

D&S

AI-First Marketing. Built on Adobe. Accelerated by Hexaware.

Flyer



CMOs today are navigating a new marketing reality where AI is changing discovery, content, engagement, and decisioning all at once. But most teams are still held back by fragmented data, disconnected platforms, slow content cycles, and limited personalization at scale.

Hexaware helps modernize marketing through an AI-first, data-powered, client-owned approach built to unlock speed, relevance, and measurable business outcomes.

Here's a 5-pillar marketing model, built on Adobe Experience Cloud and powered by Hexaware's AI accelerators.

Brand Visibility & Digital Presence

Make your brand discoverable in the AI-driven search era

- Manage content and digital experiences with AEM Sites and Assets
- SEO adapted for AI-powered discovery
- Social listening and engagement

Accelerated by Synapse.AI for faster content and experience delivery

1

Data Foundation & Marketing Intelligence

Turn fragmented data into actionable customer intelligence

- Unify customer data across Adobe Experience Platform and analytics tools
- Prepare data for personalization, automation, and activation

Powered by Marketing Data Foundation (MDF) for clean, activation-ready data

2

Hyper-Personalization & Decisioning

Move from segment-based campaigns to real-time individual experiences

- Orchestrate journeys using Adobe Journey Optimizer and personalization capabilities
- Enable AI-driven segmentation and audience discovery

Powered by AudienceMatchAI (AMAI) for AI-driven segmentation and decisioning

3

Content Supply Chain & Generation

Scale content production without scaling effort

- Manage content lifecycle across AEM Assets and campaign platforms
- Streamline workflows from brief to deployment
- Enable faster campaign execution and content delivery

Accelerated by Campaign Navigator for faster campaign and content execution

4

Agentic AI & CX Automation

Automate marketing operations across the customer lifecycle

- Orchestrate journeys, content, and engagement across channels
- Enable continuous execution, testing, and optimization
- Support always-on marketing operations

Enabled by AI-driven automation across marketing workflows and execution

5

Hexaware's AI Accelerators for Adobe

Hexaware's AI-led accelerators bring the five pillars of modern marketing to life. Built to work across the Adobe ecosystem, they help enterprises move faster from content and experience creation to data activation, personalization, and campaign execution.

Synapse.AI

Accelerate content and digital experience delivery

- Faster development and modernization of digital experiences
- Improved consistency and reuse across components
- Reduced effort and faster time to market

Supports content and experience management across AEM Sites and Assets



Marketing Data Foundation (MDF)

Make data activation reliable

- Unifies and structures first-party data
- Enables accurate segmentation and personalization
- Improves data readiness for activation and decision-making

Supports Adobe Experience Platform, Journey Optimizer, and Customer Journey Analytics



AudienceMatchAI (AMAI)

Bring intelligence to personalization

- AI-powered segmentation and audience discovery
- Real-time decisioning and adaptive journeys
- Continuous optimization across customer interactions

Supports Journey Optimizer and personalization workflows



Campaign Navigator

Speed up campaign execution

- Faster campaign and content delivery
- Reduced time from insight to activation
- Improved operational efficiency across marketing teams

Supports campaign execution across Adobe marketing platforms



Modern marketing needs more than platforms. It needs acceleration.

Connect with our experts at marketing@hexaware.com.

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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