

Hexaware



"Hexaware delivers end-to-end Salesforce AMS spanning Build, Transform and Run powered by automation, digital workers and BPaaS operations, with Amaze, Tensai and RapidX enabling intelligent automation, predictive monitoring and reliable releases."

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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. Hexaware's value realisation and optimisation services use an end-to-end application management model spanning Build, Transform and Run, enabled by automation, digital workers, outcome-based AMS and business process as a service (BPaaS)-style managed operations for standardised, high-volume Salesforce processes. In the UK, its managed services footprint supports compliance and sustained optimisation, reinforced by the Canary Wharf HQ and Birmingham hub, with 63 certified professionals in the region.

Strengths

Salesforce value realisation and optimisation:

Hexaware employs a structured approach combining health checks, maturity assessments and niche CoE skills to drive continuous performance improvement across Salesforce environments. Proprietary solutions such as Tensai® support dashboarding and AI-driven predictive case management, enabling proactive enhancements, sustained business outcomes and improved CX.

RapidX for Salesforce org intelligence:

Hexaware leverages its proprietary platform RapidX to deliver a comprehensive analysis of Salesforce environments, including metadata inventory, technical debt and functional process flows. The platform supports optimisation initiatives such as org

consolidation, transition from high-code to low-code and governance improvements. It helps reduce TCO and accelerate modernisation, particularly in complex UK Salesforce org consolidations following M&A.

Proprietary platforms for continuous automation:

Hexaware's platforms such as Tensai® and Amaze® support automation across testing, deployment, data migration and modernisation activities. For instance, automated test case generation and cognitive data migration accelerators minimise manual effort and errors during Salesforce upgrades and cloud transitions. These tools are instrumental in achieving operational efficiencies and scalability in managed service engagements.

Caution

Although Hexaware has established a strong UK presence in the BFSI sector through its Salesforce offerings, it should expand into additional industries and emphasise outcome-based, profit and risk-sharing pricing models to deliver differentiated value and clear commercial alignment.