

INTERNAL INNOVATION

Hackathons and recognition: how Wexa builds

Wexa uses time-boxed hackathons to turn customer problems into products, and several of today's products started this way.

2

company-wide hackathons

7

products and tracks prototyped

16th

Aegis Graham Bell Awards: jury-round presentation

CLIENT

Wexa team

REGION

Hyderabad

WHEN

2025–2026

ENGAGEMENT

Hackathons and awards

WEXA COMPONENTS

Wexa · coworkers · ITSM / ITOM · vision agents

01 — CASE 43

The challenge

- Turn recurring customer requests into reusable products quickly

- Give every engineer hands-on experience of the platform

What Wexa built

- ✓ March 2025: four teams built AI coworkers for HR, sales, product management and digital marketing, later productized as Pulse, Screener, Campaigns and Buzz
- ✓ October 2026: three tracks on Wexa: an enterprise agent, ServiceOps (ITSM / ITOM, building on the 72-hour ITSM case) and VisionOps
- ✓ October 2026 enterprise-agent track produced a permission-aware enterprise search and actions assistant (see the enterprise search case), measured at about **80%** fewer tokens and more than twice the correct answers of a plain model call
- ✓ October 2025: Wexa presented at the jury round of the 16th Aegis Graham Bell Awards, supported by India's IT ministry, and exhibited at the awards in February 2026

Hackathon winners are not listed here.