

Preparedness as an operating mindset

Newgen Software is helping businesses stay ahead in the era of AI

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For more than three decades, Newgen Software has evolved alongside the changing nature of enterprises, from digitisation and automation to intelligence-led transformation.

Long before connected digital ecosystems became mainstream, the company articulated its vision through 'One World. One Workspace'—a philosophy centred on unified experiences, integrated workflows and connected enterprise operations.

Future ready

Today, as enterprises navigate an era shaped by artificial intelligence (AI), constantly evolving customer expectations and growing operational complexity, that thinking has evolved into Newgen's larger enterprise narrative: 'Orchestrating Intelligent Enterprises'.

The journey from 'One World. One Workspace' to 'Orchestrating Intelligent



The Samrat Yantra is an equinoctial sundial of enormous proportions

Enterprises' reflects something deeper within Newgen's culture and way of thinking: An ability to anticipate where enterprise transformation is headed before the shift fully arrives.

The next era of business will not be defined merely

by scale, speed or the volume of technology organisations deploy.

It will be defined by preparedness. It will be the ability to sense change early, interpret signals intelligently and respond before disruption fully unfolds.

Precision thinking

Today, enterprises are struggling because intelligence often remains fragmented across

systems. Workflows operate separately from decisions. AI functions independently of business context. Customer journeys remain disconnected from governance and compliance frameworks.

This is where orchestration becomes critical, not merely as a technology capability, but as an enterprise approach that enables intelligence to move cohesively across systems, people, processes and experiences.

According to Runkl Goswami, chief marketing officer at Newgen Software, this larger enterprise philosophy finds expression through Newgen's 'Ahead of What's Ahead' narrative.

"Organisations are no longer asking how to automate faster. They are increasingly wanting to know how to continuously adapt, remain context-aware and stay prepared for what comes next," she says.

Staying ahead

At the centre of this philosophy is the Samrat Yantra at Jantar Mantar in Jaipur, a centuries-old astronomical instrument designed to observe movement, measure time and interpret patterns with extraordinary precision.

The symbolism is intentional. Long before the age of algorithms and predictive intelligence, the Samrat Yantra represented humanity's pursuit of foresight.

And perhaps that is what future enterprise must ultimately become — not simply digitised or automated, but intelligent enough to anticipate change and prepared enough to stay ahead of what's ahead.



Runkl Goswami, chief marketing officer at Newgen Software



The Samrat Yantra in Jaipur