsoft, and Relevance AI. Guardian Agents support trustworthy and secure AI interactions, capable of redirecting or blocking actions to align with predefined agent goals. Analysis by Alfredo Ramirez IV and Mark Wah.

Report / Publication	Year	Category / Label	Detail & Significance
<p>Cybersecurity Agent Builders — Sample Vendor</p> <p>Link: Lyzzr cybersecurity agents page</p>	2025	<p>Cybersecurity Agent Builders — Sample Vendor</p>	<p>Lyzzr listed as a sample vendor for Cybersecurity Agent Builder platforms alongside AWS, BlinkOps, Google, Microsoft, Relevance AI, and Sharelock. These platforms enable creation and management of AI agents for cybersecurity with low-code/no-code tools and built-in security integrations. Analysis by Alfredo Ramirez IV and Tushar Jain.</p>
<p>Gartner Peer Insights — AI Agent Marketplace for HR</p> <p>Link: Lyzzr Gartner Peer Insights page</p>	2025–2026	<p>Peer Insights — AI Agent Platform</p>	<p>Lyzzr listed and reviewed on Gartner Peer Insights as an AI agent platform for HR automation. Customer reviews highlight efficient HR task automation, document management, and integration capabilities.</p>

HFS Research

HFS Research is a globally respected analyst firm specialising in AI, automation, and digital transformation. HFS coverage of Lyzr spans a formal Horizons competitive assessment, a dedicated Hot Tech vendor profile, and an early Research Agenda citation — representing the full spectrum of HFS recognition. Notably, HFS Research also built its own enterprise knowledge platform on Lyzr, further validating the platform's production credibility.

Report / Publication	Year	Category / Label	Detail & Significance
<p>HFS Horizons: Agentic Technology, 2026</p> <p>Link: HFS report page</p>	April 2026	Horizon 2 — Enterprise Innovator	<p>Lyzr placed as a Horizon 2 Enterprise Innovator in HFS's formal assessment of 12 agentic technology firms — spanning hyperscalers, SaaS/ERP providers, and AI-native firms. The report evaluates advancement toward Services-as-Software (outcome-based, near-full machine-led execution).</p> <p>Horizon 3 Market Leaders: AWS, Ema, Google Cloud, Microsoft, Rhino.ai, Salesforce, ServiceNow. Horizon 2 Enterprise Innovators: CrewAI, Lyzr, Otera, SAP, WRITER. No firms placed in Horizon 1.</p> <p>Key HFS finding: every firm in the cohort has production-grade agentic capabilities today — the bottleneck is no longer the technology but enterprise operating models, data readiness, and governance maturity. HFS noted AI-native firms like Lyzr win on depth and specificity. Authors: Phil Fersht (CEO), David Cushman, Niti Jhunjhunwala, Jason Dann.</p>
<p>HFS OneOffice Hot Tech: Lyzr</p> <p>Link: HFS report page</p>	February 2025	Hot Tech — Enterprise AI Agent Platform	<p>Lyzr selected as an HFS OneOffice Hot Tech for its groundbreaking approach to making AI agents enterprise-ready — scalable, governable, and built for real-world impact.</p> <p>HFS stated: 'As enterprises move beyond AI experimentation, Lyzr provides a structured framework that ensures secure, compliant, and cost-effective AI adoption, embedding governance, responsible AI, and flexible deployment options at its core.'</p> <p>Key differentiator: the ability to move from proof-of-concept to full-scale production in days, not months. Authors: Dana Daher (Executive Research Leader) and Joel Martin (Chief Research Officer).</p>

Report / Publication	Year	Category / Label	Detail & Significance
HFS 2030 Services Tech Vision / Research Agenda 2024–2025 Link: HFS Research Agenda 2024–2025 (PDF)	2024	AI-Led Agentic Services — Sample Vendor	Lyzr cited in HFS Research's 2030 Services Tech Vision as a sample vendor for the AI-led agentic services category — alongside Amazon Q, GitHub Copilot, and Replit. HFS positioned this category as the next evolution in services delivery: augmenting human capabilities through smart AI agents to optimise processes and decision-making, representing the shift from platform-led to AI-led delivery in the HFS services taxonomy.

Everest Group

Everest Group's PEAK Matrix® is a respected competitive assessment framework. A 'Major Contender' designation signals strong capability and market presence, placing Lyzr alongside enterprise-scale automation vendors including UiPath, Automation Anywhere, OneReach.ai, and Druid AI.

Report / Publication	Year	Category / Label	Detail & Significance
Agentic AI Products PEAK Matrix® Assessment 2026 Link: Everest Group report	2026	Major Contender	Lyzr AI positioned as a Major Contender in the Everest Group Agentic AI Products PEAK Matrix® 2026. Placed among established players including UiPath, Automation Anywhere, OneReach.ai, and Druid AI. Strong positioning on both Vision & Capability and Market Impact axes. The 2026 Leaders are Microsoft, Google, IBM, Salesforce, AWS, Kore.ai, and Ema; Lyzr sits in the Major Contenders band alongside Druid AI, EvoluteIQ, OneReach.ai, WRITER, UiPath, SoundHound AI, ServiceNow, Leena AI, Avaamo, Automation Anywhere, Appian, and Tungsten Automation.
Everest Group AI Agent Platform — HR & BFSI	2025–2026	AI Agent Platform for HR & BFSI	Lyzr recognised by Everest Group specifically for its AI agent platform capabilities in HR and BFSI (Banking, Financial Services & Insurance) verticals — areas where Lyzr maintains production-tested industry blueprints.

CB Insights

CB Insights has mentioned Lyzr in 5 research briefs dating back to August 2024, most recently in September 2025, plus the AI 100 2026 flagship list and 6 ongoing Expert Collections. CB Insights is the most sustained source of analyst coverage for Lyzr across the period.

Report / Publication	Year	Category / Label	Detail & Significance
AI 100 — 2026 Edition Link: CB Insights AI 100 report page	May 2026	Infrastructure & Compute — Development & Deployment	Lyzr named to the CB Insights AI 100 list of the 100 most promising private AI companies globally. Ranked #6 overall by Mosaic Score (890/1000), combining momentum, market, management, and money signals. Classified under Infrastructure & Compute > Development & Deployment. This is CB Insights' 10th annual AI 100.
Book of Scouting Reports: Industrial AI Agents & Copilots Link: CB Insights report page	Sep 2025	Industrial AI Agents & Copilots — Featured Vendor	Lyzr featured in CB Insights' analyst scouting report covering the Industrial AI Agents & Copilots landscape. Positions Lyzr among the key vendors to watch for AI-driven automation in industrial and operational enterprise environments.
Book of Scouting Reports: The AI Agent Tech Stack Link: CB Insights report page	Sep 2025	AI Agent Tech Stack — Featured Vendor	Lyzr featured in CB Insights' scouting report dedicated to the AI Agent Tech Stack. Positions Lyzr within the infrastructure and orchestration layer of the enterprise agent ecosystem, covering agent building, governance, and deployment tooling.
The AI Agent Market Map: March 2025 Edition Link: CB Insights market map	Mar 2025	Enterprise AI Agents & Copilots — Market Map	Lyzr included in CB Insights' March 2025 AI agent market map update — one of the most widely referenced competitive landscape maps in the agentic AI space. Lyzr appears in the enterprise agent-building and orchestration segment.
The Industrial AI Agents & Copilots Market Map Link: CB Insights market map	Dec 2024	Industrial AI Agents & Copilots — Market Map	Lyzr included in CB Insights' dedicated Industrial AI Agents & Copilots market map, highlighting the platform's relevance to operational and industrial enterprise automation use cases.
The Enterprise AI Agents & Copilots Market Map Link: CB Insights market map	Aug 2024	Enterprise AI Agents & Copilots — Featured Company	Lyzr featured as one of the highlighted companies in CB Insights' foundational Enterprise AI Agents & Copilots market map. Listed in the enterprise productivity and workflow automation segment alongside Kore.ai, Ema, Relevance AI, and Moveworks. One of the earliest major analyst placements for Lyzr.

Report / Publication	Year	Category / Label	Detail & Significance
CB Insights Expert Collections Link: Lyzr CB Insights profile	Ongoing 2024–2026	6 Expert Collections incl. Generative AI & Enterprise AI Agents	Lyzr is included in 6 CB Insights Expert Collections — analyst-curated lists of companies to know in key technology spaces. Collections include Artificial Intelligence (AI), Generative AI applications and infrastructure, and Enterprise AI Agents & Copilots.

IDC (International Data Corporation)

IDC is one of the world's foremost market intelligence firms for the technology sector. Recognition as a Top AI Agent Orchestration Platform validates Lyzr's technical positioning in a rapidly growing category.

Report / Publication	Year	Category / Label	Detail & Significance
IDC Market Recognition — AI Agent Orchestration Link: Lyzr homepage analyst section	2025–2026	Top AI Agent Orchestration Platform	Lyzr recognised by IDC as a Top AI Agent Orchestration Platform. This recognition is cited by Lyzr across its official product communications as a key analyst validation in the rapidly emerging orchestration category.

G2 — Peer Review Platform

G2 is the world's largest software peer review marketplace. Top AI Agent Builder recognition is based on aggregated customer reviews, ratings, and satisfaction scores from verified enterprise users.

Report / Publication	Year	Category / Label	Detail & Significance
G2 Top AI Agent Builder Software Link: Lyzr G2 reviews page	2025–2026	AI Agent Builder — Top Rated	Lyzr listed as a Top AI Agent Builder Software on G2, based on verified customer reviews. Customers highlight low-code approach, built-in safety features (toxicity controller, sensitive data handler), multi-agent orchestration, and enterprise observability.

IBM

Lyzr's relationship with IBM was formally launched at IBM Think 2025 (May 2025) and has matured across IBM Cloud, watsonx Orchestrate, and IBM's own analyst-grade research arm (IBM Institute for Business Value). IBM is the only hyperscaler where Lyzr is simultaneously a marketplace vendor, watsonx Orchestrate Agent Catalog partner, and a named example in an IBM-published research report.

Report / Publication	Year	Category / Label	Detail & Significance
IBM watsonx Orchestrate — Agent Catalog Launch Link: IBM Agent Catalog Link: Announcement post	May 2025 (IBM Think)	watsonx Orchestrate — Catalog Partner	<p>Lyzr named one of the key integrations to the IBM watsonx Orchestrate Agent Catalog at IBM Think 2025. Per Siva Surendira's announcement: 'Lyzr's enterprise agents in banking and insurance will now be available in the agent catalog of IBM watsonx Orchestrate.'</p> <p>Enterprises can build multi-agent systems across IBM watsonx + Lyzr; AWS-VPC-deployed Lyzr agents integrate natively with watsonx. Ritika Gunnar (GM, IBM Data & AI / watsonx) name-checked Lyzr on the Think mainstage.</p>
IBM Cloud Catalog Listing — Lyzr Company Research Agent Link: IBM Cloud Catalog page	Live (last updated Dec 22, 2025)	IBM Cloud Marketplace — Productised Agent	Lyzr is officially listed as a third-party service vendor inside the IBM Cloud catalog. The Company Research Agent is positioned for investors, analysts, and business researchers — validating Lyzr as a productised agent vendor inside IBM's own marketplace, not just a partner reference.
IBM watsonx Technology Partners Directory Link: watsonx partners page	Live 2025–2026	watsonx Technology Partner	Lyzr appears in IBM's published list of watsonx technology partners — a formal partner-ecosystem placement on an IBM.com property. Provides ongoing third-party validation distinct from event-driven announcements.
IBM Institute for Business Value (IBV) — 'Agentic AI's Strategic Ascent' Link: IBM IBV report	October 10, 2025	IBV Research — Named Agentic AI Marketplace	<p>IBM's flagship IBV report on the agentic operating model references Lyzr AI Marketplace as one of the agentic AI marketplaces 'already operating today' across finance, healthcare, marketing analytics, and conversational AI.</p> <p>This is direct IBM analyst-grade validation of Lyzr inside an official IBV publication — equivalent in weight to coverage from Gartner / Forrester / IDC.</p>

Google / Google Cloud

The Lyzr–Google Cloud relationship began with a formal partnership announcement in September 2024 and has matured into a multi-surface integration: a Google Cloud Ready – BigQuery designation, AI Agent Ecosystem Program partner status, dedicated partner-directory listing, and product-level co-positioning across Gemini, BigQuery, Vertex AI, AI Studio, GKE, and Google AgentSpace.

Report / Publication	Year	Category / Label	Detail & Significance
Google Cloud Ready – BigQuery Designation Link: Press release Link: LinkedIn	May 2025	Google Cloud Ready – BigQuery	Formal Google Cloud Ready – BigQuery designation, validating that Lyzr agents have native, validated BigQuery integration. Press release commits to listing Lyzr agents on the Google Cloud Marketplace. This is a Google-issued technical validation, not a self-claim.
Google Cloud AI Agent Ecosystem Program Partner Link: Google Cloud Blog post	2025	AI Agent Ecosystem Partner	Lyzr listed among partners on the Google Cloud Partners blog as part of the AI Agent Ecosystem Program — companies with AI agent capabilities available via the new AI Agent Marketplace / 'AI Agent Space' category in Google Cloud Marketplace.
Google Cloud Partner Directory Link: Partner directory listing	Live 2025–2026	Partner Directory – Official Listing	Lyzr has an official partner profile on cloud.google.com's Find-a-Partner directory — the canonical surface enterprise buyers use to discover and qualify Google Cloud partners.
Google On-Stage – Lyzr AI Featured on Screen at Google Link: LinkedIn post (Pr1nce Gupta)	May 21, 2025	Google On-Stage Featured	Lyzr AI featured on screen at a Google event in May 2025 — independently documented by an attendee's LinkedIn post (Pr1nce Gupta). Provides direct third-party corroboration of Google placing Lyzr on a major-stage screen during the Cloud Next 2025 / I/O 2025 cycle, beyond Lyzr's own marketing channels.

The May 2025 Google on-stage moment, the Cloud-Ready – BigQuery designation, and AI Agent Ecosystem Program partner placement are the strongest Google-issued validations in the window. At time of audit no Google Cloud Customer Award, AI Trailblazer placement, or 'Built with Gemini' designation was independently surfaced.

AWS (Amazon Web Services)

AWS is Lyzr's deepest hyperscaler relationship and the single largest concentration of analyst-equivalent recognitions outside Gartner. In the past 12 months Lyzr has been named a 2025 Geo & Global AWS Partner of the Year Finalist (GenAI Competency), achieved both the AWS Generative AI Competency and the AWS Agentic AI Specialization, listed multiple SKUs on AWS Marketplace, shared the AWS Summit NYC stage with AWS Marketplace leadership, and been a featured partner in the APN Blog announcing the AWS Agent Marketplace + Bedrock AgentCore.

AWS Awards, Competencies & Strategic Status

Report / Publication	Year	Category / Label	Detail & Significance
2025 Geo & Global AWS Partner of the Year — Finalist Link: APN Blog announcement Link: Press release	December 2025 (re:Invent)	Partner of the Year — Finalist (GenAI)	Lyzr named a Finalist in the 2025 Geo & Global AWS Partner of the Year Awards in the Generative AI Competency category (alongside Weaviate; winner Writer). Announced at the re:Invent 2025 Partner Awards Gala. One of the highest annual recognitions AWS gives any ISV partner.
AWS Generative AI Competency Link: AWS partners page Link: Press release	July 2025	AWS Competency	Lyzr formally achieved the AWS Generative AI Competency, the AWS-validated badge confirming production-grade GenAI capability on AWS. Listed on AWS's own Generative AI Partners page. This is the prerequisite credential for AWS field co-sell motion.
AWS Agentic AI Specialization Link: Press release	December 2025	AWS Specialization	Lyzr is one of the early ISVs to earn AWS's newly introduced Agentic AI Specialization — a category-specific credential introduced in late 2025 specifically for agent-platform providers. Confirms Lyzr's positioning at the front of AWS's agentic AI partner motion.
AWS GenAI Innovator of the Year — Top 3 Finalist 2025	2025	AWS GenAI Innovator — Top 3	Top 3 finalist for AWS GenAI Innovator of the Year 2025 — finalist cohort included Writer, Glean, Perplexity, and Pinecone. Places Lyzr in the topmost tier of AWS's GenAI ISV recognitions for the year.
AWS ISV Accelerate + GenAI Strategic Collaboration Agreement (SCA) Link: Lyzr-AWS partnership page	2025	ISV Accelerate + GenAI SCA	Lyzr is an AWS ISV Accelerate partner and a party to a Generative AI Strategic Collaboration Agreement (SCA) with AWS — both top-tier commercial designations granted to ISVs AWS strategically co-sells with.

AWS Marketplace — Production SKUs Live

Report / Publication	Year	Category / Label	Detail & Significance
Lyzr Agent Studio (flagship platform) Link: AWS Marketplace listing Link: Launch press release	Launched June 10, 2025	Marketplace SKU — Platform	Lyzr Agent Studio launched on AWS Marketplace as the flagship low-code agent platform SKU, available via private offers. Anchor listing for Lyzr's AWS commercial motion.
Lyzr Enterprise Chat Agent Link: Marketplace listing	2025	Marketplace SKU — Enterprise Chat	Productised Enterprise Chat Agent listed as a standalone SKU on AWS Marketplace — targeted at internal knowledge-base / employee-support deployments.
Lyzr AI Sales Agents Hub Link: Marketplace listing	2025	Marketplace SKU — Sales Agents	Sales-vertical agent bundle on AWS Marketplace, covering AI SDR, outbound, and revenue agents.
Lyzr HR Agents Hub Link: Marketplace listing	2025	Marketplace SKU — HR Agents	HR-vertical agent bundle on AWS Marketplace, supporting recruiting, onboarding, employee-help, and HR document workflows.
Lyzr Customer Service Agents Hub Link: Marketplace listing	2025	Marketplace SKU — Customer Service	Customer Service agent bundle on AWS Marketplace.
Lyzr Banking Agents Hub Link: Marketplace listing	2025	Marketplace SKU — Banking Agents	Banking-vertical agent bundle on AWS Marketplace, directly aligned with Lyzr's BFSI go-to-market.
Lyzr AI Seller Profile on AWS Marketplace Link: Seller profile	Live 2025–2026	Verified ISV Seller	Lyzr maintains a verified ISV seller profile aggregating all SKUs and customer terms on AWS Marketplace.

AWS Published Technical References

Report / Publication	Year	Category / Label	Detail & Significance
APN Blog — Bedrock AgentCore Featured Partner Link: APN Blog post	2025	AWS APN Blog — Featured Partner	Lyzr included as a featured partner in the AWS Partner Network Blog post on enterprise AI agent solutions with Amazon Bedrock AgentCore. AWS-owned editorial channel reference.

Bedrock / AgentCore — Product Integration

Report / Publication	Year	Category / Label	Detail & Significance
Amazon Bedrock Integration (Nova, Claude, Llama) Link: Lyzr–AWS partnership page	2025	Bedrock Integration	Lyzr Agent Studio integrates with Amazon Bedrock for foundation model access (Nova, Claude, Llama). Listed on Lyzr's AWS partnership page as a core integration surface.

Report / Publication	Year	Category / Label	Detail & Significance
<p>Amazon Bedrock AgentCore</p> <p>Link: Lyzr x AgentCore blog</p> <p>Link: Why Lyzr is AWS's Ideal Partner blog</p>	2025	AgentCore Runtime Integration	Lyzr operates as a runtime / control-plane partner for Amazon Bedrock AgentCore. Co-published technical material describes how Lyzr and AgentCore together accelerate enterprise AI agent deployment with security and speed.

AIM Research

AIM Research is the analyst arm of Analytics India Magazine, the most influential India-headquartered AI research property. Its PeMa Quadrant is widely referenced by Indian enterprise CIOs and procurement teams for vendor evaluation in the agentic AI category.

Report / Publication	Year	Category / Label	Detail & Significance
AIM Research — Top Agentic AI Platform Providers 2026 (PeMa Quadrant) Link: Report page Link: PeMa Quadrant framework	2026 (PeMa cycle)	PeMa Quadrant — Agentic AI Platforms	AIM Research's flagship vendor evaluation, ranking 15 vendors on market Penetration (Pe) and platform Maturity (Ma) for autonomous-agent / enterprise-workflow execution. Lyzr appears in this agentic-platform vendor universe alongside the leading global agentic AI platforms. AIM Research's PeMa Quadrant is widely referenced by Indian enterprise CIOs and procurement teams.

VC & Investor Market Maps

Confirmed placements of Lyzr inside named market maps published by tier-1 venture investors. These map placements are heavily circulated among enterprise buyers, founders, and limited partners — they function as informal analyst-equivalent signals about which companies are 'in the conversation' for a given category.

Report / Publication	Year	Category / Label	Detail & Significance
Insight Partners — AI Agents Market Map Link: Anirudh Narayan LinkedIn post	December 20, 2024	Insight Partners — Market Map	Lyzr placed on Insight Partners' published AI Agents market map. Insight Partners is one of the most active enterprise-software investors globally and its market maps are widely circulated inside CIO and CTO buying committees. Confirmation: Anirudh Narayan's LinkedIn post showing the map graphic with Lyzr called out.
Andreessen Horowitz (a16z) — Enterprise AI / AI in Sales Market Map Link: Lyzr Platform LinkedIn post	August 1, 2024	a16z — Market Map	Lyzr placed on an Andreessen Horowitz market map covering enterprise AI / AI in sales agents. Confirmation: Lyzr Platform's LinkedIn post tagged #aiinsales #aiagents #aiforenterprise carrying the a16z map graphic with Lyzr visible. a16z's market maps are among the most-referenced category-mapping artefacts in venture and enterprise software.

Key Themes Across Recognition

Synthesising the analyst, hyperscaler, and ecosystem signals into the strategic narrative that consistently emerges across every property in this document.

Theme	Summary
Sustained Multi-Stream Gartner Coverage	Lyzr appears across every major Gartner research stream on agentic AI — Hype Cycles, Impact Radars, AI Vendor Race series, Innovation Insights, and Peer Insights — reflecting systematic recognition rather than a single one-off mention. 22 research notes in the past 12 months is exceptional for a company of Lyzr's age and stage.
Triangulated Hyperscaler Validation	Lyzr is the rare ISV simultaneously recognised by IBM (watsonx Orchestrate Agent Catalog + IBV report), Google Cloud (Cloud-Ready BigQuery + AI Agent Ecosystem Program), and AWS (2025 Global Partner of the Year Finalist + GenAI Competency + Agentic AI Specialization + multi-SKU Marketplace). No other Indian-origin or sub-Series-B agentic platform shows this triangulation.
Guardian Agent + Composite AI Architecture	Gartner classifies Lyzr within the emerging Guardian Agents category (alongside AWS, Google, Microsoft, Relevance AI) and as a Composite AI vendor (alongside AWS, IBM, SAS, XMPPro) — recognising the platform's fusion of LLMs with deterministic ML and rule-based techniques.
Agentic AI Startup Leadership	Gartner's 'Startups to Watch' positions Lyzr in the Polished Scale-up quadrant; Everest places Lyzr as a Major Contender alongside UiPath and Automation Anywhere; HFS places Lyzr in Horizon 2 (Enterprise Innovator) alongside SAP and WRITER; CB Insights ranks Lyzr #6 by Mosaic Score. Independent assessment frameworks converge on the same conclusion.
Enterprise Infrastructure & Deployment Positioning	CB Insights, IDC, IBM IBV, and Madrona-adjacent analyst commentary categorise Lyzr under Infrastructure & Compute — Development & Deployment, reflecting the platform's positioning as enterprise-grade agent infrastructure rather than a point solution or vertical application.
Vertical Depth in BFSI & HR	Everest Group and IBM (watsonx Orchestrate Agent Catalog launch quote, with banking and insurance agents called out by name) anchor Lyzr's vertical strength in Banking, Financial Services & Insurance and HR — supported by production-tested industry blueprints and AWS Marketplace BFSI/HR Agent Hubs.
Security & Compliance Posture	Gartner lists Lyzr as a Cybersecurity Agent Builder and a Guardian Agent sample vendor, alongside AWS, Google, Microsoft, and Relevance AI. This establishes a coherent security and compliance narrative — a frequent procurement-stage objection in BFSI and the public sector.
Validated by Major IT Services Houses	Lyzr's adoption inside HFS Research's own enterprise knowledge platform and Gartner's Vendor Insight Report on Accenture (which references Lyzr) collectively validate Lyzr as enterprise-ready inside the world's largest IT services delivery motion.