



“Hexaware is a Leader in this quadrant due to its robust capabilities, comprehensive methodologies, frameworks, tools, proprietary value-adding solutions and access to the Carlyle Group portfolio companies.”

Rodrigo Barreto

Hexaware

Overview

Hexaware is headquartered in Mumbai, India. It has more than 28,500 employees across 54 offices in 19 countries. In FY22 the company generated \$1.2 billion in revenue, with Financial Services as its largest segment. Hexaware’s Salesforce practice was formed in 2017. It transforms CX by seamlessly cross-integrating Salesforce platforms. Its track record in building cohesive customer journeys spans Salesforce CRM enablement, data transformations and AI inclusions. Hexaware has one office in the U.K., with more than 65 Salesforce professionals.

Strengths

Cross-domain offering: Hexaware offers pre-configured solutions such as Population Health Management solution and the Orchestrated Cell and Gene Therapy Platform. Its consulting services leverage the North Star Framework and the Digital Traction Model. Hexaware also ventures into AI, initially focusing on enhancements to Salesforce’s Sales and Marketing Clouds’ GPT capabilities.

The Carlyle factor: As the sole tech company within the Carlyle Group portfolio of over 200 companies, Hexaware not only provides Salesforce services to other portfolio companies but also implements Salesforce solutions for its parent company.

Flexible delivery: Hexaware’s U.K. delivery centre in Canary Wharf hosts over 65 Salesforce consultants, with more than 15 holding Salesforce certifications. This team is further supported by nearshore resources in Poland and offshore capabilities in India.

Proprietary solutions: Hexaware’s Salesforce-based proprietary solutions are use-case-focused. In the clinical trial domain, offerings encompass patient trial matching, digital pre-screening and patient engagement. For cell and gene therapy, it delivers solutions for patient services and supply chain management. Its focus in the banking and financial services sector extends to use cases in retail and corporate banking, insurance and wealth management.

Caution

Hexaware stands out for its high level of Salesforce Expertise, and it holds Level I Specialist recognition in the healthcare and life sciences segment. To leverage the opportunities arising from Veeva’s future separation from Salesforce, Hexaware should prioritise securing Expert-level recognition in this industry.