

“Hexaware delivers AI-powered, launch-focused commercial transformation for life sciences, combining deep platform partnerships, GenAI accelerators and purpose-built pharma ecosystems to drive measurable brand and field performance.”

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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. Hexaware delivers launch-centric CRM transformation, AI-enabled omnichannel engagement and advanced commercial analytics for life sciences enterprises. Hexaware combines domain expertise, a Digital Content Factory model and advanced commercial analytics to accelerate go-to-market execution and optimize commercial ROI. Globally, it supports pharmaceutical and biotech clients through strong Salesforce, Veeva and IQVIA partnerships, accelerator-led modernization and scalable managed services.

Strengths

Launch-centric commercial ecosystem with proven accelerators:

Hexaware has supported over 60 brand launches with accelerators spanning sales, marketing, market access and patient engagement. Its commercial stack integrates CRM, automation, compliance and analytics into a unified ecosystem. Platforms such as PSP Blue and Omni-Channel Automation Engine enable targeted, compliant engagement across HCP, patient and payer stakeholders, strengthened by predictive forecasting and AI-driven campaign optimization.

Strategic platform partnerships and specialized industry solutions:

Hexaware is a Salesforce Summit partner, Veeva Emerging Services partner and SI partner for IQVIA Human Data Sciences Cloud. It also offers

a validated Salesforce-based Cell and Gene Therapy platform supporting compliant case processing and chain-of-identity workflows for complex therapies.

AI-driven digital content and advanced commercial analytics:

Hexaware's AI-enabled Digital Content Factory supported by AI-powered compliance automation, real-time optimization and a GenAI accelerator ecosystem spanning KOL profiling, field force optimization and campaign simulation. Its advanced commercial analytics, including KOL 360 insights, managed markets MDM and next-best-action intelligence, provide predictive decision support while enabling field representatives globally with high first-resolution rates.

Caution

While Hexaware demonstrates strong AI-led innovation and launch expertise, its comparatively smaller revenue scale may influence perception in large, multi-year global transformation programs dominated by Tier-1 integrators.