Leader

"Hexaware combines consulting depth with delivery rigor using frameworks such as AssessIQ and Decode AI to prioritize use cases and implement reusable, agent-led solutions that are scalable, security-aligned and tailored for domain impact."

Gowtham Kumar Sampath

Hexaware

Overview

Hexaware is headquartered in Mumbai, India. It has more than 31,500 employees across 28 countries. In FY24, the company generated $1.4 billion in revenue, with Financial Services as its largest segment. Hexaware's consulting approach follows its Decode-Encode-Run methodology, guiding clients from use case prioritization to PoC and scaled production. The Decode AI layer features structured feasibility frameworks such as AssessIQ, and ROI-led scoping models tailored to specific verticals and risk appetites. With embedded governance tools and a focus on responsible AI, Hexaware's consulting maturity spans ideation, planning and operational design.

Strengths

Decode AI framework for value discovery: Hexaware's Decode AI methodology offers a structured consulting layer to uncover, assess and prioritize generative use cases. Anchored in the AssessIQ framework, the methodology evaluates initiatives across feasibility, compliance risk, data readiness and measurable value. Consulting teams conduct workshops to align client-specific transformation goals with a proven matrix of accelerators and risk filters.

Consulting-delivery integration via Encode: Hexaware's Encode AI phase ensures direct implementation of strategic advisory outcomes. Through full-stack pod teams, the Encode construct includes eight-stage delivery templates that extend from architecture design to orchestration and telemetry planning. Hexaware facilitates collaboration between consulting and execution teams, ensuring that advisory recommendations undergo testing against deployment constraints early in the cycle.

Vertical-aligned strategic packaging: The advisory team supports distinct vertical accelerators paired with discovery blueprints tailored to domain-specific workflows. These offerings extend beyond technical components to include advisory assets such as cost-benefit templates, ROI calculators and road maps. This vertical-aligned packaging enables Hexaware to move beyond general AI advisory and engage clients at the operating model level.

Caution

While Hexaware demonstrates vertical expertise in delivery, it should consider productizing and modularizing consulting playbooks into repeatable, cosellable formats. Standardizing industry-specific blueprints will enhance visibility and accessibility, enabling clients to benefit from proven advisory packaging frameworks.