

**HEXAWARE**

# Consumer Goods Technology for Scalable Growth

AI-Powered  
Digital Transformation



# We Help Consumer Goods Companies Transform How They Plan, Make, Market, and Deliver



## Strategy & Advisory

Shape your digital and operational roadmap with solutions tied to growth, margin expansion, and supply-chain resilience—prioritized by business value across functions.



## Digital Marketing & Engagement

Drive brand loyalty, demand generation, and conversion through hyper-personalized campaigns, audience intelligence, and connected consumer experiences.



## Application & Legacy Modernization

Retire technical debt, streamline global processes, and prepare core systems (ERP, supply chain, manufacturing) for modern, AI-ready operations.



## Run & Transform IT Services

Run and modernize your IT stack with 24x7 automation-first operations across manufacturing, supply chain, R&D, sales, and marketing.



## Digital Commerce & Customer Experience

Design and scale unified D2C and omnichannel experiences across web, mobile, marketplaces, and social commerce.



## Consumer Goods Operations & Logistics

Connect and optimize systems across plants, warehouses, and distribution networks to improve forecasting, reduce waste, and deliver reliably to consumers and channel partners.



## Data, Analytics & AI

Turn fragmented enterprise data into a single source of truth with the right data foundations, AI platforms, and solutions for demand sensing, forecasting, and decision automation.



## Run & Transform Business Services

Automate Finance, HR, Sales Ops, Marketing Ops, and Customer Support with AI-led workflows that scale globally.

# Solutions Engineered for the Future



## Product Description Enrichment

### Scale product content without scaling your team

Automatically generates SEO-optimized, brand-aligned product descriptions tailored to each channel's style, turning weeks of copywriting into hours. Dynamic Demand & Pricing Optimization.



## Personal Shopping Assistant

### Turn browser hesitation into completed baskets

An AI concierge that guides shoppers toward curated bundles, increasing conversions while protecting your margins.



## Generative AI Video Marketing

### One campaign, thousands of personalized videos

Creates hyper-localized video content with regional languages and talent — all brand-safe and built from pre-approved templates.



## Demand Sensing Intelligence

### Know what's selling out before your shelves do

Detects demand shifts across your entire SKU portfolio and explains why, enabling you to act early rather than late.



## AudienceMatch AI

### Find the audiences your campaigns are missing

ML-driven segmentation that uncovers hidden customer patterns and generates ready-to-execute campaign briefs, reducing agency dependency and time-to-market.



## AI-Led Pricing & Promotions

### Price to win the sale without giving away margin

Optimizes shelf prices and promotion timing based on elasticity, competition, and inventory to protect profitability.

## Deep Expertise Across Four Consumer Goods Segments

From food to personal care to durable goods, each CPG category faces its own pressures—volatile demand, margin erosion, formulation complexity, and rising customer expectations. We bring deep expertise built around solving those challenges and helping clients unlock their next stage of growth.



### Food & Beverage

Enable faster product innovation and shelf-to-consumer execution using AI-driven demand forecasting, connected supply chains, and waste-minimization solutions.



### Home & Personal Care

Improve supply chain responsiveness using AI-driven demand sensing agents, automated detection and resolution of logistics disruptions, and optimized channel management across distributor and D2C networks.



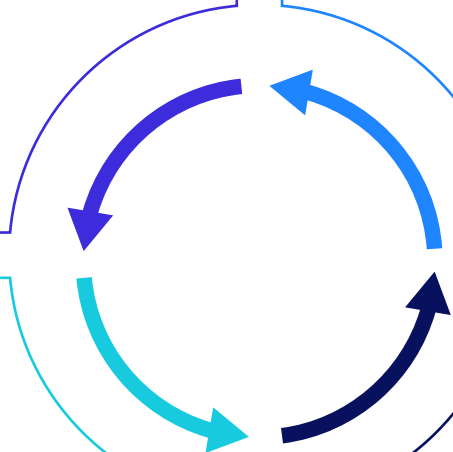
### Consumer Durables

Improve forecast accuracy, order fulfillment, and last-mile delivery with cloud-enabled, data-driven supply chain visibility and intelligent logistics solutions.



### Apparel & Accessories

Drive agile merchandising and inventory optimization through connected planning, AI-led demand sensing, and seamless omni-channel retail experiences.



# Success Stories

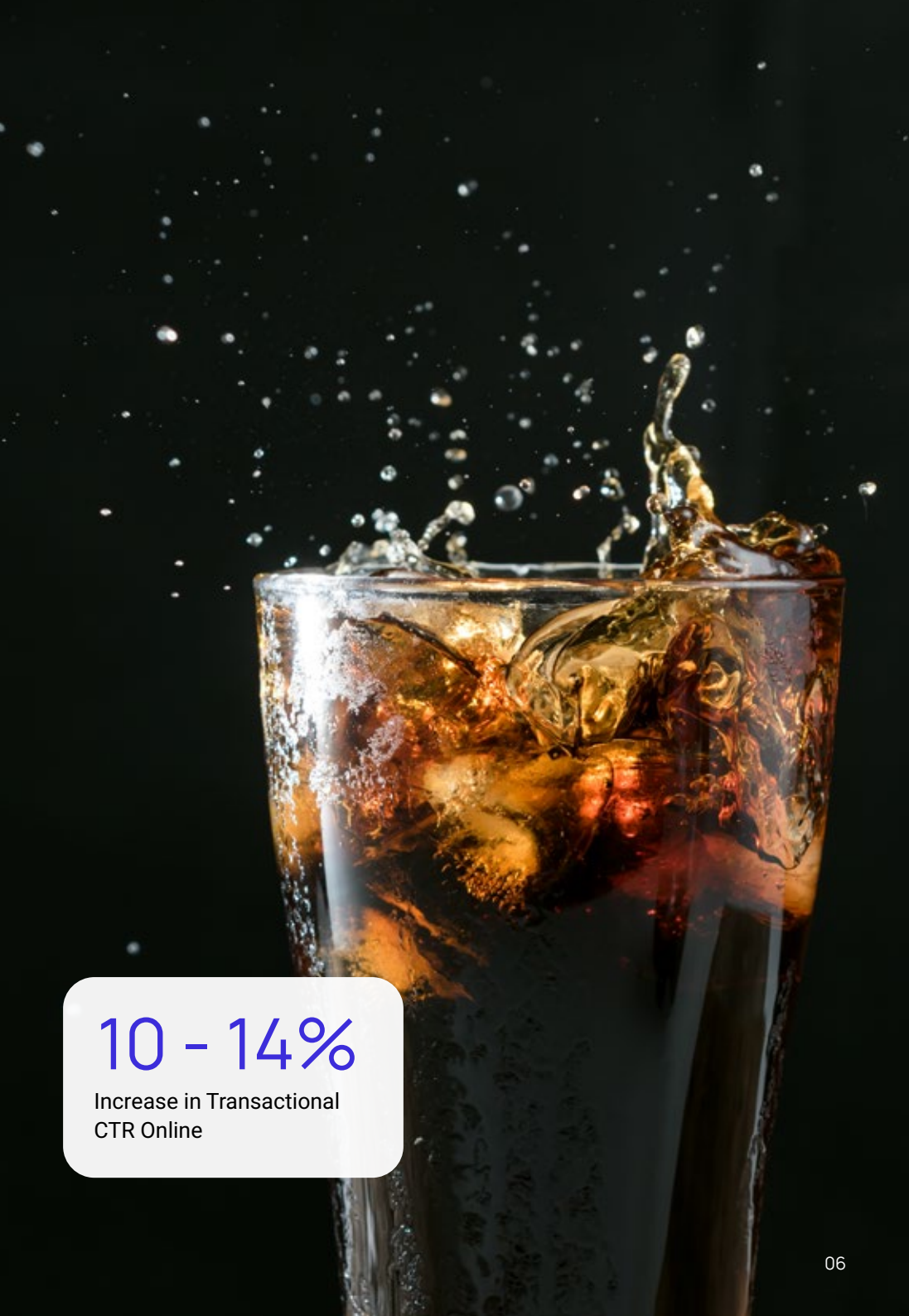
The background of the slide features a series of concentric, glowing curves in shades of purple and blue. These lines are more densely packed and brighter on the right side, creating a sense of depth and movement, similar to a stylized eye or a tunnel effect.

# Case Study: A Global Beverage Leader Recognized Among the World's Most Valuable Brands

## Driving Online Engagement and Growth

Unified customer and operational data to power analytics across North America, creating faster, more reliable insight generation through a centralized Customer Data Store that serves as a single source of truth.

- Enabled data-driven decision-making by deploying self-service dashboards and reporting across Looker Studio, Power BI, and Google Analytics—reducing dependency on technical teams.
- Standardized cross-platform measurement with unified web and mobile tracking through Google Analytics and GTM, ensuring consistent metrics and improved attribution accuracy.
- Improved conversion and personalization using customer-level analytics, audience modeling, and structured A/B testing frameworks to optimize marketing performance.
- Delivered reliable implementations and quicker issue resolution with dual service desks supporting marketing pixels, tagging, and ad-hoc analytics needs, reducing downtime and operational friction.
- Modernized product discovery and commerce workflows to optimize the path-to-purchase and drive higher digital conversion.
- Strengthened execution capabilities by integrating digital behavior data with in-store promotion and merchandising insights, enabling smarter activation and performance tracking.



10 - 14%

Increase in Transactional  
CTR Online

## Case Study: An American Fashion Design and Manufacturer

### Turning Outsourcing Chaos Into Accountable, High-performing Operational Excellence

Delivered a GCC-as-a-Service model in Bengaluru, staffed with 200+ professionals, to consolidate IT delivery and eliminate fragmented vendor management across consumer goods operations.

- Strengthened ownership, quality, and accountability by building integrated teams with dedicated QA and delivery managers, supported by consistent standards and optimized workflows that improved productivity and reduced rework.
- Shifted operations from reactive support to proactive reliability through enhanced monitoring, structured root-cause analysis, and enterprise-grade monitoring and ticketing tools.
- Ensured seamless business continuity via a phased, SAM-driven transition and staggered onboarding, minimizing disruption across store and digital channels.
- Stabilized omni-channel order fulfillment by optimizing processes across IBM OMS and IBM CS, enabling predictable and efficient order flow.
- Increased operational efficiency by deploying RPA and automation to eliminate repetitive tasks and enable teams to focus on higher-value work.
- Delivered end-to-end consumer goods operations across a modern technology stack, including IBM OMS, IBM CS, SAP MM, GCP-based data engineering, and integrated automation solutions.



44%

Savings in Total  
Cost Of Ownership

50%

Boost in  
Productivity

## Case Study: A Global Consumer Brand

### Center of Excellence for Open-Source Analytics

A co-innovation partnership with the Data CoE enabled analytics across the NPI value chain, supporting end-to-end insights from product development to market activation.

- Targeted marketing, merchandising, and pricing strategies were developed for 150 yogurt flavors using advanced product segmentation.
- Data quality for analytics and modeling was elevated by cleaning and normalizing historical Nielsen sales datasets.
- Forecast accuracy and demand-planning confidence were improved by developing multiple forecasting models and predicting sales using patterns from similar products.
- Issue detection and root-cause analysis were strengthened by identifying sales anomalies through comparisons with competitor performance data from Nielsen.
- Unified analytics and accelerated insight generation were achieved by engineering and migrating supply chain, sales, and marketing datasets into a centralized platform.



60%

Reduction in  
License costs

80%

Reduction in Anomaly  
Detection Time

# Case study: A Leading Multi-national Brewing Company

## Data Transformation and Data Governance

A unified data-management foundation established through the design and implementation of data factory, data discovery, data quality, and data-governance capabilities, built using Azure Synapse, Ataccama, and Collibra.

- Regional analytics and decision-making improvements delivered by modernizing Finance, Sales, Product, Inventory, and Logistics data across seven APAC regions on Azure Synapse.
- Higher data trust and operational efficiency achieved by implementing data-discovery workflows with custom quality rules, automated classification, pipeline monitoring, change detection, anomaly detection, and rapid remediation powered by Ataccama.
- A one-stop data-enablement environment created through data-governance workflows, business-glossary management, stewardship operations, data-dictionary development, and reference-data management using Collibra, enabling stronger self-service and governance compliance.



25%

Data Management  
Cost Reduction

## Case Study: A Leading Dutch Multi-national Innovative Confectionery Company

### Delivering Unified, Modern, and Scalable Enterprise Platforms Through Integrated Digital Solutions

Core operations modernization delivered by unifying master-data processes, transforming distributor purchase ordering, digitizing procurement activities, and streamlining vendor onboarding across Mendix, SAP ECC, SAP S/4HANA, SAP CPI, SAP Ariba, and GMDR environments.

- A unified, future-ready master-data platform designed by replacing regional custom tools with standardized workflows and harmonized processes built on Mendix and SAP ECC.
- An enhanced B2B purchase-ordering portal created by upgrading the legacy application, enabling real-time and more reliable data flows through S/4HANA via CPI integration, and extending the platform to four additional regions using Mendix, SAP CPI, and SAP S/4HANA.
- Procurement-process acceleration achieved through automation of contract splitting and RFP handling—covering surrogate bidding, allocation-scenario creation, and automated approval-document generation—delivered through Mendix and SAP Ariba.
- A semi-automated vendor-onboarding integration implemented to auto-populate and submit onboarding forms, strengthening regional data accuracy with contextual error messaging and unique-ID mapping for full traceability across Ariba, SAP CPI, and GMDR systems.



> 90%

Improvement in  
Catalogue Load Time  
and Data Processing

35%

Cost Reduction

50-60%

Reduction in Processing  
Time and Manual  
Intervention

## Case Study: A Multi-national Appliance and Consumer Electronics Corporation

### Hyper-personalized Homepage with Data-driven Precision and Swift Delivery.

A hyper-personalized homepage experience delivered to strengthen digital merchandising, product discovery, and conversion across the US, powered by Adobe Target, Tealium AudienceStream, and AEM Experience Fragments.

- Higher homepage relevance and visitor engagement achieved through a dynamic carousel reordered by category affinity, along with personalized product and deal recommendations generated through Adobe Target.
- Greater purchase relevance and improved shopper experience are provided through offer tabs dynamically reordered by an in-house propensity model integrated with Adobe Target and Tealium AudienceStream audiences.
- A stronger trade-in journey, enabled by personalized trade-in values and tailored messaging surfaced to device owners, improved clarity, and increased trade-in uptake.



70%

Personalisation  
of Homepage

75%

Increase in Average  
Order Value

## Case Study: A British Multi-national Consumer Packaged Goods Company

### Driving Impact Through Personalized Video Marketing with Gen AI

A GenAI-powered personalized-video marketing solution delivered to strengthen engagement by generating individualized videos in local languages through WhatsApp Business API with Gupshup, HeyGen personalized-video APIs, and an Azure DevOps and Kubernetes deployment backbone secured with TLS, KMS, and IAM.

- Drove consumer relevance and faster engagement at scale through real-time, on-demand personalized videos generated from chat interactions via WhatsApp Business API and Gupshup, using HeyGen to tailor content to individual inputs (e.g., name, preferences, oral-care needs).
- Enhanced regional resonance and accessibility with multilingual, AI-generated video and voice variants, incorporating localized workflows and cultural elements such as local celebrities.
- Ensured secure, brand-safe activation through pre-approved templates, governed GenAI workflows, and controlled content pathways, supported by Azure DevOps and Kubernetes with TLS, KMS, and IAM.

99+%

Successful Delivery of Personalized Video

20%

Increased Customer Engagement

40%

Strengthened Brand Connection

80%

Reduced Manual Interventions

## Case Study: A Fortune 500 Global Beverage Leader

### Application Modernization and Cloud Transformation

Modernized legacy applications and enabled cloud transformation on Azure using microservices and automation for bottling-plant maintenance and demand-planning systems.

- Improved scalability and agility by transforming legacy demand and inventory planning applications into cloud-native solutions, refactoring a monolithic ASP.NET system into decoupled microservices.
- Boosted performance for maintenance management and ticketing applications supporting ACS, kiosks, and electrical assets by migrating from legacy .NET to .NET Core and leveraging Azure-optimized deployment.
- Reduced migration risk and established a clear transformation pathway through detailed discovery, cloud-readiness assessments, and strategic roadmaps guiding the shift toward a cloud-agnostic architecture.
- Accelerated and automated data migration, cutting manual effort and minimizing errors—using Hexaware's amaze® platform for rapid, low-risk modernization.



40%

Cost Reduction in Application  
and Data Maintenance

# HEXAWARE

Consumer goods are entering a new era where intelligent, connected value chains shape who wins. With AI-powered technology at the core, brands move faster, understand consumers deeper, and unlock growth that compounds over time.

Together, we create the next generation of consumer-goods excellence. Contact us at **[marketing@hexaware.com](mailto:marketing@hexaware.com)** today.

## 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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