Hexaware

Leader

"Hexaware leads with its TANOSHI and Tensai® platforms, delivering broad and adaptable AI-powered automation, device lifecycle management and flexible pricing tailored to hybrid workforces and vertical-specific needs."

Bruce Guptill

Overview

Hexaware is headquartered in Mumbai, India. It has more than 32,000 employees across 28 countries. In FY24, the company generated $1.4 billion in revenue, with Financial Services as its largest segment. Since 2024, Hexaware has made notable advancements in its managed end-user technology and EUC services in the U.S., focusing on automation, cloud-native platforms and experience-centric delivery. Its services closely align with clients' hybrid work, sustainability and digital transformation goals. Strategic M&As and partner growth, GenAI-trained staff, centralized data platforms and streamlined onboarding have bolstered Hexaware's capabilities.

Strengths

Comprehensive device lifecycle and endpoint management: Hexaware's TANOSHI platform delivers full-spectrum device lifecycle services, including procurement, provisioning, support and secure disposal. With modern device management, zero-touch provisioning and integrated ITSM, it ensures seamless onboarding and proactive endpoint health monitoring.

AI-augmented experience and automation: Hexaware's Tensai® suite powers predictive auto-healing, multilingual virtual assistants and sentiment analytics. These tools reduce ticket volumes, accelerate resolution and enhance employee satisfaction, especially valuable for midmarket clients seeking scalable and cost-efficient automation.

Flexible, midmarket-focused delivery model: Hexaware's modular offerings and flexible pricing (including device-as-a-service and outcome-based models) are tailored for firms generating less than $5 billion in revenue. With 58 percent of revenue from midmarket clients, its delivery model emphasizes agility, cost control and vertical-specific solutions.

Strategic investments for ecosystem strength: Backed by partnerships with Microsoft, ServiceNow and OEMs, Hexaware invests heavily in GenAI, cloud and IoT. Its innovation labs and GenAI CoE drive continuous improvement, while its global delivery footprint ensures consistent service across regions.

Caution

Hexaware can further advance its value for midmarket clients by strengthening SLA and XLA governance, clarifying AI-human role boundaries and accelerating the integration of feedback loops to align automation outcomes with client-specific KPIs and service expectations.