



Technology, Products, & Platforms

Product Quality Experience

AI-Led, Continuous Quality Engineering



Ship Faster. Fail Less. Delight Always.

Hexaware's Product Quality Experience framework delivers an experience-first approach to product quality assurance, engineered for technology and gaming enterprises that must coexist with speed, scale, and stability.

The New Quality Imperative

Release velocity
now outpaces
traditional QA

Experience fragmentation
across devices, OS,
networks, and regions

Rising risk from security,
compliance, and
regulatory exposure

Always on expectations
with zero tolerance
for failure

Reactive quality models can't keep up with AI
accelerated delivery



The PQX Framework – Four Pillars



Engineered-In Quality

End-to-end quality assurance is built into every commit with enforced coverage and fast feedback loops.



Safe Delivery & Progressive Rollout

Feature flags, shadow launches, and progressive rollout models for instant rollback and zero-blast-radius releases.



AI-Accelerated & Continuous Testing

AI-assisted test generation and continuous testing to uncover hidden states and reduce defect escape.



Real-Time Monitoring & Observability

Real-time monitoring observability that converts production signals into proactive fixes and sustained product quality enhancement.

PQX Capabilities at a Glance

- Unit, component, and API contract testing
- AI-assisted E2E and regression automation
- Platform-specific performance testing (startup, memory, battery, load)
- Security and compliance testing embedded in CI
- Shadow launches and staged deployments
- Beta programs, telemetry, and feedback loops
- Continuous observability and quality improvement cycles

Business Impact

- 40–60% fewer post-release defects
- 3× faster release cadence
- Rollbacks in minutes, not hours
- 50% lower escape-to-production on high-risk changes

Industry Focus

Technology Platforms

API contract protection, multi-region compliance validation, performance budgets, and safe backend migrations.

Gaming Enterprises

Launch spike readiness, device/OS coverage, memory optimization, AI-led exploratory testing, and crash telemetry.

Why Hexaware

- AI-first quality engineering
- Experience-led quality metrics
- Security treated as a quality dimension
- Progressive delivery by default
- Embedded quality engineers in product teams
- Continuous improvement with every release

Engineer Quality That Your Users Can Feel

Transform quality from a release gateway into a competitive advantage with Hexaware's Product Quality Experience. Please consult our PQX specialists by contacting us 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 <https://www.hexaware.com>.

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