

A male scientist with dark hair, wearing a white lab coat over a light blue button-down shirt, is looking down at a tablet computer he is holding with both hands. He is standing in a laboratory. In the background, there is a microscope on a desk to the right, and various lab equipment and shelves are visible, though slightly out of focus. The overall lighting is cool and blue-toned. The text 'HEXAWARE' is in the top left, and the main title is in the middle left. A 'Case study' label is at the bottom left.

HEXAWARE

Transforming Pharma Content Management for Digital Efficiency

Driving cost savings and streamlined
operations with centralized solutions

Case study

Client

- | Client
- Challenge
- Solution
- Benefits
- Summary

Our client, a global pharmaceutical company, managing digital assets across 11 franchises and more than 30 brands, faced escalating costs and inefficiencies due to legacy systems and decentralized operations.



Challenge

Client

| **Challenge**

Solution

Benefits

Summary

The client needed to reduce digital spending while improving website management and enabling efficient enhancements. Key challenges included:

- Legacy systems led to duplicated efforts and increased operational costs
- Limited oversight over digital assets affected brand consistency and regulatory compliance
- The presence of multiple build teams created inefficiencies and hindered streamlined operations



Solution

Client

Challenge

| **Solution**

Benefits

Summary

We implemented a centralized content management approach to digital operations, streamlining hosting and content management across the client's vast digital landscape. The solution included:

- **CMS Consolidation:** Unified over 400 websites and mobile properties using Sitecore and Adobe Campaign, enabling consistent branding and streamlined management.
- **Centralized Digital PMO:** Set up a Digital PMO and assigned Digital PMs to ensure cohesive management across all franchises.
- **Efficient Domain Management:** Integrated domain management services and a framework for predictable ROI.
- **Enhanced CRM and Analytics:** Leveraged custom dashboards for CRM campaign management, real-time segmentation, and performance monitoring.



Benefits

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Hexaware’s solution delivered significant operational and cost efficiencies for the client:

- **85% Cost Reduction:** Achieved through our COE build team and streamlined CMS templates.
- **45% Cost Savings in CMS Template Management:** Reduced costs by establishing and managing reusable CMS templates.
- **35% Cost Reduction Compared to Agency Build Teams:** Leveraged in-house COE capabilities to decrease reliance on external agencies.



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Hexaware transformed the digital operations of a leading global pharmaceutical company by implementing a centralized content management and hosting solution. By consolidating over 400 websites and enabling efficient CRM and analytics, Hexaware drove substantial cost savings, improved brand control, and enabled predictable ROI for the client's digital ecosystem.



About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up 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 offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at www.hexaware.com.

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