



Digital and Software

Reimagining the Future of Customer Experience with Adobe Experience Cloud

Flyer



AI-led Experiences. Built on Adobe. Accelerated by Hexaware.

As a Gold Adobe Solution Partner, Hexaware brings deep CX expertise in implementing Adobe solutions across the Adobe Experience Cloud—from brand visibility to customer engagement. We help enterprises operationalize AI across experience, data, and activation layers to deliver hyper-personalized, measurable outcomes at scale.

Powered by the combined strengths of Hexaware and Softcrylic, our Adobe practice goes beyond implementation. We embed intelligence into your Adobe ecosystem using proven accelerators, enabling faster time-to-market, cleaner data activation, and smarter campaign execution. From strategy and consulting to build, run, and optimize, we help brands unlock the full value of their Adobe investments and shape the future of customer experience.

Partnership Highlights

- As a Gold Solution Partner, we bring unmatched CX expertise in Adobe Experience Manager, Adobe Analytics, Adobe Experience Platform, Adobe Real-Time Customer Data Platform, Adobe Journey Optimizer, Adobe Campaign, Adobe Target, Adobe Marketo Engage, and Adobe Commerce, helping businesses unlock the full potential of their Adobe investments.
- With numerous Adobe certifications across products, our team brings deep technical expertise and cutting-edge innovation.
- Our role on the Customer Advisory Board for Adobe Journey Optimizer and the Product Advisory Board for Adobe Real-Time CDP allows us to contribute directly to the evolution of these cutting-edge solutions, ensuring our clients stay ahead in the digital landscape.

Adobe
Gold Solution Partner
Specialized

Adobe Analytics
Adobe Real-Time Customer Data Platform
Adobe Journey Optimizer
Adobe Customer Journey Analytics



Product Advisory Board:
RT-CDP



Customer Advisory Board:
AJO

AI Accelerators for the Adobe Ecosystem

Hexaware's AI-led accelerators work across the Adobe ecosystem to accelerate experience creation, data activation, and customer engagement while reducing effort and enabling hyper-personalization at scale.

Synapse.AI



AI to accelerate AEM component development and reduce development effort. Synapse.AI helps teams build, modernize, and scale Adobe Experience Manager experiences faster, cutting time-to-market while improving consistency and quality.

Marketing Data Foundation (MDF)



An enterprise-grade data foundation that prepares first-party data for Adobe Experience Platform, Adobe Journey Optimizer, and Customer Journey Analytics. MDF unifies, cleans, and structures data to enable reliable activation and smarter decision-making.

Campaign Navigator



An execution accelerator that speeds up campaign and content delivery across Adobe marketing platforms. Campaign Navigator helps teams move faster from insight to launch, improving campaign velocity and operational efficiency.

AudienceMatchAI (AMAI)



An agentic AI intelligence layer that integrates across the Adobe ecosystem. AMAI brings continuous intelligence to experiences, data, and activation—enabling adaptive journeys and hyper-personalization at scale.

Success Stories

Real-world results delivered with Adobe and Hexaware.

US rail service:

92% reduction in AEP event ingestion.

Sports platform:

40% lower infrastructure costs.

Global exchange:

28% growth in digital engagement.

Experience the Difference with Hexaware & Softcrylic

Hexaware & Softcrylic help enterprises operationalize AI across the Adobe ecosystem. We combine CX expertise, Adobe platform experience, and AI-led accelerators to deliver measurable outcomes.

- **Strategy & Consulting:** Experience, data, and AI roadmaps for Adobe transformation
- **Experience Design:** Data-driven journeys and hyper-personalized experiences
- **Marketing Platforms:** AI-powered activation across Adobe Experience Cloud
- **Commerce Enablement:** Scalable B2B and B2C shoppable experiences
- **Mobility:** Mobile-first experiences built for performance and scale

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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