

MODERN
DELIVERY

Case Study

Application Transformation Management



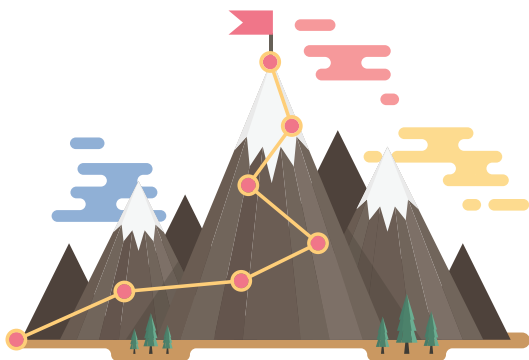
Modern Delivery - Hyper Productivity through Digital Transformation

A leading health and services provider owned international chain of fitness centers, clubs and, spas with 127 centers across 27 States and 35 major markets in the United States and Canada.

Business Challenges

The principal challenges faced by the client were:

- Wanted efficient management and maintenance for their 32000+ internal users, 100+ apps, 800+ support tickets/month, 9 business units and 135+ sites, 10,000+ network devices and 100+ security devices
- Technology decisions taken without long-term considerations. Business critical applications with existing vendors were lacking in performance resulting in customer dissatisfaction
- Poor data quality was resulting into lost opportunities for attracting and retaining memberships and more



Modern Delivery Approach and Solution



Hexaware with their proven expertise across various domains and verticals partnered with the client to provide Agile transformation and Modern Delivery solution that enables projects to deliver with optimum efficiency. The advantages provided by our solution includes:

- Agile transformation of all business units using cross-skilled product pods with outcome-based model and 100% transparency into team performance
- Commitment of 20% total productivity improvement and 10% reduction in production defects within 12 months
- IT and business alignment through an Agile Product Management mindset to eliminate duplicate efforts and disjointed experience
- Focus on automation and BizDevOps across the entire SDLC
- "One team" philosophy - all developments are contained within both Hexaware and the client teams. Taking an unforgiving approach to view all teams as "one team" increased the morale and overall performance



Business Benefits Gained

Hexaware's Modern Delivery helped our client achieve hyper productivity for a customer-centric agility from ideation to deployment and seamless security to help derive many advantageous benefits without compromising on efficiency and quality as listed below:



Improved App Rating in App star that progressed from 1.0 to 4.7 in 12 months



Higher Sales – 11K Online Membership Sales 12/1, Black Friday 56%, Cyber Monday 45%, and the ecommerce sales boomed by more than 100%



Cost Reduction of 35% was achieved in cost-per-story-point



Better ROI – 260% online registration member adoption to ROI goal



There was a sharp rise in website visits by almost +60% unique visits



Better Conversion - +41% YOY lead to membership conversion



A marked increase in output of +25% during the transition year itself



Splendid 30% reduction of defects in post-release defects



About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight by 'Powering Man Machine Collaboration.' We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy— Automate Everything®, Cloudify Everything®, Transform Customer Experiences®.

We serve customers in Banking, Financial Services, Capital Markets, Healthcare, Insurance, Manufacturing, Retail, Education, Telecom, Professional Services (Tax, Audit, Accounting and Legal), Travel, Transportation and Logistics. We deliver highly evolved services in Rapid Application prototyping, development and deployment; Build, Migrate and Run cloud solutions; Automation-based Application support; Enterprise Solutions for digitizing the back-office; Customer Experience Transformation; Business Intelligence & Analytics; Digital Assurance (Testing); Infrastructure Management Services; and Business Process Services.

Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

NA Headquarters

Metro 101, Suite 600,101
Wood Avenue South,
Iselin,
New Jersey - 08830
Tel: +001-609-409-6950
Fax: +001-609-409-6910

India Headquarters

152, Sector – 3
Millennium Business Park
'A' Block, TTC Industrial Area
Mahape, Navi Mumbai – 400 710
Tel : +91-22-67919595
Fax : +91-22-67919500

EU Headquarters

Level 19, 40 Bank Street,
Canary Wharf,
London - E14 5NR
Tel: +44-020-77154100
Fax: +44-020-77154101

APAC Headquarters

180 Cecil Street,
#11-02, Bangkok Bank
Building, Singapore - 069546
Tel : +65-63253020
Fax : +65-6222728

Australia Headquarters

Level 26, #44, Market
Street Sydney,
NSW 2000, Australia
Tel : +61 2 9089 8959
Fax : +61 2 9089 8989

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.