



Newgen Partner Program

Overview

Transform your operations with our robust partner program to expand your network, accelerate business growth, and stay ahead of your competition.



Newgen Partner Program

Together, as partners, we can be more competitive and grow faster.

1. Strong and secure technology base

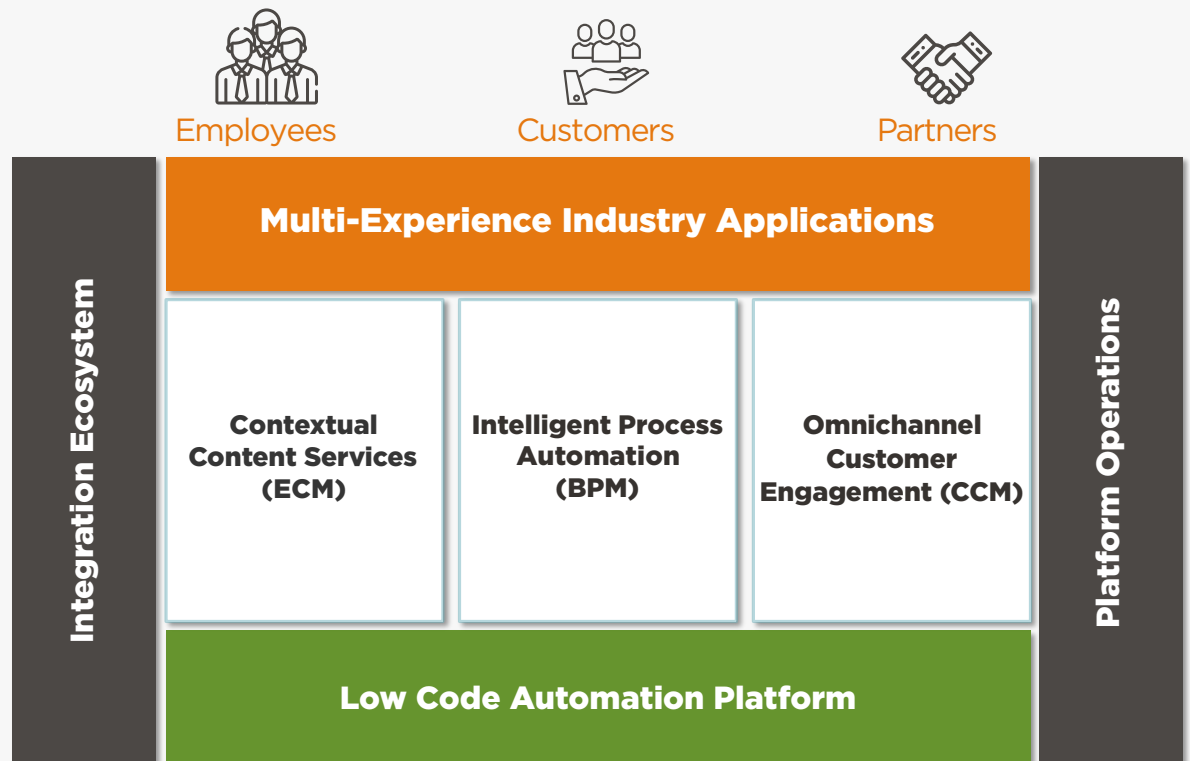
Newgen offers a digital automation platform, with low code and cloud capabilities, that seamlessly integrates across technologies to build agile business applications. We solve for industry-specific needs with our proven products in intelligent digital automation (BPM), contextual content services (ECM), and omnichannel customer engagement (CCM). Our platform also leverages cutting-edge technologies, such as artificial intelligence, robotic process automation, machine learning, and mobility, to support remote operations, ensure business continuity, and accelerate digital transformation initiatives.

2. Strategic and seamless collaboration

Newgen conducts a strategic planning session with partners to define the joint-operation dynamics and identify target accounts and winning solutions. This serves as a roadmap to measure our success and to make necessary adjustments. Our dedicated channel partner strategy builds a high-impact business model that is efficient, scalable, and future-proof.

We go the extra mile to offer digital resilience and deliver best-in-class service. We foster a successful partner ecosystem that empowers clients to:

- Achieve business goals
- Accelerate growth
- Improve brand awareness
- Increase revenue
- Enhance visibility across markets and verticals



Verticals

1. Banking and Financial Services
2. Insurance
3. Government
4. Shared Services
5. Utilities
6. Manufacturing
7. Telecom
8. Healthcare
9. Legal
10. Multimedia
11. Education
12. Real Estate
13. Defense
14. Pharma

Industry Recognition

Gartner

- **“Challenger”** in Gartner Magic Quadrant for Content Services Platforms, 2019
- **“Niche Player”** in Gartner Magic Quadrant for Intelligent Business Process Management Suites, 2019

FORRESTER®

- **“Strong Performer”** in ECM Content Platforms Wave™ Report, Q3 2019
- **“Strong Performer”** in Digital Process Automation for Wide Deployments Wave™ Report, Q1 2019
- **“Leader”** in “Cloud-Based Dynamic Case Management” Wave™ report, Q1 2018

Partner Ecosystem

- **350+** Partners across 69 countries
- **300+** Partners with a Newgen Lab on premises
- **60+** Sales-ready Partners
- **50+** Demo-ready Partners
- **500+** Certified Sales Resources
- **1,500+** Certified Technical Resources
- **14,000+** Attendees of Online Training Program

How We Help You Sell



Comprehensive
Sales Kit



Lead Generation
Campaigns



Digital Marketing
Campaigns



Newgen
Product Lab



Proposal and Solutioning
POC Creations



Customer Meetings and
Onsite/Offsite Demos

Continuous Support for Partners

Sales Support

Dedicated
Sales Alignment

Business
Development Support

Marketing Support

Prospect Pages
and Playbooks

Webinar
Assistance

PR and Social
Media Campaigns

Collaterals like
Brochures and Case Studies

Pre-Sales Support

Customized
Demonstrations

POCs for
Select Customers

Solution
Documentation

Proposal
Making

Partner Support Center

Online and
Instructor-led Training

Certification
Program

Partner Portal
for Self-learning

Newgen
Product Lab

Technical
Assistance



Partnership Models

Consulting and Advisory Partners

Consulting partners, including the Big 4, that recommend our platform and applications to help enterprises achieve their desired goals

Global System Integrators (GSI)

GSIs headquartered in India and operating globally work closely with Newgen for joint sales opportunities and developing enterprise solutions

Value-added Resellers

Partners interested in selling and implementing our software - platform and applications - solving for customers' specific requirements

Technology Partners

Partners, including Microsoft and Amazon, with systems and platforms that we integrate with for a broader reach and greater value proposition. And independent software vendors, who rely on our platform to develop their software solutions to be part of Newgen ecosystem

Partner Portal Registration

The partner portal is a one-stop-shop for all the information related to Newgen products, solutions, training calendars, sales plays, and marketing collaterals. Access the partner portal at partners.newgensoft.com

Newgen Lab

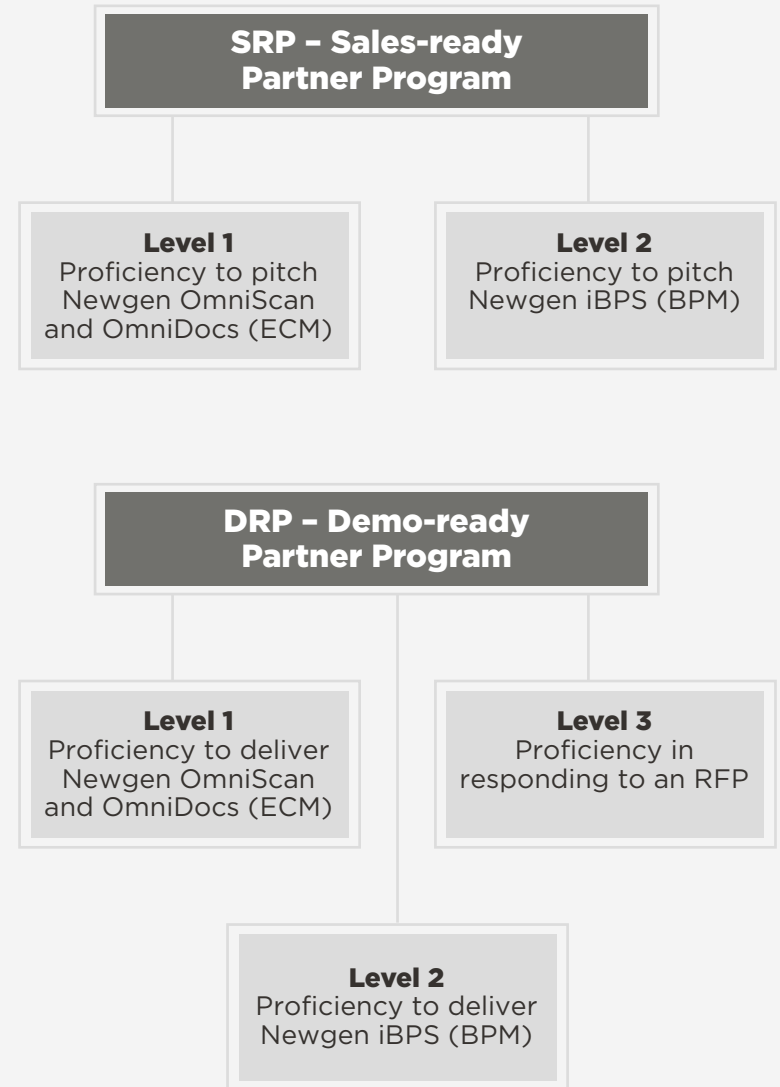
A Newgen lab is set up at the partner premises, allowing partner resources to work on Newgen products in real time and provide training for actual deliveries. We support our partners with an evaluation copy of software to help you understand how to use our products to solve business problems.

Lead Registration

Newgen supports its partners with lead generation activities. We leverage a robust system to securely register leads brought in by our partners, to eliminate conflict and ensure transparency.

Training and Certification

Newgen offers a comprehensive set of training courses that extensively cover our products and services. The training material, including videos, presentation decks, and other literature, is available in the partner support center and the partner portal. We empower our partners with the skills and knowledge related to our products and platform, enabling you to create solutions on your own and become certified Newgen specialists.



Become a Newgen Partner

- Visit our website at www.newgensoft.com to learn more about our offerings, the verticals in which we operate, and our customer base
- Complete an online application on our partner page at www.newgensoft.com/company/partners/. Our global sales team will contact you within 24 hours
- Alternatively, send an email to partners@newgensoft.com. We will promptly schedule a call with you to discuss your business goals and determine the best next steps

Why Newgen?

- Global provider of low code digital automation platform
- Comprehensive product range
- Industry domain expertise
- Enterprise-wide coverage
- Flexible and rapid deployment
- Diversified revenue stream

For nearly three decades, organizations have leveraged Newgen's product innovations to manage their content, processes, and communications. Newgen enables clients to transform their customer experience, bringing agility to their operations and context to their data for real-time visibility and control.

About Newgen

Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, and communication management capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries. Newgen unlocks simple with speed and agility.

FOR SALES QUERY

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