Design and Development (Products, Services and Experiences)

Leader

"Hexaware leads in innovation-focused design in challenging verticals, ranging from BFSI to mining."

Tapati Bandopadhyay

Hexaware

Overview

Hexaware is headquartered in Mumbai, India. It has more than 30,000 employees across 50 offices in 19 countries. In FY22 the company generated $1.2 billion in revenue, with Financial Services as its largest segment. Hexaware sets the standard with its Digital Traction Framework, driving product ideation and engineering with a focus on user needs and design thinking. The integration of GenAI with RapidX enhances application quality and accelerates development cycles, marking a significant advancement in creating digital solutions that resonate with users.

Strengths

Strengths showcasing interesting and challenging verticals: Hexaware's vertical expertise is unique and industry-specific. For example, for clients in the mining industry, it offers intelligent data platform to enhance customer services through accurate and timely data. Even for digitally mature industries such as BFSI, it extends the scope of innovations with disruptive design offerings such as implementing a unified BPM platform to develop workflows.

Design as a balancing act between art and science: Hexaware's teams ensure a fine balance between precision and creativity in executing every project — be it creating intuitive interfaces, optimizing user journeys or crafting visually appealing yet solid engineering designs.

Innovation-focused product development: Focusing on disruptive rather than just incremental innovations based on user-centricity, Hexaware's services encompass various solutions, including UI/UX design, web and mobile app development, graphic design and branding. Its team of skilled designers and developers use AI and ML partner technologies and industry best practices to deliver seamless digital experience designs that drive engagement and foster brand loyalty.

Caution

The unique design expertise of Hexaware's digital engineering teams, as manifested in client success stories, need to be better promoted with a specific GTM roadmap.