

HEXAWARE

# Brand guidelines

Q1 2024

# Hexaware Brand Guidelines

## Table of Contents

- 01 Overview
- 02 Logo usage
- 03 Sub-brands
- 04 Color
- 05 Typography
- 06 Imagery
- 07 Iconography
- 08 Examples

01 Brand Guidelines

# Overview

# Who we are

Hexaware is a global technology and business process services company. Our ~28,000 Hexawarians wake up every day with a singular purpose; to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. While our business aspirations are ambitious, we also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With 45+ offices in 19 countries, we empower enterprises worldwide to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.



# Background

Over six years ago, Hexaware underwent a rebranding exercise resulting in a new word mark, logo mark, color palate and icon styles. At the time, it was affirmation to our vision to amplify technology as we grew from 8K to 13K employees.

Today, our vision and values have both changed—and we've more than doubled in size, increased global reach and are poised to take on a much larger, global technology leadership role against some of our toughest competitors.

To position ourselves for the future, we are modernizing and updating our current Hexaware brand to elevate our identity and enhance the perception of prospects, talent and investors worldwide. How?

We're adopting a less-is-more approach that omits needless words and design, to tell, show and share elegant, globally-sophisticated Hexaware brand narratives. We're keeping the essence of the existing Hexaware logo and introducing a more vibrant, impactful, digital color palette. You will see it in our updated website (Q4 2023) as well as a variety of supporting brand documents such as case studies, white papers, blog posts and pitch decks.

# About the brand refresh

This is less of a re-brand and more of a brand refresh—updating and modernizing the brand traction we’ve created over the last 6 years.

We introduced some new styles and designs to support our goals, while of course, keeping our logo word mark unchanged, as you see in the top right of this page.

These design guidelines are a **living document**, intended to give you the basic tools to execute your updated brand. Not all touch points or executions are shown here, they are simple foundational and instructional guidelines to get you started.

For questions and comments, please reach out to the Hexaware Brand Team.

02 Brand Guidelines

# Logo usage

## Logo refresh

# About

In order to convey the evolution of Hexaware, and to align with our strategy of less-is-more, we've updated the logo to a more streamlined and modern execution. This updated treatment omits the blue, red and yellow "H" monogram, injecting clarity, focus, impact into our name.

Updated logo



**HEXAWARE**

Previous version





## Logo refresh

# So what happened to the H?

The H logo mark was confusing to viewers. We received feedback from people wondering if it was an H, an Hi, or even a ti.

Our refreshed brand look and feel strives to simplify and clarify all of our communication, starting with our name.

Additionally, the simplification of our logo allows us to simplify our presentations and tighten our brand and sub-brand design lockup.



## Logo usage

# Logo examples

Hexaware's logo has been modernized for a clean streamlined look. The word mark remains the same, and we've simplified the color scheme to utilize our vibrant new Hexaware blue. The applications on the right are suitable for a variety of uses, and can be used on both light and dark backgrounds.

Only use the Hexaware logo in our blue, white or black, even though our refreshed palette includes additional colors. This will ensure brand consistency across all digital and physical touch points.



**HEXAWARE**



**HEXAWARE**



**HEXAWARE**



**HEXAWARE**

## Logo usage

# Incorrect usage

Please take care to only use the logo as intended in the previous slide. Here are simple examples of ways not to use our corporate logo.

Do not rotate the logo.



Do not add gradients, drop shadows or gradients to the logo.



Do not stretch the logo.



Do not place the logo on a background without enough contrast.



Do not use unapproved brand colors for the logo.



Do not feed the logo to cats. Cats can be allergic to the Hexaware logo.



03

Brand Guidelines

# Sub-brands & hierarchy



# Brand hierarchy

Toward the end of 2022, the marketing team attempted to collate a list of our named IP. We uncovered 160+ IPs with unique names and logos.

The Hexaware Marketing Team is ultimately responsible for promoting and enhancing the visibility and reputation of our primary and sub-brands, for the purpose of increasing demand for our services and solutions.

Trying to effectively capture market share for 160+ brands is a significant challenge that detracts from our other demand generation and brand building activities and dilutes the quality of the work we can deliver. Furthermore, it also dilutes our brand narrative and leads to a lot of noise and confusion in our messaging.

Enterprises want to choose a service provider that can make their life easier, not harder. They shouldn't have to remember a series of names when all they need is a solution.

Analysts and advisors agree—in order to stay competitive, it is crucial for us to streamline our brand portfolio and establish a coherent narrative and visual identity across our brand architecture.

## Hierarchy

Our three sub-brands are Amaze, Tensai, and RapidX.

---

Sub-brands

Amaze<sup>®</sup>

Tensai<sup>®</sup>

RapidX<sup>™</sup>

This is how they look together, as sub brand lock-ups  
(horizontal)

**HEXWARE** / amaze<sup>®</sup>

**HEXWARE** / tensai<sup>®</sup>

**HEXWARE** / rapidX

This is how they look together, as sub brand lock-ups  
(vertical)





## Hierarchy

Each sub-brand consists of various modules.

---

### Sub-brands

Amaze

Tensai

RapidX

---

### Modules

Amaze® for Assessment

Amaze® for Migration

Amaze® for Modernization

Tensai® for Agility

Tensai® for Efficiency

Tensai® for Experience

Tensai® for Assurance

Tensai® for GenAI

Tensai® for Operations

RapidX™ for Application Architecture

RapidX™ for Dashboarding

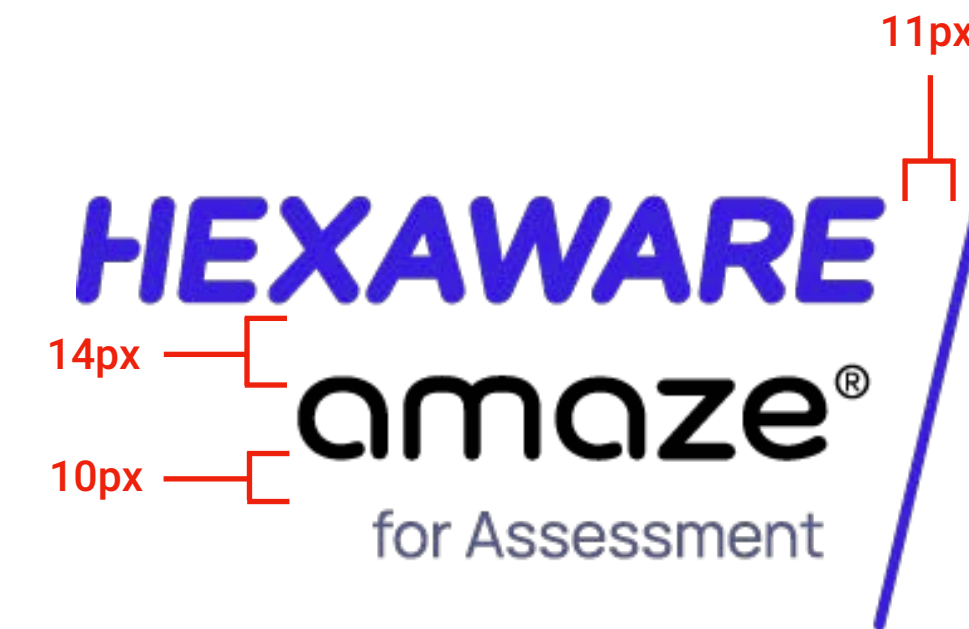
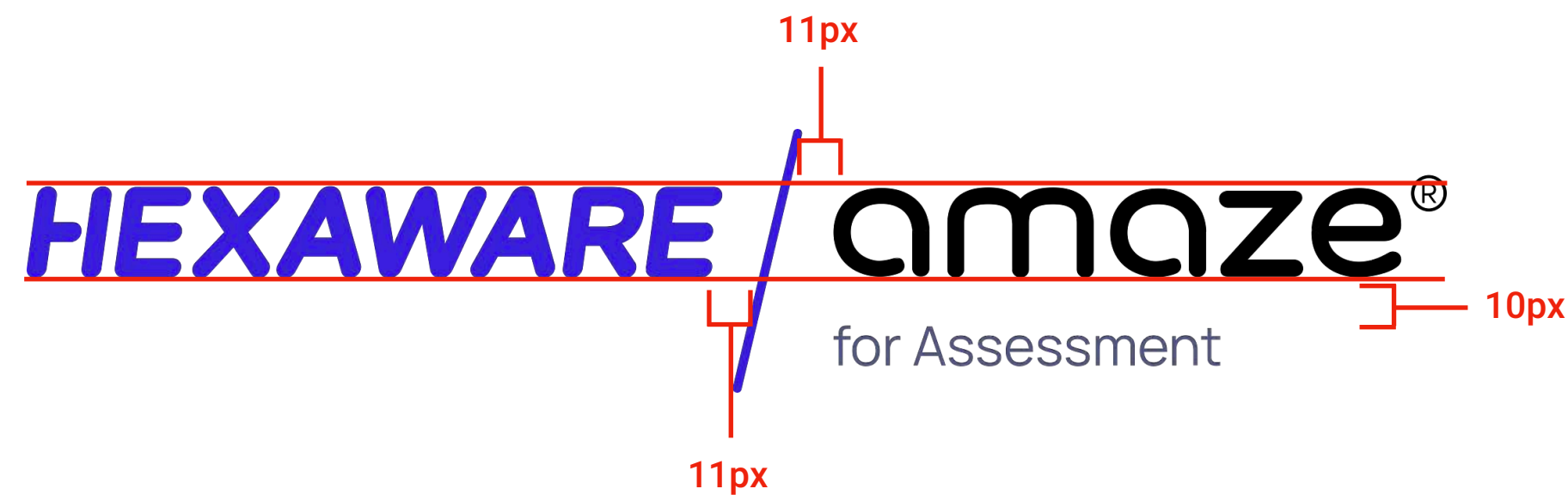
RapidX™ for Code Comprehension

RapidX™ for Requirement Clarity

This is how they look together, as sub brand lock-ups with module taglines (horizontal and vertical)

Tagline font: Manrope, size 12 pt, regular weight, #535983.

Note: logos shown larger for presentation.



This is how they look together, as sub brand lock-ups with module taglines,  
when showing more than one on a page

Note: When multiple sub-brands are shown on the same page or screen, the Hexaware logo should not be used in order to avoid redundancy.

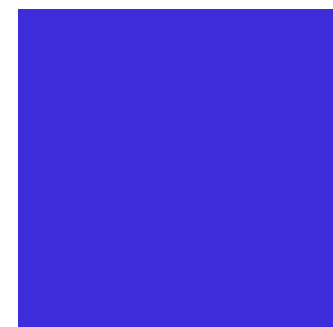


04 Brand Guidelines

# Color



## Color palette



Hexaware blue  
RGB: 60 45 218  
#3C2CDA



Black  
RGB: 04 13 67  
#040D43



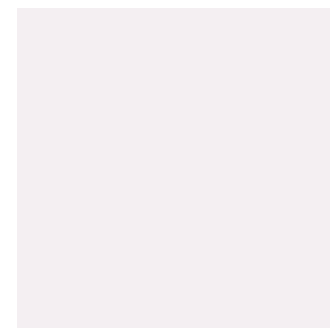
Honey  
RGB: 235 157 00  
#EA9D00



Silver  
RGB: 128 136 167  
#8088A7



Bright blue  
RGB: 29 134 255  
#1D86FF



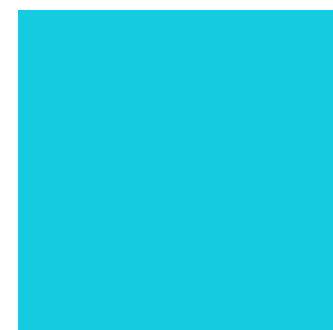
Light  
RGB: 238 239 242  
#F4EFF2



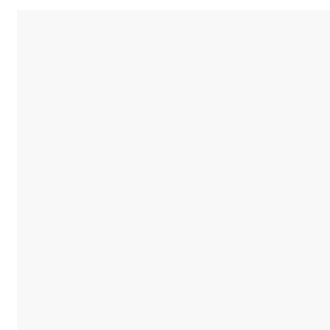
Canary  
RGB: 244 203 78  
#F4CB4E



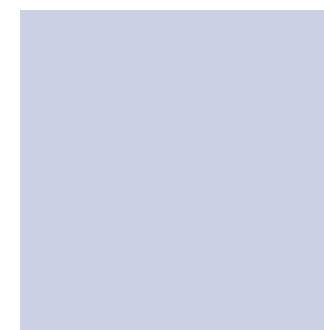
Error  
RGB: 218 45 44  
#DA2D2C



Electric blue  
RGB: 20 203 222  
#14CBDE



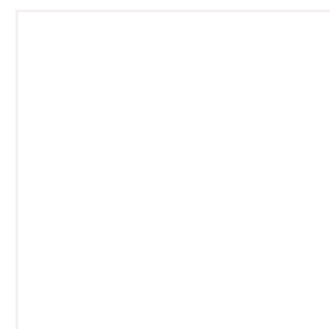
White  
RGB: 248 248 249  
#F8F8F9



Border light  
RGB: 203 208 229  
#CBD0E5



Dark blue  
RGB: 07 18 94  
#07125E



Snow  
RGB: 255 255 255  
#FFFFFF



Border dark  
RGB: 83 89 131  
#535983

05 Brand Guidelines

# Typography

## Typography

Our primary font

# Manrope

### About

Manrope is our primary brand font.

It's used for headlines/text labels and can be used for paragraph text as well.

Use the Light weight in most instances.

Use the Medium or Semi-Bold weights to create emphasis within headlines or, at smaller sizes, to create proper balance in your text layouts.

Do not use the Bold/Extra-Bold weights.

## Typography

Our secondary font

# Heebo

### About

Heebo is used for paragraph text and small labels.

Heebo is currently only used in limited places to reduce complexity for teams. Designers should use Heebo, but non-designers will rely solely on the use of Manrope for presentations and other docs.

## Typography

### Fallback fonts

Helvetica Neue  
Arial

### About

If you are not able to use Manrope and Heebo (and all options to use them have been exhausted), use Helvetica Neue Light (Mac) or Arial Regular (PC). This is not ideal, but it will somewhat approximate the typography styles of the brand.

## Typography example

# This is an example of a headline 72px Manrope light

If a subhead is needed, try and make it a weight that sits comfortably between the headlines and the body copy. Here we're using a medium weight of Manrope.

Here is how some smaller body copy can be used to create some size contrast. Body copy is used for text that requires a paragraph format. For this example we're using Heebo light at 20 px. It's best to consider this an example and not a rule, as font sized will vary depending on the use case. One size may work well for web applications, but something different may be appropriate for a white paper. Always make sure body copy is legible to the reader. Here is how some smaller body copy can be used to create some size contrast.

Body copy is used for text that requires a paragraph format. For this example we're using Heebo light at 20 px. It's best to consider this an example and not a rule, as font sized will vary depending on the use case. One size may work well for web applications, but something different may be appropriate for a white paper. Always make sure body copy is legible to the reader.



06 Brand Guidelines

# Imagery

## Overview

This section is intended to **provide guidance** to help choose imagery and photography for a wide range of applications.

We often need images and photography in order to represent the Hexaware brand across many touch points, such as the website, case studies, white papers and advertising. This document seeks to provide high level guidance for choosing images that accurately convey our brand and help us maintain a consistent brand to our clients, prospects, talent and investors.

## People

# A note on diversity and inclusion

Hexaware is a global company and should appear as such. One of our strengths is a capable and diverse work force, and we should take care to portray ourselves and our clients in the same manner. As such, please take care to include a variety of races, ethnicities, skin tone, gender identities and expression and age groups. Naturally, it's difficult to convey this entire range in every single image (this can seem performative) – but it's important to take representation into account across all of our touch points.

## People

# Our people are the heart of the Hexaware brand.

Photographs of people should represent what we value about our culture – an exciting group of professionals who work in collaborative situations to help deliver the outcomes our clients expect.

**Do:** Photos should appear unposed and natural. When possible, choose natural light and a shallow depth of field. Show people working together, with a passion for what they do. We're a global company – photos should be diverse and inclusive, displaying a wide variety of ethnicities, cultures, gender identity and levels of ability.

**Don't:** Avoid photos that appear posed or look too much like stock photos. Shots of people directly facing the camera can often appear fake and untrustworthy. Likewise, images that show bland corporate settings should be avoided – too much fluorescent light and uninspiring surroundings don't accurately convey the passion our company conveys.

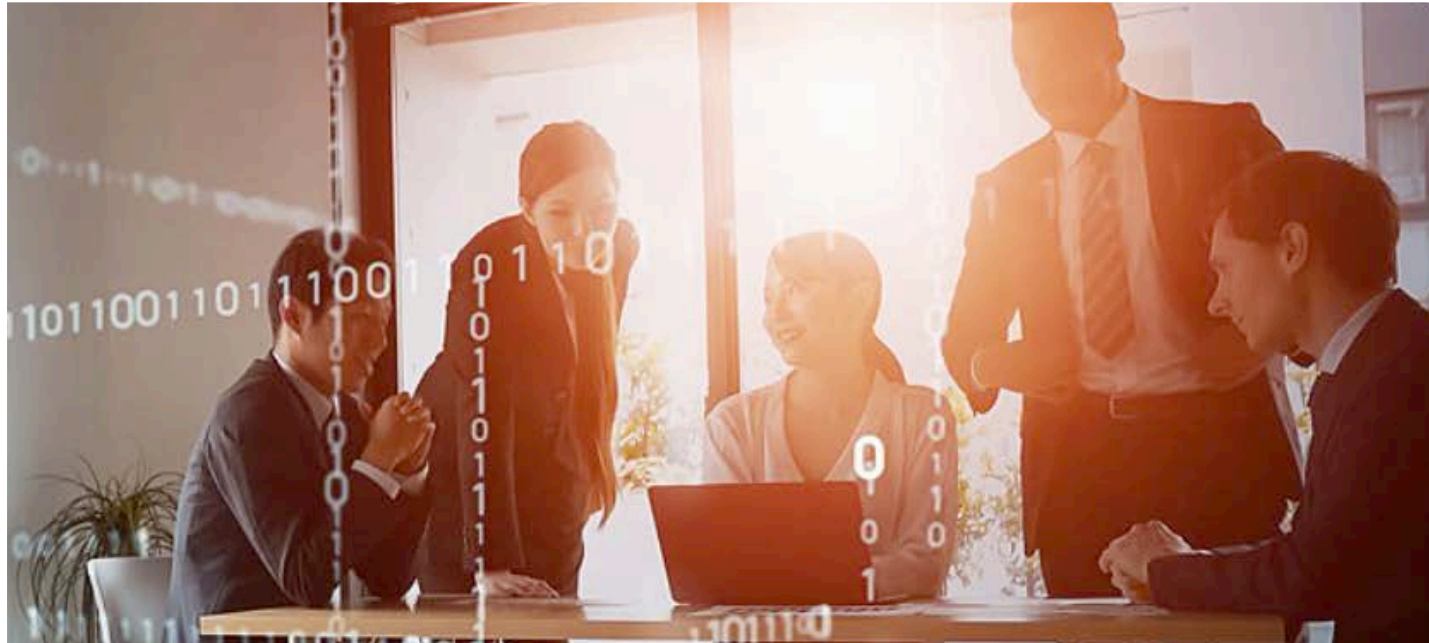


People examples: Do





People examples: **Don't**



This photo feels posed and the superimposed graphics work against the feeling of a real moment in time.



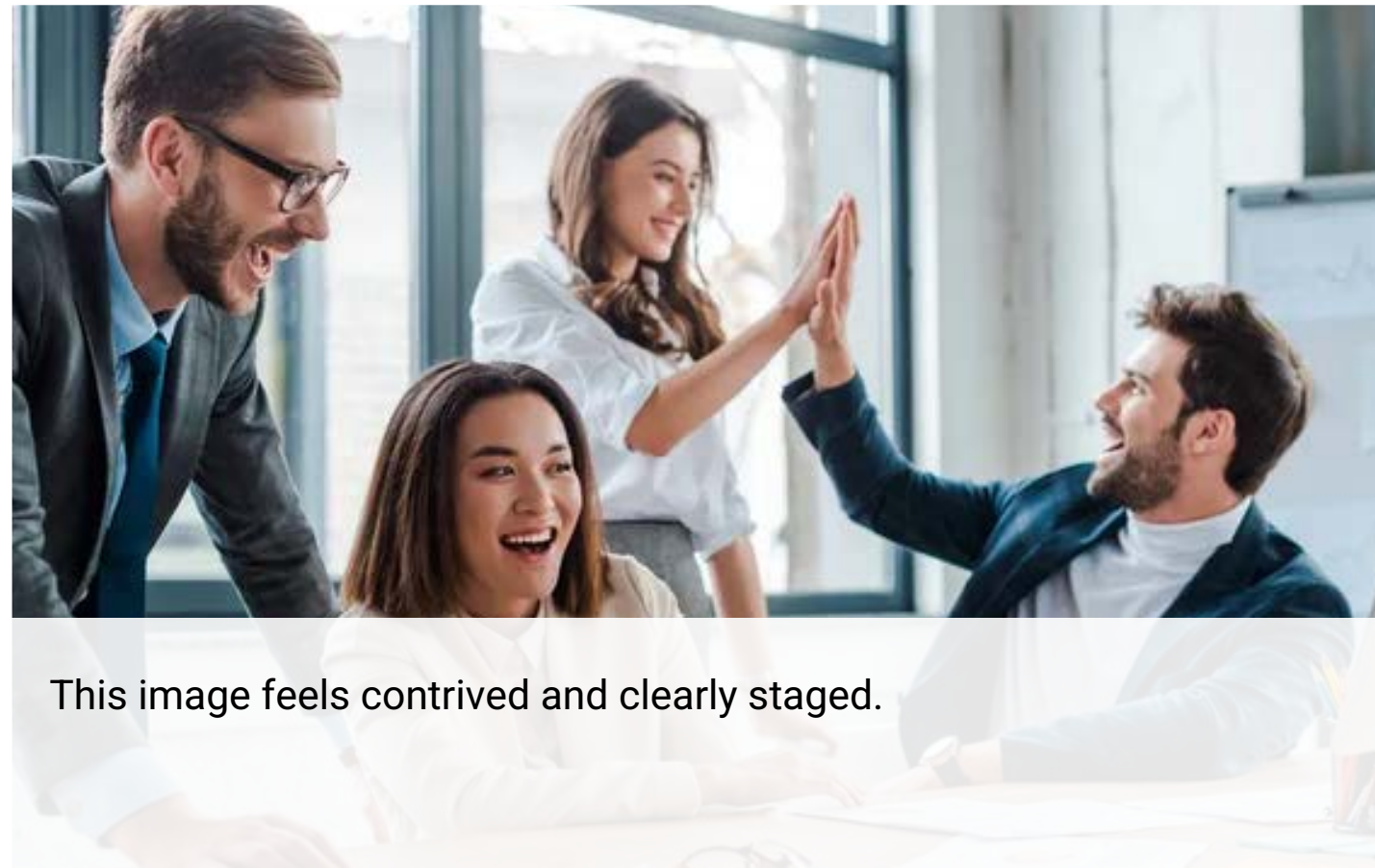
Looks overly stock, the human interactions appear forced and generic.



Clearly posed for the camera and doesn't feel authentic.



Unnatural and the subjects are directly looking at the camera making this feel forced.



This image feels contrived and clearly staged.



While showing teamwork can be good, try and avoid photos that feel overly enthusiastic and not genuine.



## Industries, spaces and places

# The industries we serve form our focus.

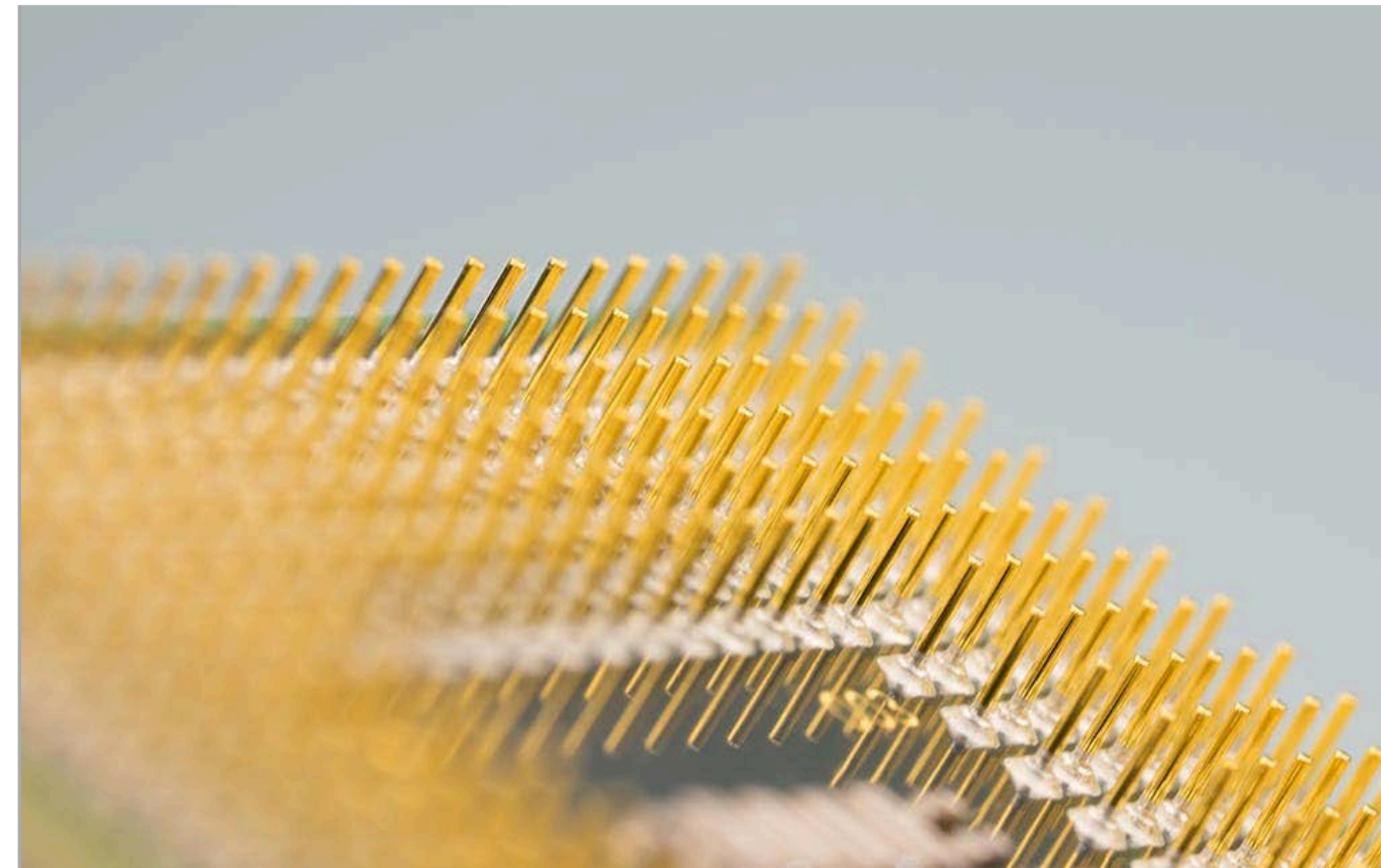
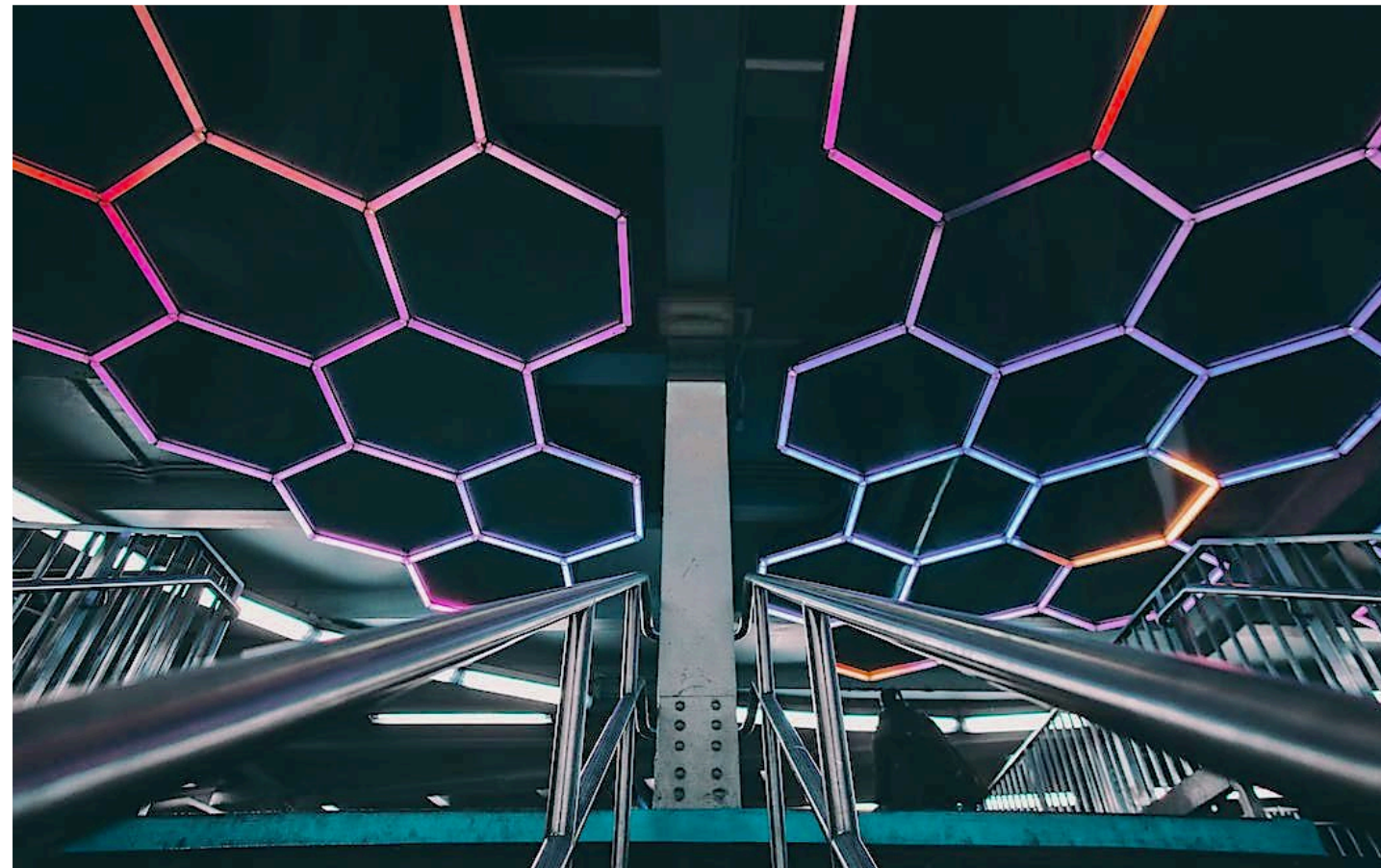
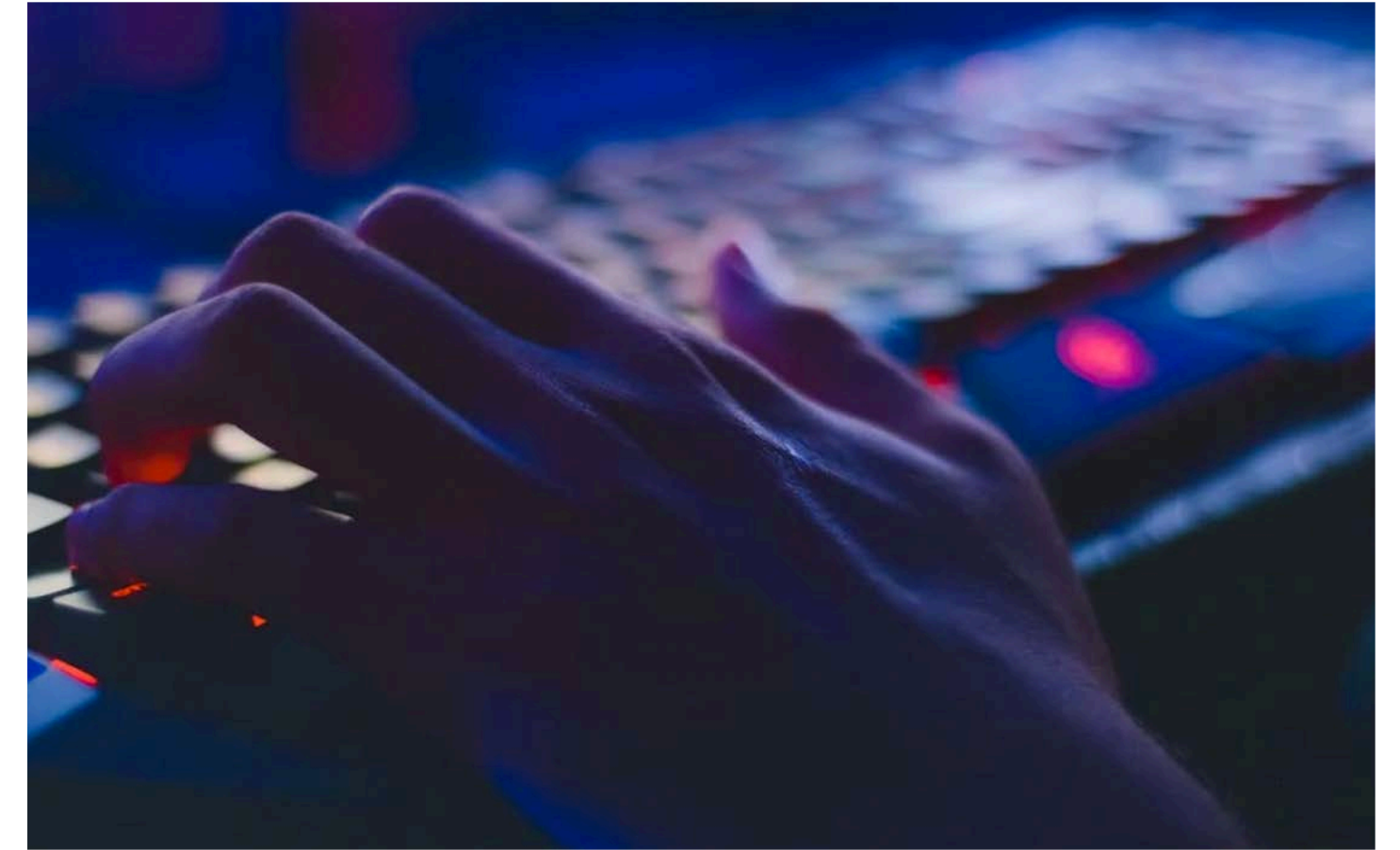
It's imperative that we portray the industries we serve in a flattering way.

**Do:** When using shots containing people, follow the previous guidance for photos that look natural and unposed. Close-ups of people performing their jobs can be utilized as well. For example, content that speaks to life sciences can show a patient-caregiver interaction. Showing people is not a necessity — places can be used as well. For instance, content about the travel industry might show an interesting angle of an airport or a plane in flight. Always look for compelling, interestingly composed shots that display a unique perspective. Photos of industries should always take care to paint the industry in a positive light.

**Don't:** Avoid images that appear contrived or uninteresting. Cold, harsh lighting can feel negative and almost dystopian at times.



Industries, spaces and places examples: Do





Industries, spaces and places examples: **Don't**



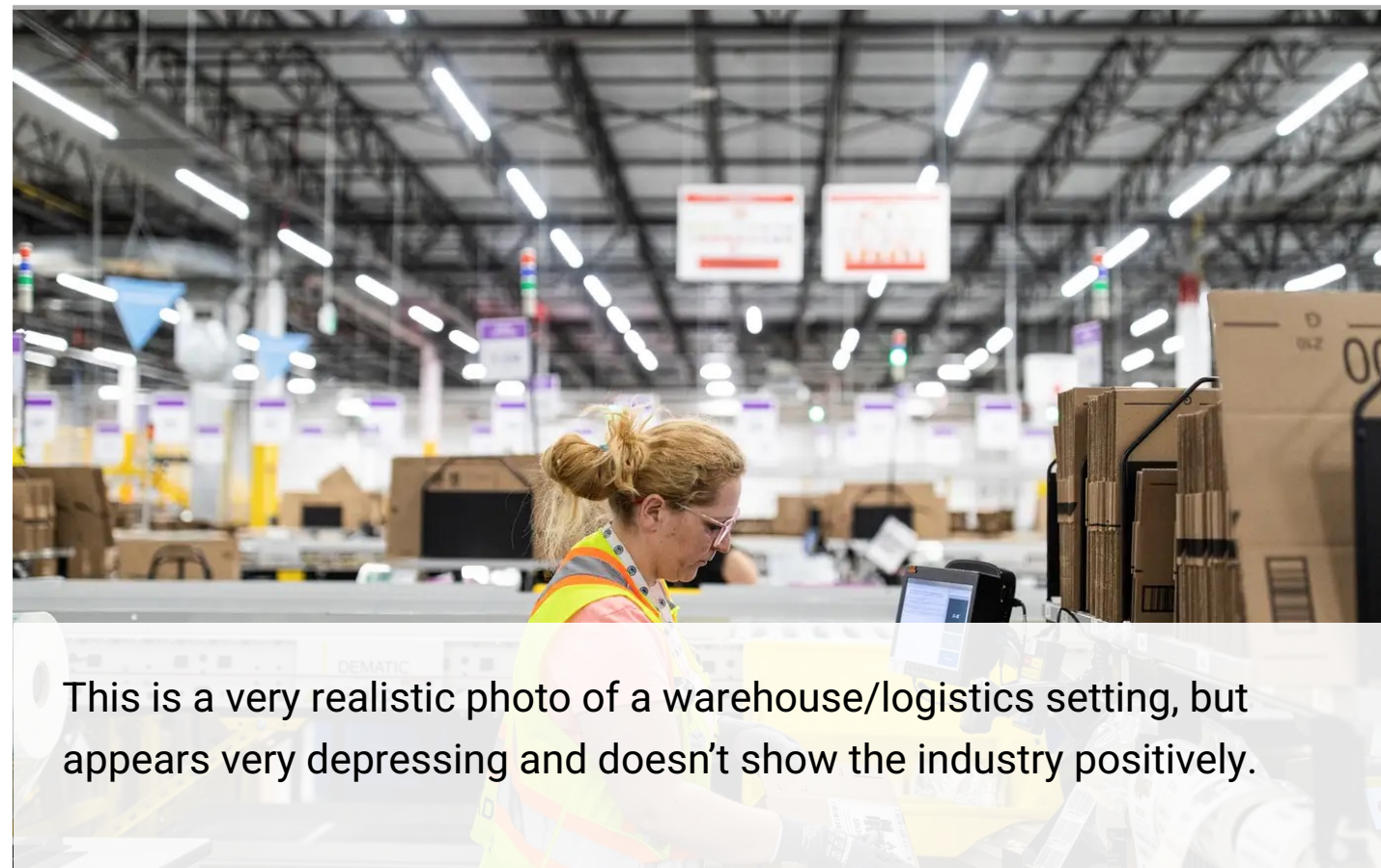
The color palette feels bland and somewhat dystopian, and does not paint our efforts in a positive light.



Many of our competitors use floating graphics to convey how people and tech intersect – we should avoid this to differentiate ourselves.



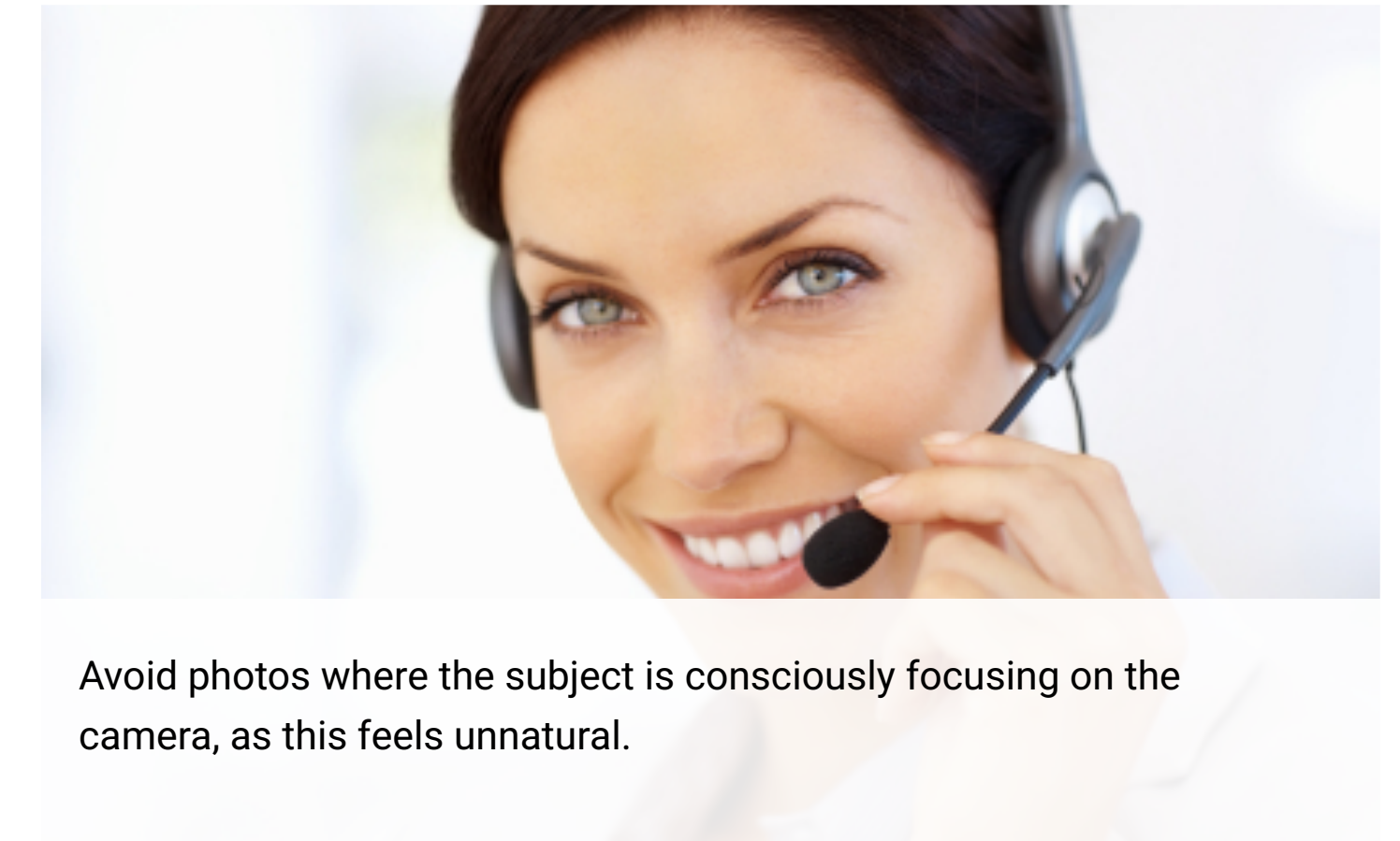
A concept like IT can be hard to match to a photo, but the floating graphics feel very contrived and not specific to Hexaware.



This is a very realistic photo of a warehouse/logistics setting, but appears very depressing and doesn't show the industry positively.



A nice photo of industry, but does not paint the industry in a flattering light.



Avoid photos where the subject is consciously focusing on the camera, as this feels unnatural.



## Technology

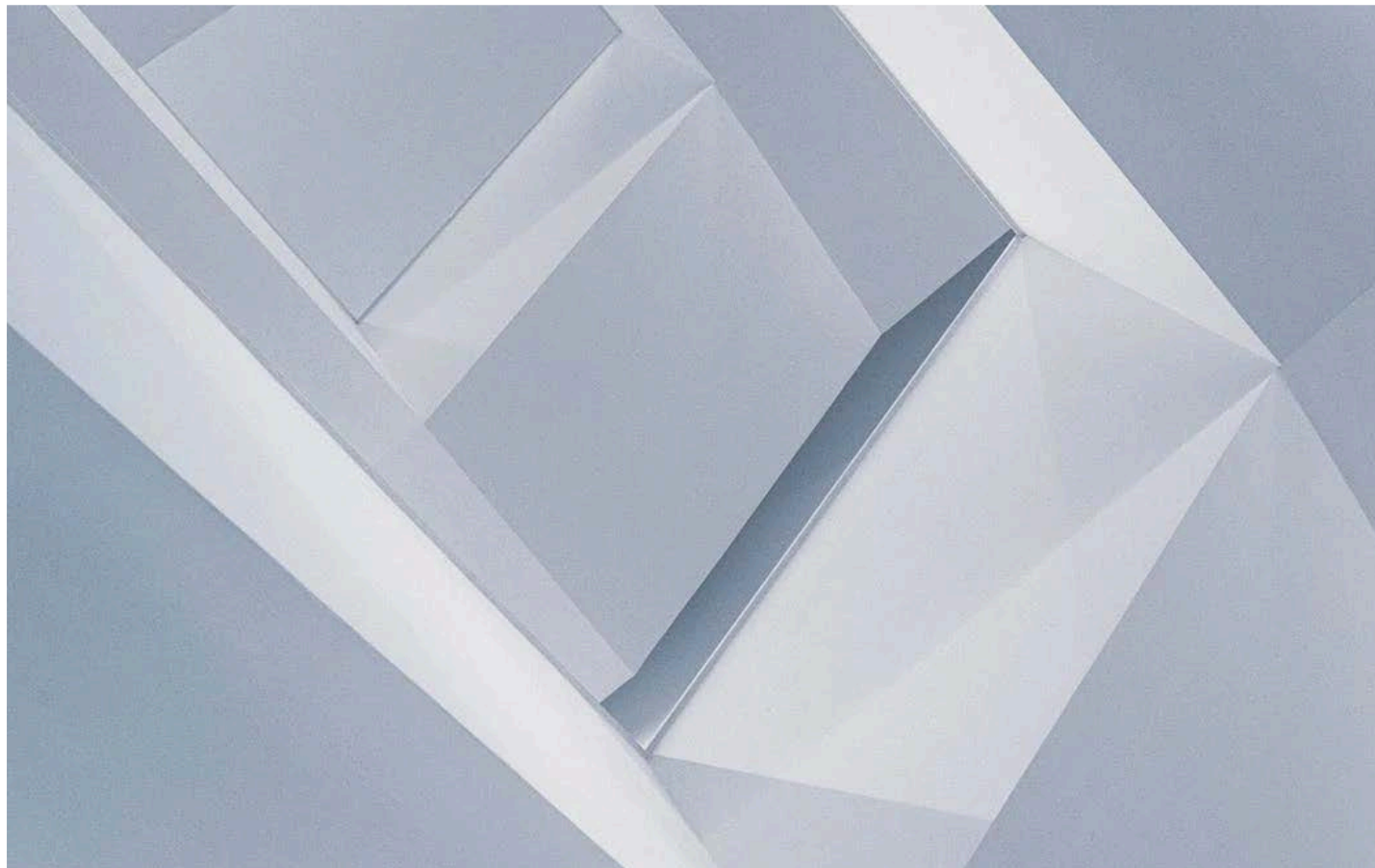
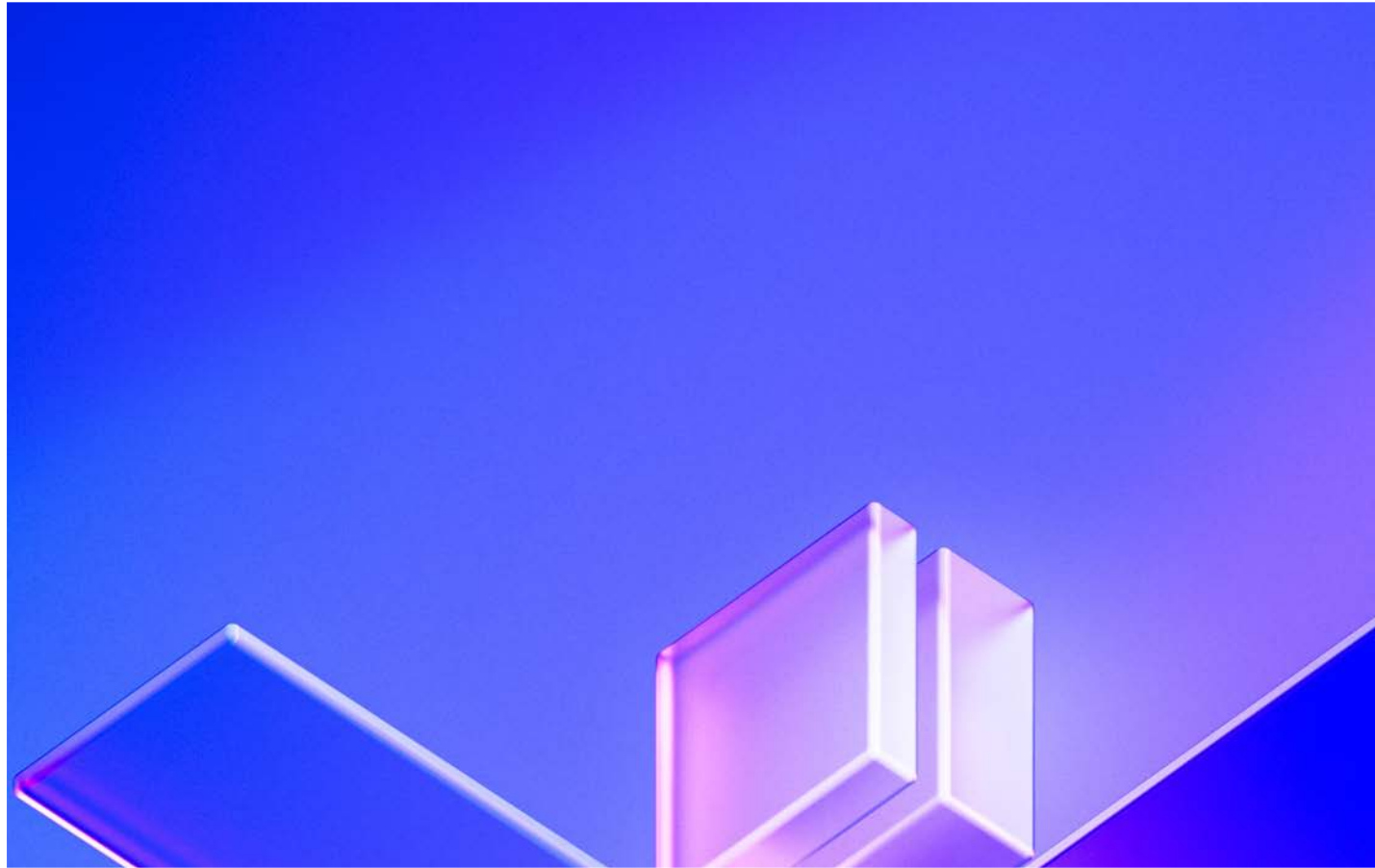
# Technology is at the core of **who we are.**

Technology can oftentimes be a difficult thing to portray via imagery. To that end, we recommend using abstract images that convey the energy and passion of what we do as opposed to always showing the human actors behind it.

**Do:** Abstract images should appear bright and colorful, and ideally utilize portions of our chosen color palette. Images should convey a sense of energy and movement.

**Don't:** Anything that looks like dystopian science fiction. Avoid images that aren't unique and feel too much like stock photos.

Technology examples: Do





## Technology examples: Don't



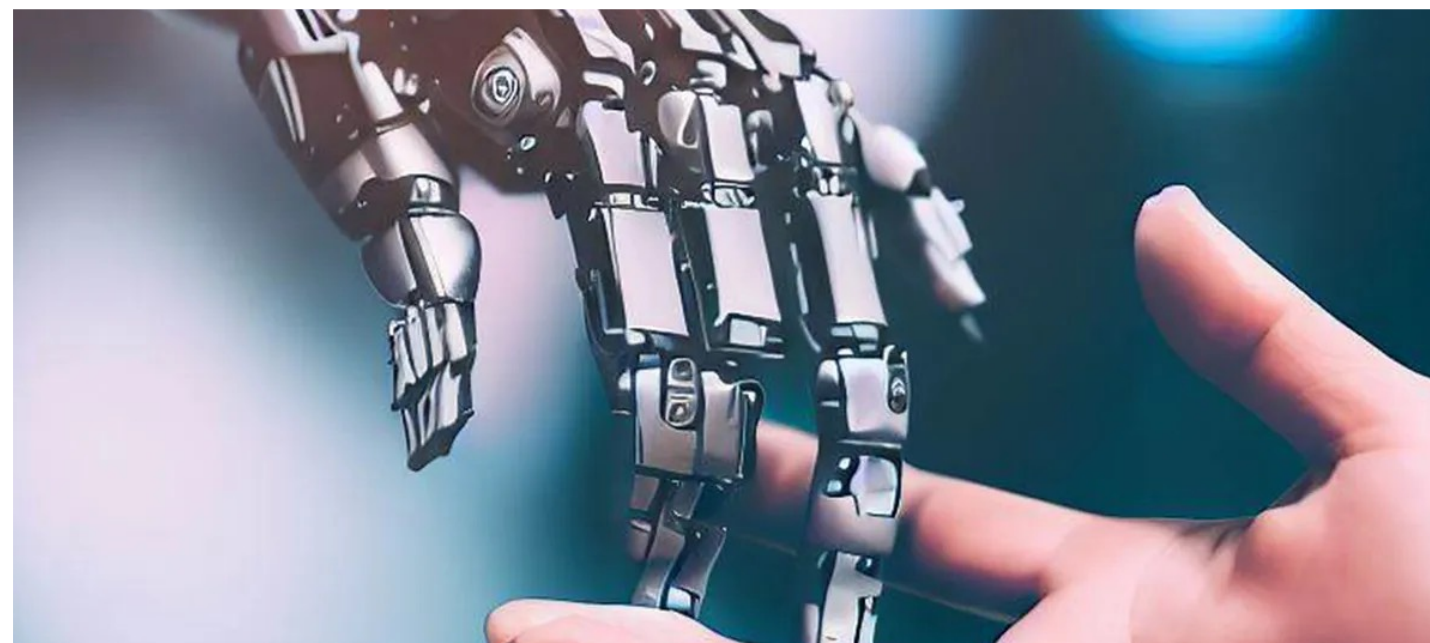
Many of our competitors use floating graphics to convey how people and tech intersect – we should avoid this to differentiate ourselves.



Additional example of floating graphics and inauthentic feel to the image.



Additional example of floating graphics and inauthentic feel to the image.



Try and avoid unrealistic scenarios like this that are not likely to be relevant.



Avoid images that use iconography and poor portrayals of technology such as artificial intelligence.



Avoid images that attempt to blend humans with technology in artificial and forced ways.



## Infographics

# Infographics can help show the impact of **what we do.**

Infographics are a wonderful tool to help display complex ideas and data in a visually understandable way.

**Do:** Keep it simple — think about what you're trying to say and make sure infographics are highlighting the relevant information in a way that the audience can quickly understand.

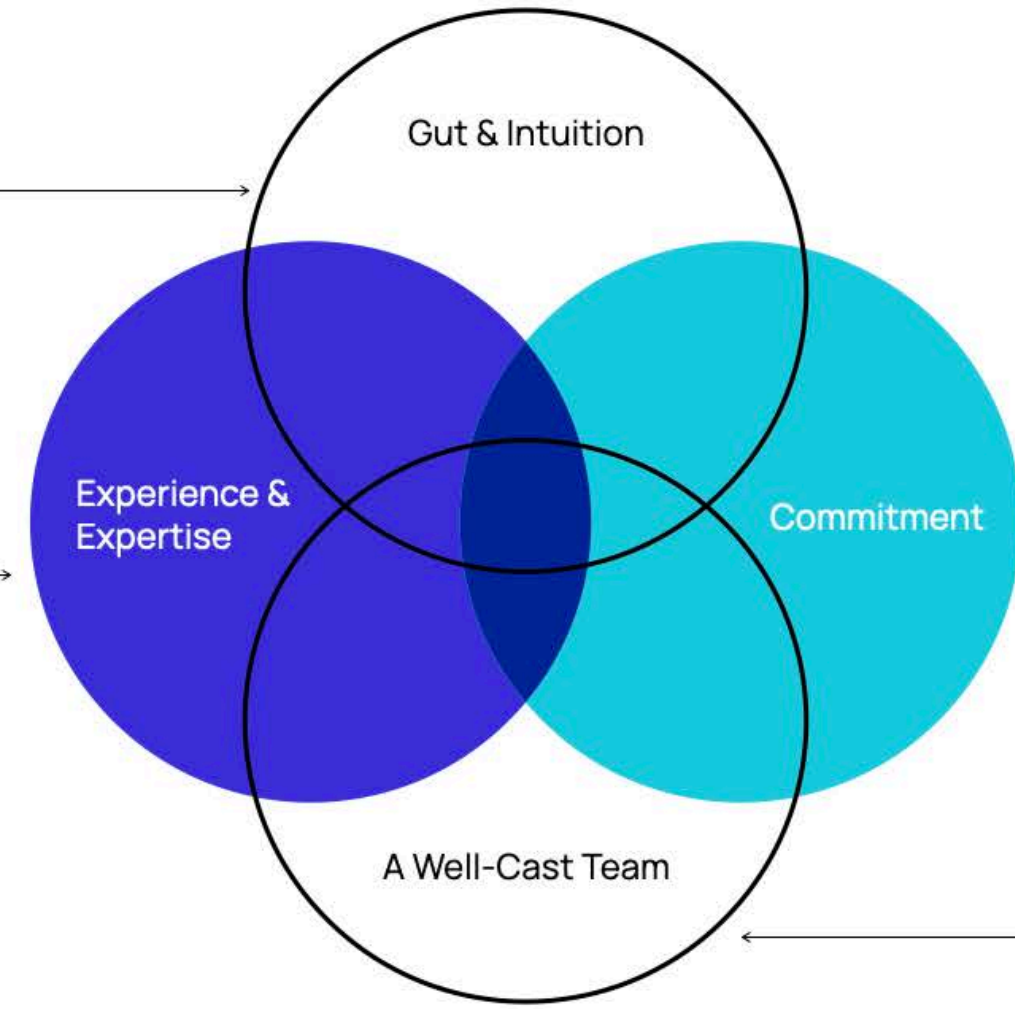
**Don't:** Avoid non-brand colors and inconsistent font use. Decorations such as excessive gradients, drop shadows and inconsistent iconography can obscure the message. Avoid use of PowerPoint's smart art if possible — creating simple layouts without unneeded elements will produce better results.

# Infographic examples: Do

But truth is, in the trenches, this is what client partners need

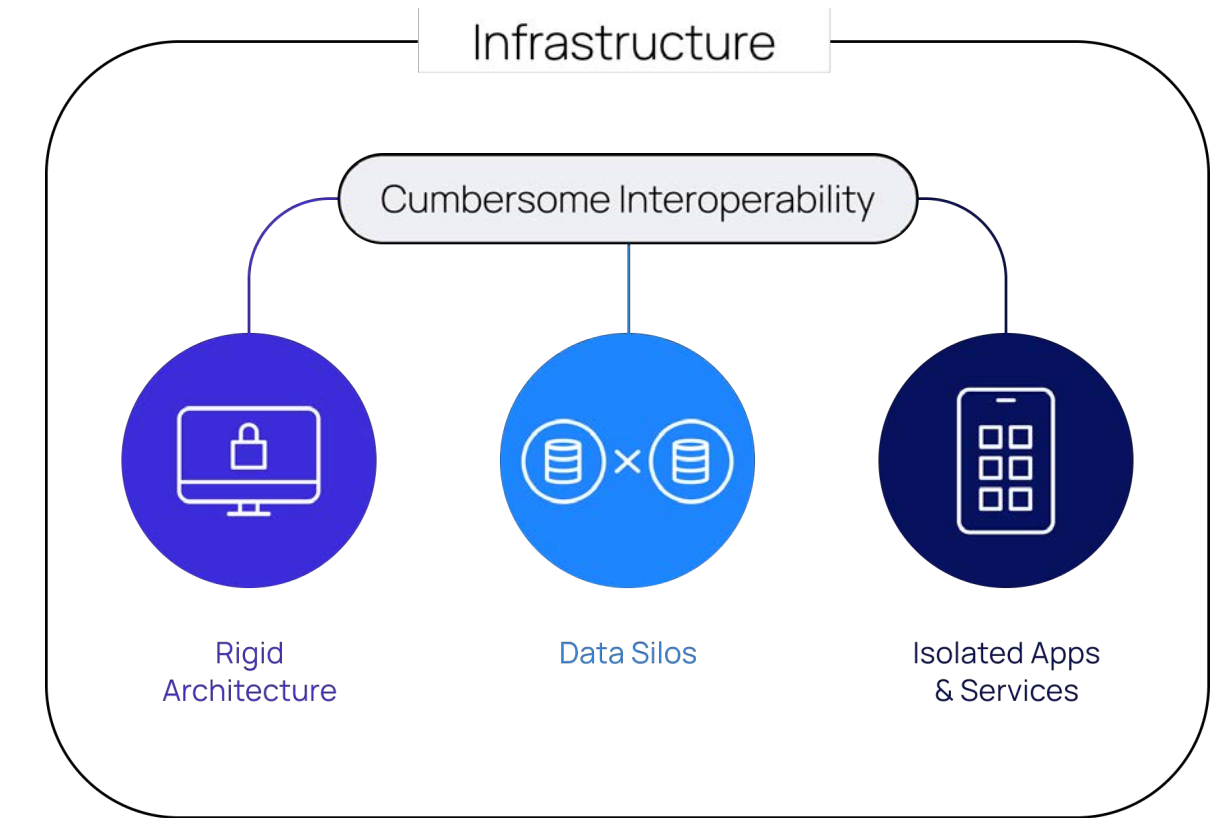
This is usually right. And when married with willingness to listen and evolve, is worth following every time. While today they might call this bias, I call it **'Pretend we do this for a living!'**

A given. Your team needs expertise to see initiatives down the runway, up over the trees— **nobody gets hurt!**

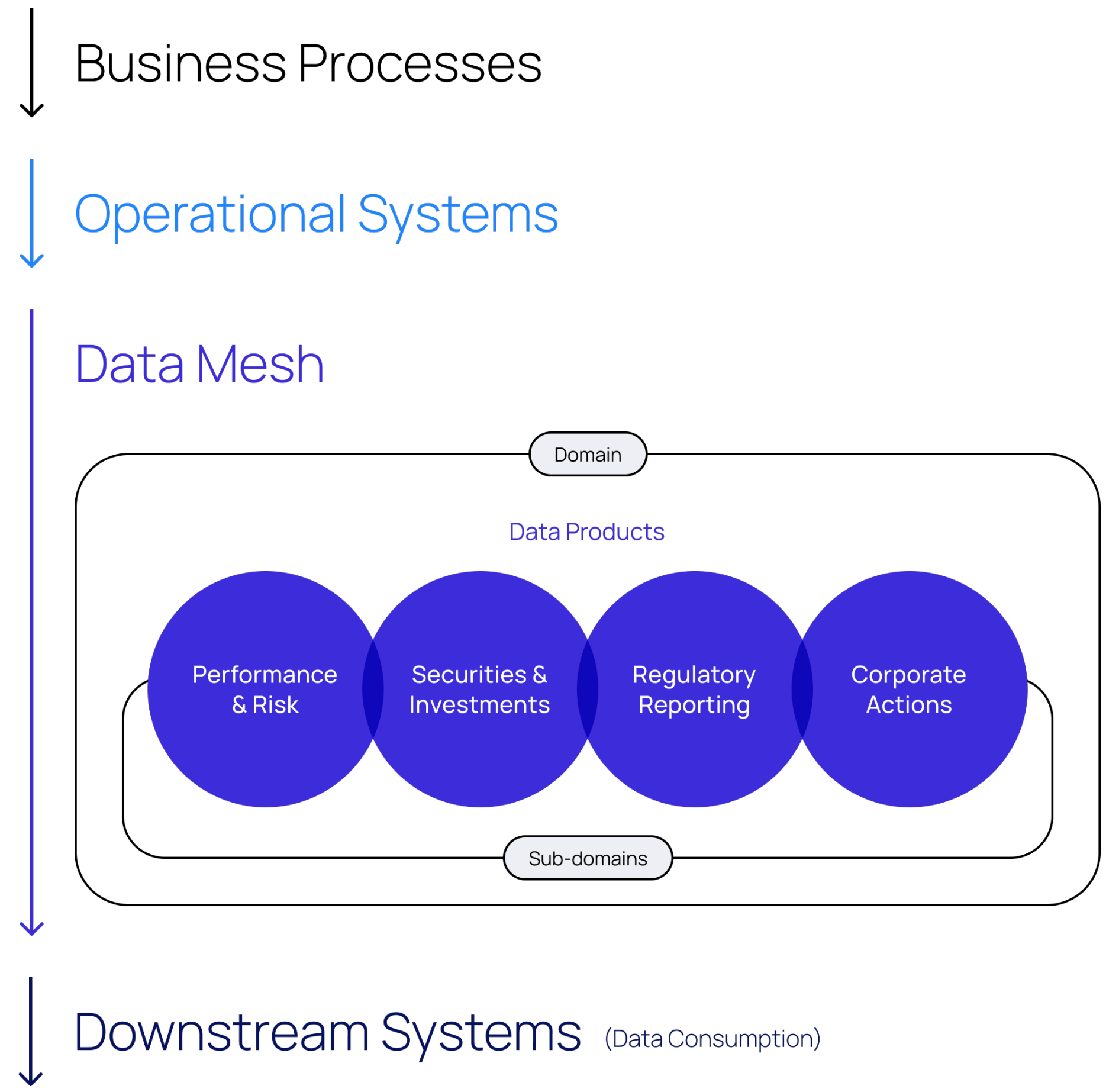
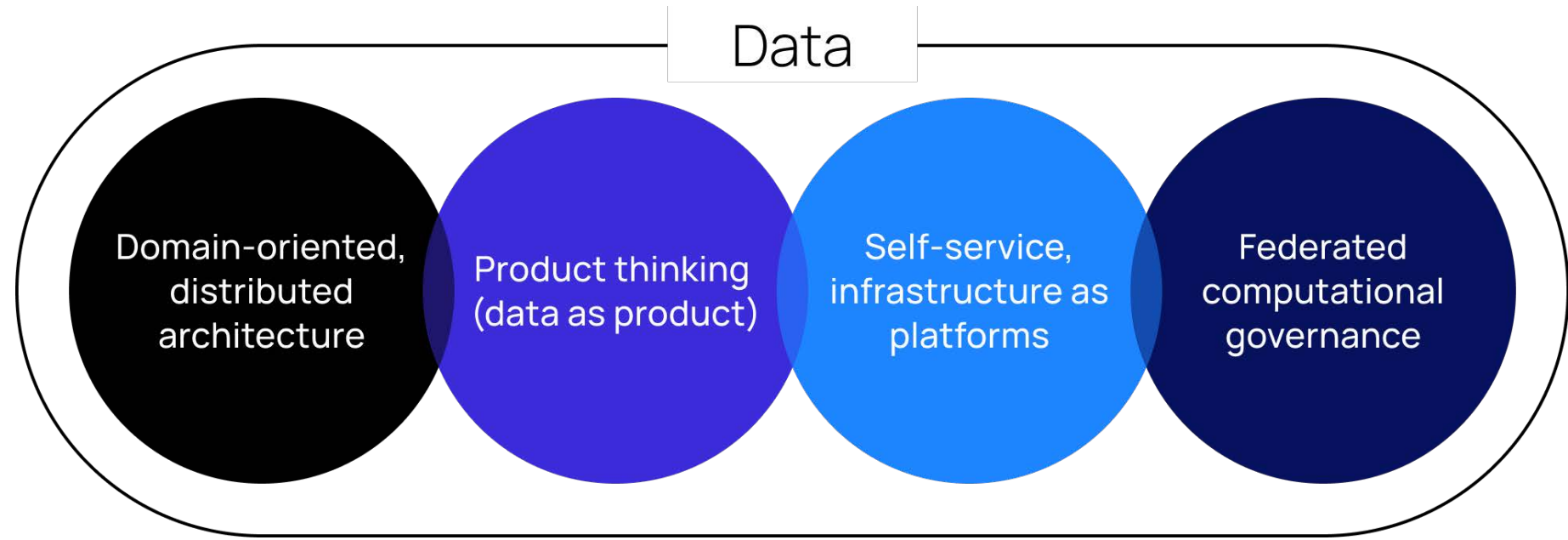


Your Hexaware team leadership needs to be willing to **commit to you personally**, not just to your company, to do the best work they've done for themselves and for you.

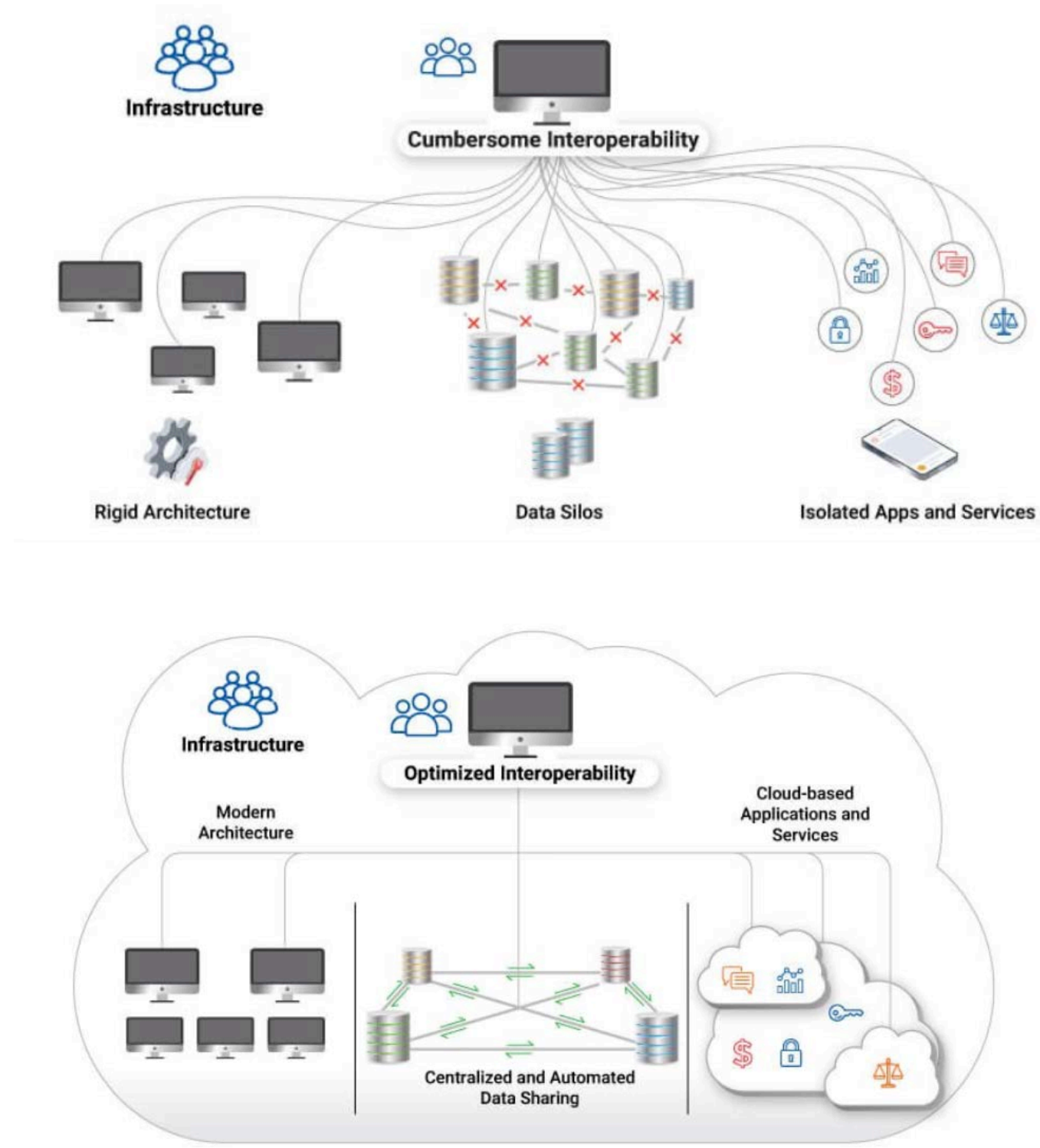
This is one of the true and few differentiators. Be involved in who your partners decide is your team. **Team makes all the difference.**



Infographic examples: Do



# Infographic examples: Don't



Avoid using graphics found from outside sources — this is a form of plagiarism since it is not our intellectual property. Also, if creating graphics like the ones above, avoid complex shapes, shadows, gradients, and anything else that is unnecessary.

	Business Critical	Technology Complexity	Maintainability	Regulatory Compliance	Resilience
Custom apps	Private	Private	Public	Hybrid	Public
COTS	Private	SaaS	Public	Hybrid	Public
Mainframe Apps	Private	Private	Public	Private	Hybrid
ERP	Private	SaaS	Public	Private	Public
Data & analytics	Private	Hybrid	Public	Private	Public

Don't use color in a random fashion — be sure that it has purpose, is understood by the viewer, and is consistently applied. Don't create graphics with misaligned shapes and utilizing styles that are not in tune with the brand.



07 Brand Guidelines

# Iconography

## Iconography

# Selecting appropriate icons

Selecting clean and minimal icons that seamlessly integrate into a design while avoiding distractions requires a thoughtful approach. The starting point for including icons within any design is the existing brand icon set found on [SalesCentral](#).

**Do:** Simplicity is key. Be certain that the icons you use conceptually represent the ideas you are portraying. Use a limited color palette that aligns with your overall design, avoiding an overly vibrant or contrasting feel that could divert attention from the main content. Use iconography sparingly, and incorporate white space to ensure they read clearly.

**Don't:** If using icons that are not part of the approved set, avoid overly detailed icons. Icons with excessive intricacies can distract the viewer and make it harder for them to quickly grasp the intended meaning. Do not overload screens or pages with dozens of icons. Remember, the goal is to convey information at a glance.



Iconography example  
(single color, suitable for various applications in smaller sizes)



## Iconography (multi-color)

Incorporating icons with a color highlight is a strategic way to draw attention and guide user interactions. The color icons should be used sparingly to maintain balanced and visually pleasing compositions. This will help direct the viewer's focus without overwhelming them, creating a seamless and intuitive display.

Generative AI



## Impact, Where you need it



### End-to-End Solutions

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard, took a galley of type and scrambled it to make a type specimen book.



### Focus on Value

On-demand cloud computing platforms and APIs for companies and individuals dummy text of the printing and typesetting industry.



### Using Modern Frameworks

With Docker we lorem dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Client cases

[View all case studies](#)

## Digital & Software Results, Case-by-case.



08 Brand Guidelines

# Examples

## Examples

# Brand in action

On the following pages you'll see a variety of artifacts that demonstrate how the brand represents to our various audiences. Use this as a conceptual guide to ensure that anything you are creating feels in tune with what has been established.



# Web examples

**Pursue Opportunity**

Across your IT Cloud, Automation and Digital & Software ecosystems

**Enabled & Empowered with Access to World-Class Products, Services & Solutions.**

All services span your connected IT and Digital ecosystem.

- Digital & Software
- Cloud
- Data & AI
- IT Operations
- Business

How we've solved problems for customers like you.

**Customized for You and Your Journey**

- Going from project to product
- IT Ops / Infrastructure problem
- ERP problem
- Data & Analytics problem
- Enterprise platform problem

**High-Value Outcomes – the way you expect them.**

Accelerated delivery and reduced risk. The resulting acceleration of business.

**Client cases**

Their success started with a conversation

**Client cases**

How we've solved problems for customers like you.

**Client cases**

Case Studies

**A Solution, Regardless of Platform**

In terms of ERP and Low-code, No-code Expertise for whatever you are on your journey

Hexaware's Enterprise Platforms services span Consulting & Design, Implementation, Managed Services and Migration & Upgrades for fast and flexible package, platform and low-code, no-code solutions.

**Enterprise Platforms Focus Areas**

Select a focus area to learn more

- Consulting & Design
- Implementation
- Managed Services
- Migration & Upgrades

How we've solved problems for customers like you.

**Customized for Your Enterprise Platforms Journey**

- Planning a platform upgrade
- 24/7 maintenance & management
- Transformation, from old to new

**Business Processes Services Capabilities**

- Cloud Security Management
- Cloud Asset Management Strategy
- Cloud Architecture
- Cloud Security Validation
- Cloud Asset Management Strategy
- On-premise Cloud Setup

**Success, Through World-Class Partnerships**

Leading brands, cloud and service partners to deliver outcomes

- aws
- Google
- Backbase
- Microsoft
- salesforce
- jumio
- MAMBU
- snowflake
- snowflake

**Cloud success starts with cloud strategy**

The secret ingredient to any cloud transformation?

Accelerate your cloud journey with a cost-optimized strategic approach to solve migration and modernization challenges

**Cloud Strategy For**

- Enterprise

**Cloud Strategy Capabilities**

- Cloud Security Management
- Cloud Architecture
- On-premise Cloud Setup
- Cloud Asset Management Strategy
- Cloud Security Validation
- Sustainable Cloud Development Planning
- On-premise Cloud Setup
- Cloud Asset Management Strategy

**Tools, Accelerators, and Ways of Working**

- Docker
- Azure
- kubernetes
- Terraform

**Cloud Strategy Team Leaders**

- Head of Cloud Strategy
- Head of Cloud Architecture
- Head of Cloud Security
- Head of Cloud Asset Management

Continuing ongoing cloud services

**Other cloud focus areas**

- Engineering
- Migration
- Managed Services

**Connect with a Cloud Strategy Lead**

Every outcome starts with a conversation

**Amaze for Enterprise**

So you can get the most out of your cloud journey

**Topic One**

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

**Sub-topic Headline Here**

It is a long established fact that a reader will be distracted by the readable content of a page when looking at the layout. The point of using Lorem ipsum is that it has a more or less normal distribution of letters, as opposed to using Content here, consectetur here, making it look like readable text. Many desktop publishing packages and web page editors now use Lorem ipsum as their default text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy.

**Topic Two**

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

**Sub-topic Headline Here**

It is a long established fact that a reader will be distracted by the readable content of a page when looking at the layout. The point of using Lorem ipsum is that it has a more or less normal distribution of letters, as opposed to using Content here, consectetur here, making it look like readable text. Many desktop publishing packages and web page editors now use Lorem ipsum as their default text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy.

**Topic Three**

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

**Topic Four**

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

**Explore Other Ways Amaze Can Support Your Business**

Our services span your connected IT and Digital ecosystem.

**Be One Step Ahead**

Our services span your connected IT and Digital ecosystem.

**Our Purpose**

Our Vision

Our Values

**Our 28,000 Hexawarians wake up every day with a singular purpose: to create smiles through great people and technology**

**Our Culture of Community**

DEI headline goes in this space here. Might have multiple sentences.

**Benefits of Working at Hexaware**

We are committed to and want to support the professional and personal you.

- Learning & Development
- Career Track
- Work Life Balance
- Events & Activities
- Rewards & Recognition
- Topic Here

**Bring Your Ideas With You**

Our Brainbox program incentivizes Hexawarians to contribute ideas for adding value to their customer IT landscape. We're excited to hear your ideas.

**1.3B**

Annual Revenue (USD)

**Faces of Hexaware**

Meet some of our team members.

- John Doe
- Jane Smith
- Mike Johnson
- Sarah Lee

**Careers Across the Globe**

Providing ideas on our area

- Europe
- India
- North America
- Other Geographies

**Case Study Name**

The solution you need that communicates a key thought

**Section Name One**

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

**Sub-topic Headline Here**

It is a long established fact that a reader will be distracted by the readable content of a page when looking at the layout. The point of using Lorem ipsum is that it has a more or less normal distribution of letters, as opposed to using Content here, consectetur here, making it look like readable text. Many desktop publishing packages and web page editors now use Lorem ipsum as their default text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy.

**Section Name Two**

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

- Signal 1
- Signal 2
- Signal 3

**Section Name Three**

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

- Signal One
- Signal Two
- Signal Three

**Section Name Four**

Lorem ipsum is simply dummy text of the printing and typesetting industry.

**Section Name Five**

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.



# Deck slide examples

HEXAWARE

## Corporate Overview

August 2023

Cloud and data

### Our work

- \$1.6T** of credit risk managed on cloud-native platform  
For a government sponsored mortgage financing company
- 700k** servers migrated to the cloud  
For a British multinational telecommunications company
- 80%** reduction in license cost  
For a global investment management and research services company
- 10X** improvement in customer onboarding  
For a UK-based diversified international markets infrastructure business
- 10Wk** code transformation (vs. 12 months)  
For a leading American mortgage provider
- 30%** TCO reduction  
For a leading Swiss travel services company

Confidential - Protected 37

Creating smiles through innovation

Our Brainbox program incentivizes Hexawarians to contribute ideas for adding value to their customers' IT landscape

- 7,442** Ideas posted
- 5,181** Implemented Ideas
- \$168m** Total costs saved
- 72%** Employee participation
- 32** Patents managed

Confidential - Protected 10

Our north star

Creating smiles for our customers  
our North Star – it's what drives us to leverage the magic of technology to deliver innovative solutions and services, every day.

- Hexaware Named Winner of 2022 ISS Star of Excellence™ Award for the Global Region and Universal Industry Categories
- Hexaware Among Highest-scored Companies for Customer Loyalty based on CSAT Source: Feedback Insights
- Hexaware Recognized as a Top IT Service Provider for the 6th Year in a Row in the Whitelane Research Europe IT Outsourcing Study 2022

Confidential - Protected

Creating smiles through innovation

- 50%** Cost benefit through Amaze architecture patterns and frameworks
- 40%** Savings on Application Service Management transition & update via Probe
- 70%** Reduction in manual effort via test automation suite for Guidewire
- 70%** Automation in BI modernization
- 60%** Reduction in automation suite maintenance effort via BPT Automation Accelerator
- 30%** Reduction in patient readmission rates and operational expenses via Carot/Cube
- 40%** Cost benefit through Amaze architecture patterns and frameworks

Confidential - Protected 12

Creating smiles across industries

We focus on servicing select domains where we leverage our expertise to deliver value through industry-specific solutions

- Banking**  
Banks across developed and emerging markets
- Manufacturing & Consumer**  
7 of the top 100 M&C organizations
- Financial Services**  
10 of the top 25 asset management firms
- Global Travel & Transportation**  
6 of the top 20 global airlines
- Health care, life sciences & insurance**  
5 of the top 10 insurance providers  
5 of the top 10 life sciences firms
- Hi-Tech & Professional Services**  
3 out of the top 6 professional services firms  
2 of the top hi-tech platform companies

Confidential - Protected

Our value proposition

## Why choose Hexaware?

- Outcome Based Pricing**  
Our pricing models are outcome-oriented and demonstrate skin in the game with **guaranteed benefits from Day 1**
- Strong Focus on Automation and Cloudification**  
in-house solutions to enable enterprise-wide automation and cloudification – **even if it means cannibalizing our own revenue**
- Proven Track Record of Digital Firsts**  
Our innovative, consulting-led services help customers **fully leverage new-to-market & new-to-enterprise innovation and technology**

Confidential - Protected 55

Life sciences

Case study: core modernization for a global investment bank and financial services firm

### Transforming infrastructure

- IT domains in scope: L2 data center ops, end-to-end infra processes (server decommissioning, E2E server & apps patching) and end user services
- End-to-end automation powered by Tensai®
- Outcome-based pricing model

**415%**  
Return on investment

Confidential - Protected

amaze®

Automated application discovery & assessment

Automated enterprise-specific landing zone creation

Automated replatforming across analysis, design, development, and testing

- 90%** IaaS Services  
Amaze for infrastructure
- 70%** Custom apps and databases  
Amaze for Applications
- 50%** Replatform data warehouses  
Amaze for Data and AI

Assessment and strategy: 60%

Design: 90%

Automation potential: %

Test & validate  
Amaze for Assurance

Confidential - Protected 48

rapidX

## Digital core journey

↑ RapidX increases

↓ RapidX decreases

CIQ's Organization Driver: grow horizontally

CIQ's Organization Driver: grow horizontally

Sustainable enterprise apps built at startup speeds

Confidential - Protected 53

tensai®

Tensai for Digital Assurance  
Transformation from automation to autonomous testing  
Autonomous Test Orchestration Platform (ATOP)

Security at the core

- Tensai for Release**  
CI/CD framework  
End-to-end automation of application release cycle  
SAST, DAST, IAST, RASP
- Tensai for Cloud**  
Cloud management framework  
Cloud FinOps and spend optimization  
Cloud compliance management
- Tensai for AI/ops**  
AI/ops based operations automation framework  
Maintenance & sustenance of the IT Landscape across applications, platforms and underlying infra & SecOps
- Tensai for Employee Experience**  
Employee hire-to-terminate automation framework  
Straight through-processing of enterprise-to-employee services  
Modern digital workplace

Confidential - Protected 50

amaze®

## Accelerate your journey to the cloud

Confidential - Protected







# Case study example

HEXAWARE

## Case study name

Sub-headline goes here that communicates a key thought.

August 2023

**Solution**

This should describe the solution that we implemented.

A sub header may be necessary to provide some additional context, or enforce the headline.

If body copy is needed, we can use Heebo light at 24 px. This is an area where we can go into detail and provide more information. This ought to be a place where can dive into some details that may be relevant to the reader. If you need some bullet points they can be in this block of text.

- Interesting bullet point
- Another interesting bullet point
- This is a bullet point
- Hey, why not another one?
- You can fit quite a few

An image can be used that's relevant to the study, or the work can be shown visually, when appropriate.

HEXAWARE

**Challenge**

This is the headline that introduces the challenge to the reader in a clear way.

A sub header may be necessary to provide some additional context, or enforce the headline.

HEXAWARE

**Banking**

Case study: digital product creation for a payment solutions provider

### Detecting payment fraud in real-time

- Innovative, first-of-its-kind platform built on AWS combines cutting-edge data science with knowledge of transactions and payer behavior
- Checks whether the account number of the beneficiary matches the name entered by the customer before executing a money transfer

5B Checks performed

170M Accounts connected

81% of related payment fraud prevented

250+ corporates and 100+ bank groups

HEXAWARE

**Solution**

This should describe the solution that we implemented.

A sub header may be necessary to provide some additional context, or enforce the headline.

If body copy is needed, we can use Heebo light at 24 px. This is an area where we can go into detail and provide more information. This ought to be a place where can dive into some details that may be relevant to the reader. If you need some bullet points they can be in this block of text.

- Interesting bullet point
- Another interesting bullet point
- This is a bullet point
- Hey, why not another one?
- You can fit quite a few

An image can be used that's relevant to the study, or the work can be shown visually, when appropriate.

HEXAWARE

HEXAWARE

## Azure IT co-creation for agility

Enhancing business agility and driving cost optimization at record speed for a leading MNC operating in the health information technology & clinical research industry.

Case study

Client

Challenges

Solutions

Benefits

Summary

### Client's business challenges

With incremental increases in the on-premises IT systems and operations cost and a datacenter lease set to expire, our client was in dire need of modernizing their infrastructure strategy and decided to move to an OpEx model from the current CapEx model.

The CTO envisioned adopting Azure to provide greater value to their customers, enable faster time to market, and innovate with greater flexibility as they scale.

Having such a large and complex ecosystem on the premises resulted in operations being highly inflexible. Workloads running on physical capacity made it challenging to provision new servers or decommission unnecessary ones based on changing demands.

This resulted in significant time and effort spent on these tasks, leaving the IT team little room for innovation. Moreover, the high TCO was due to overprovisioning for most workloads and low utilization.

Their environment was spread across 20 datacenters with over 15,000 servers and more than 800 applications.

HEXAWARE © 2023 Hexaware Technologies Limited. All rights reserved.

Client

Challenges

Solutions

Benefits

Summary

### The Hexaware solution

Our client needed an accurate view of all assets in their operating environment, but poor data quality limited their ability to make sound business decisions. To address this challenge, Hexaware leveraged Amaze, its in-house cloud migration platform, to automate the exhaustive discovery and baselining of the client's workloads and associated dependencies.

The platform combined the data from various sources to develop an application readiness report and right sizing recommendations.

Amaze's intelligence and analytics engine helped us complete the assessment in just 8 weeks.

In a co-creation process with the client's SMEs, we defined the R-treatment for each workload using information collected during workshops and recommendations given by Amaze. We created a migration calendar based on the dependencies and complexity assessment of the applications and prioritized the candidates for migration.

Hexaware also set up a cloud migration factory for automated execution, eliminating manual process steps.

The key to this is the integration of multiple tools seamlessly. Amaze's made updating wave groups and tracking and visualizing the migration progress easy.

As a result, we migrated 450 servers per month and completed the migration of all applications in 2.5 years.

HEXAWARE © 2023 Hexaware Technologies Limited. All rights reserved.



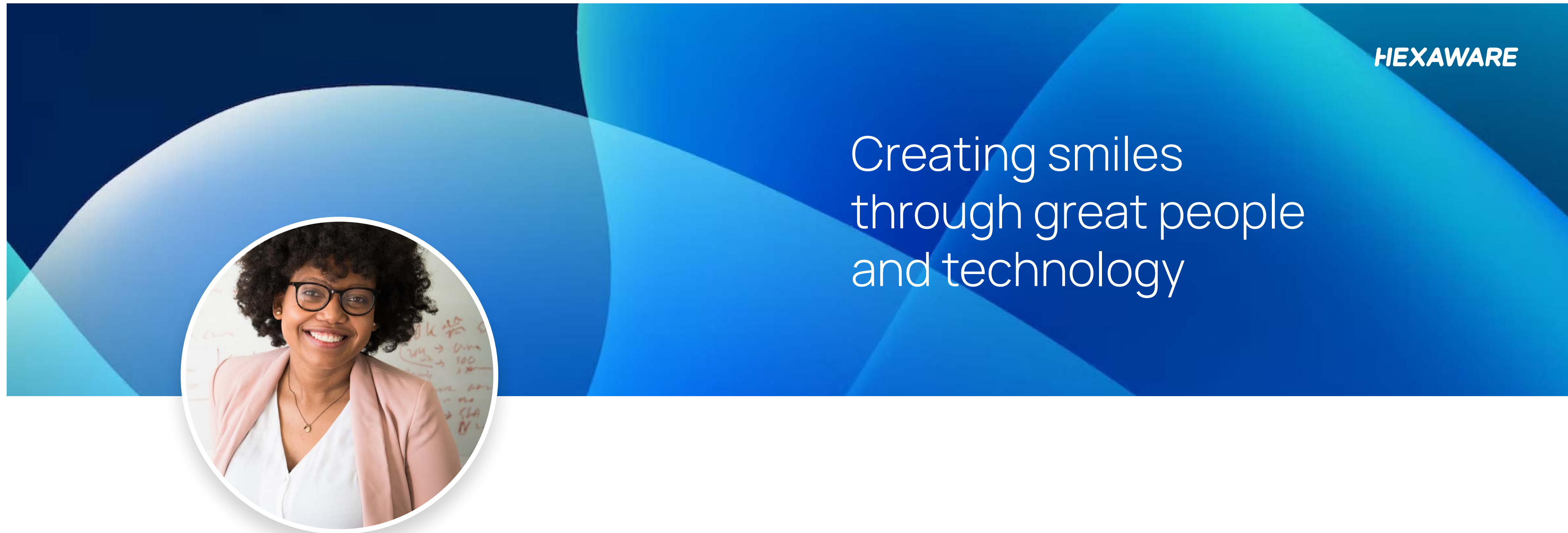
## LinkedIn banner example

Corporate example



## LinkedIn banner example

Individual example





# Email signature example

---


Firstname Lastname

**Designation, Role or Title**

Office: +91 00 0000 0000  
Mobile: + 91 00000 00000

157, MBP Rd, T.T.C. Industrial Area, MIDC Industrial Area, Sector 1,  
Kopar Khairane, Navi Mumbai, Maharashtra 400710 (India)

**HEXAWARE**

 [linkedin.com/Username](https://www.linkedin.com/Username)

With address information


---

Firstname Lastname

**Designation, Role or Title**

Office: +91 00 0000 0000  
Mobile: + 91 00000 00000

**HEXAWARE**

 [linkedin.com/Username](https://www.linkedin.com/Username)

Without address information

## Email signature example (All text)

---

**Firstname Lastname**

**Designation, Role or Title**

Office: +91 00 0000 0000  
Mobile: + 91 00000 00000

157, MBP Rd, T.T.C. Industrial Area, MIDC Industrial Area, Sector 1,  
Kopar Khairane, Navi Mumbai, Maharashtra 400710 (India)

[Hexaware.com](http://Hexaware.com)

[linkedin.com/Username](https://linkedin.com/Username)

With address information

---

**Firstname Lastname**

**Designation, Role or Title**

Office: +91 00 0000 0000  
Mobile: + 91 00000 00000

157, MBP Rd, T.T.C. Industrial Area, MIDC Industrial Area, Sector 1,  
Kopar Khairane, Navi Mumbai, Maharashtra 400710 (India)

[Hexaware.com](http://Hexaware.com)

[linkedin.com/Username](https://linkedin.com/Username)

Without address information

# Thank you!

For questions, reach out to [marketing@hexaware.com](mailto:marketing@hexaware.com)

**HEXWARE**