



“Hexaware’s ServiceNow practice takes the GenAI and agentic AI development platforms into clients’ real-world business processes. It focuses on delivering a unified, transparent process-innovation experience across autonomous workflows.”

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Hexaware

Overview

Hexaware is headquartered in Mumbai, India. It has more than 33,500 employees across 28 countries. In FY25, the company generated \$1.54 billion in revenue. Hexaware operationalizes agentic AI on ServiceNow through its Tensai Agentic Mesh and DEVA lifecycle, governed by an AI Control Tower that enforces lineage, risk and ROI guardrails. It productizes Now Assist skills and Workflow Data Fabric patterns into reusable assets, while insurance grade apps (Underwriter/Broker Workbench and CLV Maximizer) and platform observability tools (HPI and Armor) expedite Creator/App Engine builds and deliver outcomes via dashboards and runbooks.

Strengths

Expanding ITSM early successes:

Hexaware’s ServiceNow customer case studies reflect how its AI-powered delivery model has helped clients modernize legacy ITSM tools, improve customer satisfaction and consolidate systems through workflow-intelligence integration. The integrated workflows across end-to-end processes ensure a strong intelligence foundation for deeper AI integration and agentic innovations.

Functional innovations: The GenAI and Now Assist offerings on the Now Platform represent another strategic pillar for Hexaware clients, enabling purpose-built use cases across contract management and legal services while embedding generative intelligence across the enterprise.

Unified process experience:

Hexaware’s ServiceNow practice increasingly incorporates GenAI and agentic AI capabilities to unify processes and enhance operational agility at scale. It has also invested in ServiceNow Experience Centers and Innovation Labs to give customers hands-on immersion in the platform, showcasing PoCs and prototyping advanced workflows. The labs provide client teams an environment to explore and pilot new agentic AI and GenAI capabilities, driving innovation, cocreation and practical experimentation.

Caution

By elevating its ServiceNow innovations in Now Assist and agentic playbook services into benchmarkable industry- and function-specific accelerators, Hexaware can package client workflow automation insights alongside its internal AI platform developments, which will enable faster solutioning and better outcomes.