



“Hexaware exhibits a focused automation strategy and utilizes best-of-breed platforms and innovative commercial models to deliver a holistic IEA offering.”

Ashwin Gaidhani

# Hexaware

## Overview

Hexaware is headquartered in Mumbai, India and operates in 19 countries. It has more than 28,500 employees across 54 global offices. It also has U.S. headquarters in Iselin, New Jersey. In FY22 the company generated \$1.2 billion in revenue, with Financial Services as its largest segment. Hexaware offers end-to-end intelligent enterprise automation. Hexaware’s intelligent process automation services offering, combines RPA and AI technologies such as cognitive OCR, ML, NLP, speech recognition and image analytics. In July 2023, Hexaware launched a GenAI consulting and practice unit and collaborated with Microsoft to bring GenAI solutions to enterprises.

## Strengths

**Hyperautomation platform:** Hexaware’s hyperautomation platform, Tensai® harnesses automation-as-a-service (AaaS) to streamline operations, enhance agility and emphasize innovation. It follows a three-step automation approach — identify, advice, build and support. This use case-driven method also ensures specific success rates for enterprise clients.

**Flexible pricing models:** The distinctive approach to implementing a flexible pricing structure enables the company to cater to enterprise clients of various sizes. In addition to conventional models such as transaction-based and gain share pricing, Hexaware also offers outcome-based pricing models that contribute to delivering the best possible ROI for enterprise clients.

## Continually augmenting technology stack:

Hexaware is committed to augmenting the existing technology stack by incorporating cutting-edge tools, methodologies and frameworks to broaden its platform’s capabilities. The company offers its clients a diverse range of technology choices through partner-agnostic solutions. It recently incorporated the latest GenAI technology into its offerings.

## Caution

Hexaware showcases impressive IEA client wins in the U.S. However, to continue its impressive growth in the competitive U.S. market, it must focus on fortifying its partner network like other leaders in the region.