Leader

"Hexaware's GenAI-based software engineering platform, codeveloped with AWS, ensures client outcomes on RapidX™ and Amaze to improve developer productivity and modernization."

Dr. Tapati Bandopadhyay

Hexaware

Overview

Hexaware is headquartered in Mumbai, India. It has more than 32,000 employees across 28 countries. In FY24, the company generated $1.4 billion in revenue, with Financial Services as its largest segment. Hexaware's data and AI services are designed to help clients pivot to an AI-first model, supported by its AWS Data and Analytics Competency. Its offerings span from data strategy to managed services, accelerated by the proprietary Amaze® for Data Modernization platform. The company has modernized enterprise data warehouses for U.S. clients, including an industry giant operating in the financial services sector.

Strengths

Data modernization on AWS cloud: Hexaware and AWS launched a collaboration in the U.S. to enhance cloud migration, modernization and GenAI-powered CX solutions. The initiative builds on Hexaware's established Migration & Modernization Consulting Competency to accelerate cloud adoption, reducing time to value via AWS-native accelerators and its proprietary Amaze® platform.

GenAI applications via AWS Marketplace: Hexaware released its GenAI app for retailers on AWS Marketplace, automating product descriptions generation, image tagging and visual transformations via LLMs. Built on Amazon Bedrock, Comprehend and SageMaker, the solution targets e-commerce retailers and empowers SMEs to improve SEO, content efficiency and conversion through automated GenAI workflows.

Elevating Data & Analytics Competency: Hexaware achieved the AWS Data & Analytics Competency in the U.S. This recognition confirms its expertise in large-scale data modernization using AWS Glue, Redshift, EMR, SageMaker, QuickSight and Amazon Q and in agentic and secure AI solutions. This solidifies its position as a key partner for enterprises seeking to transform complex data into actionable intelligence on AWS.

Caution

Hexaware supports data foundation and AI solutions based on clients' customer segmentation requirements, such as using Amazon Q and SageMaker. The company should drive complementary initiatives for robust data preparedness for AI in its client environment.

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