

# CUSTOMER EXPERIENCE TRANSFORMATION

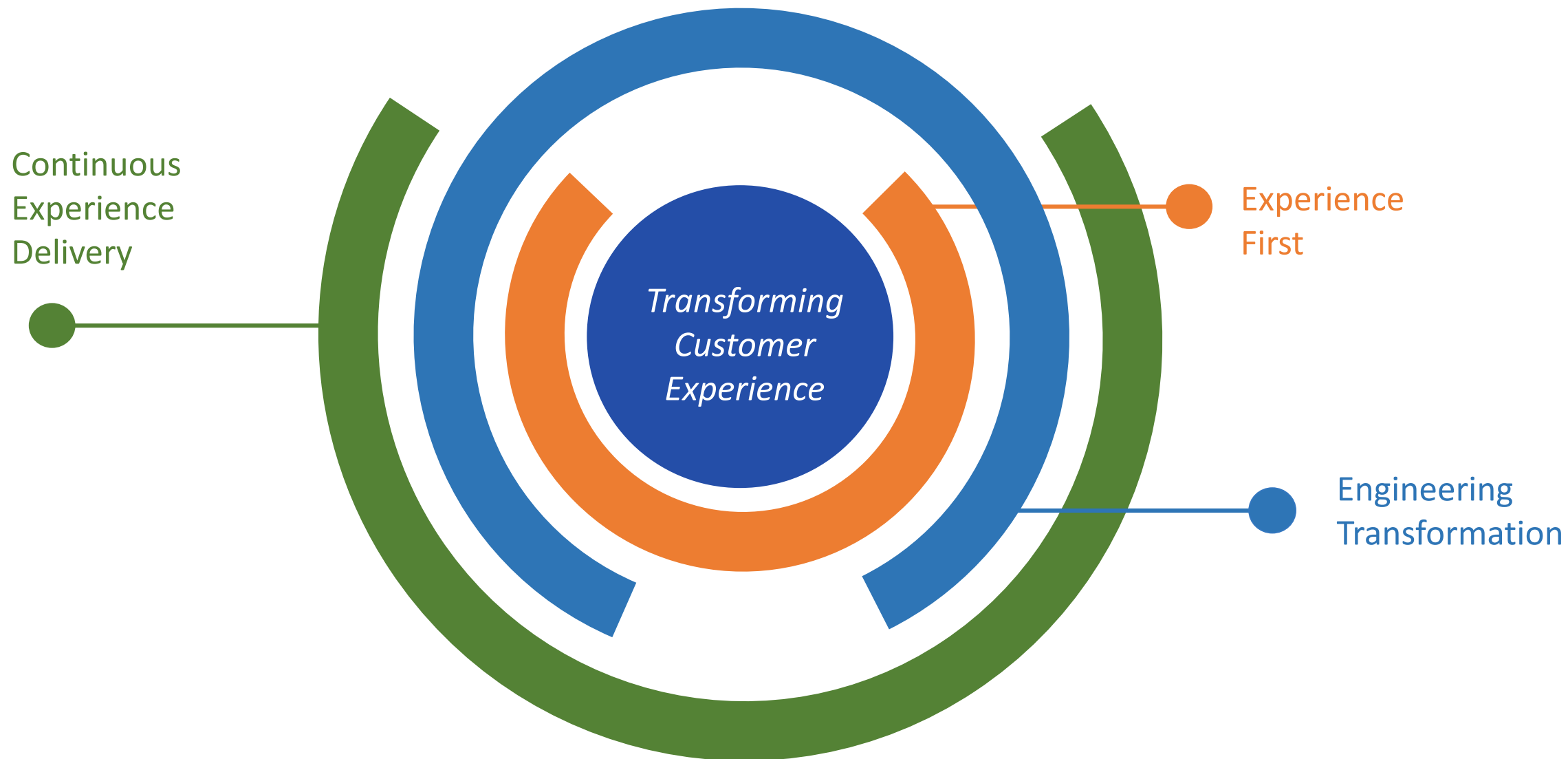
September 2019



mobiquity



# ABOUT HEXAWARE CXT



# OUR SOLUTION CAPABILITIES

## Experience First

Design Thinking framework/archetype and approach through the lens of the customer with a forward-looking business vision and strategy

- Experience First Strategy
- Digital Capabilities Benchmarking
- Digital Products & Services Design
- Shoppable Experience
- Personalize Everything (Personalization)
- Digital Ergonomics (Accessibility, Voice Enablement, Visual Cues etc.)
- Digital Banking and Financial Services
- Web or Mobile Experience Design and Front-End Development
- IT Strategy & Consulting
- Enterprise Data Strategy/Governance/Consulting

## Engineering Transformation

Transform End Customers experience by leveraging Platforms and Technologies across business functions, applications and infrastructure

- Digital Marketing and Commerce Platforms
- Cognitive Engineering - Data Platforms and Analytics
- Augmenting Experience through AR/VR
- Custom Development and Systems Integration
- IT Modernization & Enterprise Architecture
- Cloud Technology Migration & Managed Support
- AI/ML Driven Personalization
- Continuous Integration and Delivery
- IT Infrastructure Transformation

## Continuous Experience Delivery

Enhance and Scale digital experience efficiently, minimize time to market and improve operational efficiencies for engaging experience, there by enabling Customer Intimacy and advocacy

- Commerce Optimization & Management
- Content and Creative production
- Microsite, Martech Campaigns and Social
- Email Campaigns through CRM
- Marketing Analytics and Measurement Services
- Data & Analytics driven Personalization
- Machine Learning Driven Optimization
- Always-on Digital Innovation

# BUILDING BLOCKS FOR CXT

## EXPERIENCE STRATEGY

Formative  
Research

Experience  
Definition

Experience  
Design

Measure &  
Calibrate

Experience Platform Strategy

## CUSTOMER INTERACTION

CRM - SFDC, MS  
Dynamics, Pega

Marketing and  
Content  
Platforms – AEM,  
Sitecore.

eCommerce -  
Magento, Hybris,  
PIM, OMS

Mobile-  
Native, Mobile  
web, Hybrid  
Apps

Cloud Native  
Development  
Experience  
Platforms,  
Microservices

Contact Center  
Transformation -  
Alexa, BOTS

Next Gen  
AI/AR / VR / ML

## ENABLING SYSTEMS & INFRASTRUCTURE

Custom Application  
Development

ERP

BPM/ Workflows

Cloudify  
Everything

API Enablement

Middleware

## ENABLING SERVICES

Marketing Services &  
Analytics

Business Process  
Management

Automation / RPA

Digital & Creative  
Production

Business Intelligence  
& Data

# CXT SERVICE GROUPS



SANDEEP DHAR



MUNISH MISHRA



JOHN CASTLEMAN



RUPESH MITHANI



# mobiquity

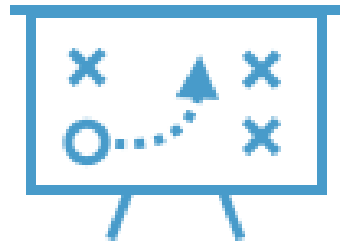
AN OVERVIEW BY



JOHN CASTLEMAN

## OUR SERVICES

Mobiquity's end-to-end services span marketing to IT, delivering better experiences through fully operational systems.



### **Strategy.**

Define your digital strategy & design your business.



### **Experience design.**

Envision multi-channel experiences through research and design.



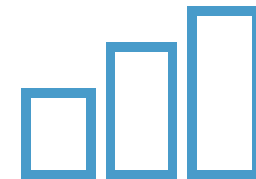
### **Product engineering.**

Develop innovative software products leveraging Agile processes.



### **Cloud services.**

Gain scalability and flexibility with the power of AWS.



### **Analytics.**

Use data to drive better experiences and intelligently iterate.

# Meet Mobiquity

## From FRONT-END APPLICATIONS TO BACK-END SYSTEMS

With scalable, adaptable and reusable architecture to ensure you are always ready to deliver the right experience.



Analytics, Machine Learning and Personalization



# Meet Mobiquity

Working closely

WITH A  
WIDE RANGE OF  
CLIENTS

The effectiveness of our approach can be found globally in a variety of leading brands, from retail to insurance to banking and healthcare.



BACKBASE



BankABC



Otsuka



Rabobank

# Meet Mobiquity

## From offices ALL OVER THE WORLD

Blended teams of consultants, analysts, designers, developers, data scientists and cloud architects work together from Boston to Seattle to Amsterdam and India.



100+ million users  
650+ team members  
40+ nationalities  
9 locations

# Meet Mobiquity | Our People



**John Castleman**  
*CEO*

Experienced leader of software and technology services companies



**Andy Norman**  
*COO*

Early leader at Mobiquity, with extensive technology services experience at IBM, GlassHouse



**Tom Sheehan**  
*CFO*

"Serial" CFO at software and technology services companies



**Liz Smith**

*SVP, Human Resources*

25-year veteran HR executive with 12 years in IT Services at Alliance, EPAM, LiquidHub and Mobiquity



**Ty Rollin**

*Chief Innovation Officer*

Chief Innovation Officer and key liaison to AWS



**Mike Welsh**

*Chief Creative Officer*

Chief Creative Officer and lead transformation advisor to client executives



**Paul Piebinga**

*General Manager, Europe*

Epitomizes Mobiquity's capabilities, combining creative and technology backgrounds with prior experience at EDS, CTP

# Meet Mobiquity | Strong Partnership

## Our partnership

# AMAZON WEB SERVICES



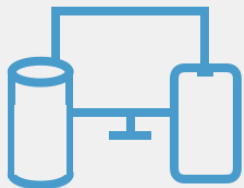
### AWS Premier Consulting Partner.

- Among top tier of AWS partners globally
- Recognized for digital engagement expertise
- Launch partner for digital services, including Alexa for Business and AWS AppSync



### Qualifications.

- Alexa Recognized Voice Skill Design and Development team
- Competencies in Mobile, IoT, DevOps and Digital Customer Experience
- 75+ certified solutions architects, developers, and DevOps engineers



### Relevant work.

- Official AWS re:Invent mobile app
- AWS News skill for Alexa
- 2nd Alexa skill to integrate with Amazon Pay
- CloudWatch skill for Alexa for Business referenced during re:Invent keynote
- Alexa templates and EBC sessions

# Meet Mobiquity | Strong Partnership

## Our partnership

# BACKBASE

Backbase provides the leading omnichannel digital banking platform that empowers banks and other financial institutions to accelerate their digital transformation.



### Key Facts.

- Mobiquity has worked in close collaboration with Backbase's Professional Services team on over 15 projects
- 100+ people working on Backbase engagements
- Partnered and worked with Backbase internal engineering and professional services departments
- Work on direct engagements with clients



### Relevant work.

- Implementation and customization of the platform for key Backbase clients
- Marketing, Design and Engineering for a new digital bank
- Revamped legacy mobile and web applications to create omnichannel banking platform for large Asia Pacific bank
- Expanding team in the US with large credit unions and mid-tier banks

# Meet Mobiquity | Sustaining our trajectory

- **Market** for digital consulting services **remains strong** and is **growing** faster than the overall IT Services market
- We continue to focus on expanding our relationships with our partners to drive growth
- We are steadily growing our existing accounts which is the easiest way to grow
- We will leverage Hexaware's client base as an opportunity to quickly penetrate

# OUR PEOPLE



## MUNISH MISHRA

TOTAL EXPERIENCE: 24 YEARS

- Munish has over 24 years of experience in leading marketing, product and consulting organizations like Sapient , Razorfish, Vitria , Tibco, CSC , Anderson Consulting and has lived and worked in San Francisco, Amsterdam and now Bangalore.
- In his last 12 years with Sapient & Razorfish both Publicis companies ,Munish was part of leadership team which helped drive Sapient's transformation from an IT Services company to one of the largest digital marketing agency.
- In the recent past, Munish has also lead acquisition and integration of Crown Partners and Expicient , two digital commerce focused consultancies in US



## VENU GOPAL VALIVETI

TOTAL EXPERIENCE: 20 YEARS

- Venu is one of most tenured Digital Enterprise architects with 20+ years of experience in leading solution and design approach for large scale DBT engagements across Hospitality, Automobile, Retail , Banking & Financial clients globally.
- At Hexaware , Venu leads the Adobe Practice globally and is also the overall technology lead for Hexaware's CXT practice.
- Venu holds a Masters degree in Computer Application from the Andhra University, India.



## BALAJI SHETTY

TOTAL EXPERIENCE: 18 YEARS

- Balaji has over 18 years of experience in leading marketing platform and commerce programs successfully.
- He has lead digital marketing transformation programs for financial services, hospitality and retail.
- Balaji has played leadership key role in rolling out digital marketing and API strategy for State Street Global Advisors.
- Experienced in building personalization strategy for B2B market using ABM practice and marketing automation platforms.
- Balaji has been key advisor for marketing leadership, CMO's in adopting marketing tech stack and envisioning value.







## RUPESH

TOTAL EXPERIENCE: 26 YEARS

- Strong consulting experience delivering E2E process and systems for industries such as retail, telecommunication, financial services and insurance.
- Certified Salesforce Individual Sales, Service and Platform
- Experience with Process Mapping, Defining Journey, User Experience, Simplified Architecture and strong focus on Salesforce and Microsoft products



## DAVID RANGEL

TOTAL EXPERIENCE: 16 YEARS

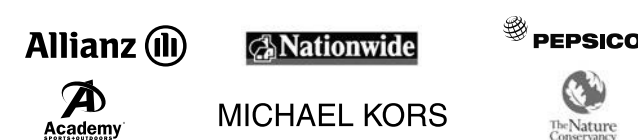
- David Rangel has over 16 years of experience in Digital Marketing Platforms & Enterprise Content Management.
- He is part of the Hexaware CXT Practice Leadership. He has worked with top 100 Global Brands on experience transformation journeys across Hospitality, Engineering, Automobile, Retail, Professional/Financial Services and leading NGO's.
- David holds a Masters degree in Computer Applications from Bangalore University, India and a Bachelors Degree in Mathematics and Computer Science from Mumbai University, India



## SUJIT SHENOY

TOTAL EXPERIENCE: 12 YEARS

- Sujit Shenoy has over 12 years of experience in designing end-consumer facing and enterprise interactive experiences.
- He is part of the Hexaware CXT Practice Experience Design Team. He has worked with top 100 Global Brands on experience transformation journeys across Hospitality, Engineering, Automobile, Retail, Professional/Financial Services & NGOs.
- Sujit is a Post Graduate from National Institute of Design, Ahmedabad, India and has a Bachelors Degree in Media Studies from Manipal Institute of Communication, India.





## GOURISHANKER JHA

TOTAL EXPERIENCE: 22 YEARS

- Gourishanker is the Solution & Delivery lead for Digital Marketing platforms, Commerce and Marketing Service Operations at Hexaware.
- An alumnus of IIT BHU and IIM Lucknow, Gouri has extensive experience in the Ad-Tech, Digital Marketing Platform, Digital Commerce
- He has significant experience work with customers in Travel and Hospitality, Financial services and Retail domains.



## SHIVAKUMARA BHUJANGAPPA

TOTAL EXPERIENCE: 15 YEARS

- Shiva has 14+ years of overall IT experience in Digital Commerce and System Integration.
- He is the Commerce Technology Lead @ Hexaware.
- Certified IBM, SAP Hybris Commerce, Google Cloud Platform Architect.
- Experience in Enterprise System Integration which spans across internal and external systems using various tools & technologies like Infomatica, IBM Data Stage, TIBCO ESB, Web Services, Biztalk & Mule Software's.
- Bachelors of Engineering specialized in Computers from VTU, Karnataka



## SUNIL PARTE

TOTAL EXPERIENCE: 20 YEARS

- Sunil has extensive experience in the Digital commerce, Telecommunications and Transportation domains.
- He has the specialization of leading and delivering Digital Commerce transformation across all leading ecommerce platforms like IBM Websphere (WCS), Oracle ATG, Hybris (SAP), Salesforce Commerce Cloud (Demandware) and Magento.
- Sunil has a Bachelor of Engineering (Computer Science) from SP University, India and certified PMP & CSM professional



MARC JACOBS



JPMORGAN CHASE & CO.



kate spade

STUART WEITZMAN



SHI/EIDO



# REPOSITIONING HEXAWARE

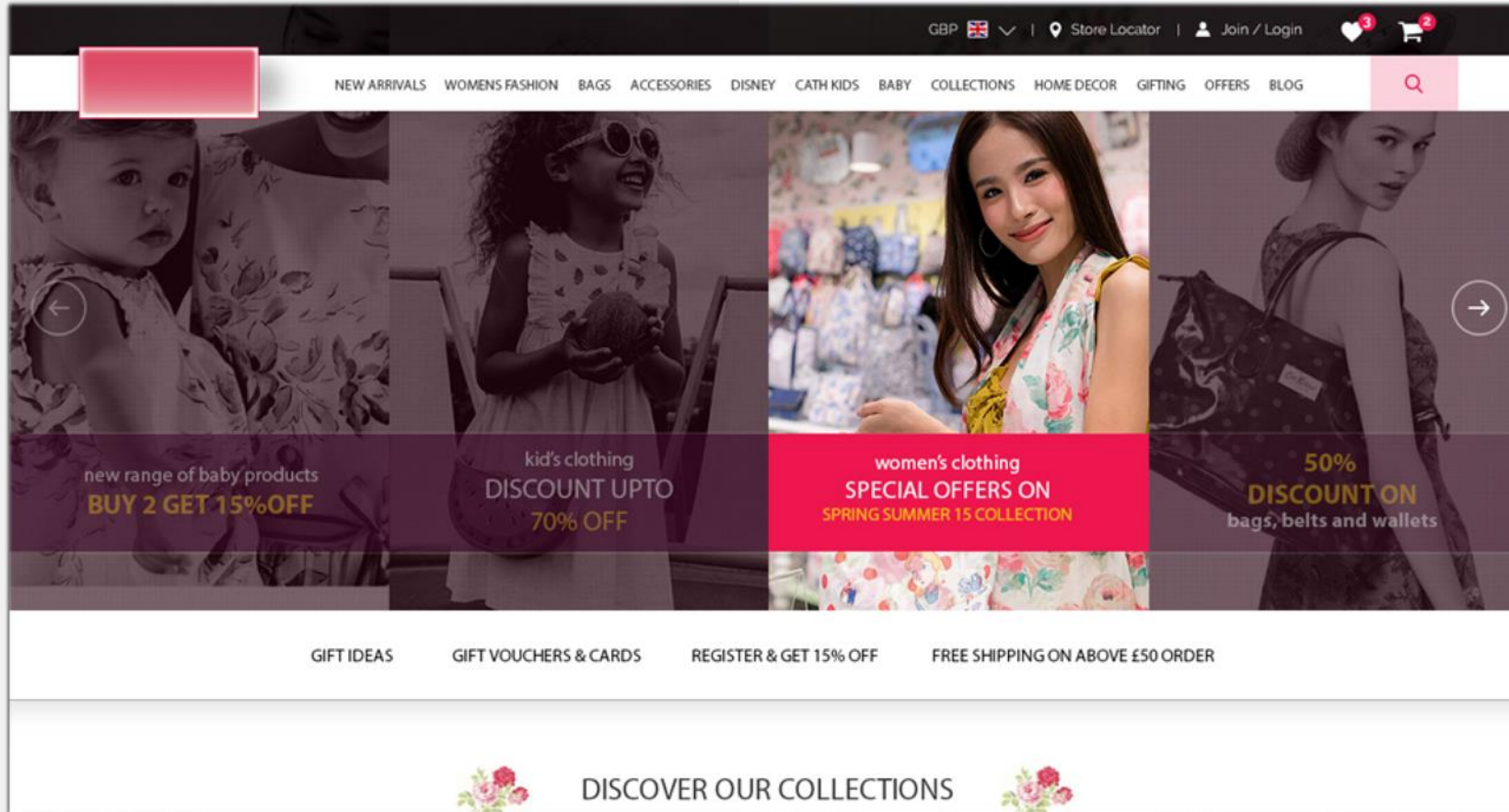
*strategy*

*design*

*engineer*

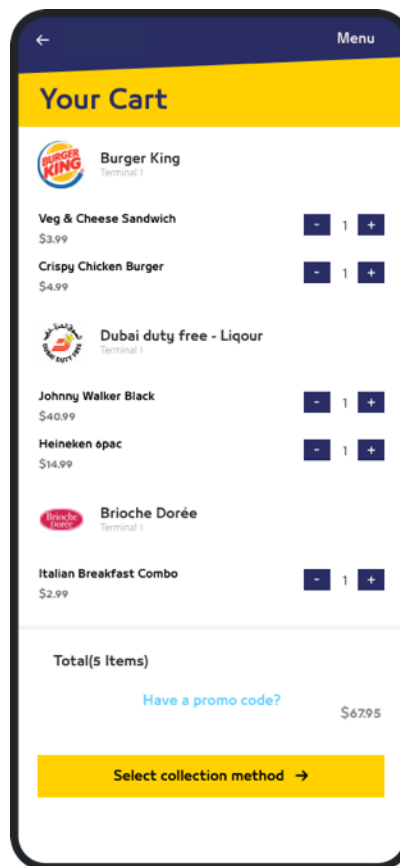
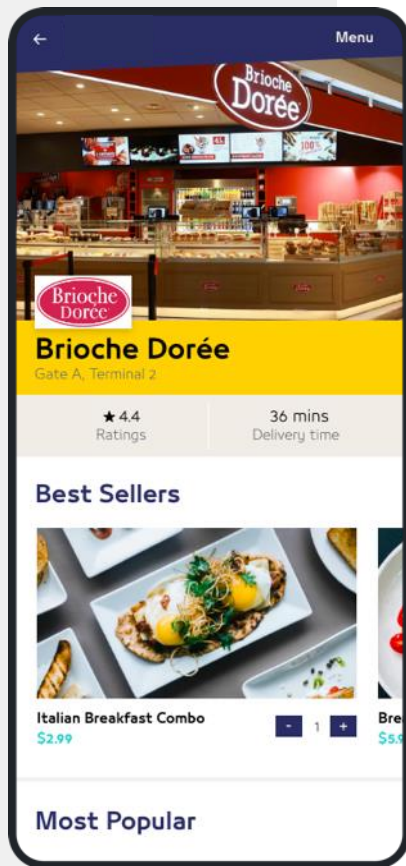
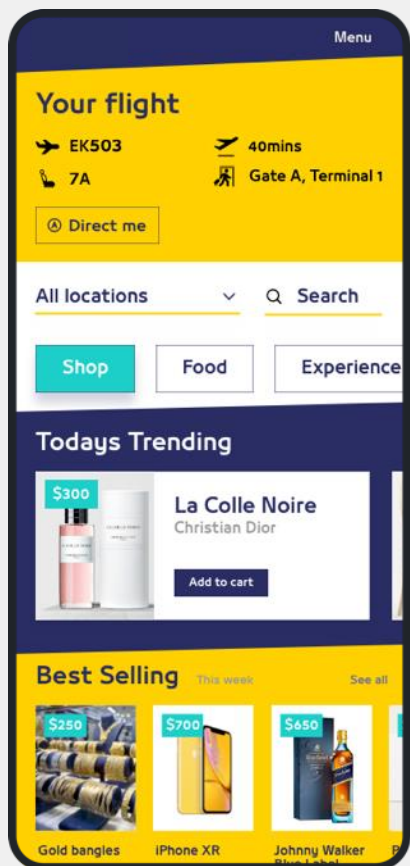
*transform*

*product*



## *strategy*

ENHANCING DIGITAL CHANNELS TO INCREASE STORE FOOTFALLS FOR A LEADING FASHION AND ACCESSORIES BRAND IN THE UK



*design*

RE-IMAGINING TRAVELLER EXPERIENCE FOR ONE OF THE WORLD'S LARGEST AIRPORTS



*engineer*

PLATFORM RE-ENGINEERING STRATEGY FOR  
LARGEST ONLINE CATALOG RETAILER IN THE  
UK



*transform*

LARGE SCALE DIGITAL BUSINESS  
TRANSFORMATION FOR ONE OF ASIA'S  
LARGEST REAL ESTATE & HOSPITALITY BRANDS



## *Product*

PATIENT ENGAGEMENT , THE FUTURE OF  
IMPROVED CARE AND REDUCED COSTS



# PARTNERSHIPS

# FOCUS ON DEVELOPING BEST IN CLASS PARTNERSHIP



< 6 MONTHS TO  
BRONZE

< 1 YEAR TO  
SILVER

< 2 YEARS TO  
GOLD

PRODUCT  
ENGINEERING  
AND GLOBAL  
PROFESSIONAL  
SERVICES  
PARTNER

PREMIER  
CONSULTING  
PARTNER

GOLD CLOUD PLATFORM  
GOLD APPLICATION  
DEVELOPMENT  
GOLD COLLABORATION  
AND CONTENT

**GROWING STRONGER  
- TOGETHER**

mobiquity

## CO-SELLING : STARTING TO SEE RESULTS

16

NEW OPPORTUNITIES ACROSS EXISTING & NEW CLIENTS OF  
HEXAWARE AND MOBIQUITY

## CO-SELLING : POTENTIAL TOP LINE GROWTH IN Q4

- Digital design and development solution on employee engagement mobile application in a new Hexaware Account
  - **Region : North America**
- Opportunity to build a near shore engineering team in existing Mobiquity Client leveraging Hexaware Center in Poland
  - **Region : Europe**
- Leveraging Hexaware ecommerce capabilities for helping an existing Mobiquity client in digital transformation journey by road mapping and building for their future ecommerce platform
  - **Region : North America**

**THANK YOU**