



"In the dynamic landscape of pharma commercial operations, Hexaware is a beacon of innovation, driving transformative solutions with precision and expertise."

Sneha Jayanth

Hexaware

Overview

Hexaware is headquartered in Mumbai, India. It has more than 28,300 employees across 50 offices in 19 countries. In FY23 the company generated \$1.3 billion in revenue, with Financial Services as its largest segment. It offers comprehensive pharma commercial solutions, leveraging expertise in digital engagement, omnichannel enablement, field force support, patient services and analytics. The company integrates cutting-edge technologies to deliver tailored solutions. Its extensive brand launch experience and specialized platforms ensure optimized commercial operations for clients, driving growth and efficiency.

Strengths

Integrated HCP and patient experience accelerators:

Hexaware offers integrated digital platforms that streamline commercial operations by merging CRM, sales force automation, analytics and compliance management. Accelerators like PSP Blue for Patient Engagement and Omnichannel Automation provide comprehensive tracking and engagement strategies, enhancing customer experiences across channels.

Exclusive systems integrator (SI)

partnership with IQVIA: As IQVIA's sole partner for the Human Data Science Cloud (HDSC) platform, Hexaware delivers advanced pharma commercial analytics on the cloud. This partnership has enabled HDSC deployment for companies including

Roche, Novartis, Sandoz, Sanofi and emerging biotech firms to drive insights and optimize strategies.

Specialized cell and gene platform:

Hexaware offers the industry's only validated cell and gene platform, built on Salesforce. This platform is crucial in tracking cell line movement, ensuring compliance and optimizing manufacturing processes. With proven success at Novartis and Iovance, the platform has reduced cycle times and enhanced operational efficiency in commercial processes.

Caution

Hexaware excels in providing innovative commercial solutions for pharmaceutical companies; it is essential to ensure proper data security measures and compliance adherence, especially with sensitive patient and healthcare professional information. Emphasizing rigorous data protection protocols ensures trust and reliability.