

HEXWARE

SMC<sup>2</sup>  
part of HEXWARE

Client Impact Series

# GCC 2.0: AI-driven, Value-focused, Future-ready

Set up, operate, and transform your GCC  
with ease.



## Unveiling GCC 2.0

**SMC<sup>2</sup>**  
part of **HEXWARE**

(Digital Talent)



**HEXWARE**

(AI-powered Platforms)



**GCC 2.0**

**GCC 2.0** infuses AI to transform the role of GCCs from cost arbitrage-driven support units to **value-generating strategic centers**.

## The SMC Squared + Hexaware Advantage

30+

Years of GCC Experience

30+

GCCs Built

100+

AI Agents

100%

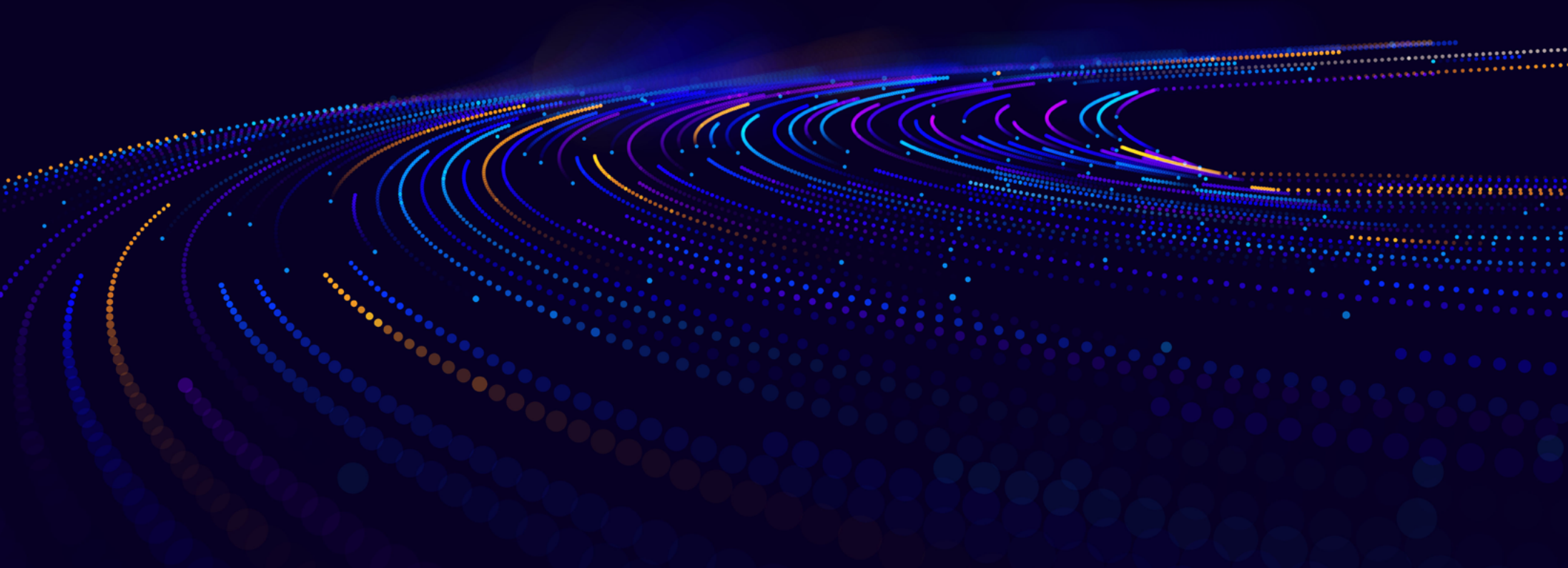
Employees Transitioned  
to the Client

250%

Average Growth After  
Transition

99%

of the IT Workforce Trained  
in AI or Generative AI



# Your Trusted Partner Across the GCC Lifecycle



## Strategy and Leadership Consulting

- Strategy consulting and business case creation/validation
- Research, benchmarking, and analysis—talent, skilled labor, and location
- Process mapping



## Legal Entity Setup

- Insourcing vs outsourcing vs GCC
- Strategic structuring JV/WoS/LLP/BO
- Leadership hiring



## Resource Planning and Recruiting

- Intelligence and sourcing
- Hiring and talent solutions—AI-based screening
- HR performance and payroll management



## Facility and Operations

- Facilities management
- IT infrastructure
- Security and compliance



## Transformation and Excellence

- IT and business operations and transformation services
- Best practices and frameworks
- IT operations, process, and engineering excellence
- Organizational change management



## Continuous Learning and Development

- Learning and development setup
- Domain training and varsity partnerships
- Screening and testing



## Partnerships and CoEs

- Partnership framework and agreements
- Blueprint for center of excellence (CoE) development
- Enable GCCs as best-in-class operating centers



## M&A and Exits

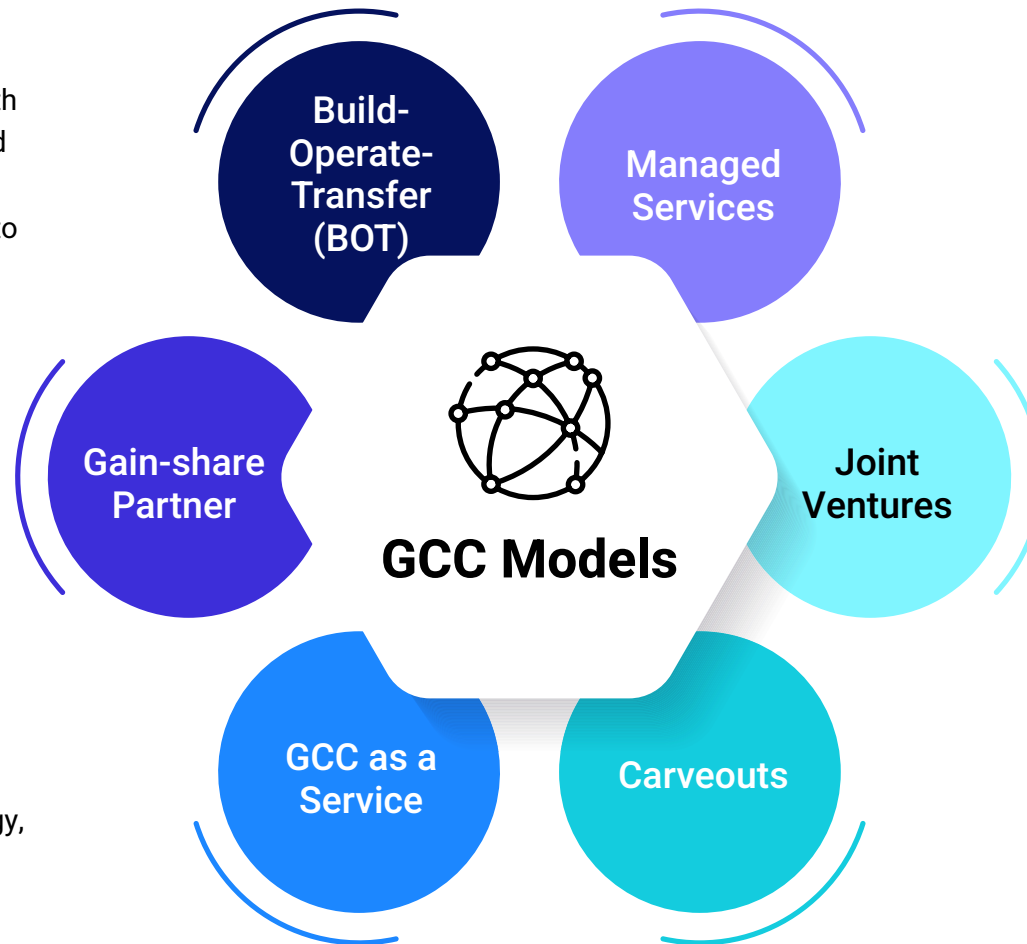
- Advisory services on partner exits—partial/full equity
- Advisory services via Carlyle on financial value creation

## Flexible Engagement Models

Build and optimize your GCC with a dedicated team for your IT and business capabilities with the option to transition seamlessly to full ownership.

Partner on high-impact GCC transformation initiatives with a shared-risk model.

Benefit from a hybrid, à la carte GCC model based on your needs, and select from various services including talent, strategy, workspace, and more.





# **GCC** Case Studies



## Life Sciences and Healthcare

US-based global energy and environmental technology company

### Implementing a BOT GCC to Accelerate Business Initiatives and Reduce Costs

- Implemented a BOT GCC solution (powered by SMC Squared) using a defined 3-year roadmap to build a digital technology center in Bangalore, India
- Rapidly recruited a high-tech team (200 hires in the first year at 90% retention) and built a branded facility aligned with the company's culture
- Launched a highly productive tech team across 24 capability areas, including digital/mobile, Salesforce, data engineering, data sciences, SAP, robotic process automation (RPA), DevOps, and test automation
- Leveraged SMC's best practices to ensure quality, speed, and agility in a unified local/global operating model, including knowledge transfer from previous vendors
- Created a support team spanning all administrative needs, including HR, finance, and IT
- Ongoing collaboration and consulting to date has resulted in growth of the team to 1000+ employees

400+

employees  
successfully  
transitioned

\$40M+

annual savings

\$17.68/hour

true cost run rate



## Entertainment

US-based global sports and entertainment brand

### Scaling GCC Talent for Digital and SAP Across Multiple Brands

- SMC rapidly recruited an initial scrum team of 6 within 30 days and laid out a roadmap to a full GCC build in Hyderabad with over 200 employees
- The success of the first team led to expansion and the addition of a second capability within 3 months
- The early success of the GCC prompted the client to leverage the GCC for growth opportunities
- Developed a client-branded office featuring amenities like an indoor golf course simulator and putting greens
- Employed SMC's defined methodologies and best practices to ensure quality, speed, and agile operations for digital and SAP initiatives
- Added service desk capability, 24/7 operations, and AP business services

200+

employees  
accelerated on  
the GCC ramp

7

vendors  
consolidated



## Consumer and Retail

Global retail and manufacturing company

### Shifting to an Insourced Model to Increase Productivity and Reduce Costs

- Implemented organizational change to optimize collaboration between the US and India teams
- SMC Enablement worked with the client to define a vision and a 3-year plan
- Applied SMC's best practices to enhance quality, speed, and agility in local/global operations
- Established global KPIs and scorecards for tracking productivity and utilization
- Recruited a high-performing in-country team, replacing 300 contractors with 180 employees
- Ensured continued successful GCC operations by adding new business services and additional IT capabilities

44%

savings in TCO  
within 18 months,  
compared to the old  
strategy

50%

boost in  
productivity,  
reaching 1:1 US  
FTE equivalency

300

contractors  
replaced with  
180 insourced  
employees



## Ecommerce

Global electronic components distributor

### Building a GCC to Support Global Expansion

- SMC partnered with the client to build an owned global capability center (GCC) grounded in the company's core values and culture, integrating India-based teams as part of one global team
- SMC built and continues to grow the client's technology, services, support, and academic teams, transforming the GCC from a managed model to a full-throttle global hub for IT and global business services
- Initiatives included ecommerce enablement, a flawless service desk rollout, and strategic facility updates that reflect the evolving brand

## Ecommerce

enablement

## Service desk

rollout

## Expanded GCC

capabilities from technology to  
global business services

## 400-member

projected GCC team within 3  
years



## High Tech

European print technology and solutions provider

### Centralizing and Transforming Finance Operations by Building a GCC

**Implemented a finance global capability center (GCC) through the following initiatives:**

- Centralized finance operations for 12 European countries, aligned with SAP S/4HANA Go Live for seamless integration
- Provided multilingual support across finance, sales, and admin services from Mumbai, using AI-powered translation for consistent operations
- Developed SAP S/4HANA roadmaps and committed to achieving targeted productivity enhancements
- Automation and productivity tools:
  - Leveraged SAP S/4HANA best practices and optimizations available and deployed the Esker AP tool
  - Implemented multiple RPA use cases across sales operations and management reporting
- Established key process metrics to track and drive continuous operational improvements

75%

reduction in total  
cost of ownership

40%

reduction in  
manual effort

38%

faster financial  
close process



## Capital Markets

Global fintech company

### Improving Customer Experience Through Best Practices in Wealth Management

#### **Innovative first-of-its-kind testing solutions for the client:**

- Mobile automation suite for Flutter-based apps
- Introduction of a unified automation framework
- Enhancing performance engineering capabilities by introducing Google Lighthouse
- Reduction of regression automation time by introducing parallel execution
- Introduction of early security testing
- Setting up accessibility testing practice
- Implementation of a digital happiness index framework

25K+

test cases

98%+

defect  
detection  
percentage

85%+

automation  
coverage

50K+

clients  
serviced by the  
applications  
supported



## Financial Services

Technology refresh program for a global financial services company

### IT Modernization for Enhanced Performance and Sustainability

- Modernized IT infrastructure through migration of virtual machines (VMs) from end of life (EOL) to a private cloud and updated storage area network (SAN) to new host groups
- Upgraded Red Hat Enterprise Linux (RHEL) and automated provisioning of new databases to improve productivity and efficiency
- Implemented disaster recovery (DR) automation, transmission modernization, and decommissioned legacy systems like Lotus Notes, replacing them with Oracle databases

100+

VM migrations  
to private  
cloud

200+

servers  
upgraded for  
OS/RHEL

15+

automated  
database  
provisioning

10+

transmission  
modernizations



## Banking

APAC-headquartered global investment bank

### KYC Automation and Transformation with AI and ML

- Addressed challenges of manual processes, missed deadlines, and complex ownership structures by deploying a team for KYC onboarding and periodic reviews at Hexaware's delivery center
- Deployed a joint governance model with the bank's operations and IT teams to drive transformation across the KYC operations
- Designed an automated ETL solution for real-time sourcing, aggregation, and transformation of information from public and private sources
- Automated the extraction of data from documents, performed rule-based evaluations, and updated the KYC platform in real time using AI and ML
- Streamlined screening processes by automating searches, dismissing false positive alerts, and scoring adverse news articles using AI and ML, to reduce handling time
- Implemented Hexaware's proprietary automated outreach solution, featuring a workflow-driven approach with integrated email communication, automated follow-ups, and tracking capabilities

35%

reduction in total  
cost of ownership  
(TCO)

30%

reduction in customer  
outreach

40%

faster customer  
onboarding and  
periodic reviews



## Professional Services

Fortune 500 global workforce solutions company

### Transforming Outplacement Services: GCC Advisory in Action

- Established an India-based delivery team for the Global CIO, co-located with the client's GCC locations in India
- Provided CIO advisory, architectural, and solution support
- Executed end-to-end transformations in an outcome-based model
- Adopted a 100% cloud-led transformation approach, including cloud-native architecture on Azure, headless and serverless microservices, middleware integration with iPaaS Boomi, advanced authentication and authorization, asynchronous messaging, circuit-breaker Implementation (Polly), Sitecore CMS as PaaS, and agile DevOps practices
- Created a cohesive and intuitive business platform for all user groups, including recruiters, employers, businesses, and candidates

12

third-party  
systems  
integration

400+

functional user  
stories

20%

increase in  
content usage

30%

decrease  
in profile  
completion  
time

## Ready to shape your GCC 2.0 success story?

Let's start the conversation. Contact us at [marketing@hexaware.com](mailto:marketing@hexaware.com) and discover how our tailored GCC solutions can help you achieve more—faster, smarter, and with confidence. Your next chapter starts here!

## 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 <https://www.hexaware.com>

Get in touch