

HEXWARE

Brand guidelines

Q1 2024

Hexaware Brand Guidelines

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01

Brand Guidelines

Overview

Who we are

Hexaware is a global technology and business process services company. Our ~28,000 Hexawarians wake up every day with a singular purpose; to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. While our business aspirations are ambitious, we also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With 45+ offices in 19 countries, we empower enterprises worldwide to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Background

Over six years ago, Hexaware underwent a rebranding exercise resulting in a new word mark, logo mark, color palate and icon styles. At the time, it was affirmation to our vision to amplify technology as we grew from 8K to 13K employees.

Today, our vision and values have both changed—and we've more than doubled in size, increased global reach and are poised to take on a much larger, global technology leadership role against some of our toughest competitors.

To position ourselves for the future, we are modernizing and updating our current Hexaware brand to elevate our identity and enhance the perception of prospects, talent and investors worldwide. How?

We're adopting a less-is-more approach that omits needless words and design, to tell, show and share elegant, globally-sophisticated Hexaware brand narratives. We're keeping the essence of the existing Hexaware logo and introducing a more vibrant, impactful, digital color palette. You will see it in our updated website (Q4 2023) as well as a variety of supporting brand documents such as case studies, white papers, blog posts and pitch decks.

About the brand refresh

This is less of a re-brand and more of a brand refresh—updating and modernizing the brand traction we've created over the last 6 years.

We introduced some new styles and designs to support our goals, while of course, keeping our logo word mark unchanged, as you see in the top right of this page.

These design guidelines are a **living document**, intended to give you the basic tools to execute your updated brand. Not all touch points or executions are shown here, they are simple foundational and instructional guidelines to get you started.

For questions and comments, please reach out to the Hexaware Brand Team.

02 Brand Guidelines

Logo usage

Logo refresh

About

In order to convey the evolution of Hexaware, and to align with our strategy of less-is-more, we've updated the logo to a more streamlined and modern execution. This updated treatment omits the blue, red and yellow "H" monogram, injecting clarity, focus, impact into our name.

Updated logo

HEXWARE

Previous version



Logo refresh

So what happened to the H?

The H logo mark was confusing to viewers. We received feedback from people wondering if it was an H, an Hi, or even a ti.

Our refreshed brand look and feel strives to simplify and clarify all of our communication, starting with our name.

Additionally, the simplification of our logo allows us to simplify our presentations and tighten our brand and sub-brand design lockup.



Logo usage

Logo examples

Hexaware's logo has been modernized for a clean streamlined look. The word mark remains the same, and we've simplified the color scheme to utilize our vibrant new Hexaware blue. The applications on the right are suitable for a variety of uses, and can be used on both light and dark backgrounds.

Only use the Hexaware logo in our blue, white or black, even though our refreshed palette includes additional colors. This will ensure brand consistency across all digital and physical touch points.



Logo usage

Incorrect usage

Please take care to only use the logo as intended in the previous slide. Here are simple examples of ways not to use our corporate logo.

Do not rotate the logo.



Do not add gradients, drop shadows or gradients to the logo.



Do not stretch the logo.



Do not place the logo on a background without enough contrast.



Do not use unapproved brand colors for the logo.



Do not feed the logo to cats.
Cats can be allergic to the
Hexaware logo.



03

Brand Guidelines

Sub-brands & hierarchy

Brand hierarchy

Toward the end of 2022, the marketing team attempted to collate a list of our named IP. We uncovered 160+ IPs with unique names and logos.

The Hexaware Marketing Team is ultimately responsible for promoting and enhancing the visibility and reputation of our primary and sub-brands, for the purpose of increasing demand for our services and solutions.

[Trying to effectively capture market share for 160+ brands is a significant challenge](#) that detracts from our other demand generation and brand building activities and dilutes the quality of the work we can deliver. Furthermore, it also dilutes our brand narrative and leads to a lot of noise and confusion in our messaging.

[Enterprises want to choose a service provider that can make their life easier, not harder.](#) They shouldn't have to remember a series of names when all they need is a solution.

Analysts and advisors agree—in order to stay competitive, [it is crucial for us to streamline our brand portfolio and establish a coherent narrative and visual identity across our brand architecture.](#)

Hierarchy

Our three sub-brands are Amaze, Tensai, and RapidX.

Sub-brands

Amaze®

Tensai®

RapidX™

This is how they look together, as sub brand lock-ups
(horizontal)

HEXAWARE / amaze[®]

HEXAWARE / tensai[®]

HEXAWARE / rapidX

This is how they look together, as sub brand lock-ups
(vertical)



Hierarchy

Each sub-brand consists of various modules.

Sub-brands

Amaze

Tensai

RapidX

Modules

Amaze® for Assessment

Amaze® for Migration

Amaze® for Modernization

Tensai® for Agility

Tensai® for Efficiency

Tensai® for Experience

Tensai® for Assurance

Tensai® for GenAI

Tensai® for Operations

RapidX™ for Application Architecture

RapidX™ for Dashboarding

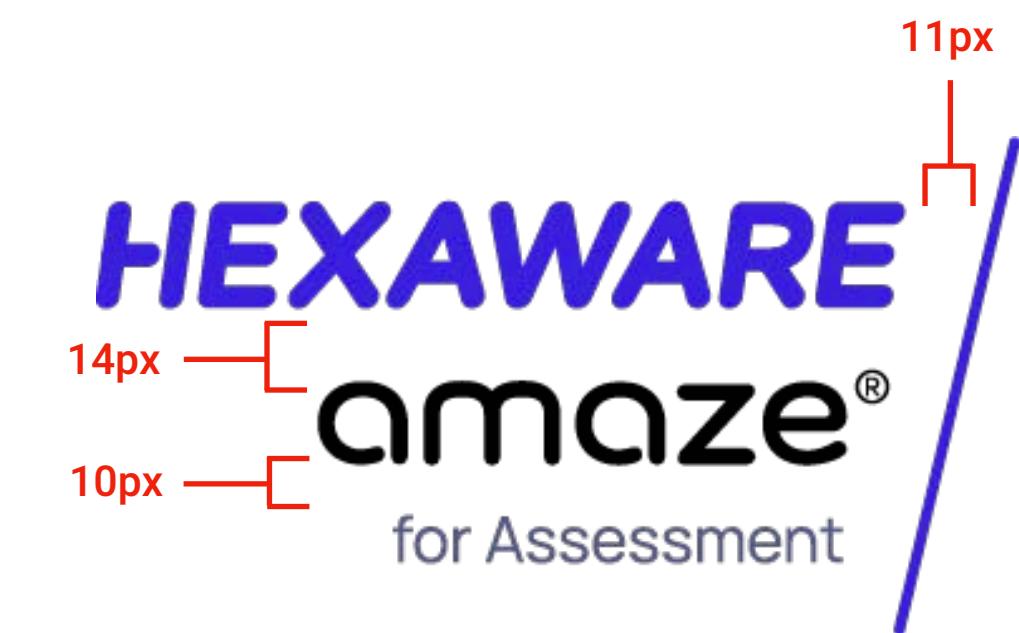
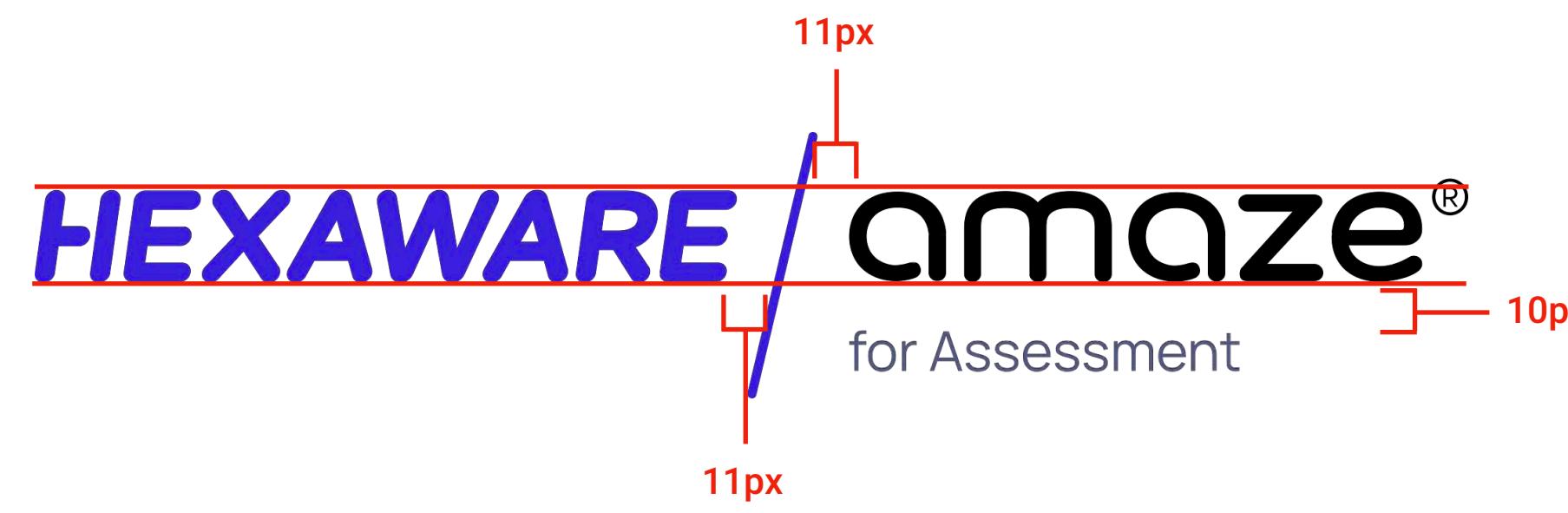
RapidX™ for Code Comprehension

RapidX™ for Requirement Clarity

This is how they look together, as sub brand lock-ups with module taglines (horizontal and vertical)

Tagline font: Manrope, size 12 pt, regular weight, #535983.

Note: logos shown larger for presentation.



This is how they look together, as sub brand lock-ups with module taglines, when showing more than one on a page

Note: When multiple sub-brands are shown on the same page or screen, the Hexaware logo should not be used in order to avoid redundancy.



04 Brand Guidelines

Color

Color palette



Hexaware blue
RGB: 60 45 218
#3C2CDA



Black
RGB: 04 13 67
#040D43



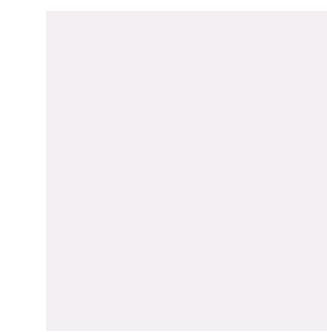
Honey
RGB: 235 157 00
#EA9D00



Silver
RGB: 128 136 167
#8088A7



Bright blue
RGB: 29 134 255
#1D86FF



Light
RGB: 238 239 242
#F4EFF2



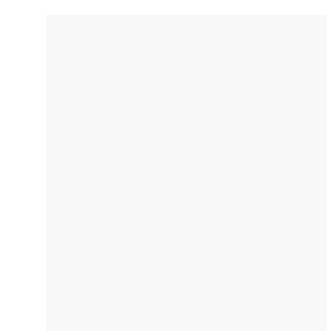
Canary
RGB: 244 203 78
#F4CB4E



Error
RGB: 218 45 44
#DA2D2C



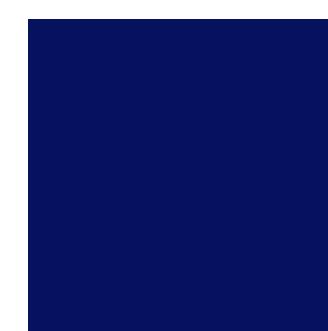
Electric blue
RGB: 20 203 222
#14CBDE



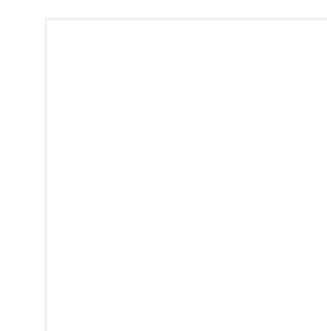
White
RGB: 248 248 249
#F8F8F9



Border light
RGB: 203 208 229
#CBD0E5



Dark blue
RGB: 07 18 94
#07125E



Snow
RGB: 255 255 255
#FFFFFF



Border dark
RGB: 83 89 131
#535983

05 Brand Guidelines

Typography

Typography

[Our primary font](#)

Manrope

[About](#)

Manrope is our primary brand font.

It's used for headlines/text labels and can be used for paragraph text as well.

Use the Light weight in most instances.

Use the Medium or Semi-Bold weights to create emphasis within headlines or, at smaller sizes, to create proper balance in your text layouts.

Do not use the Bold/Extra-Bold weights.

Typography

Our secondary font

Heebo

About

Heebo is used for paragraph text and small labels.

Heebo is currently only used in limited places to reduce complexity for teams. Designers should use Heebo, but non-designers will rely solely on the use of Manrope for presentations and other docs.

Typography

[Fallback fonts](#)

Helvetica Neue Arial

[About](#)

If you are not able to use Manrope and Heebo (and all options to use them have been exhausted), use Helvetica Neue Light (Mac) or Arial Regular (PC). This is not ideal, but it will somewhat approximate the typography styles of the brand.

Typography example

This is an example of a headline 72px Manrope light

If a subhead is needed, try and make it a weight that sits comfortably between the headlines and the body copy. Here we're using a medium weight of Manrope.

Here is how some smaller body copy can be used to create some size contrast. Body copy is used for text that requires a paragraph format. For this example we're using Heebo light at 20 px. It's best to consider this an example and not a rule, as font sized will vary depending on the use case. One size may work well for web applications, but something different may be appropriate for a white paper. Always make sure body copy is legible to the reader. Here is how some smaller body copy can be used to create some size contrast.

Body copy is used for text that requires a paragraph format. For this example we're using Heebo light at 20 px. It's best to consider this an example and not a rule, as font sized will vary depending on the use case. One size may work well for web applications, but something different may be appropriate for a white paper. Always make sure body copy is legible to the reader.

06 Brand Guidelines

Imagery

Overview

This section is intended to provide guidance to help choose imagery and photography for a wide range of applications.

We often need images and photography in order to represent the Hexaware brand across many touch points, such as the website, case studies, white papers and advertising. This document seeks to provide high level guidance for choosing images that accurately convey our brand and help us maintain a consistent brand to our clients, prospects, talent and investors.

People

A note on diversity and inclusion

Hexaware is a global company and should appear as such. One of our strengths is a capable and diverse work force, and we should take care to portray ourselves and our clients in the same manner. As such, please take care to include a variety of races, ethnicities, skin tone, gender identities and expression and age groups. Naturally, it's difficult to convey this entire range in every single image (this can seem performative) – but it's important to take representation into account across all of our touch points.

People

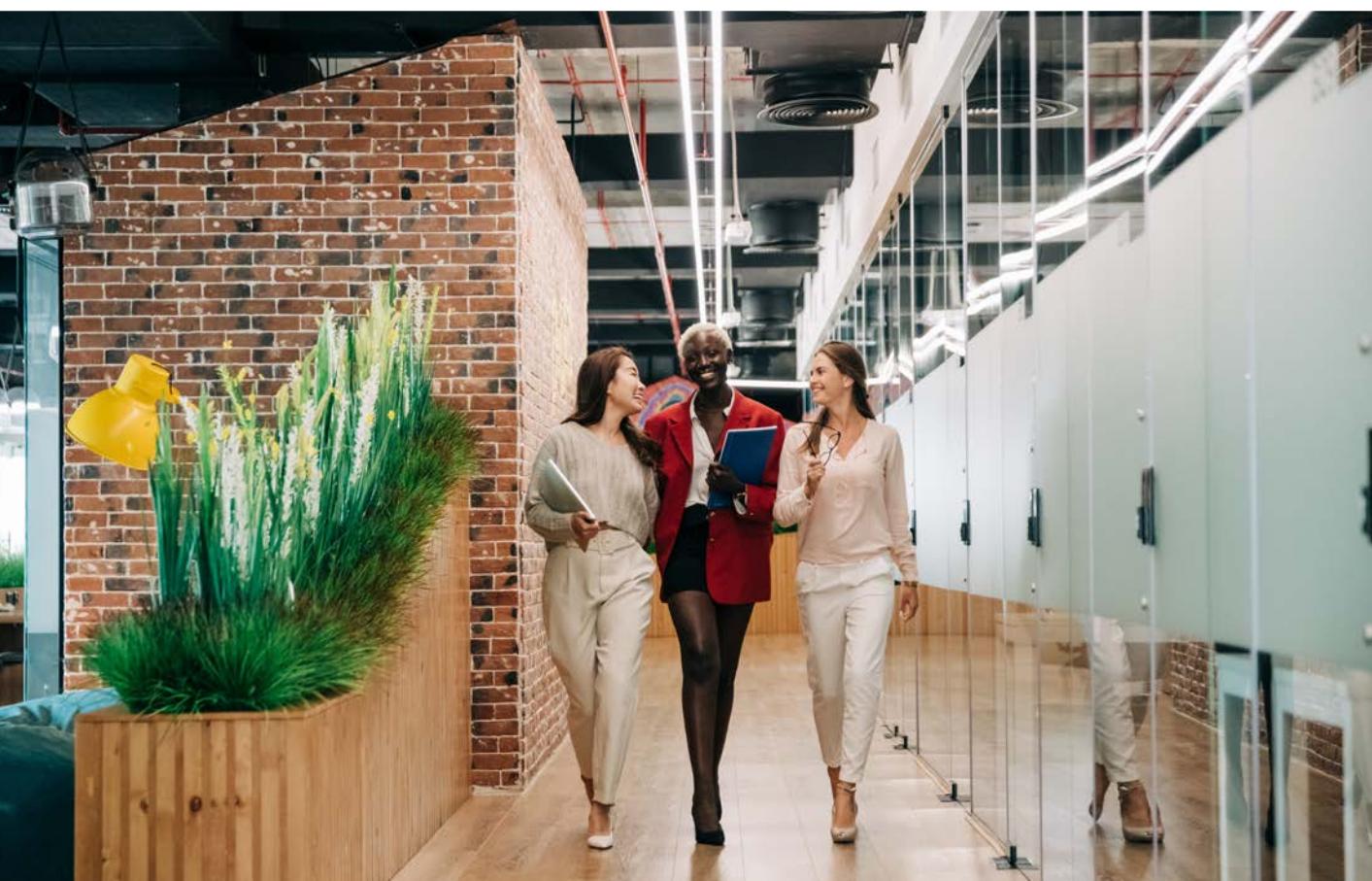
Our people are the heart of the Hexaware brand.

Photographs of people should represent what we value about our culture – an exciting group of professionals who work in collaborative situations to help deliver the outcomes our clients expect.

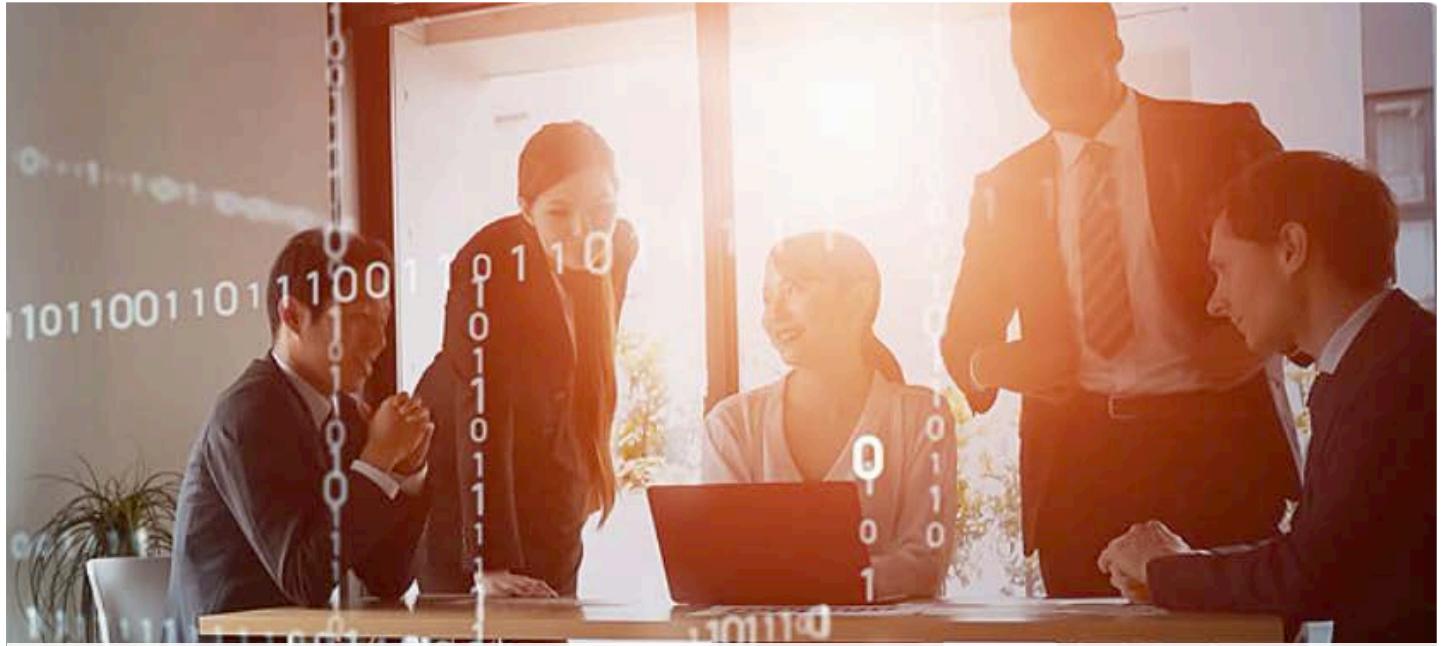
Do: Photos should appear unposed and natural. When possible, choose natural light and a shallow depth of field. Show people working together, with a passion for what they do. We're a global company – photos should be diverse and inclusive, displaying a wide variety of ethnicities, cultures, gender identity and levels of ability.

Don't: Avoid photos that appear posed or look too much like stock photos. Shots of people directly facing the camera can often appear fake and untrustworthy. Likewise, images that show bland corporate settings should be avoided – too much fluorescent light and uninspiring surroundings don't accurately convey the passion our company conveys.

People examples: Do



People examples: Don't



This photo feels posed and the superimposed graphics work against the feeling of a real moment in time.



Looks overly stock, the human interactions appear forced and generic.



Clearly posed for the camera and doesn't feel authentic.



Unnatural and the subjects are directly looking at the camera making this feel forced.



This image feels contrived and clearly staged.



While showing teamwork can be good, try and avoid photos that feel overly enthusiastic and not genuine.

Industries, spaces and places

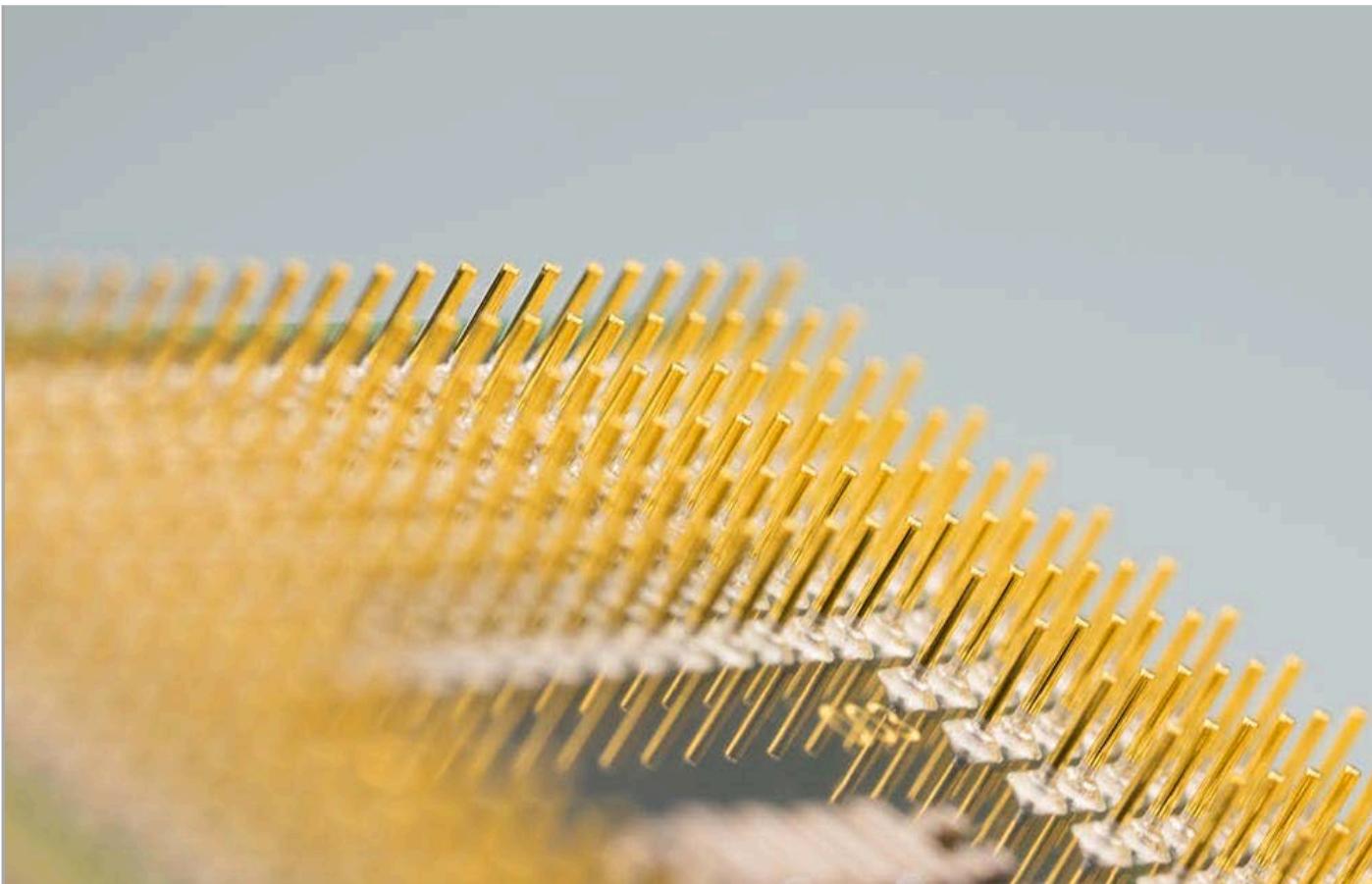
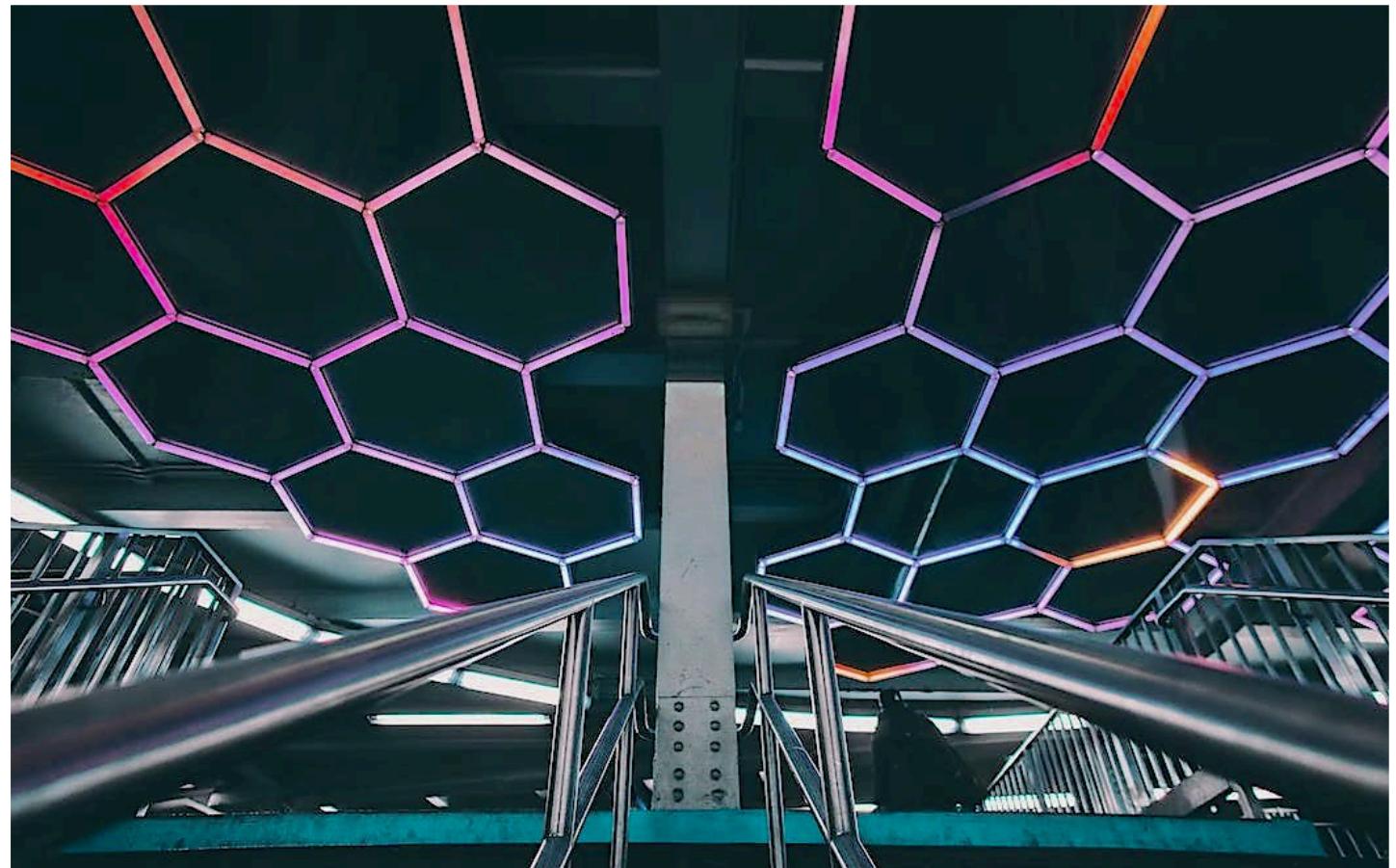
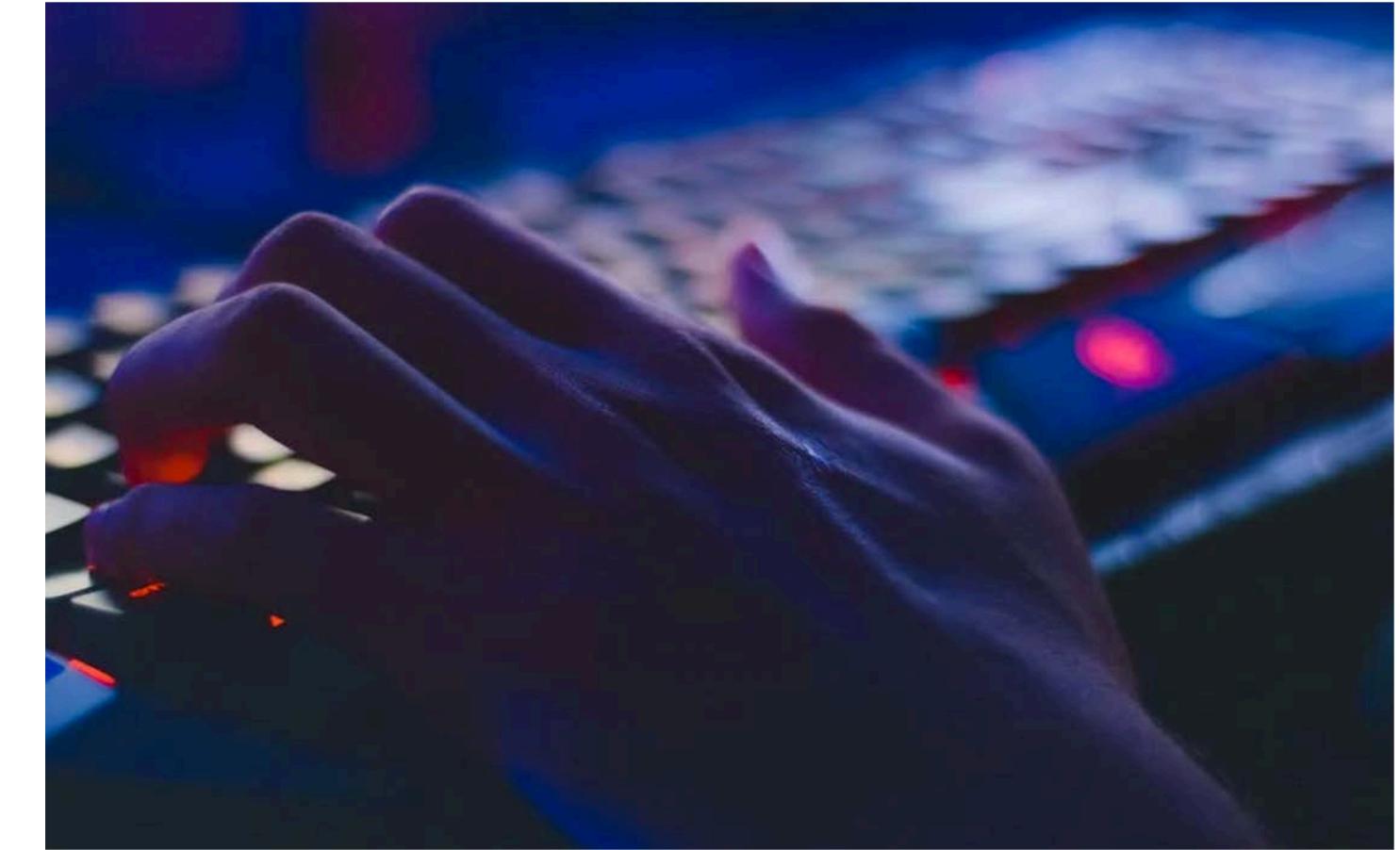
The industries we serve form our focus.

It's imperative that we portray the industries we serve in a flattering way.

Do: When using shots containing people, follow the previous guidance for photos that look natural and unposed. Close-ups of people performing their jobs can be utilized as well. For example, content that speaks to life sciences can show a patient-caregiver interaction. Showing people is not a necessity – places can be used as well. For instance, content about the travel industry might show an interesting angle of an airport or a plane in flight. Always look for compelling, interestingly composed shots that display a unique perspective. Photos of industries should always take care to paint the industry in a positive light.

Don't: Avoid images that appear contrived or uninteresting. Cold, harsh lighting can feel negative and almost dystopian at times.

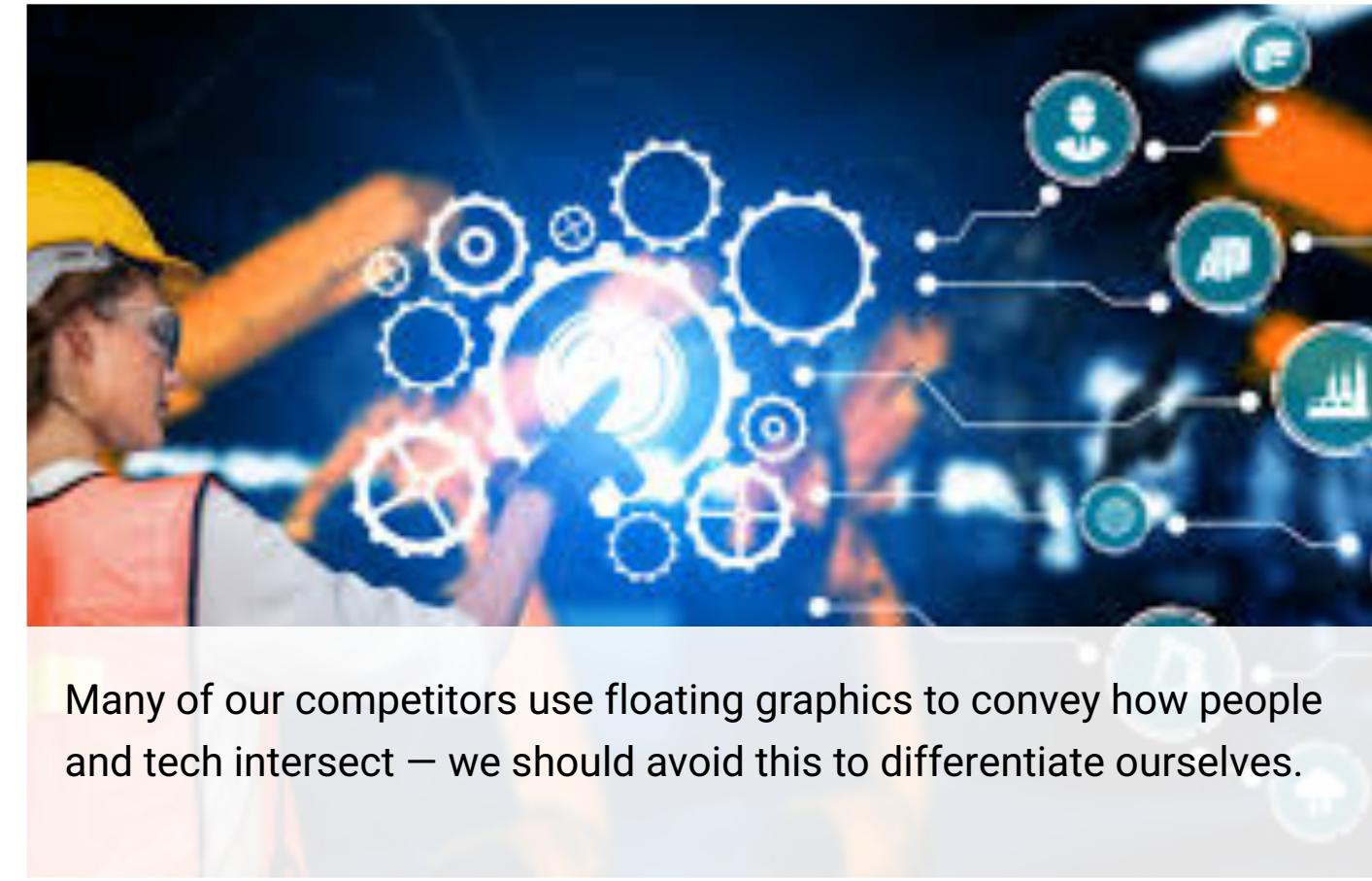
Industries, spaces and places examples: Do



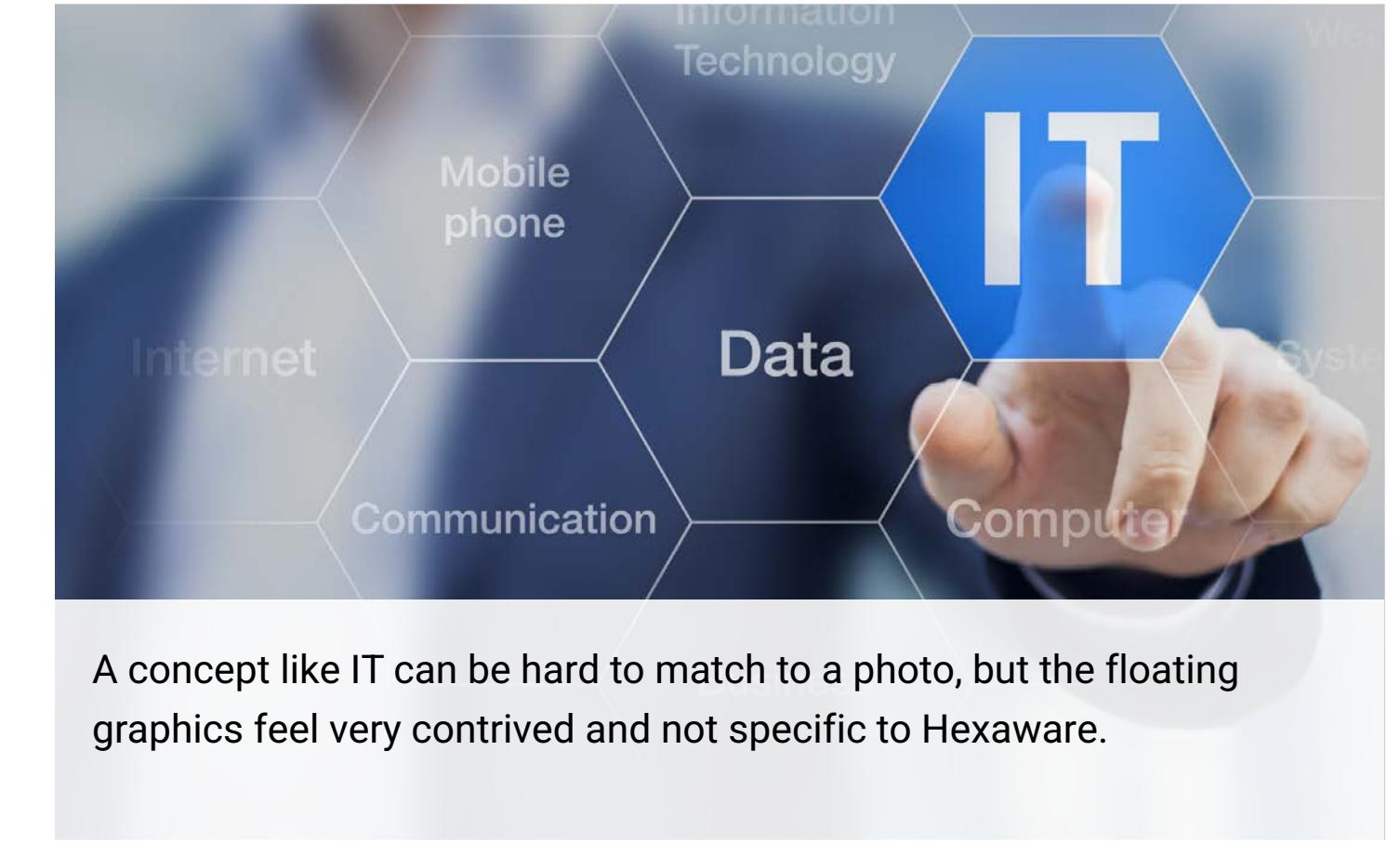
Industries, spaces and places examples: Don't



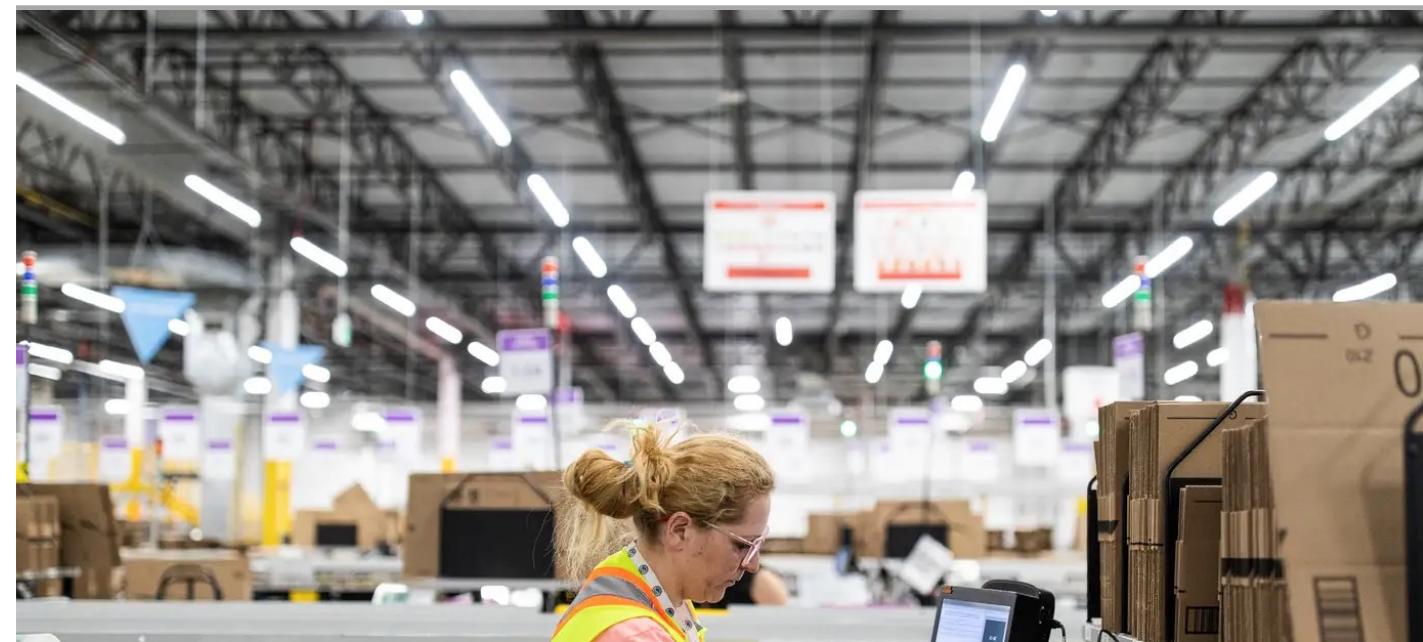
The color palette feels bland and somewhat dystopian, and does not paint our efforts in a positive light.



Many of our competitors use floating graphics to convey how people and tech intersect – we should avoid this to differentiate ourselves.



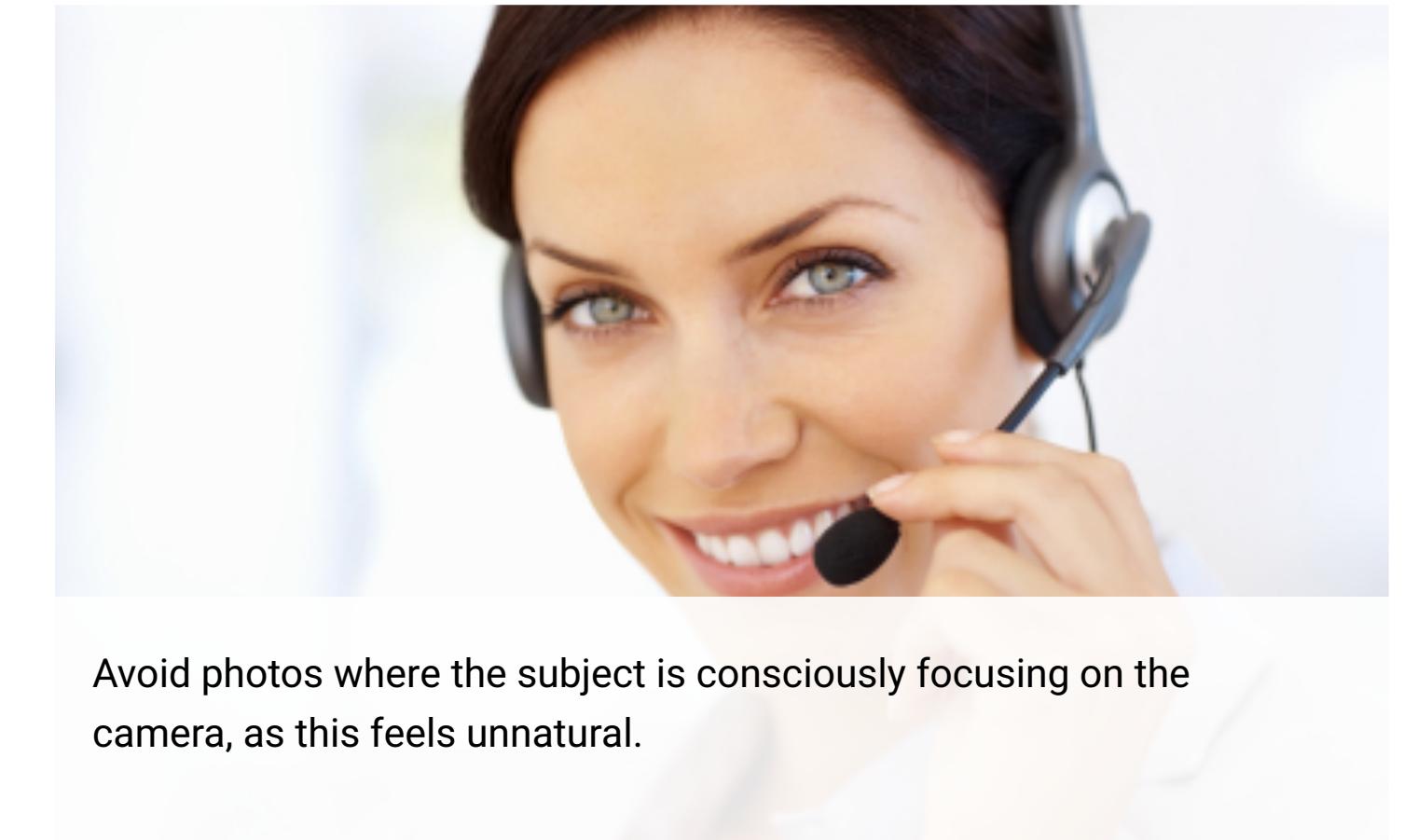
A concept like IT can be hard to match to a photo, but the floating graphics feel very contrived and not specific to Hexaware.



This is a very realistic photo of a warehouse/logistics setting, but appears very depressing and doesn't show the industry positively.



A nice photo of industry, but does not paint the industry in a flattering light.



Avoid photos where the subject is consciously focusing on the camera, as this feels unnatural.

Technology

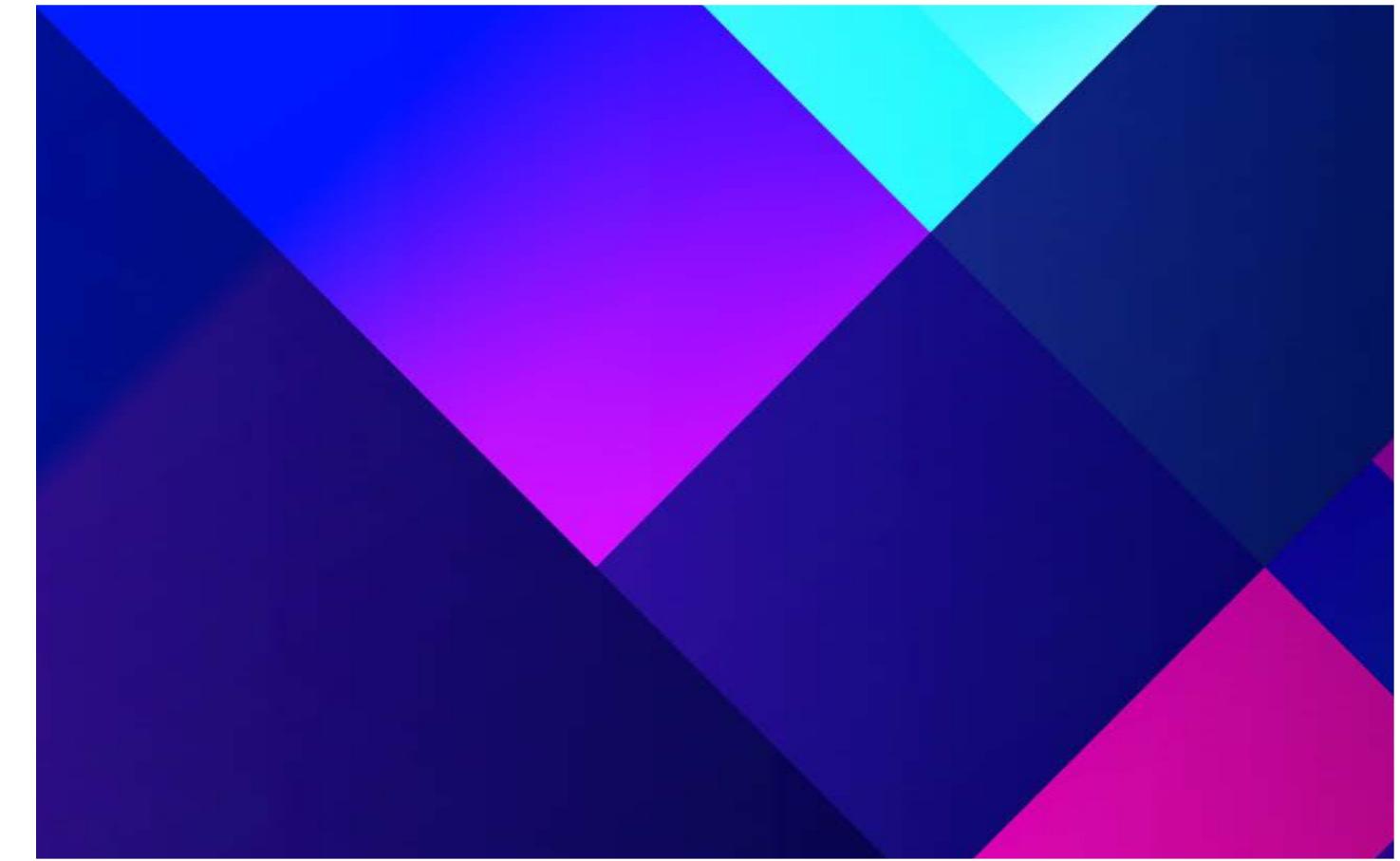
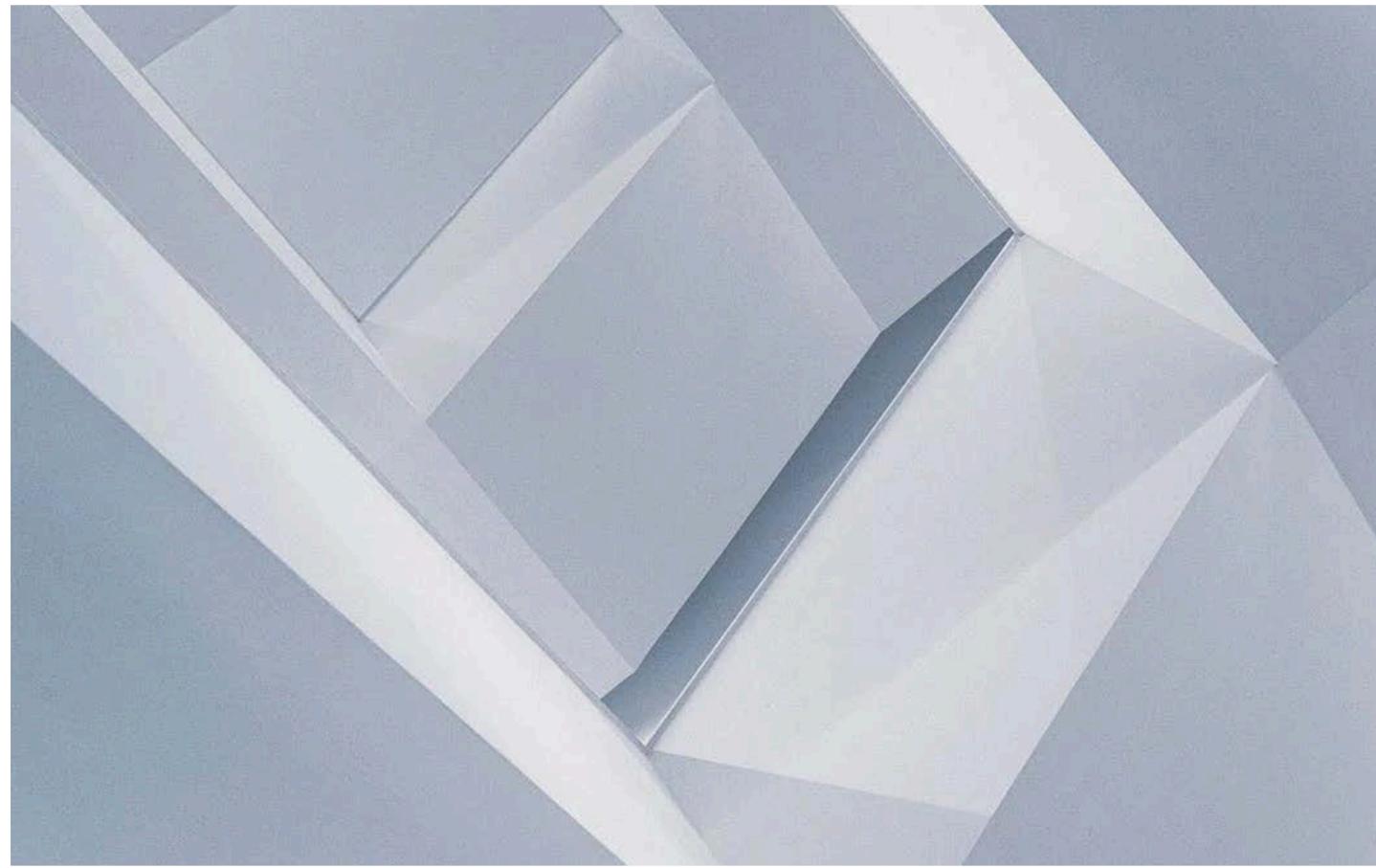
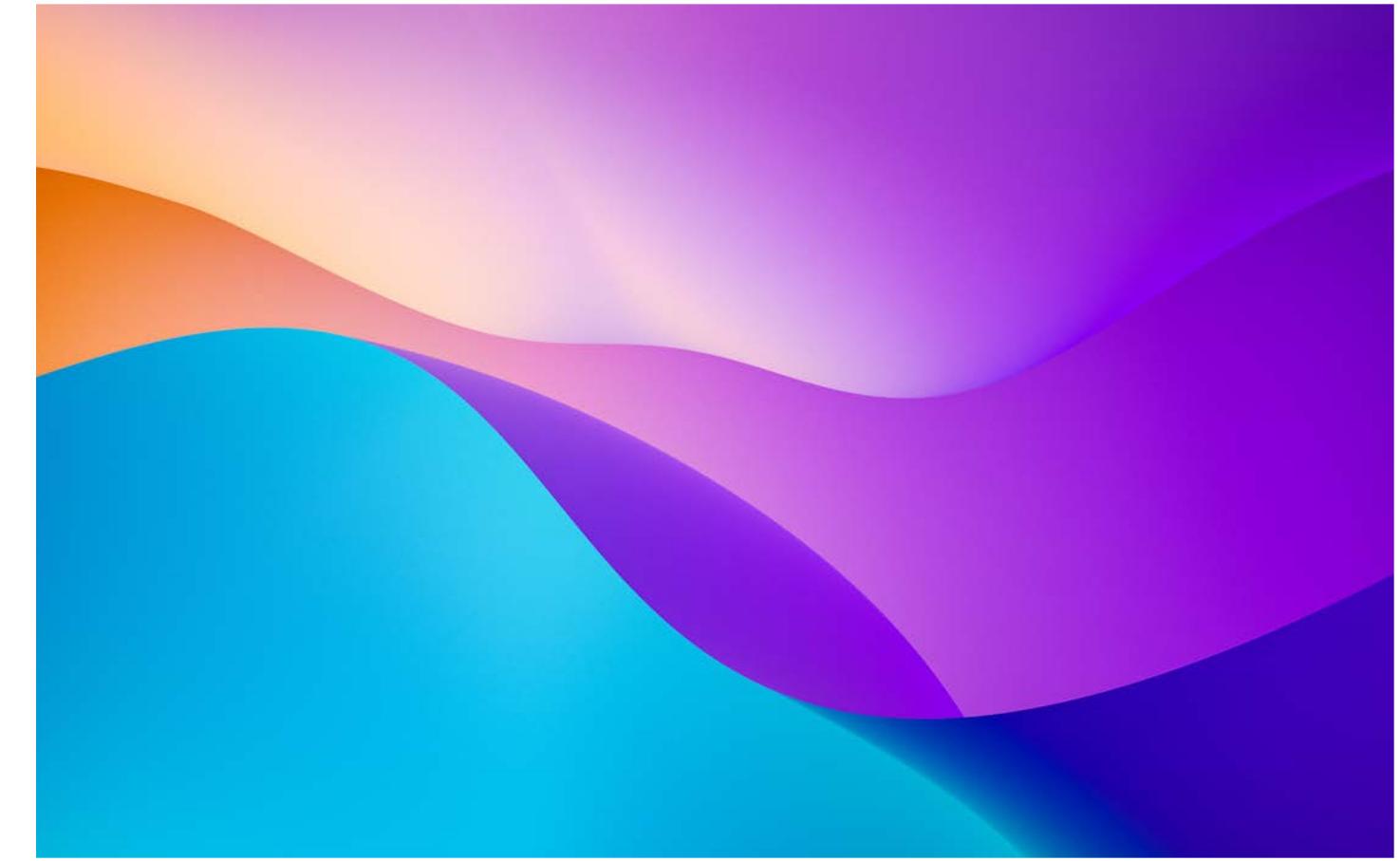
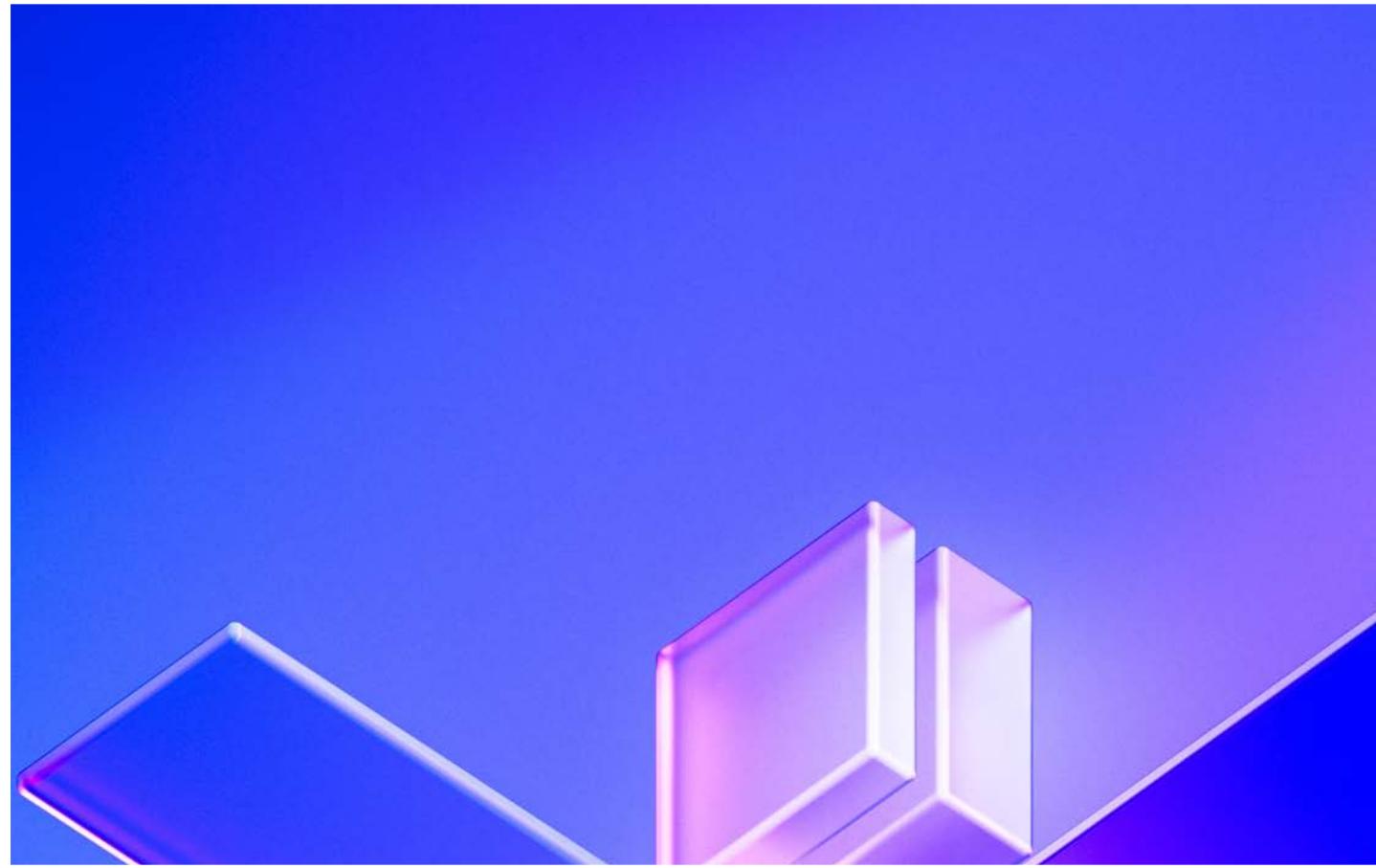
Technology is at the core of who we are.

Technology can oftentimes be a difficult thing to portray via imagery. To that end, we recommend using abstract images that convey the energy and passion of what we do as opposed to always showing the human actors behind it.

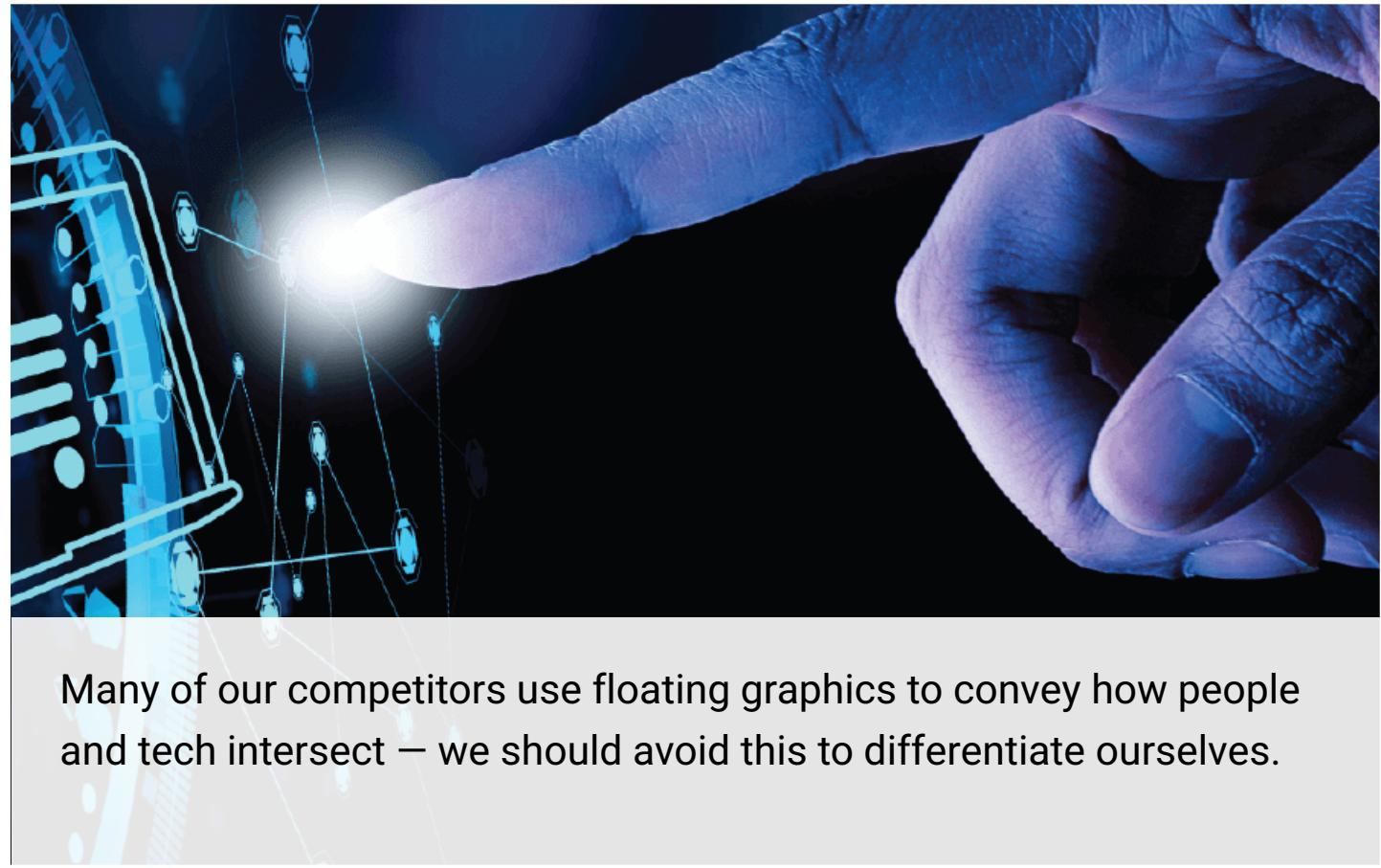
Do: Abstract images should appear bright and colorful, and ideally utilize portions of our chosen color palette. Images should convey a sense of energy and movement.

Don't: Anything that looks like dystopian science fiction. Avoid images that aren't unique and feel too much like stock photos.

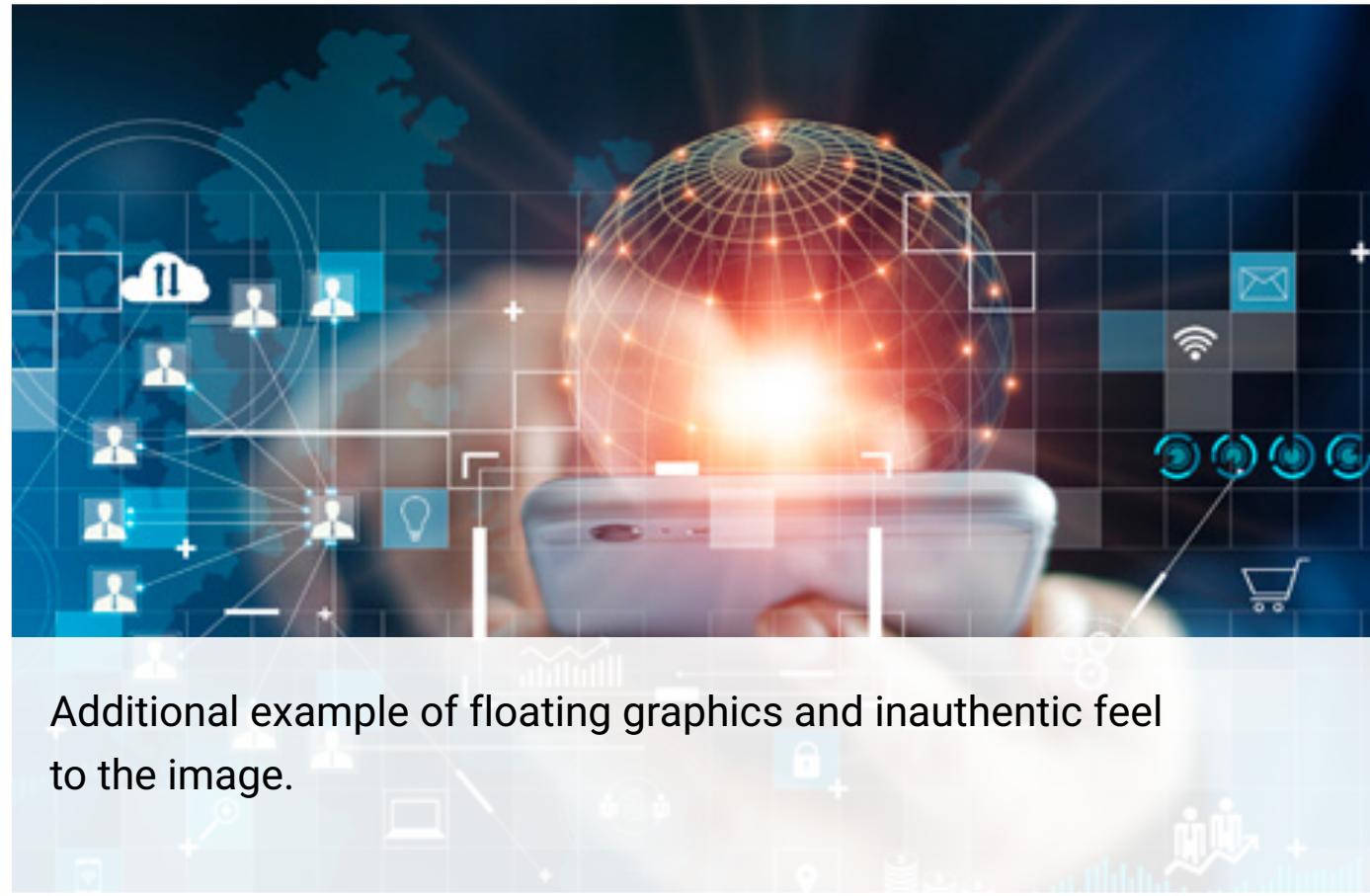
Technology examples: Do



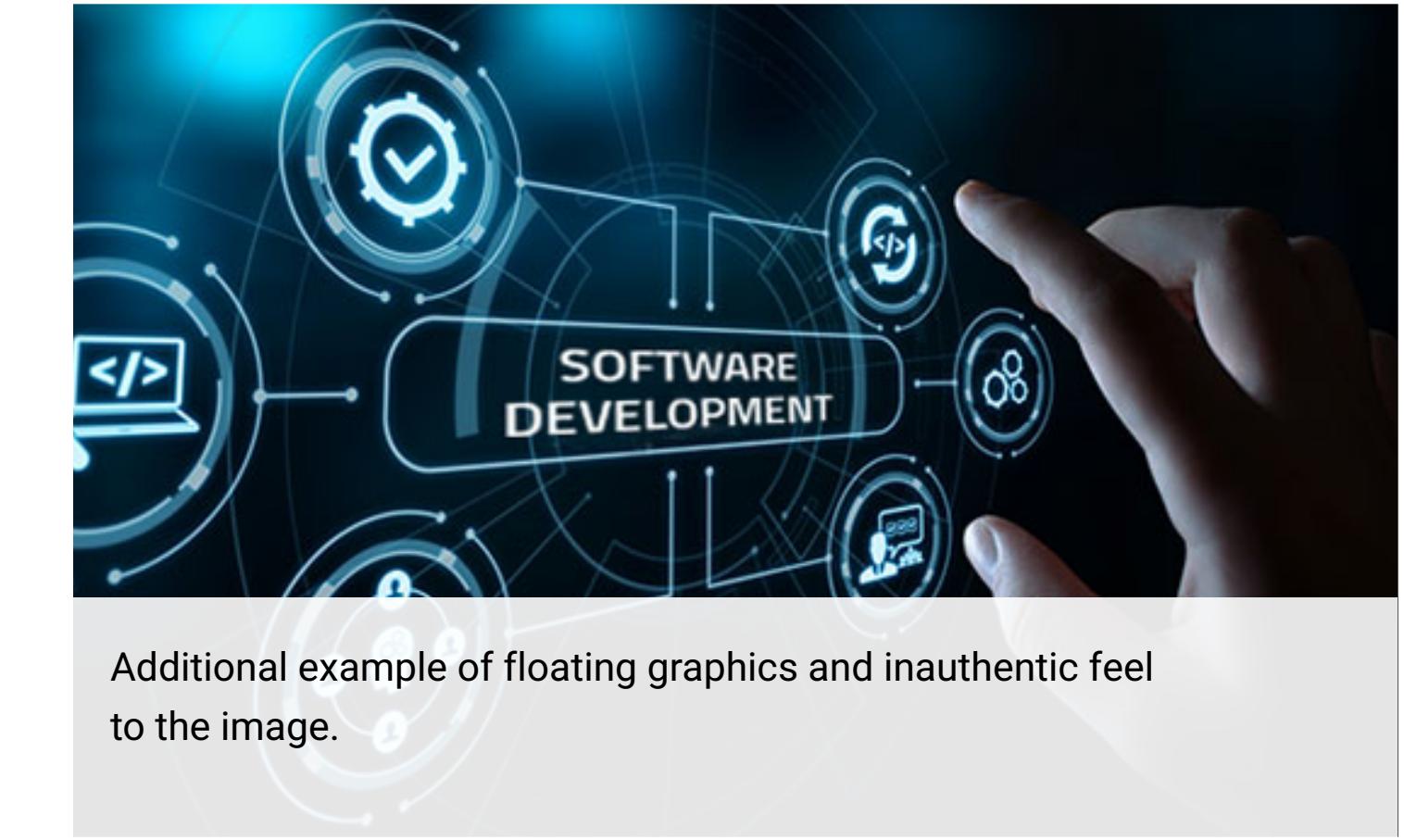
Technology examples: Don't



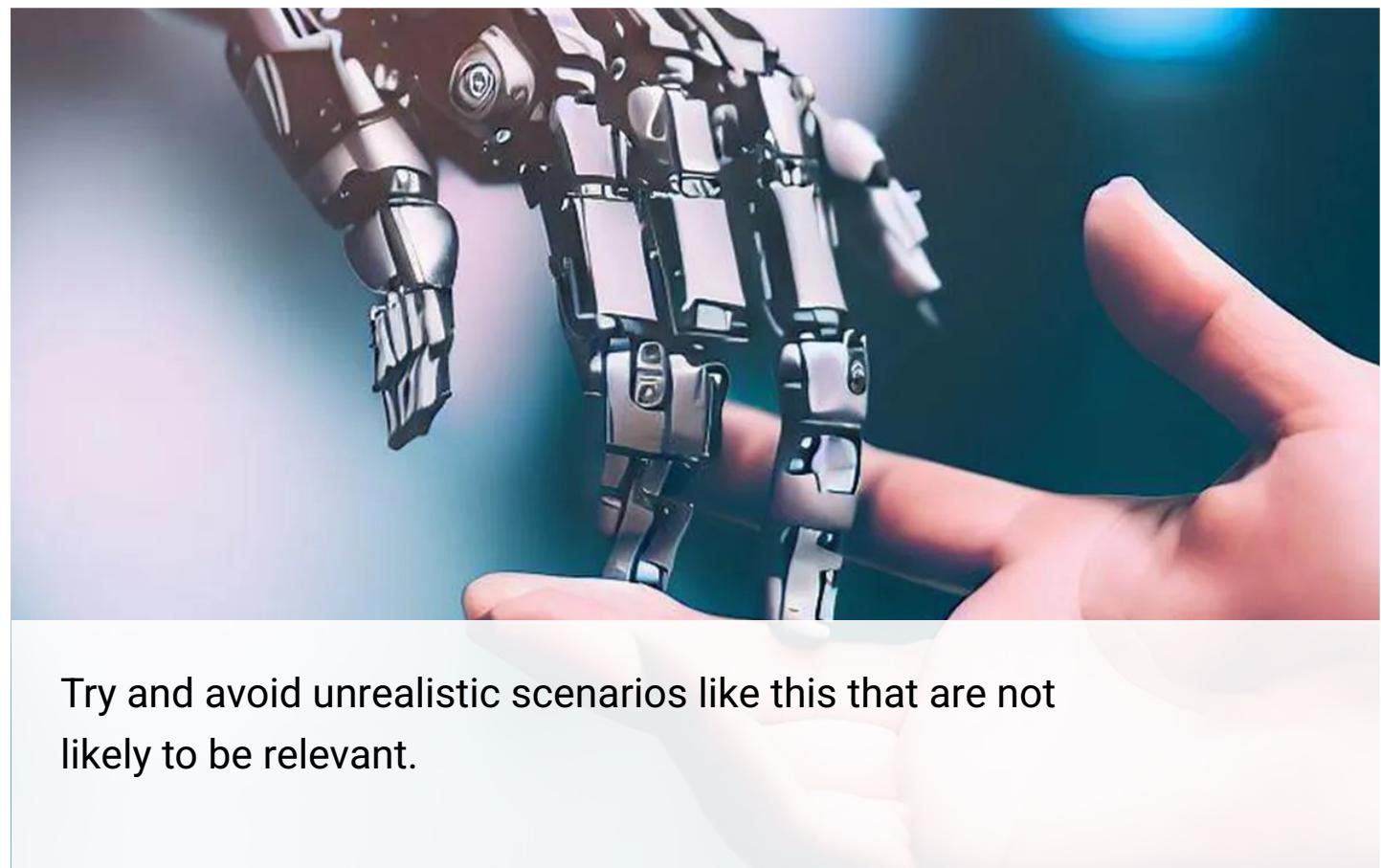
Many of our competitors use floating graphics to convey how people and tech intersect – we should avoid this to differentiate ourselves.



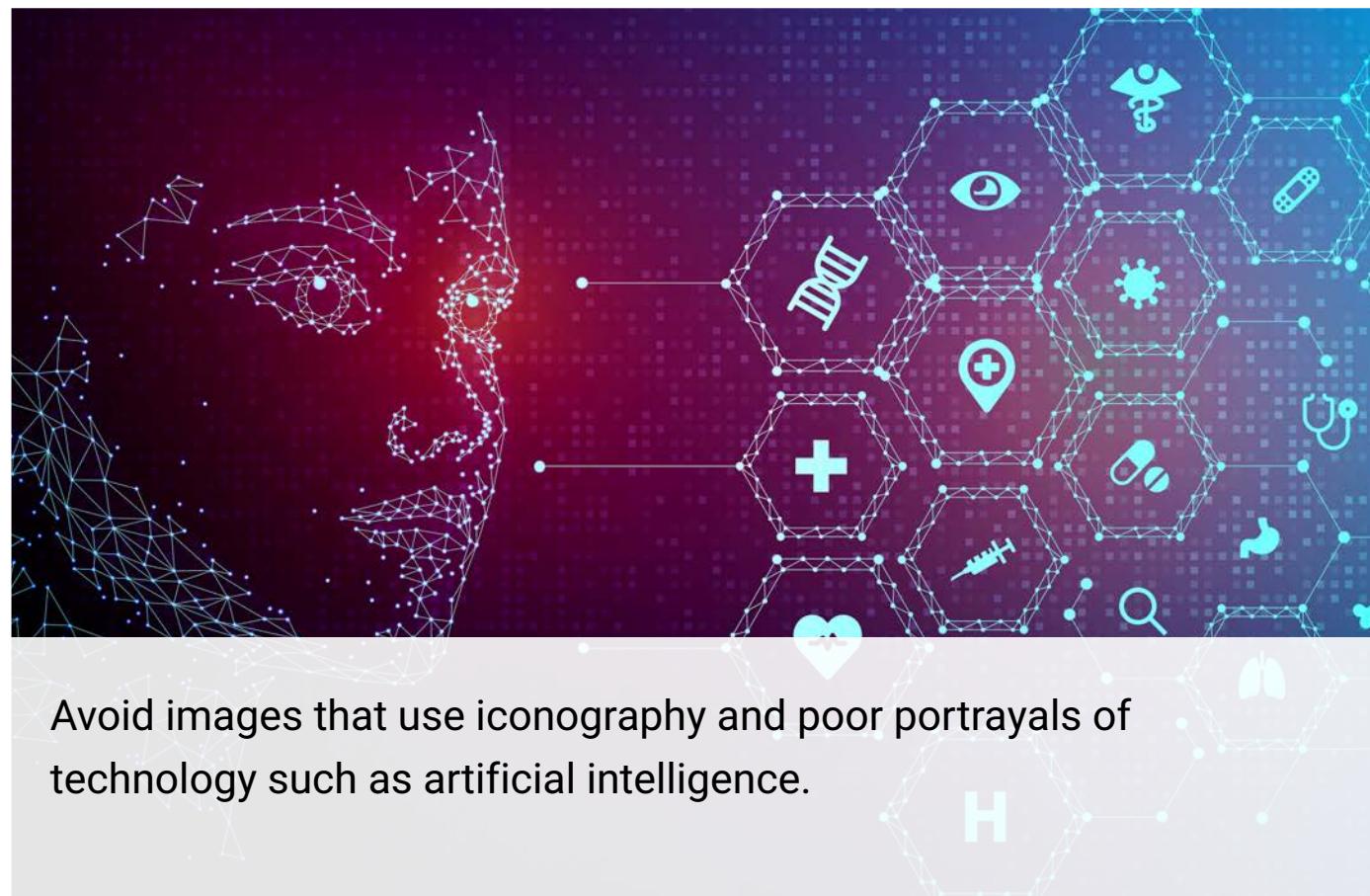
Additional example of floating graphics and inauthentic feel to the image.



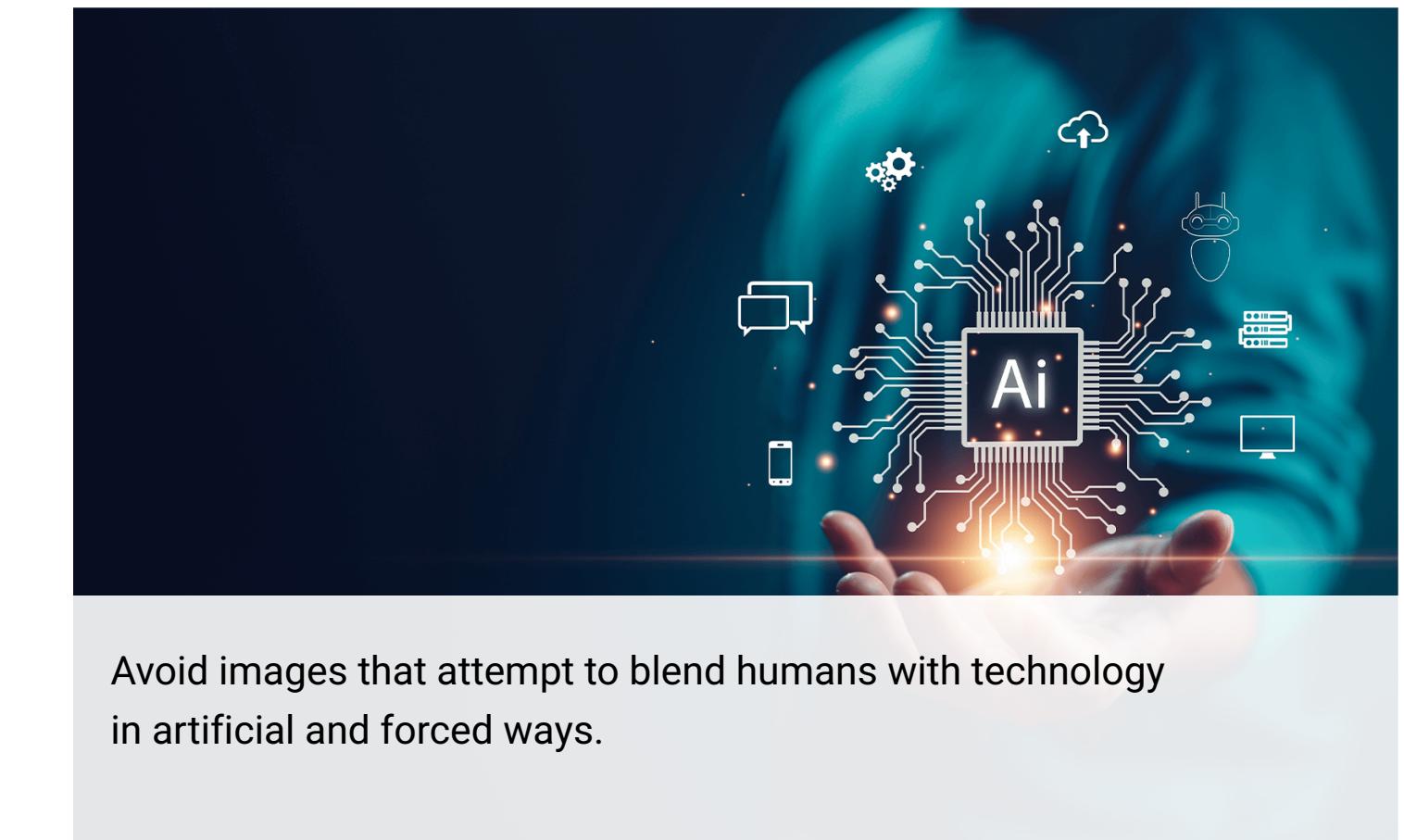
Additional example of floating graphics and inauthentic feel to the image.



Try and avoid unrealistic scenarios like this that are not likely to be relevant.



Avoid images that use iconography and poor portrayals of technology such as artificial intelligence.



Avoid images that attempt to blend humans with technology in artificial and forced ways.

Infographics

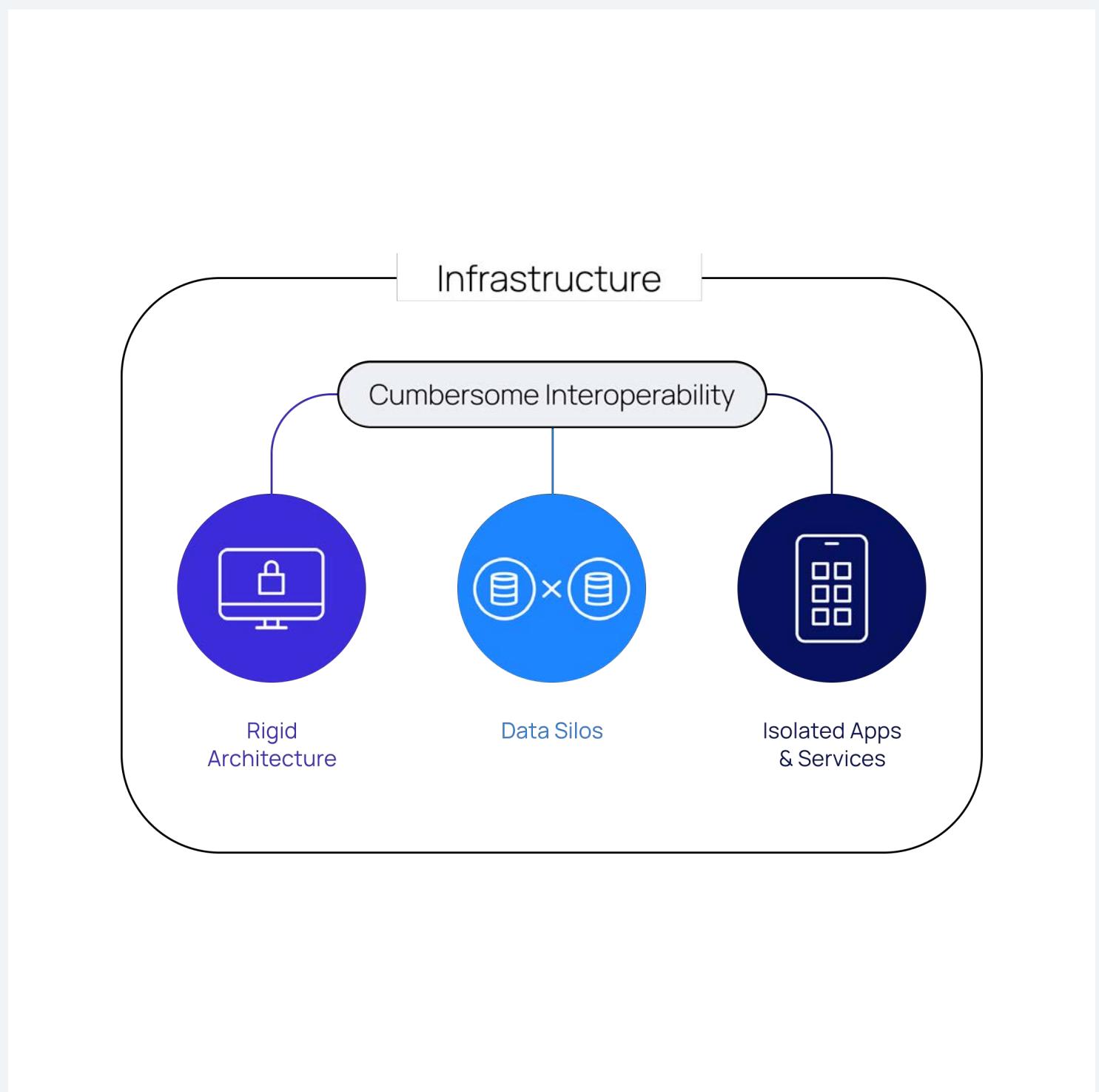
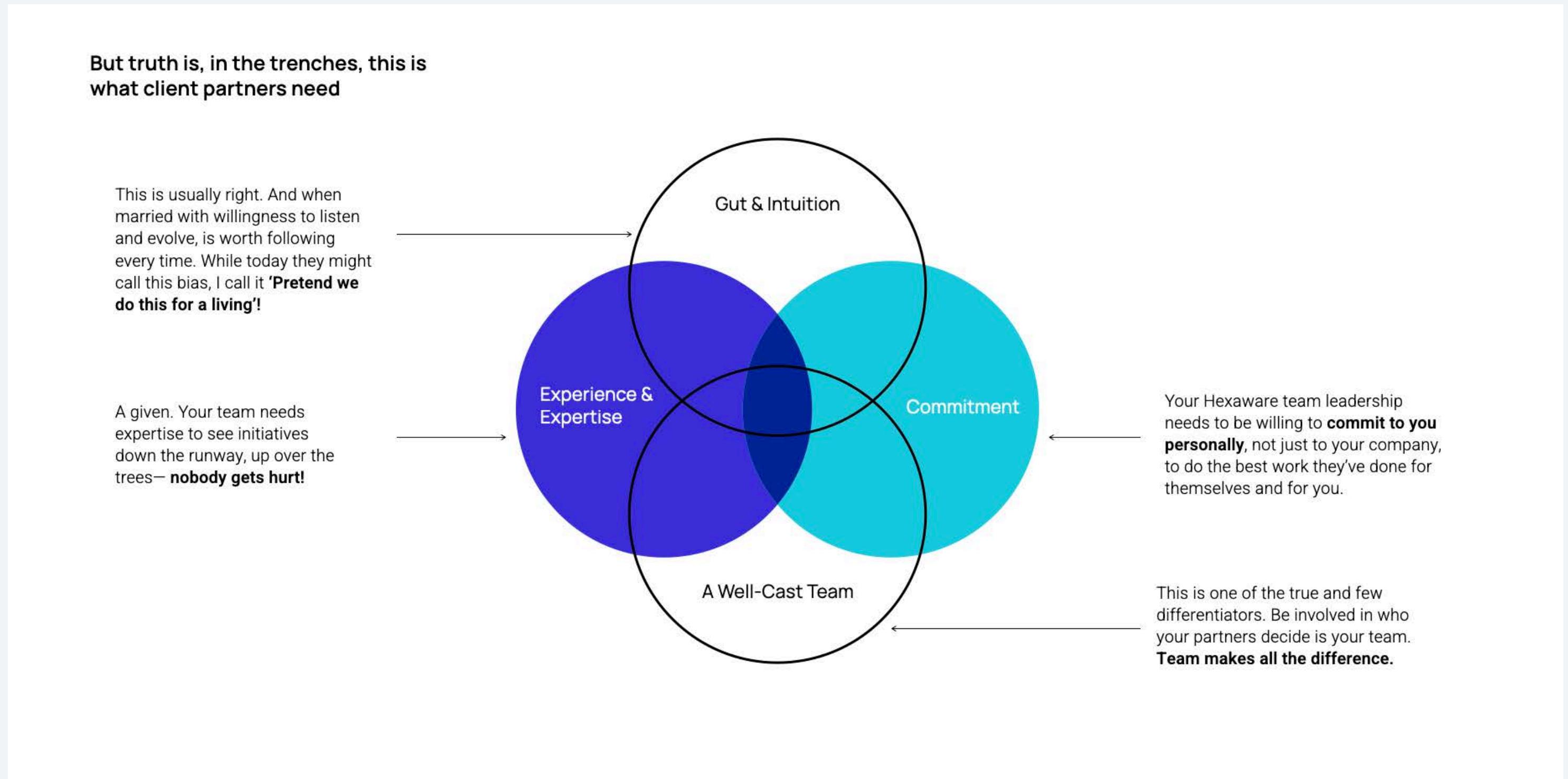
Infographics can help show the impact of what we do.

Infographics are a wonderful tool to help display complex ideas and data in a visually understandable way.

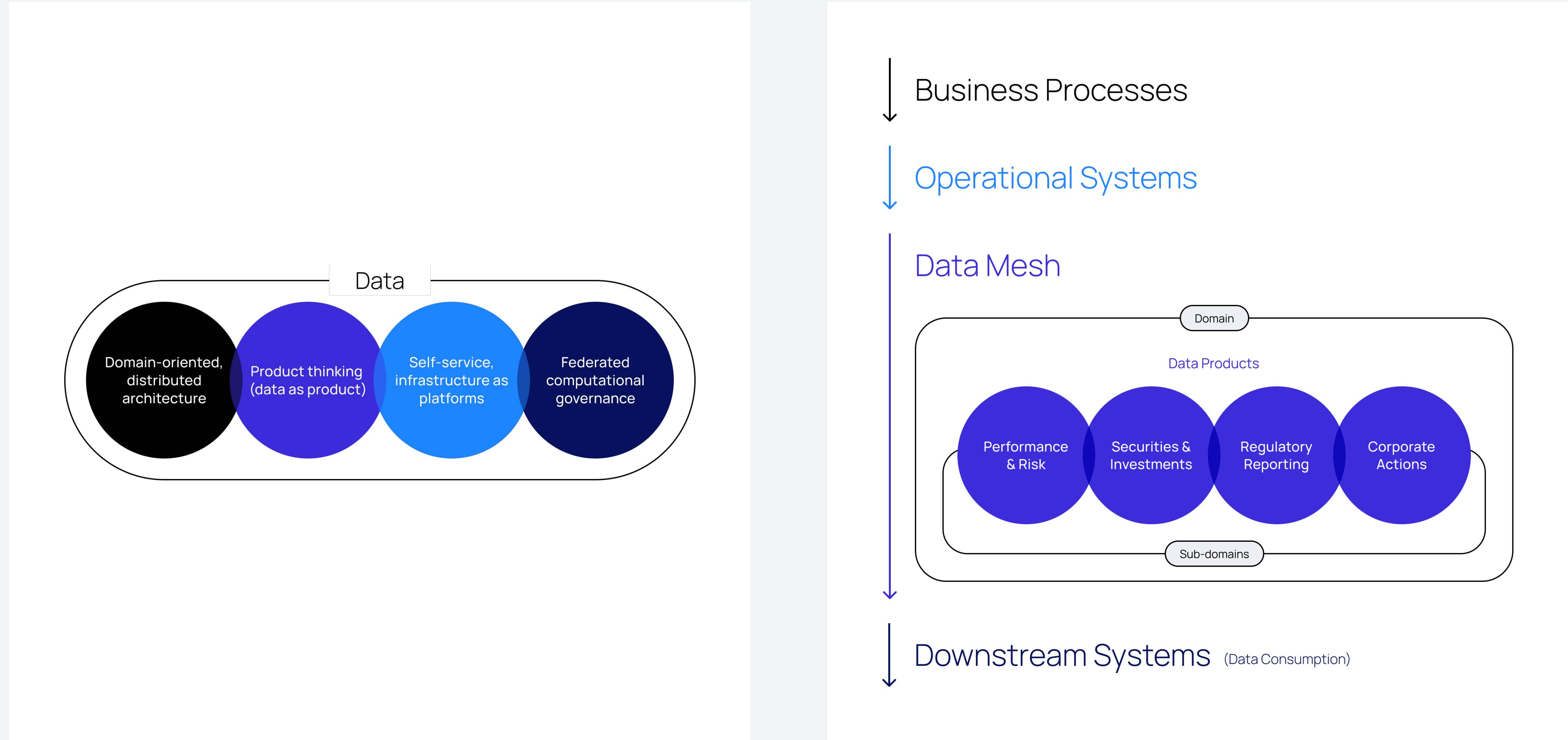
Do: Keep it simple – think about what you're trying to say and make sure infographics are highlighting the relevant information in a way that the audience can quickly understand.

Don't: Avoid non-brand colors and inconsistent font use. Decorations such as excessive gradients, drop shadows and inconsistent iconography can obscure the message. Avoid use of PowerPoint's smart art if possible – creating simple layouts without unneeded elements will produce better results.

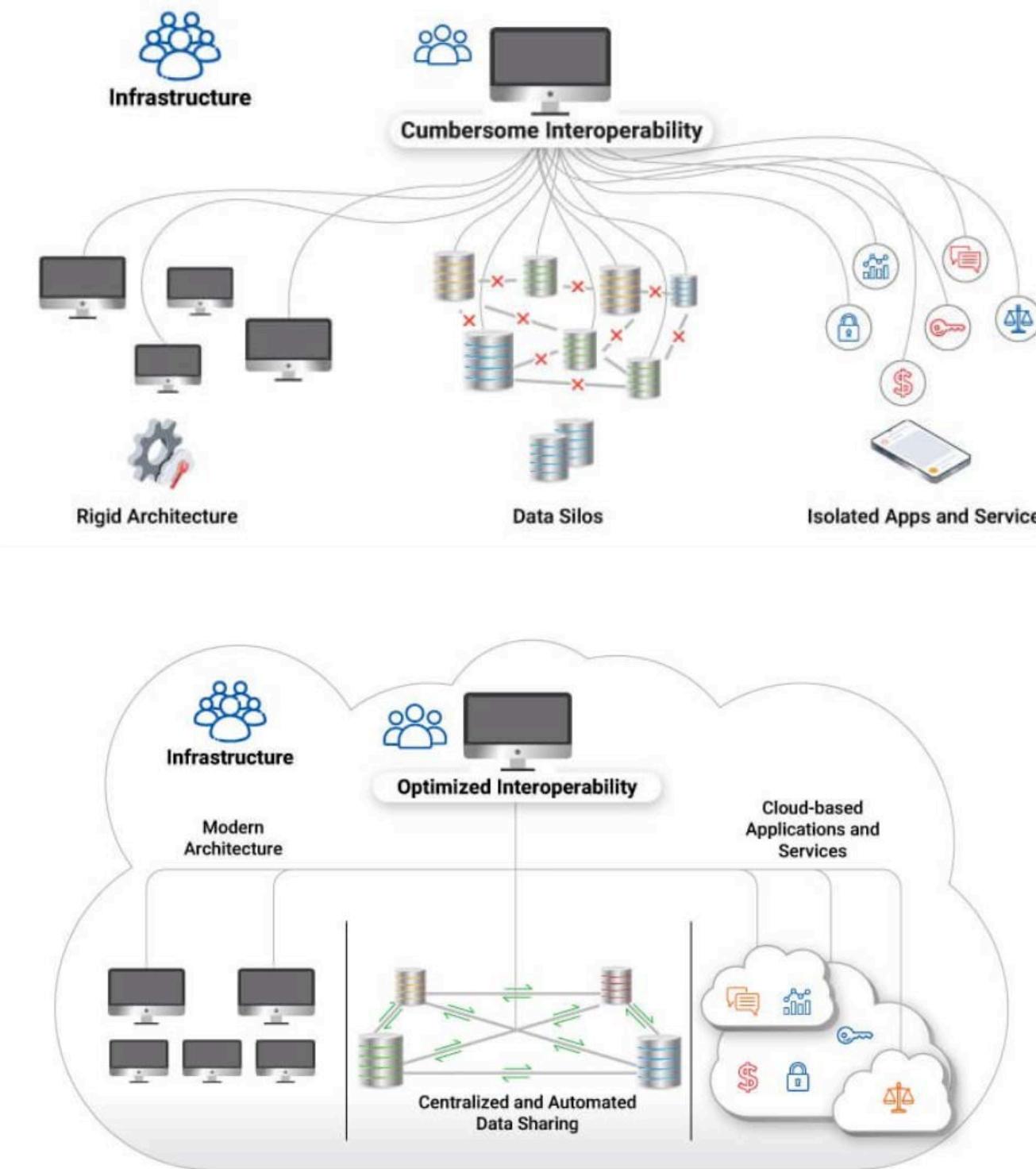
Infographic examples: Do



Infographic examples: Do



Infographic examples: Don't



Avoid using graphics found from outside sources – this is a form of plagiarism since it is not our intellectual property. Also, if creating graphics like the ones above, avoid complex shapes, shadows, gradients, and anything else that is unnecessary.

	Business Critical	Technology Complexity	Maintainability	Regulatory Compliance	Resilience
Custom apps	Private	Private	Public	Hybrid	Public
COTS	Private	SaaS	Public	Hybrid	Public
Mainframe Apps	Private	Private	Public	Private	Hybrid
ERP	Private	SaaS	Public	Private	Public
Data & analytics	Private	Hybrid	Public	Private	Public

Don't use color in a random fashion – be sure that it has purpose, is understood by the viewer, and is consistently applied. Don't create graphics with misaligned shapes and utilizing styles that are not in tune with the brand.

07 Brand Guidelines

Iconography

Iconography

Selecting appropriate icons

Selecting clean and minimal icons that seamlessly integrate into a design while avoiding distractions requires a thoughtful approach. The starting point for including icons within any design is the existing brand icon set found on [SalesCentral](#).

Do: Simplicity is key. Be certain that the icons you use conceptually represent the ideas your are portraying. Use a limited color palette that aligns with your overall design, avoiding an overly vibrant or contrasting feel that could divert attention from the main content. Use iconography sparingly, and incorporate white space to ensure they read clearly.

Don't: If using icons that are not part of the approved set, avoid overly detailed icons. Icons with excessive intricacies can distract the viewer and make it harder for them to quickly grasp the intended meaning. Do not overload screens or pages with dozens of icons. Remember, the goal is to convey information at a glance.

Iconography example (single color, suitable for various applications in smaller sizes)



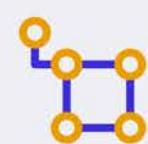
Iconography (multi-color)

Incorporating icons with a color highlight is a strategic way to draw attention and guide user interactions. The color icons should be used sparingly to maintain balanced and visually pleasing compositions. This will help direct the viewer's focus without overwhelming them, creating a seamless and intuitive display.

Generative AI

+

Impact, Where you need it



End-to-End Solutions

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard, took a galley of type and scrambled it to make a type specimen book.



Focus on Value

On-demand cloud computing platforms and APIs for companies and individuals dummy text of the printing and typesetting industry.



Using Modern Frameworks

With Docker we lorem dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Client cases

[View all case studies](#)

Digital & Software Results, Case-by-case.



08

Brand Guidelines

Examples

Examples

Brand in action

On the following pages you'll see a variety of artifacts that demonstrate how the brand represents to our various audiences. Use this as a conceptual guide to ensure that anything you are creating feels in tune with what has been established.

Web examples

Pursue Opportunity

Across your IT, Cloud, Automation and Digital & Software ecosystems.

Connect with a Client Partner

Enabled & Empowered with Access to World-Class Products, Services & Solutions.

Our services span your connected IT and digital ecosystem:

- Digital & Software
- Cloud
- Data & AI
- IT Operations
- Business

How we've solved big problems for customers like you.

Customized for You and Your Journey

Going from project to product

Cloud problem

IT Ops / Infrastructure problem

BPS problem

Data & AI problem

Enterprise platform problem

Solution

Hexaware is simply dummy text of the printing and typesetting industry. Hexaware lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum is simply dummy text of the printing and typesetting industry.

High-Value Outcomes – the way you expect them.

Hexaware operates and delivers at the incredible acceleration of innovation.

Client cases

Their success started with a conversation

Pandax

We were stuck. Our existing systems had been preventing us from doing what we knew we needed to do. Hexaware came up with a plan that allowed us to modernize much faster than we thought was possible.

S.BPI

For years we had been doing everything manually. Hexaware identified several of our core processes that could be effectively automated, saving us over \$1M in year one.

We were st... preventing needed to that allowe... we though...

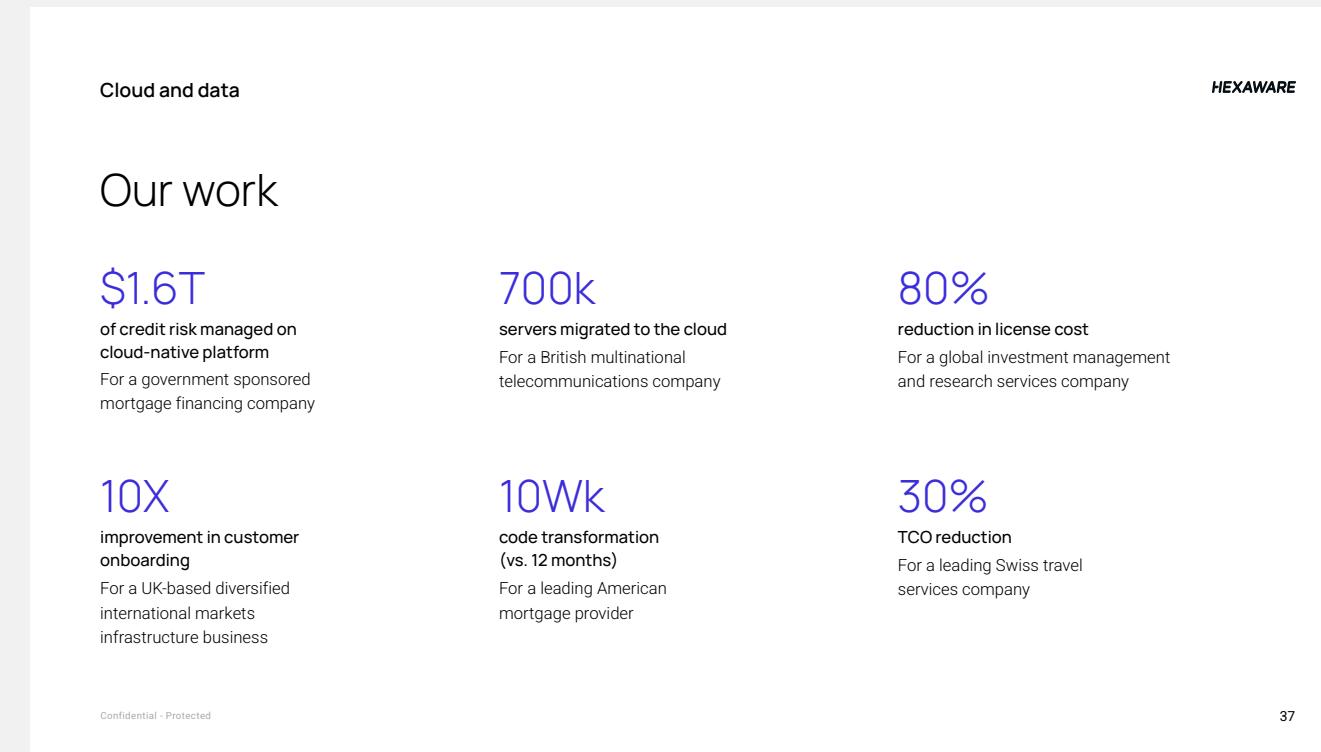
You're you. We're Hexaware. Our purpose is to create smiles through great people and technology.

The image shows the Hexaware website homepage. At the top, there's a navigation bar with links for Services, Platforms, Industries, Insights, About, Careers, and a search icon. Below the header is a large, colorful banner with a blue-to-purple gradient and abstract wavy patterns. The banner features the text "A Solution, Regardless of Platform" in white, followed by "Premiere, ERP and Low-code, No-code Expertise for wherever you are on your journey" and a "Connect with a Enterprise Platforms Lead" button. Below the banner, a section titled "Enterprise Platforms Focus Areas" is shown, with four categories: Consulting & Design, Implementation, Managed Services, and Migration & Upgrades, each with a brief description and a circular icon. Further down, a section titled "Customized for Your Enterprise Platforms Journey" includes a "Planning a platform upgrade" section with a "Transformation, from old to new" CTA button. The next major section is "Business Processes Services Capabilities", which lists various services like Cloud Security Management, Cloud Architecture, Cloud Asset Management Strategy, and On-premise Cloud Setup, each with a brief description and a circular icon. At the bottom, there's a "Success, Through World-Class Partnerships" section featuring logos for AWS, Google, Backbase, Microsoft, salesforce, jumio, MAMBU, snowflake, and snowflake. The footer contains links for Client cases, Case Studies, and View all Case studies, along with small images of people working.

The image is a vertical screenshot of the Hexaware website. At the top, there's a banner with a background image of a person in a suit. The text "Cloud success starts with cloud strategy" is displayed, along with a subtext "The secret ingredient to any cloud transformation". Below this, a blue section contains a headline "Accelerate your cloud journey with a cost-optimized strategic approach to solve migration and modernization challenges". Further down, there's a "Cloud Strategy For" section with several categories listed on the left: "Enterprise", "Automation", "Modernization", "Another Thing", and "Another Thing". To the right of these, there's a large amount of placeholder text (Lorem ipsum) and a "Optional Future CTA" button. The middle part of the page features a blue header "Cloud Strategy Capabilities" over a grid of service icons and descriptions. Below this, a section titled "Tools, Accelerators, and Ways of Working" shows four tool icons: Docker, Azure, Kubernetes, and Terraform, each with a brief description. At the bottom, there's a "Cloud Strategy Team Leaders" section with four team member portraits and their names: Peter-Jan van der Veen, Nicola Stott, Susanna Marques, and Jonathan Barnes. The footer includes a "Continue exploring Cloud services" link, an "Other cloud focus areas" section with three cards (Engineering, Migration, Managed Services), and a "Connect with a Cloud Strategy Lead" section featuring a photo of a person working in an office.

The image is a vertical screenshot of the Hexaware website homepage. At the top, there's a navigation bar with links for Services, Platforms, Industries, Insights, About, and Careers. Below the navigation is a large banner image of a modern office lobby with a large pillar, a sofa, and a person walking. The text "Be One Step Ahead" is prominently displayed, followed by a subtext "Pursue innovation and accelerate your career." A "View Open Roles" button is located at the bottom left of the banner. Below the banner, there's a blue header with "Our Purpose", "Our Vision", and "Our Values". The main content area features several sections: "Our 28,000 Hexawareans wake up every day with a singular purpose; to create smiles through great people and technology." (with a photo of two women working), "Our Culture of Community" (with a graphic of stylized human figures and a photo of people working), and "Benefits of Working at Hexaware" (with icons and descriptions for Learning & Development, Career Track, Work Life Balance, Events & Activities, Rewards & Recognition, and Topic Here). To the right of these benefits, there's a large "1.3B" representing annual revenue. At the bottom, there's a section titled "Faces of Hexaware" showing profiles of four team members, followed by a "Careers Across the Globe" section with images of various cities.

Deck slide examples

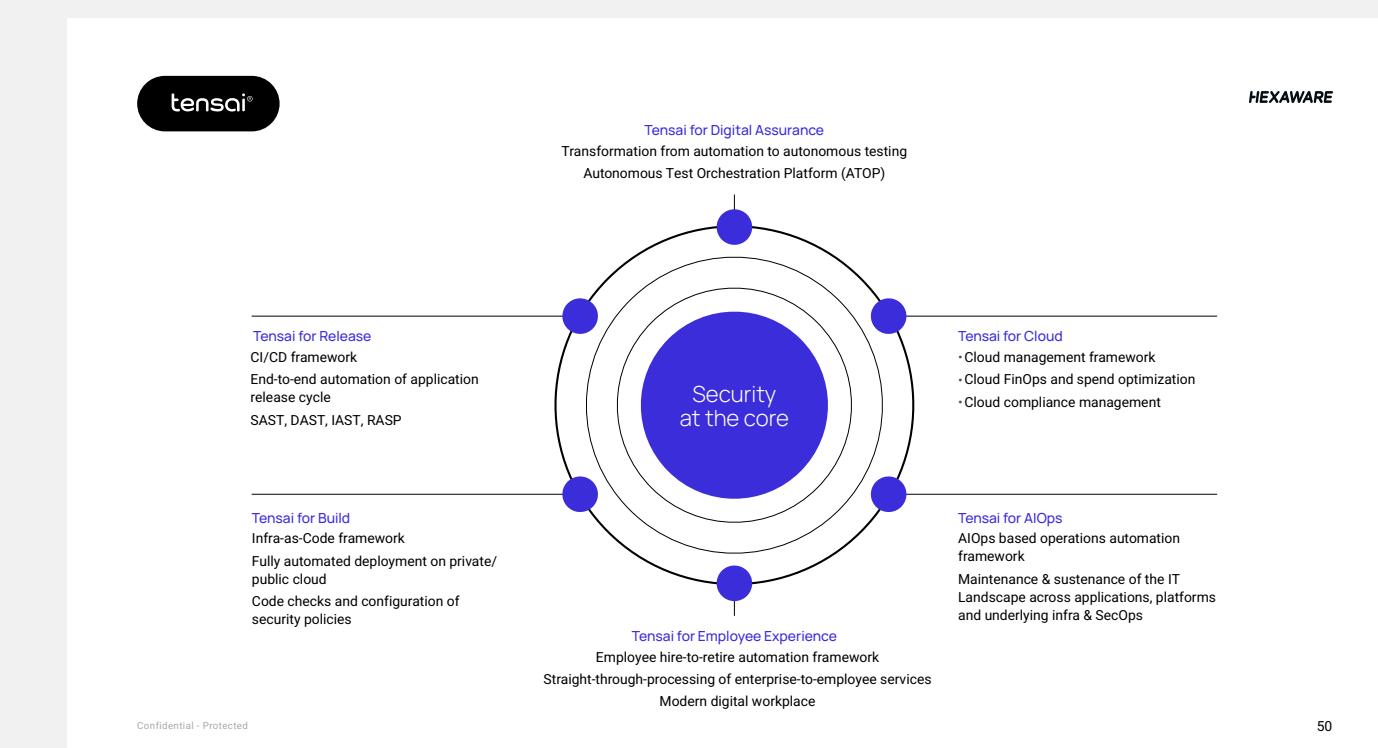
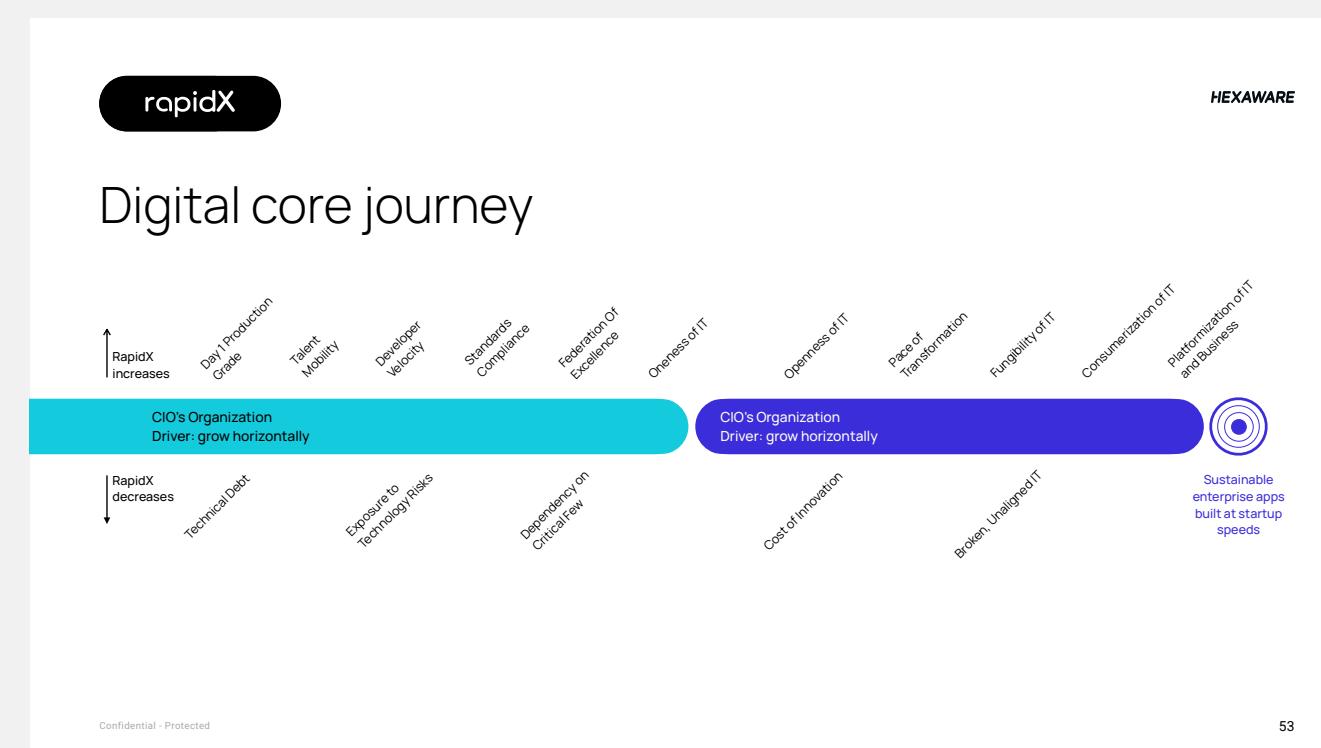
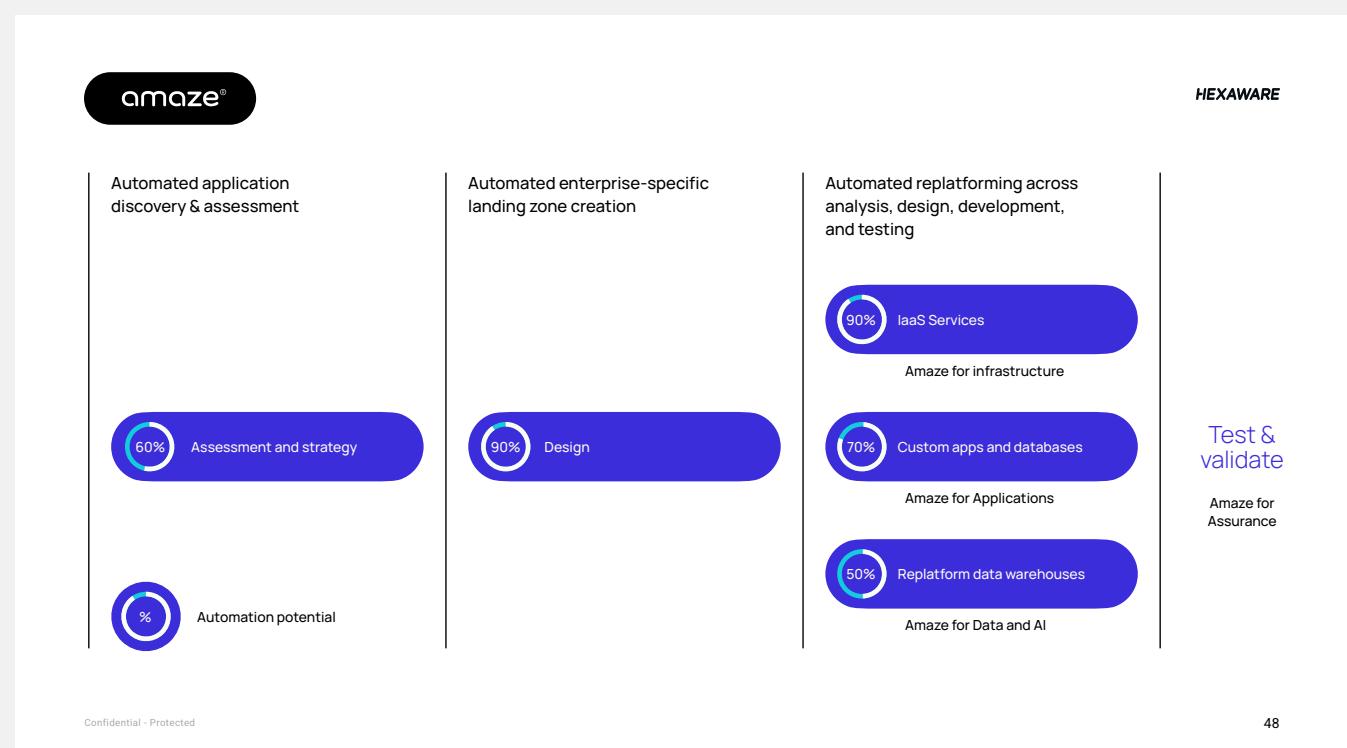
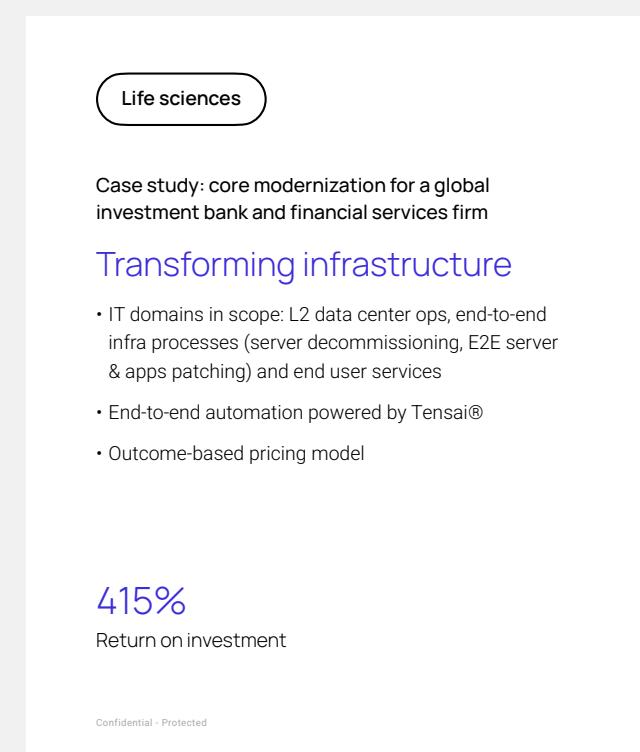
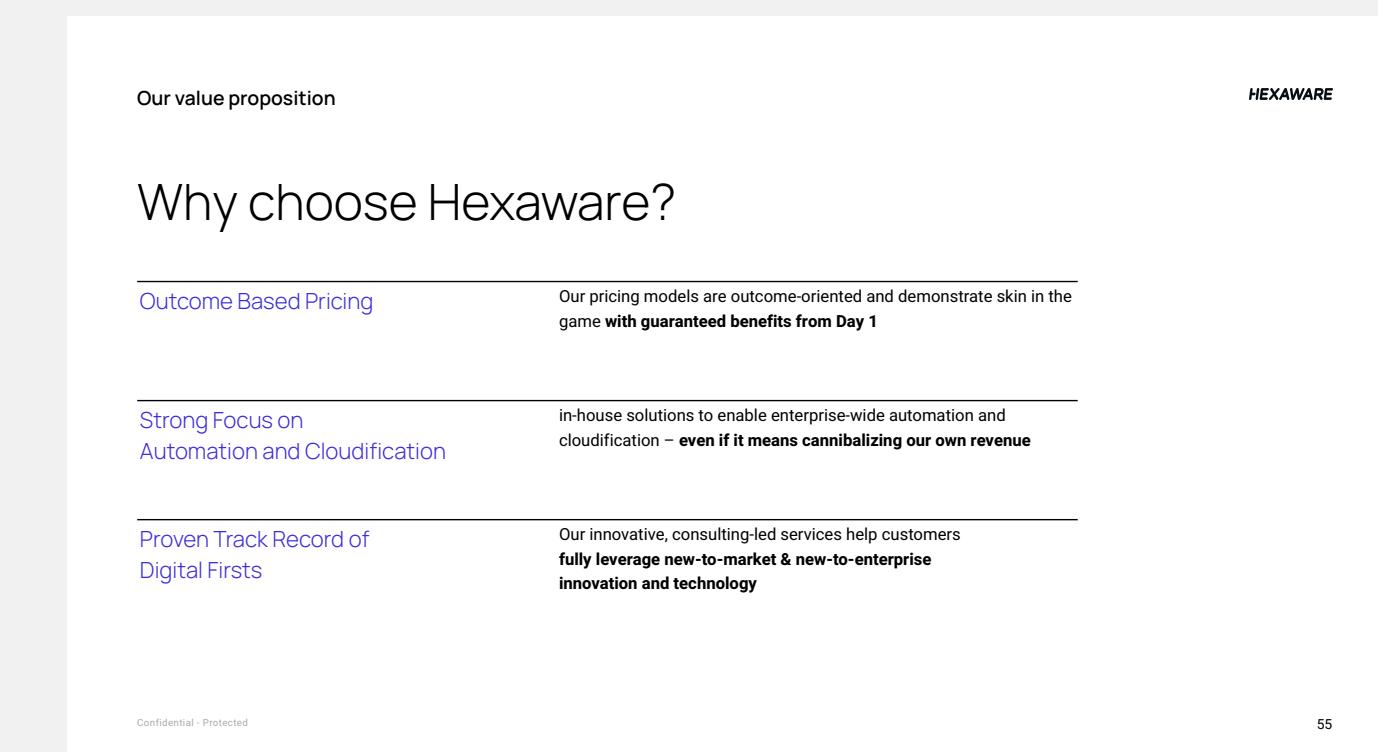
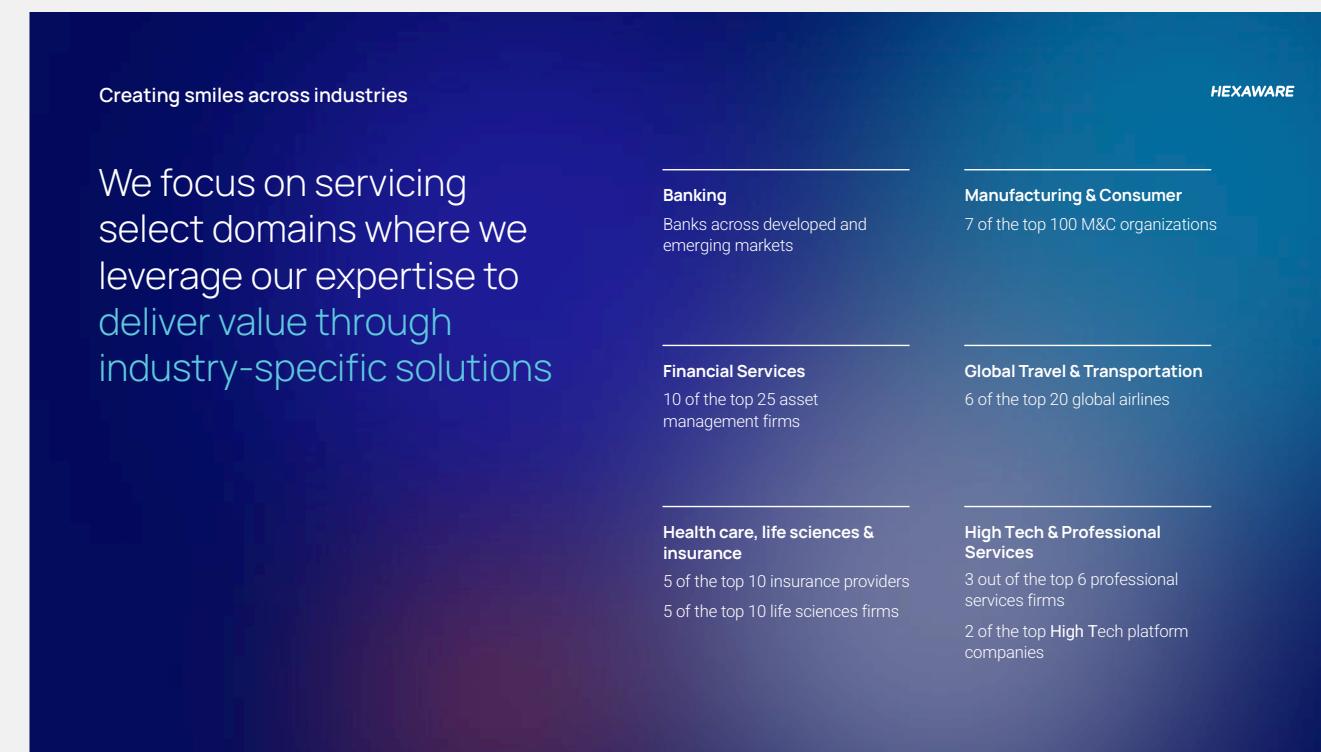
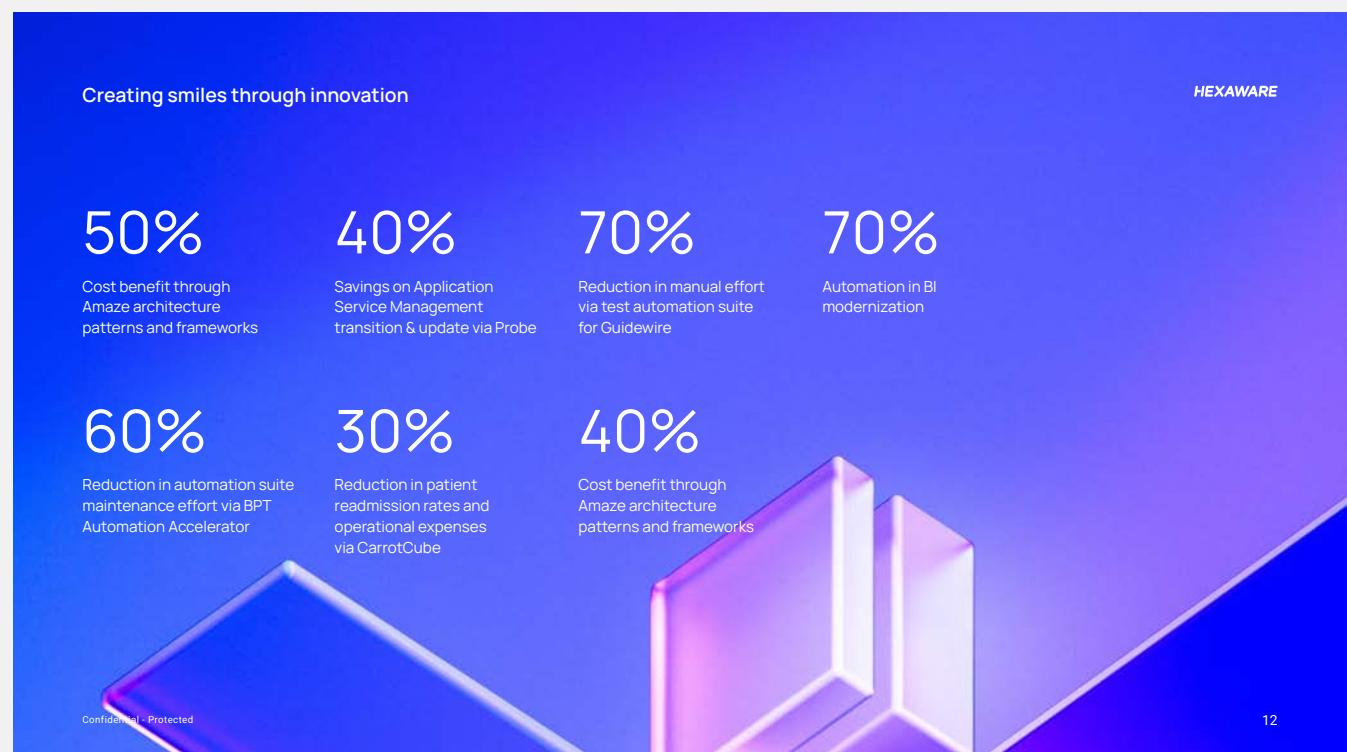


Our north star

Creating smiles for our customers – our North Star – it's what drives us to leverage the magic of technology to deliver innovative solutions and services, every day.

- Hexaware Named Winner of 2022 ISG Star of Excellence™ Award for the Global Region and Universal Industry Categories
- Hexaware Among Highest-scored Companies for Customer Loyalty based on CSAT Score: Feedback Insights
- Hexaware Recognized as a Top IT Service Provider for the 6th Year in a Row in the Whitelane Research Europe IT Outsourcing Study 2022

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amaze®

Accelerate your journey to the cloud

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White paper examples

HEXaware

Category

12.05.2023

This is the title of the white paper two lines, 32px.

This can be additional information that may be relevant 12 px Hebo light

Document title

HEXWARE

Contents

01 Section name

- Sub section name that can offer more clarity and detail
- These section names can be a sentence if needed
- You have plenty of affordance here to add more detail
- Sub section or another sub chapter
- An opportunity to tee things up with the reader
- Just another sub section name

02 Section name

- Sub section name that can offer more clarity and detail
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Document title

HEXaware

Section name

01

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“ A place to indicate a salient point about something important to the reader or a quote

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Document title

HEXaware

Section name

04

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Section name

05

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HEXaware

About Hexaware

Hexaware is a global technology and business process services company. Our 28,000 Hexawarians wake up every day with a singular purpose; to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With 54+ offices in 19 countries, we empower enterprises across the world to realize digital transformation at scale and speed by partnering with them to build, modernize, run, and optimize their technology and business processes.

Learn more at www.hexaware.com

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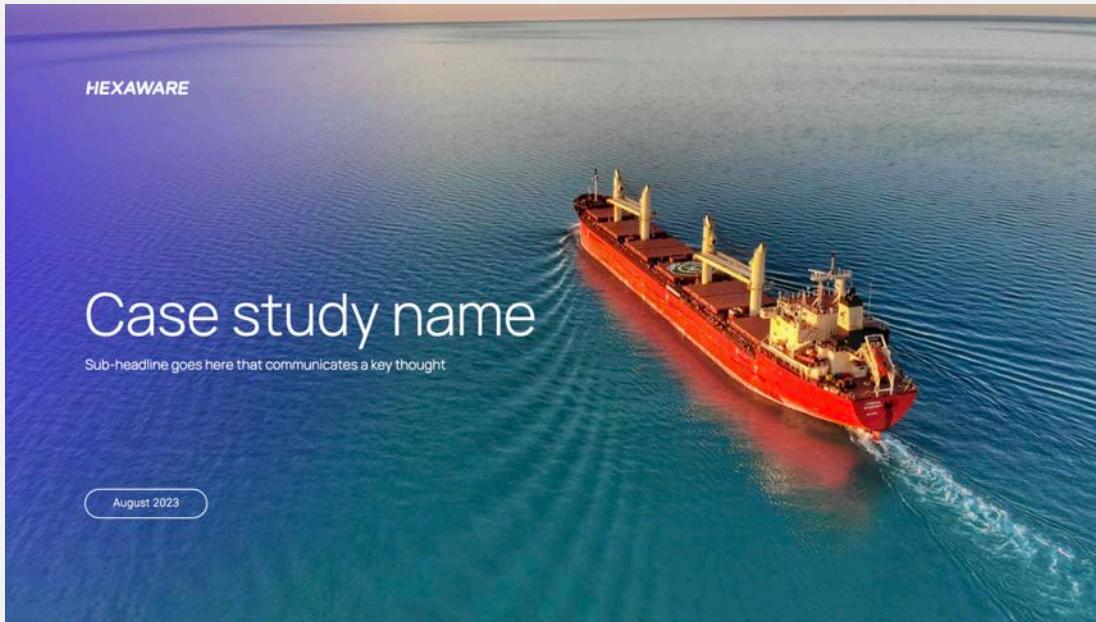
www.hexaware.com

Headquarters
Sector 3
Juhu Business Park
TTC Industrial Area
Mumbai - Navi Mumbai - 400 710

C Headquarters

1-90898959

Case study example



Solution

This should describe the solution that we implemented.

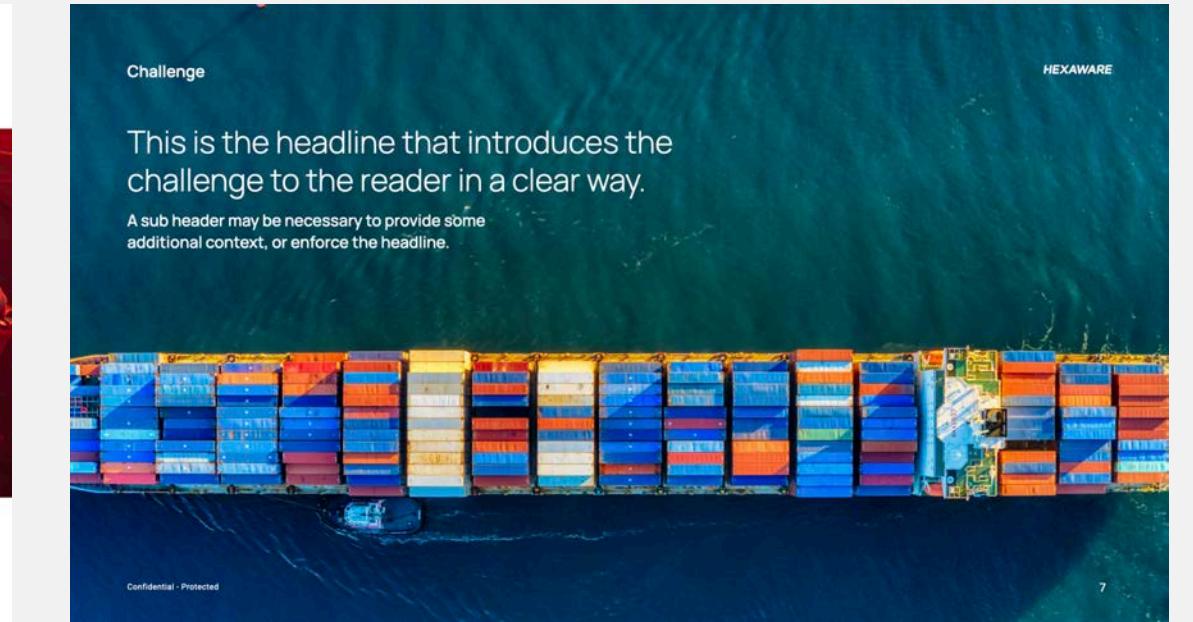
If body copy is needed, we can use Hexo light at 24 px. This is an area where we can go into detail and provide more information. This ought to be a place where can dive into some details that may be relevant to the reader. If you need some bullet points they can be in this block of text.

- Interesting bullet point
- Another interesting bullet point
- This is a bullet point
- Hey, why not another one?
- You can fit quite a few

An image can be used that's relevant to the study, or the work can be shown visually, when appropriate.

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9



Banking

Case study: digital product creation for a payment solutions provider

Detecting payment fraud in real-time

- Innovative, first-of-its-kind platform built on AWS combines cutting-edge data science with knowledge of transactions and payer behavior
- Checks whether the account number of the beneficiary matches the name entered by the customer before executing a money transfer

5B	170M	81%	250+
Checks performed	Accounts connected	of related payment fraud prevented	corporates and 100+ bank groups

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2

Solution

This should describe the solution that we implemented.

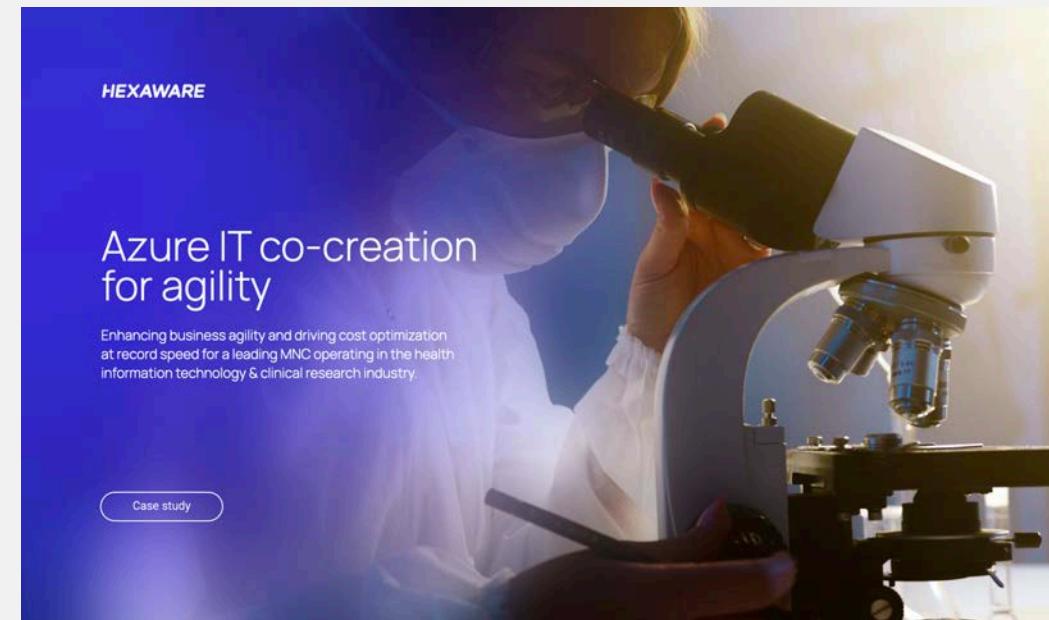
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11



Client

— Challenges
Solutions
Benefits
Summary

Client's business challenges

With incremental increases in the on-premises IT systems and operations cost and a datacenter lease set to expire, our client was in dire need of modernizing their infrastructure. They decided to move to an OaaS model from the current CapEx model.

The CTO envisioned adopting Azure to provide greater value to their customers, allowing them to market, and innovate with greater flexibility as they scale.

Their environment was spread across 20 datacenters with over 15,000 servers and more than 800 applications.

Having such a large and complex ecosystem on-premises resulted in operations being highly inflexible. Workloads running on physical capacity made it challenging to provision new servers or decommission unnecessary ones based on demand.

This resulted in significant time and effort spent on these tasks, leaving the IT team little room for innovation. Moreover, the high TCO was due to overprovisioning for most workloads and low utilization.

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Client

— Challenges
Solutions
Benefits
Summary

The Hexaware solution

Our client needed an accurate view of all assets in their operating environment, but poor data quality limited their ability to make sound business decisions. To address this challenge, Hexaware leveraged Amaze®, its in-house cloud migration platform, to automate the exhaustive discovery and baselining of the workload and associated dependencies.

In a co-creation process with the client's SMEs, we defined the R-Treatment for each workload using information collected during workshops and recommendations given by the Hexaware team. A migration calendar based on the dependencies and complexity assessment of the applications prioritized the candidates for migration.

Amaze®'s intelligence and analytics engine helped us complete the assessment in just 8 weeks.

As a result, we migrated 450 servers per month and completed the migration of all applications in 2.5 years.

Hexaware also set up a cloud migration factory for automated execution, eliminating manual process steps.

The key to this is the integration of multiple tools seamlessly. Amaze® made updating workgroups and tracking and visualizing the migration progress easy.

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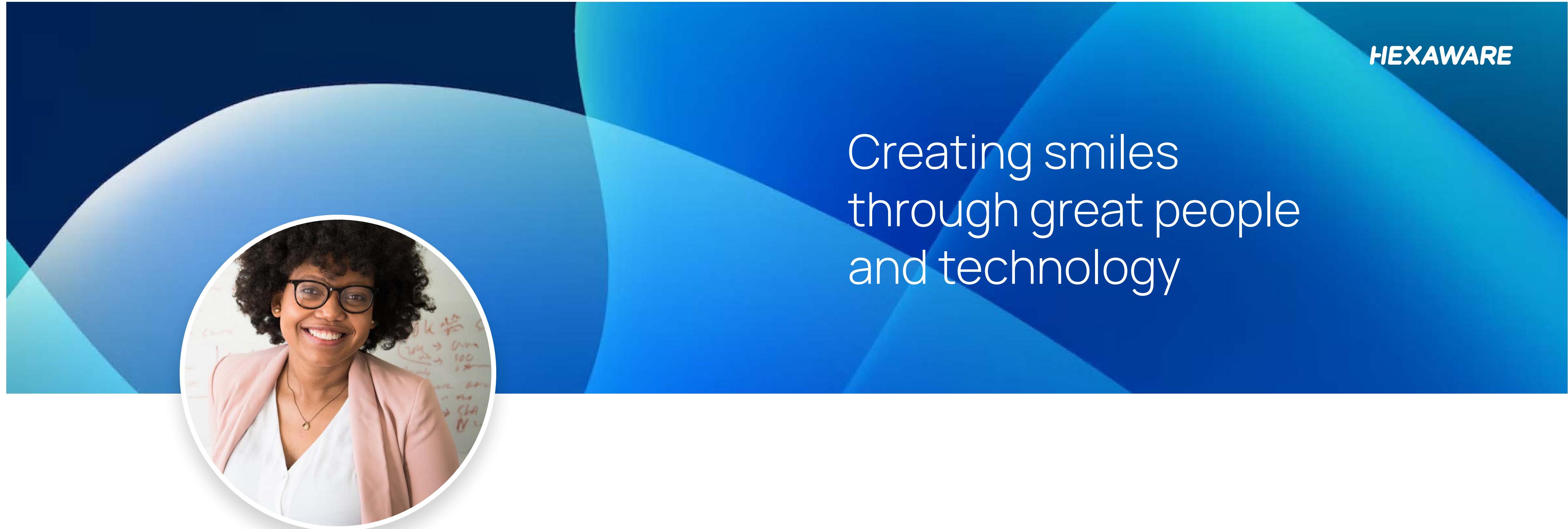
LinkedIn banner example

Corporate example

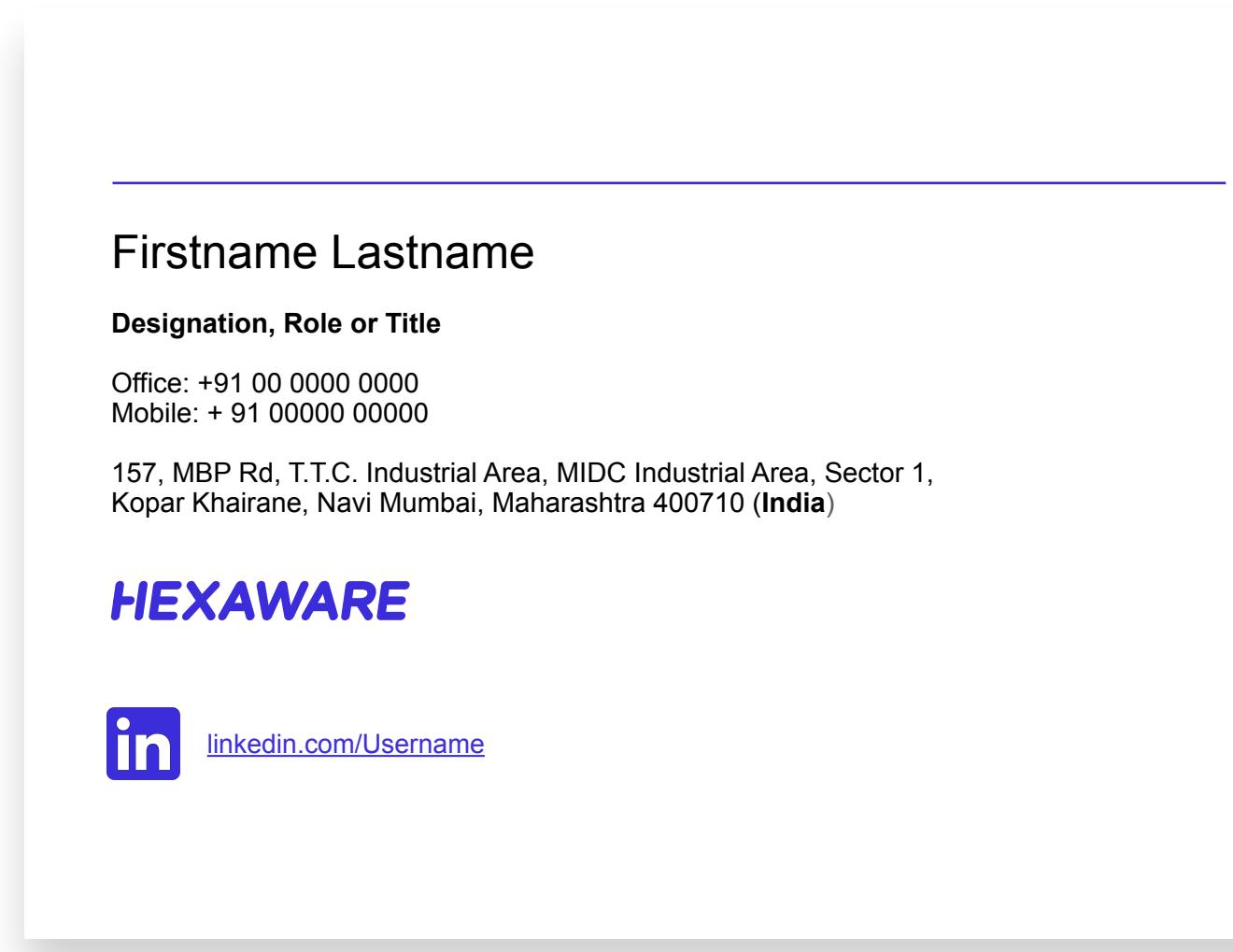


LinkedIn banner example

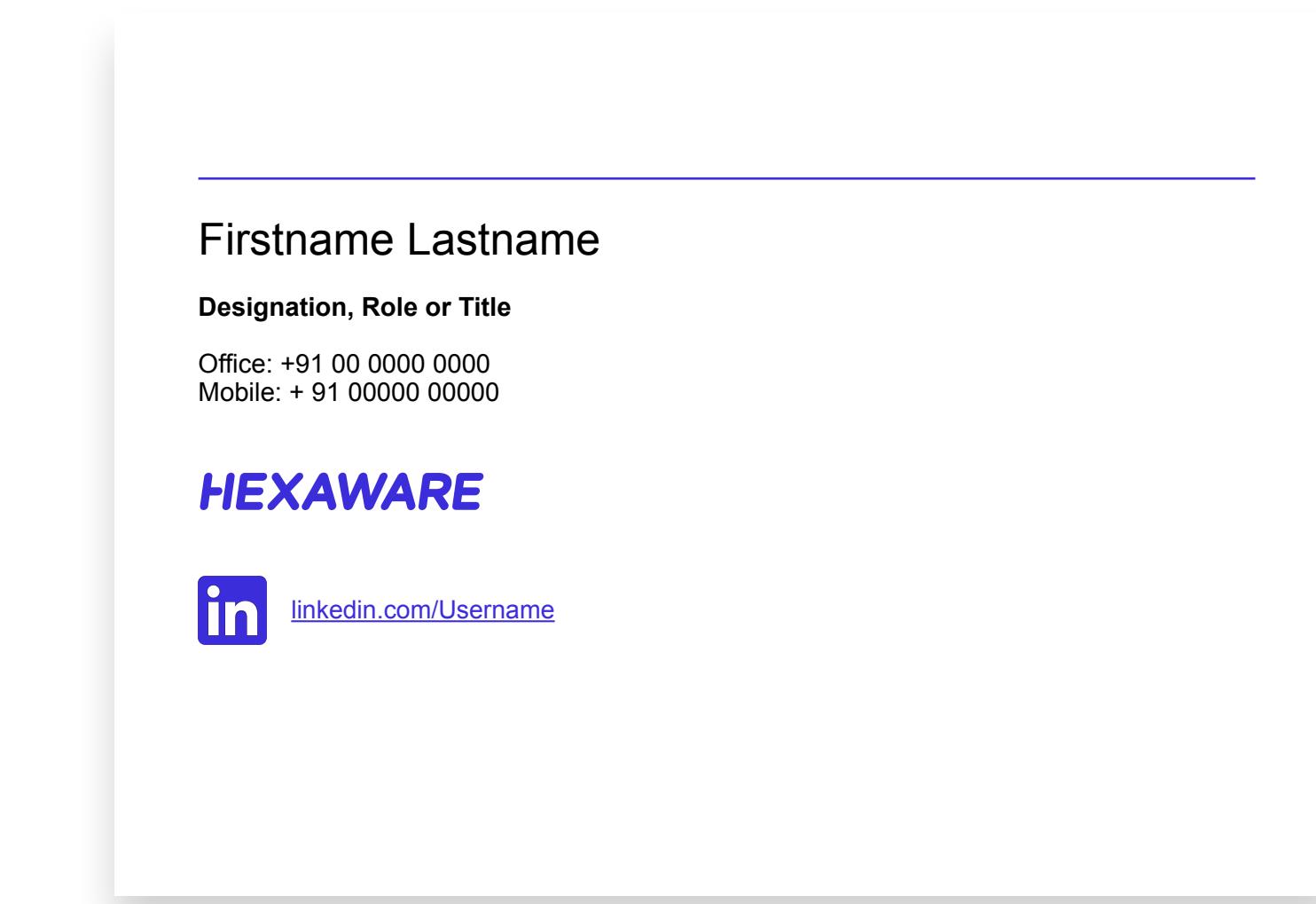
Individual example



Email signature example



With address information



Without address information

Email signature example (All text)

Firstname Lastname

Designation, Role or Title

Office: +91 00 0000 0000
Mobile: + 91 00000 00000

157, MBP Rd, T.T.C. Industrial Area, MIDC Industrial Area, Sector 1,
Kopar Khairane, Navi Mumbai, Maharashtra 400710 ([India](#))

[Hexaware.com](#)

[linkedin.com/Username](#)

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[Hexaware.com](#)

[linkedin.com/Username](#)

With address information

Without address information

Thank you!

For questions, reach out to marketing@hexaware.com

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