



Hyperscaled Content Studio

Today, marketing is more about helping customers to make an informed decision that enables them to extract maximum value out of their purchase of a certain product or service. This creates the challenge of producing high volumes of accurate differentiated content. Conventional agencies and marketing teams are unable to scale up to meet this explosion in content volume.

Hexaware's solution helps modern marketing enterprises hyperscale content creation and delivery via a future-focused agency – **Hyperscaled Content Studio**. The model

leverages a unique content delivery model that hyperscales content production while reducing the effort of product and brand SMEs. Our approach is to orchestrate and augment content collection and delivery. The agency model is built on two pillars namely, content factory and marketing data hub. These pillars in unison augment today's marketing team and provide the fuel to establish a brand presence across all relevant marketing channels. Our methodology is low touch and low effort includes in person interviews, third party research as well as content curation and collation. Our team helps create market-facing content thus hyperscaling content delivery.

Why Hexaware?

Single Content Sourcing Framework creates a single master content source for consistent use of derivatives across multiple channels

Committed Outcomes to improve customer engagement, increase traffic and campaign ROI



Hexaware offers a global domain rich content factory to handle content across every channel. This involves incorporating an expertise-led resource mix from different streams to update content ensuring accuracy of information across all platforms.

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Safe Harbor Statement

Certain statements in this press release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Hexaware has made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry.