

Hexaware



“By blending consultative GCC blueprinting with AI-infused operating models, Hexaware elevates traditional BOT constructs into scalable, innovation-led GCC platforms designed for speed, flexibility and long-term value realization.”

Gaurang Pagdi

Overview

Hexaware is headquartered in Mumbai, India. It has more than 31,500 employees across 28 countries. In FY24, the company generated \$1.4 billion in revenue. Its GCC design and setup capabilities span strategic advisory, business case development, location strategy, operating model design, compliance, talent recruitment and BOT/managed GCC execution to enable rapid, scalable center creation. Hexaware transforms GCCs into AI-enabled innovation hubs using GenAI, agentic AI, automation and cloud modernization and implements continuous performance benchmarking to deliver measurable business outcomes.

Strengths

Consultative blueprinting model: Hexaware, strengthened by SMC Squared’s two-decade GCC heritage, applies a structured fit-and-risk assessment before launch. It evaluates role viability, capability readiness, automation potential and transition risk to ensure GCC scope aligns with enterprise strategy rather than lift-and-shift.

Flexible BOT and managed constructs:

Hexaware’s BOT model offers financial flexibility, no upfront capital if desired, optional transition and asset recovery mechanisms, making it CFO-friendly. Managed GCC and assisted build variants provide additional entry paths for enterprises seeking speed with reduced ownership risk.

AI-infused GCC 2.0 framework:

Hexaware embeds AI from inception through an *AI engine room* construct, offering pre-built functional agents, software development lifecycle (SDLC) accelerators and skilling academies. This approach enables faster ramp-up, higher productivity and potential incremental cost efficiencies beyond traditional GCC arbitrage models.

AI-augmented talent and rapid launch capability:

Hexaware layers AI-driven talent matching and screening tools onto SMC Squared’s recruit-to-fit model, accelerating hiring at scale without compromising cultural and domain alignment. Incubation spaces across Hexaware’s delivery footprint enable immediate operational launch and significantly compress time to productivity.

Caution

As Hexaware and SMC Squared mature their combined GTM, there is a meaningful opportunity to develop more structured and quantified proof points. In particular, clarifying GCC outcomes beyond talent and infrastructure would strengthen credibility with buyers evaluating providers for complex, large-scale GCC mandates.