

HEXAWARE

Overview

Hexaware is a next-generation global provider of IT, business process outsourcing (BPO) and consulting services. It has an active team of direct sales consultants across the U.S., Europe, the U.K. and Australia, with industry-specific expertise to target midsize and large companies. Hexaware considers all the dimensions of a customer's digital business, including strategy, experience design, marketing service, data and analytics, marketing and content platforms, cloud and mobility. It looks closely at the points of friction within clients' digital products and experiences to design a custom project roadmap. The key verticals it focusses on in Australia include healthcare, retail, banking and payments.

Strengths

Highly comprehensive CX consulting offering: Mobiquity is Hexaware's go-to-market brand for digital products and digital CX. Hexaware's market differentiation in the CX segment is derived from the combination of its CX-first approach, digital product engineering capability and continuous experience delivery. It has four main service categories, namely, digital strategy, digital product engineering, digital branding and marketing and support services. Hexaware blends teams of consultants, analysts, designers, developers and data scientists.

Strong CX partner ecosystem: Hexaware has joint go-to-market plans with partners such as Adobe, Microsoft and AWS. Other key technology partners include Salesforce, Sitecore, Google Cloud, Pega, Liferay and Mambu. The Liferay-Hexaware partnership is unique to the Australia and New Zealand region and successful go-to-market models are currently being carved out for similar regional alliances.

Broad range of CX offerings with high levels of functionality: Hexaware offers services to enable insight and innovation, including workshopping, contextual inquiry, ethnographic research, interviews, research trips, secret shopping, observational research, data analysis and insight. It also offers empathy mapping, journey work, service design and field research. Hexaware enables a client to experience new technologies in which it can practically work through any design or technology question. It uses its Digital Traction Framework to engage with clients to productise innovation.

Caution

Hexaware has strong proprietary offerings and approaches but would be able to extend its business in Australia and enhance its engagement with the overall CX ecosystem by driving co-innovation through partnerships with small, local vendors and start-ups.



2021 ISG Provider Lens™ Leader

Hexaware's Mobiquity offering builds digital products and services that deliver on brand promise and realise business results. This includes a full range of marketing services to launch, amplify and continuously improve products. Hexaware provides Australian organisations of all sizes with a unique end-to-end CX service.