
Whitepaper

Generative AI in Manufacturing: A Complete CIO's Guide to Enterprise-Wide Implementation

Strategies to break free from pilot project limitations and drive enterprise-wide AI transformation.



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Introduction

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Do you remember the first time you used Google? That moment when you realized just how much easier it made finding information? Manufacturing is now at a similar turning point—but instead of just accessing information, it's about completely reimagining how we design, build, and deliver products. Sounds exciting, right?

Yet, for many CIOs and CTOs, there's a familiar frustration. You've run some great pilot projects that show incredible promise, but scaling them across the organization feels like an uphill battle. Does that resonate with you?

This guide on Generative AI (GenAI) in manufacturing is here to help. It's not filled with dry technical jargon—it's a practical, bottom-up framework based on real-world successes. It's designed to show you how to break through the pilot barrier and fully unlock the transformative power of GenAI in your manufacturing operations. Ready to take that next step? Let's get started!



How Generative AI in Manufacturing Can Revolutionize Your Business

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The last decade has been anything but smooth for manufacturing. From [trade wars and supply chain disruptions to labor shortages and rising cybersecurity risks](#), the challenges have come one after another. Yet, some organizations didn't just survive—they thrived. The secret? Agility and a willingness to embrace transformation.

Now, GenAI is emerging as the industry's next big game-changer. It offers tools to streamline repetitive tasks, provide real-time insights, and optimize operations across the board. Imagine being able to predict and prevent supply chain disruptions, accelerate product design, or reduce errors and waste—all while cutting costs. This isn't some far-off vision—it's happening right now.

Since the release of ChatGPT in late 2022, GenAI has evolved beyond simple text generation. It's become a multimodal powerhouse, creating text, images, audio, and even video, opening up new possibilities for innovation. Unlike traditional AI, which focuses on analyzing existing data, GenAI and [Agentic AI](#) go a step further—they help you create something entirely new. It's like having a partner who not only crunches numbers but also sparks fresh ideas, makes decisions, and drives innovation.

But here's the challenge: Many companies get stuck in what we call "[Pilot Purgatory](#)." They run promising experiments, see exciting results in controlled settings, but struggle to scale those successes organization-wide. Sound familiar? If so, you're not alone.

That's why we've created this whitepaper—to help you break through the barriers and embed GenAI into the very core of your operations. We're not just talking about more experiments or isolated wins. We're talking about real, enterprise-wide transformation.

Are you ready to move past experimentation and unlock the full potential of GenAI for your business? Let's dive in and explore what's possible.

Why Generative AI is Manufacturing's "Google Moment"

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Think back to when Google first came onto the scene. Remember how frustrating it was to find information before? Everything felt slow and scattered. But Google changed that, making it possible to get answers to almost any question in seconds. It didn't just make searching easier; it reshaped how we think and make decisions across all industries.

Now, we're at a similar moment in [manufacturing with GenAI](#). This isn't just another tech gadget; it's a game-changer that's set to transform everything from how we design products to how we deliver them. Imagine a system that can spot production bottlenecks on its own, adapt to supply chain hiccups in real time, and even predict quality issues before they happen. These aren't just wild ideas—they're real capabilities we have today!

Just look at companies like [BMW](#) and [Samsung](#). They're already leveraging GenAI to drive extraordinary results. Their success isn't just a fluke; it's a clear sign of how powerful this technology can be for manufacturers willing to take the plunge.

But here's the catch: getting the most out of GenAI isn't just about being excited about the tech. It takes a solid plan, thoughtful integration into your operations, and a commitment to scaling it throughout your organization. So, what could your business achieve with this kind of transformative power? Are you ready to step up and join the leaders shaping the future of manufacturing?



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Getting your organization ready to harness the power of GenAI is an exciting journey! But before you dive in, it's essential to understand that your readiness depends on a few key factors, which can be classified into two major evaluation categories: Business Value Potential and Implementation Feasibility. These categories will help you assess your organization's preparedness to adopt and scale GenAI solutions effectively, ensuring they align perfectly with your business goals and operational capabilities.

Business Value Potential

The first step in your GenAI adventure is identifying how different use cases can truly add value to your organization. This means prioritizing use cases that resonate with your key business goals and evaluating their potential benefits.

Here's what to keep in mind:

1. **Consistency:** Make sure that the AI outputs are accurate and reliable for the processes you want to improve.
2. **Quality and Security:** It's crucial to maintain high-quality results while also protecting privacy, intellectual property, and data security.
3. **Ease of Adoption:** Prepare your team with the training and technical skills they need to use the system effectively.
4. **Strategic Fit:** Ensure that the use cases you select align with your organization's broader business and IT strategies.

By focusing on these factors, you'll be able to identify high-impact use cases that align with your strategic objectives while delivering measurable value.

Implementation Feasibility

Once you've identified those high-value use cases, the next step is to gauge your organization's readiness to implement and scale these solutions. Key considerations here include:

1. **Infrastructure and Data Readiness:** Check if you have the right systems, tools, and high-quality data in place to support your AI solutions.
2. **Model Reusability:** Consider whether you can adapt AI models for multiple use cases. This can save costs and boost efficiency!
3. **Environment Stability:** Consider how AI will integrate with your existing processes without disrupting ongoing operations or transformations.
4. **Regulatory Compliance:** Ensure that your AI solutions meet data sensitivity and comply with regulatory standards, like privacy laws and industry-specific regulations.

By balancing these factors, your organization can prioritize use cases that are not only impactful but also feasible to implement. This thoughtful approach will set you up for success as you innovate and prepare for the future of Generative AI!

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So, how do you transition from isolated experiments to scaling GenAI across your organization? The answer lies in a clear, well-thought-out roadmap.

Scaling AI is not a matter of simply adding more technology; it's about aligning tools with your business objectives, managing organizational change, and fostering collaboration. Many organizations are finding that starting with “low-hanging fruit” is a smart move. This means focusing on those high-feasibility, small wins in business processes that can be achieved quickly. These initial successes not only build trust in the technology but also set the stage for more significant, transformational changes down the line.

Key Implementation Plans

Let's walk through the steps that can turn potential into performance.

Start with Easy Wins

Think of this as your first step into the world of GenAI. By tackling straightforward projects that can deliver quick results, you'll not only demonstrate the technology's value but also gain the confidence of your stakeholders. It's all about building that trust!

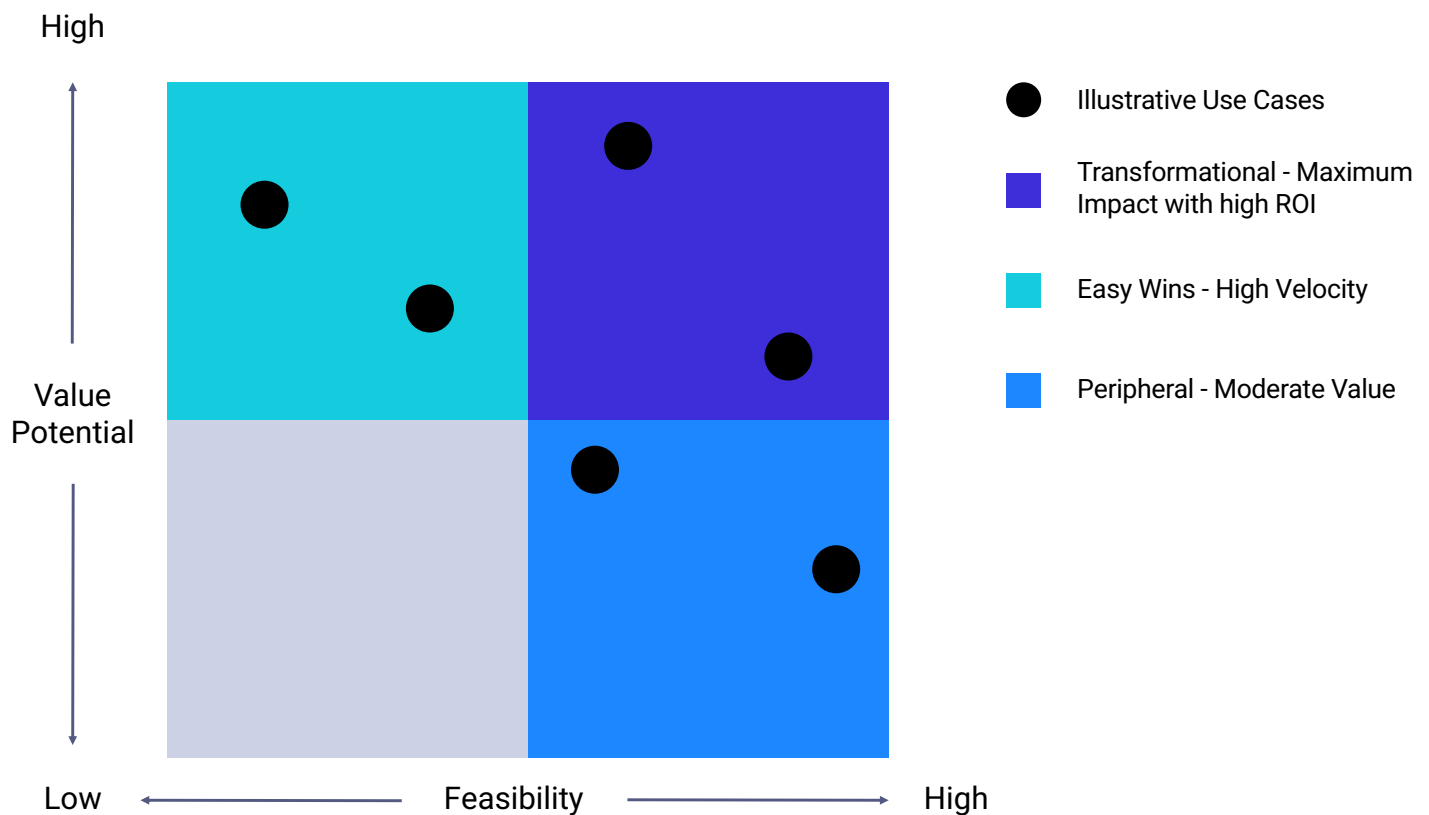
Transformational Changes

Once you've established that initial trust, it's time to think bigger. This phase involves breaking down complex processes into manageable stages. Yes, it might require some heavy lifting in terms of change management, but the payoff can be huge—think increased productivity and efficiency. A phased approach helps keep things manageable and allows for continuous improvement.

Peripheral Implementations

Don't forget about those areas that might not be your core focus, like HR or contract management. Improving these peripheral processes can lead to cost savings and efficiency gains. You can even leverage turnkey solutions or enhancements over existing technology to make these improvements easier.

By following this structured approach, organizations can effectively tap into the power of GenAI, driving efficiency and innovation across their operations. Embracing these strategies not only positions you for success but also helps you navigate the complexities of AI adoption with confidence.



The Promise of Generative AI in Manufacturing

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GenAI is no longer just a buzzword; it's a transformative force reshaping industries across the globe. For manufacturers, the potential is immense. But how does this technology achieve such results, and what does it mean for the future of manufacturing? Let's dive deeper into the core areas where GenAI is making waves.

GenAI for Product Design and Development: A Revolution in Innovation

The product design and development lifecycle has always been a complex, multi-phase process requiring creativity, precision, and collaboration. But what if you could supercharge this process, reducing time-to-market while simultaneously enhancing creativity and efficiency? According to a [McKinsey article](#), GenAI for product design is doing just that, transforming how organizations approach research, ideation, design, and testing. Let's explore how this technology is reshaping each stage of the product development journey.

Research and Insights: Turning Data into Actionable Knowledge

Every great product begins with a deep understanding of the market, customer needs, and emerging trends. But how much time does your team spend manually analyzing data? GenAI changes the game by enabling users to generate actionable insights through natural language interactions with multimodal organizational data.

Imagine having a tool that can synthesize data from manufacturing systems, CRM platforms, and even deployed assets to provide a comprehensive view of market opportunities. This not only accelerates the research phase but also frees your team to focus on creative problem-solving rather than data crunching. Ask yourself, how much more could your team achieve if they spent less time analyzing data and more time innovating?

Ideation and Blueprinting: Accelerating Creativity

The ideation phase is where the magic happens—where rough ideas evolve into tangible concepts. GenAI-powered design tools are revolutionizing this stage by enabling teams to collaboratively develop high-quality concept designs in record time.

Picture this: Your team inputs a few sketches, customer insights, and performance goals into an AI tool. Within minutes, the tool generates lifelike images and videos of potential designs, sparking new ideas and pushing the boundaries of creativity.

But here's the catch: While AI can generate ideas, human expertise is still essential to validate and refine these concepts. This collaboration between human creativity and AI-driven efficiency is what makes this phase so powerful.

Iterative Design: From Concepts to Reality

Once initial concepts are developed, the iterative design phase begins. Traditionally, this stage involves time-consuming trial-and-error processes to refine designs. GenAI for product design eliminates much of this inefficiency by enabling simulation and iterative methodologies that identify optimal results within predefined parameters.

For example, AI can simulate how a product will perform under various conditions, allowing teams to test multiple iterations in a fraction of the time. This approach not only reduces process times from weeks to days but also ensures that designs are optimized for manufacturability, sustainability, and user experience.

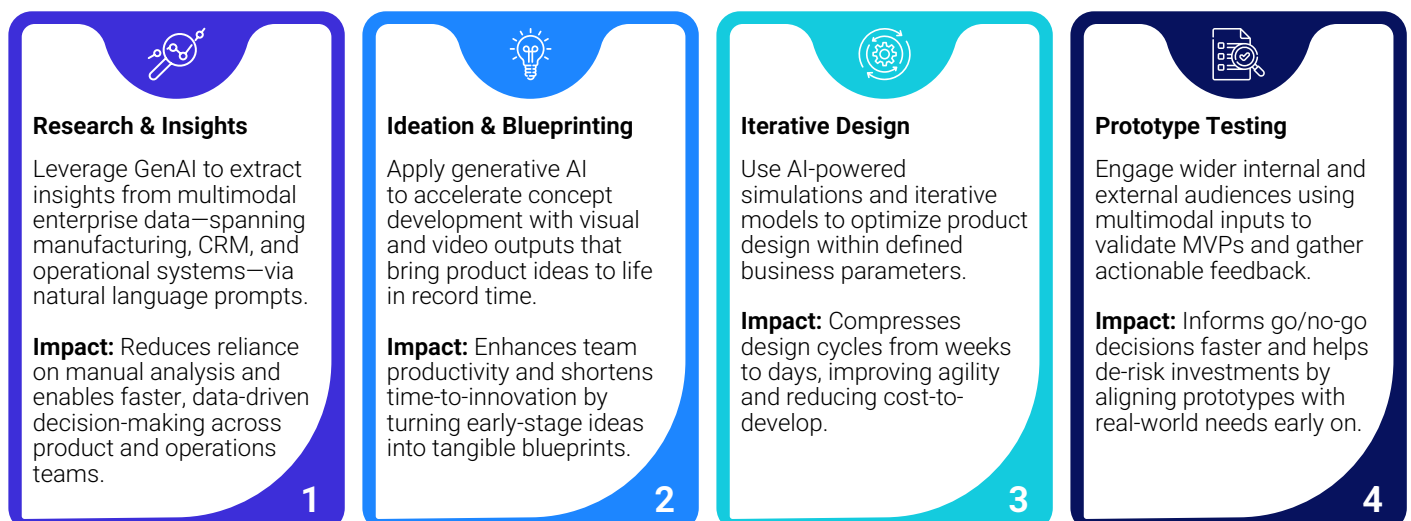
Consider the case of Adidas, which used [GenAI to design a lattice-like structure for its shoes](#). By setting parameters for cost, durability, and structure, the company created a product that offered greater support and longevity without increasing manufacturing costs.

Imagine how much faster your team could move from concept to prototype with AI-driven iterative design?

Prototype Testing: Engaging Stakeholders and Refining Designs

Prototype testing is often where the rubber meets the road. But how do you ensure that your prototypes resonate with stakeholders and end-users? GenAI for product design enables teams to create immersive, multimodal prototypes that bring concepts to life.

Imagine presenting a prototype that not only looks realistic but also incorporates real-time feedback from stakeholders. AI-generated visuals and simulations can facilitate meaningful discussions, helping leadership make informed decisions about moving from proof of concept to MVPs or alpha testing groups.



Core Production: Where Innovation Meets Execution

Think of your core production system as the heartbeat of your manufacturing operation, ensuring that production processes are executed smoothly, from the shop floor to the top floor. But in today's digital age, is a steady heartbeat enough? As manufacturers embrace Industry 4.0, we're witnessing an unprecedented surge in connected devices and data generation. This raises a critical question: How can we harness this data explosion to drive real value?

The answer lies in the intelligent integration of GenAI with your Manufacturing Execution System (MES). According to a BCG analysis, [AI could enhance shop-floor productivity by more than 20%](#)—but that's just the beginning. Let's explore what makes this integration truly transformative.

GenAI-powered solutions can redefine how manufacturing organizations approach technical support and operational challenges. By leveraging multimodal capabilities, GenAI enables intuitive interactions across text, audio, and video, making complex systems accessible to technicians and operators in real time. For example:

- **Visual Guidance and Detailed Instructions:** AI-driven tools provide clear step-by-step visuals and blueprints for machine repairs and adjustments. This reduces downtime and ensures that tasks are performed accurately the first time.
- **Configuration and Control:** From configuring CNC machines to managing assets, closed-loop feedback systems enabled by AI enhance precision and adaptability in production lines.
- **Proactive Alerts and Visualization Dashboards:** AI-powered dashboards monitor production systems, flagging deviations and displaying key metrics for rapid decision-making.

These GenAI functionalities are not standalone enhancements; they form an integrated ecosystem that ties into core production systems by utilizing the following features.

- **Multimodal Assistance:** Delivers support via text, audio, and video, ensuring operators receive information in the most effective format.
- **Insightful Visuals:** Supplies clear images and step-by-step instructions, minimizing errors and speeding up task completion.
- **RAG and Image Mapping:** Improves decision-making with visual indicators and advanced mapping techniques.
- **Mobile Support:** Provides portable access to critical information, keeping technicians informed and efficient, even on the go.

How do these Enhance the Core Production Processes?

The capabilities of GenAI in core production processes enhance productivity by automating repetitive tasks, reducing errors, and ensuring efficient resource utilization. For instance:

- Demand Planning and Production Orchestration: GenAI integrates with MES to optimize production schedules, predict demand fluctuations, and minimize bottlenecks.
- Maintaining Operational Continuity: With real-time insights, AI ensures smoother transitions between production cycles, reducing the time and cost associated with changeovers.

By integrating these features, GenAI helps manufacturers achieve a resilient, data-driven production environment, ultimately increasing throughput, reducing costs, and enhancing product quality.

Special Considerations for Highly Regulated Industries

Industries such as defense and aerospace face unique challenges when implementing GenAI. These sectors often deal with sensitive data and require high accuracy from AI models. Real-time decisions in aerospace manufacturing rely on precise AI models that must be rigorously tested and validated. Integrating GenAI in these environments necessitates compliance with regulatory requirements and robust data security protocols, often requiring specialized training to ensure safe outcomes.

Tailored GenAI implementations that align with industry-specific requirements are essential for delivering operational efficiencies while maintaining compliance and reliability.

AI for Quality Control: The New Frontier

Let's face it – in manufacturing, quality is your reputation on the line. Maintaining product quality is critical for avoiding callbacks, regulatory penalties, and reputational damage that can erode years of customer trust. But here's a thought-provoking question: Why do we still rely on manual inspections when human error costs manufacturers millions annually? Traditional quality control systems often struggle to meet the demands of modern production environments. These systems rely heavily on manual inspections, which are not only time-consuming and labor-intensive but also prone to human error, resulting in inconsistent quality checks. As product complexity increases and customer expectations rise, manufacturers face growing pressure to improve inspection accuracy and efficiency.

The AI Revolution in Quality Assurance

What if you could inspect every product, not just random samples? What if you could predict quality issues before they become defects? This isn't science fiction – it's the reality of GenAI-powered quality control. Through machine learning-driven vision systems, manufacturers are:

1. Enhancing Processes through Real-Time Inspection

The integration of GenAI and machine learning-driven machine vision is transforming quality control processes by delivering real-time, automated inspection capabilities. These technologies enhance efficiency and accuracy by:

- Expanding inspection coverage with increased sample sizes.
- Reducing inspection costs through automation.
- Improving defect detection rates with advanced algorithms trained on high-quality datasets.

However, it's important to recognize that implementing these solutions requires robust planning, particularly to avoid overcorrection or unintended cost increases due to overly stringent inspection thresholds.

2. Advancing Towards Precision Manufacturing

GenAI plays a pivotal role in advancing precision manufacturing. By enabling real-time analysis and providing actionable insights, GenAI ensures that products meet tight tolerances required for seamless integration, especially in industries like aerospace, automotive, and electronics. Key contributions include:

- High-Accuracy Inspections: GenAI-powered systems use multimodal data inputs (e.g., images, sensor readings) to detect microscopic defects or irregularities that manual processes might overlook.
- Predictive Analytics: AI models predict potential quality issues before they occur, reducing downtime and improving yield rates.
- Collaborative Insights: Cloud-based platforms allow stakeholders to share inspection results and collaborate to refine processes, fostering continuous improvement.

GenAI in Supply Chain Optimization: Navigating Complexity

In the intricate world of manufacturing, the supply chain is the lifeblood of your operations. But have you ever wondered why, despite its importance, so many supply chains struggle with inefficiencies? Issues like inefficient routing, inaccurate inventory management, and unforeseen delays can wreak havoc on profitability and customer satisfaction.

A New Era of Supply Chain Management

The inherent complexity of supply chains—characterized by multiple touchpoints, diverse geographies, and numerous stakeholders—makes achieving seamless operations a formidable task. Imagine this scenario: Your shipments are delayed, inventory levels are inaccurate, and operational costs are spiraling. What if you could transform these challenges into opportunities? By harnessing the combined power of GenAI and traditional AI technologies, businesses are not just tackling these problems—they're redefining what's possible in logistics, warehousing, and shipping.

- **Shipping and Logistics:** GenAI-driven solutions optimize routing and provide market indicators for vendor ratings and risks. By integrating real-time data on traffic, weather, and schedules, these solutions significantly improve delivery times. Additionally, they include modules focused on enhancing employee health and safety by monitoring conditions and predicting hazards, ensuring that operations remain efficient and compliant.
- **Warehousing:** The multimodal capabilities of GenAI enhance management information systems, allowing for sharper analysis in an interactive format. This leads to faster and more accurate decision-making, optimizing stock levels, and reducing waste.

By harnessing GenAI's power, manufacturing businesses can address existing supply chain inefficiencies and build a more resilient and responsive operational framework that can adapt to the ever-changing market landscape. Are you ready to rethink your strategy with GenAI in the supply chain?

Transforming Sales and Marketing with GenAI

In a world where customer expectations are soaring, how do businesses stand out in a crowded marketplace? The pressure is on to engage customers deeply and deliver personalized experiences across multiple channels. But traditional marketing methods often fall short in addressing the growing complexity of consumer behavior, data overload, and the need for personalized experiences. Marketers must strike the perfect balance between relevance, scalability, and efficiency—a challenge that continues to grow. So, what's the solution?

Embracing the GenAI Advantage

GenAI is emerging as a game-changing solution, enabling businesses to automate creative processes, make data-driven decisions, and deliver hyper-personalized experiences. By leveraging these capabilities, businesses can overcome marketing challenges, drive higher engagement, improve ROI, and create more meaningful connections with their customers. Key features of GenAI in sales and marketing include:

- **Customer Data Management:** Advanced AI-powered platforms enable seamless management of customer databases, ensuring better data governance and integration with tools like Salesforce. These platforms analyze consumer behavior and market trends, delivering hyper-personalized experiences that foster deeper engagement and loyalty.
- **Enhanced Marketing Campaigns:** GenAI revolutionizes content creation, driving higher click-through rates and elevated customer engagement. AI-driven tools automate tasks such as social media management, campaign scheduling, and cross-platform ad operations, allowing marketers to achieve up to a [40% increase in response rates and a 25% reduction in deployment costs](#).
- **AI for Process Automation:** From campaign creation to programmatic advertising and e-commerce optimization, GenAI automates labor-intensive tasks. This reduces time-to-market while improving conversion rates. Tools for product information management and user-generated content moderation further streamline operations, enabling marketers to focus on strategy and innovation.
- **Opportunity Identification:** AI-powered insights unlock valuable opportunities through competitor analysis, consumer sentiment tracking, and market trend forecasting. For example, e-commerce platforms use these insights to drive product personalization and improve demand forecasting, empowering businesses to stay ahead of the curve and refine their strategies.

The bottom line is clear: Whether through automating processes, optimizing campaigns, or uncovering new opportunities, GenAI equips marketers with tools to thrive in a competitive landscape. It delivers personalized experiences while achieving scalability and efficiency. How will you leverage these capabilities to elevate your marketing efforts?

Transforming Field Service Operations with GenAI

Field service operations are often the frontline of customer satisfaction, with customer-facing employees serving as both the company's trusted representatives and the critical link for capturing the customer's voice. But are they living up to their potential? Despite advancements in processes, many companies still grapple with longstanding challenges like delayed dispatches, cumbersome handoffs, complex documentation, and inadequate knowledge base support. These issues often lead to incomplete resolutions, repeated service visits, and resource strain caused by logistics, service contract management, and excessive paperwork. What if there were a way to transform these operations fundamentally?

Redefining Field Service Management

GenAI is reshaping the landscape of field service management, addressing these challenges head-on. Imagine a system that enhances knowledge sharing and automates routine tasks, ultimately improving customer satisfaction. Below are the key applications of GenAI in field service operations:

- **Self-Service Manuals:** For complex products distributed across diverse geographies, providing consistent support in various languages and operating conditions is critical. GenAI offers a unified approach by creating dynamic, multilingual self-service manuals that are accessible across multiple modalities (text, images, voice). This ensures customers and technicians alike have access to accurate, real-time information. Additionally, AI-powered manuals create a centralized feedback loop, enabling continuous improvement across the manufacturing value chain—from product design to procurement.
- **Customer Experience Interface:** GenAI leverages images, voice, and text inputs to assess and report issues, offering self-service solutions that often eliminate the need for an initial technician visit. By streamlining issue identification and resolution, this approach reduces response times, improves data collection, and ensures technicians arrive on-site fully prepared, armed with the right tools and context.

- **Efficient Debriefs:** During fieldwork, GenAI accelerates data capture by enabling real-time validation and report generation through multimodal inputs on mobile devices. This minimizes errors, reduces administrative burdens, and ensures comprehensive, accurate documentation of field activities.
- **On-the-Job Training Enhancement:** GenAI-powered chatbots provide technicians and engineers with tailored, real-time guidance, leveraging company data and customer history to resolve issues quickly. This not only improves first-time fix rates and customer satisfaction but also acts as a valuable on-the-job training tool, helping employees build expertise while working in the field.

The Future of Field Service: Consistency, Efficiency, and Customer Satisfaction

By integrating GenAI into field service operations, businesses can overcome persistent inefficiencies while enhancing customer experiences. Whether through self-service manuals, intelligent customer interfaces, streamlined reporting, or real-time training, GenAI empowers field service teams to deliver faster resolutions, greater accuracy, and improved resource utilization. Ultimately, it transforms field service into a more proactive, customer-centric function. Are you prepared to elevate your field service to new heights?



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As we explore GenAI's transformative power, it's essential to acknowledge the challenges associated with scaling this technology. But are these obstacles insurmountable?

Addressing the Challenges Head-On

- **Cost Management:** As organizations embark on their AI journey, operational costs can often exceed development expenses. It's vital to identify cost drivers early and focus on solutions that balance scalability with financial sustainability. This proactive approach can help avoid budget overruns and ensure that resources are allocated effectively.
- **Iterative Deployment:** Begin with targeted use cases, refine them based on feedback, and scale progressively. Treat GenAI as a dynamic system that evolves over time. By adopting an iterative approach, organizations can learn from successes and setbacks alike, adjusting their strategies to maximize impact.
- **Proactive Risk Management:** Address challenges like data privacy, model biases, and compliance early in the implementation process. Establishing robust governance frameworks that adapt to evolving AI capabilities will help mitigate risks. This proactive stance fosters trust and encourages buy-in from stakeholders across the organization.



Final Reflections: Leadership That Drives Transformation

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In a world where GenAI is more than just a technological trend, it becomes a strategic imperative for manufacturing leaders. However, its value isn't automatic. So, how do you realize the full potential of this technology? With leadership, vision, and a willingness to embrace change!

As a CIO or CTO, your role is pivotal in driving this transformation. Are you ready to align AI initiatives with broader business objectives, foster cross-functional collaboration, and ensure accountability for measurable outcomes? The time to act is now. Organizations that embrace GenAI strategically will not only navigate today's disruptions—they will shape the future of manufacturing. [Research indicates](#) that effective implementation of Generative AI in manufacturing can reduce time-to-market by approximately 20% and achieve a 5-10% reduction in overall R&D costs, underscoring the tangible benefits of this technology.

In conclusion, the journey toward integrating GenAI into your operations is not just about technology; it's about reimagining how your organization operates. As we stand on the brink of this exciting frontier, it's essential to approach this transformation with an open mind and a strategic focus. The opportunities are vast, and the potential for innovation is boundless.

Are you ready to lead the way? [Hexaware](#) is here to help!

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Anubhav is a digital transformation expert specializing in the Manufacturing and Consumer sectors. He aligns technology solutions with business strategies to unlock measurable growth. With extensive experience in managing complex sales cycles and forging strategic partnerships, Anubhav focuses on transforming challenges into innovative solutions. His strong background in go-to-market strategy and product development enables him to turn innovative ideas into significant top-line growth.

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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.

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