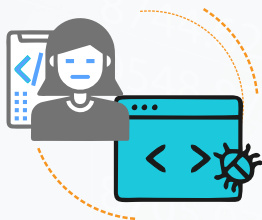


# Newgen Content Cloud

Enterprises across industries deal with a large volume of content, including videos, high-velocity messages, documents, meeting recordings, and others. To manage this ever-increasing flow of different types of content, they invest in various systems. Relying on many content systems often results in silos, making it difficult for them to leverage this large pool of data.

## Key Challenges Faced by Enterprises



Complex integration with business applications due to extensive coding



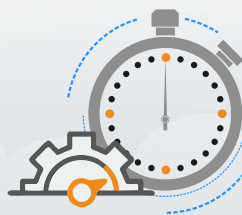
Mismanaged and siloed content



One size fits all approach of traditional systems



Inability to manage the content volume and evolving content types



Limited access to content, hampering SLA adherence



Risk of content security

# Newgen Content Cloud

---



Newgen Content Cloud is a modern, cloud-native content services platform that enables enterprises to develop content-centric applications and enhance existing applications to power next-generation digital workplaces. It comprises a library of headless content APIs and micro UIs to quickly build business applications that can easily handle huge volumes and various business content – videos, high-velocity messages, documents, meeting recordings, and others.

The platform enables centralized and secure storage of content coming from multiple applications. It ensures that the content is accessible to the right people, in the right context, and at the right time while complying with various regulatory guidelines.

## Analyst Recognition

- Positioned as a 'Strong Performer' in Forrester Wave: Content Platforms –, Q2 2021
- Positioned as a 'Visionary' in Gartner MQ for Content Services Platform, 2021



# Key Features



## Content Application Development

Allow developers to rapidly build new applications using content services APIs with tryouts and extensible sample applications



## Smart View through Extendable Micro UI

Leverage micro UI to tailor application views or build a content solution on top of Newgen Content Cloud services. Enable seamless integration with other applications



## Content Intelligence

Utilize an AI-powered platform for accurate content analysis and detailed insights for smarter decision-making



## Cloud-native Model

Leverage microservices architecture for scalability and rapid, frequent, and reliable content delivery across different applications. The platform offers the flexibility to automatically scale the underlying cloud infrastructure based on business needs



## Watertight Security

Ensure secure, audited, and enterprise-wide access control over any piece of content stored in system



## Robust Information Governance and Compliance

Enable long-term retention and disposition of enterprise records. And mitigate risk and meet regulatory compliances with certified records management

# Furthermore, Newgen Content Cloud offers:



## Anytime-anywhere Content Access

Access content from any enterprise application, business system, tool, or repository through web services, readymade adaptors, and Micro UIs



## Readymade Connectors

Connect with enterprise and productivity applications, such as Salesforce, SAP, Microsoft 365, Guidewire, and more. Use content service APIs to enable new integrations and enhance existing ones



## Content Lifecycle Management

Create, manage, share, and archive different types of end-to-end business content. Enable complete information management with the flexibility to access and deliver digital content across business applications, channels, and devices



## Extensive Audit Trails

System provides industry grade audit mechanism with end-to-end audit trails for improved monitoring and compliance



## Management of Various Content Types

Manage various content types such as videos, audios, high-frequency messages, large business objects, and high-velocity documents



## Enterprise Search

Use the easy search criteria and metadata to search multiple data sources and retrieve the desired information from a large volume of files in seconds



**Proven track record for best-in-class enterprise content management, enabling enterprises globally to manage huge volumes of content**

# Why Should You Invest in Newgen Content Cloud?



Enable seamless transition to a cloud-based dynamic environment for reliability, speed, and performance

Build fit-for-purpose content applications in line with your business needs

Manage and access all content services through a single interface and get a unified view

Achieve better ROI by enhancing existing legacy applications

Gain insights to increase impact, and develop an effective content strategy

Enable real-time tracking of operations to ensure compliance

Leverage a comprehensive platform that offers scalability and requires low maintenance



## 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

CANADA: +1-202-800-7783  
AMERICAS: +1 (202) 800 7783  
AUSTRALIA: +61 290 537 174  
INDIA: +91 11 40773769  
APAC: +65 3157 6189  
MEA: +973-1-619-8002, +971 44541365  
EUROPE: +44 (0) 2036 514805

[info@newgensoft.com](mailto:info@newgensoft.com)  
[www.newgensoft.com](http://www.newgensoft.com)

