

# Hexaware

## Overview

Hexaware is headquartered in Mumbai, India. It has more than 31,000 employees across 58 offices in 28 countries. In FY24, the company generated \$1.4 billion in revenue. Hexaware enhances commercial capabilities by offering comprehensive services in digital engagement, campaign management, patient services, and data analytics, specifically tailored to pharmaceutical operations. Through strong partnerships with industry leaders, Hexaware has developed Gen-AI-powered accelerators that drive innovative solutions. Its advanced analytics provide deep insights, while multiple GenAI offerings enhance engagement and operational effectiveness.

## Strengths

**Robust platform support:** Hexaware provides robust assistance using Salesforce and Veeva platforms. It has delivered numerous successful implementations, helping clients optimize these essential tools. In addition, Hexaware offers migration resources that facilitate transitions to the Life Sciences Cloud, ensuring a smooth process for firms looking to modernize their systems.

### Emphasis on speed and efficiency:

Recognizing that timely market entry is crucial for success, Hexaware emphasizes speed and efficiency in its solutions. It has developed innovative tools designed to enhance operational processes. For instance, the Mebo delivers real-time insights, aiding field teams and medical science liaisons in making informed decisions. Moreover, its

Content Hub streamlines content creation, significantly minimizing the time spent on approvals and reducing dependency on external agencies.

**Improved field operations:** It uses AI to optimize call planning, boosting sales representatives' productivity and client engagement. Specialized support services also streamline onboarding and training, enabling the personnel to focus more effectively on their core tasks.

## Caution

Hexaware boasts a wide range of innovative offerings in digital enablement, patient services, and analytics that align with top competitors. While the revenue may not yet reflect this breadth, it highlights an opportunity to bridge the gap between innovation and financial impact for future growth.