

GenAI-powered Content Hub on AWS

Delightful engagement through
multi-faceted content

Flyer



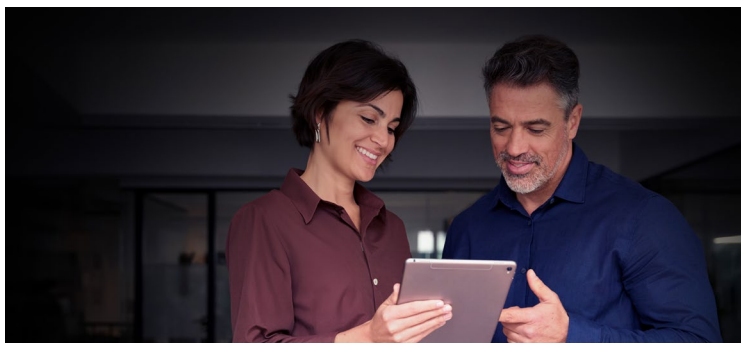
Companies are expected to create more content than ever — in different formats, for different channels, and personalized for different audiences — all while staying on-brand and moving fast.

Why Do Brands Need a Content Hub?

Hexaware's Content Hub, built on AWS, helps make that possible. It uses GenAI, machine learning (ML), and automation to take content from idea to publication quickly.

The result: Content that's easier to personalize, localize, reuse, and manage — at scale, without losing brand consistency.

“Hyper-personalize
engagement, build
experience, and boost
memorability



AWS Content Hub Features

Faster, Safer, and Smarter Brand Content

Automated Content Creation

GenAI reduces manual effort by generating first drafts, campaign assets, and variants in minutes — not days.

Content Repurposing at Scale

Content objects are modular by design, enabling 30% higher reuse across campaigns and 40% improved localization for different markets.

Governance and Brand Alignment

Built-in rules ensure every asset is SEO-optimized, compliant, and on-brand, reducing review cycles and safeguarding brand equity.

Faster Campaigns and Publishing

AWS-powered workflows coordinate approvals, assets, and channels — cutting launch times in half.

Intelligent Content Optimization

AWS ML engines continuously fine-tune tone, style, and relevance based on content engagement analytics.

Scalable, Secure Delivery

AWS-native architecture ensures flexibility, enterprise-grade security, and cost efficiency for multi-channel distribution.

The AWS Effect on Brand Value

Faster content creation to real conversion

Create Faster

Produce multi-format assets in minutes using Amazon Nova, Amazon SageMaker, and AWS GenAI services to accelerate campaign timelines.

Unify and Scale

Bring in central digital asset management with Amazon S3, Amazon DynamoDB, and Amazon CloudFront, enabling seamless reuse and scalability.

Maintain Integrity

Safeguard brand reputation with Amazon Rekognition and Amazon Comprehend, ensuring content remains safe, accurate, and aligned with brand guidelines.

Optimize Performance

Boost campaign performance by analyzing engagement through AWS Lambda and AWS AppSync, driving data-backed improvements over time.

The Three Guardrails to AI-Powered Content

Powered by AWS, our content hub solution drives value

AI-driven content generation powered by AWS Bedrock, Amazon Nova, Amazon SageMaker, and integrated GenAI tools like DALL-E and Optimotive.

Automated content moderation using Amazon Rekognition and Amazon Comprehend to ensure safe, compliant, and brand-aligned assets.

Scalability and ethical guidelines with AWS-native services such as Amazon S3, Amazon CloudFront, Amazon DynamoDB, and Amazon Secrets Manager.

Why Hexaware as Your AWS Partner?

Expertise shaped around what you truly need

- **10 Years** as an AWS Advanced Partner
- **6550+** AWS Certifications in-house

Built with AWS AI/ML & GenAI Services

Build, deploy, and scale intelligent applications



Let Content Drive Your Brand Value

Ready to create, manage, and scale content faster? Start your journey with Hexaware's AWS-powered content transformation solutions. Reach out to marketing@hexaware.com for more information.

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 offices across the world, 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.

Learn more about Hexaware at <https://www.hexaware.com>.

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