

LEADERS OF CHANGE

Frontier of digital innovation

Newgen is committed to delivering effective solutions for new-age industries

Newgen's outstanding journey began in 1992 with the mission of 'One world, one workplace.' Today, that mission has evolved into 'Unlock Simple', reflecting our commitment to simplifying complex business processes. Over the past three decades, the company has been at the forefront of innovation, serving more than 560 customers across 74 countries. Newgen is the leading provider of an AI-enabled unified digital transformation platform with native process automation, content services, and communication management capabilities.

Globally, successful enterpris-

Our offerings include enterprise content management, business process management, digital journey orchestration, and customer engagement solutions," informs Virendra Jeet, CEO of the company.

Through the years, we have helped customers stay compliant and competitive by unlocking simplicity in their operations. Currently, Newgen enjoys a market capitalisation of USD 1.3 billion. The firm aims to transform industries and enterprises globally by enabling them to expedite their digital initiatives, run frictionless operations, and deliver a superior customer experience.

continue to accelerate, improving lives and opportunities and solidifying India's position as a leader in innovation and progress.

ENSURING CONSUMER SATISFACTION

Newgen ensures complete consumer satisfaction through a strategic, multifaceted approach:

- **Tailored solutions:** Customisable offerings like NewgenONE and LumYn are designed to meet the unique needs of different industries, ensuring precise alignment with client requirements.

- **Advanced technology:** "We utilise cutting-edge GenAI technologies, such as real-time adaptive learning and predictive analytics with NewgenONE Marvin, to enhance efficiency and decision-making," informs Jeet.

- **Continuous improvement:** The firm actively incorporates client feedback to refine their solutions, maintaining relevance and effectiveness through ongoing customer success efforts.

- **Comprehensive support:** Their end-to-end service includes consultation, deployment, and continuous support, minimising disruptions and ensuring client needs are met promptly.

- **Data-driven insights:** They also provide actionable analytics and reporting to help clients make informed decisions and optimise their strategies for improved performance.

- **Industry expertise:** The sector-specific solutions, backed by deep industry knowledge, address the unique challenges and opportunities in sectors like BFSI and retail.

- **Innovation and agility:** By investing in R&D and integrating emerging trends, the company offers clients the latest technologies to drive their success.

TRUMPING THROUGH CHALLENGES

The landscape has evolved dramatically, but our leadership in driving change has strengthened.

"Our success is built on adaptability and a focus on delivering results that propel our clients forward," says Jeet.

- **Leading change with vision:** In a dynamic environment, staying ahead means embracing flexibility and innovation. "Our approach covers the entire journey—from initial engagement to full implementation. Our 92 per cent customer retention rate shows our ability to exceed client expectations," informs Jeet.

- **Strategic partnerships:** He further adds, "We partner closely with clients throughout their digital transformation, ensuring our solutions meet their needs. This deep collaboration has led to 80 per cent of clients expanding their engagements with us."

AHEAD OF THE COMPETITION

The company's strategy is built on leveraging three decades of expertise, pioneering low-code technology, and an unwavering commitment to continuous innovation.

- **Harnessing three decades of expertise:** With 30 years in the industry, their depth of experience is unmatched. This extensive knowledge base allows them to anticipate market shifts and craft solutions that are relevant today and future-proof.

- **Innovative low-code solutions:** "Our low-code platform is a game-changer, offering unprecedented flexibility and rapid deployment. Unlike traditional solutions that take months to implement, our low-code approach enables us to deliver tailored solutions in days or even hours," shares Jeet.

- **Data-driven adaptability:** He further inform, "We continuously refine our offerings based on real-time data and client feedback. We ensure our solutions remain at the cutting edge by integrating insights from over 600 successful digital transformations and monitoring industry trends."

- **Driving results through innovation:** The company's commitment to innovation is reflected in their robust R&D initiatives. Over the past five years, they have invested heavily in developing next-generation technologies, including advanced AI capabilities and enhanced automation features.

- **Strategic industry partnerships:** "We build strategic alliances with leading technology providers and industry experts to enhance our solution capabilities. These partnerships enable us to offer integrated solutions that address complex business challenges and provide our clients with a comprehensive toolkit for digital transformation. Our strategy to stay ahead of the competition is a dynamic blend of leveraging our deep industry experience, pioneering low-code technology, and driving innovation through data and strategic partnerships," informs Jeet.

ACING THE UNSEEN

To tackle unforeseen challenges, Newgen Software employs a strategic approach that combines proactive trend analysis, innovation, and a robust digital framework.

We stay ahead by investing in market research and trend analysis, allowing us to foresee shifts and adapt our solutions swiftly. For example, early identification of remote work trends enabled us to enhance digital collaboration tools, boosting client productivity by 50 per cent

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- **Innovative technology:** The company's commitment to continuous innovation ensures agility. Their low-code platform allows rapid deployment and customisation, addressing emerging needs in hours rather

than weeks.

- **Strong client partnerships:** "We build resilient client relationships, gathering real-time feedback to tailor our solutions effectively. Working with over 560 clients, we anticipate challenges and provide proactive solutions that ensure business continuity," informs Jeet.

- **Data-driven insights:** Leveraging data analytics, the company monitors performance and industry trends to make informed decisions. This approach has reduced issue resolution time, enhancing their ability to manage unexpected situations.

INTRODUCING INNOVATION WITH NEW PROJECTS

Newgen is committed to driving innovation and helping their clients excel in an ever-evolving digital landscape. Their upcoming projects reflect this dedication, focussing on advancing our GenAI capabilities.

- **GenAI innovations:** Our flagship offering, NewgenONE Marvin, represents a leap forward in automation. By integrating advanced GenAI technologies, Marvin enhances automation solutions with smarter, faster capabilities.

- **LumYn—transforming BFSI:** "Our GenAI-enabled tool, LumYn, is making significant strides in the BFSI sector. This growth intelligence platform leverages GenAI to offer banks unparalleled insights into customer behaviour and market trends," informs Jeet. LumYn helps financial institutions enhance customer engagement and drive growth by providing predictive analytics and personalized recommendations.

- **Data-driven excellence:** "Our digital-first approach ensures that we help our clients make sense of complex data, gain actionable insights, and maintain a competitive edge. Our focus on innovation and digital excellence has enabled us to make a significant impact across diverse industries, particularly in the Indian market," says Jeet.

By staying at the forefront of emerging technologies and continuously enhancing solutions, Newgen remains committed to delivering exceptional value and driving success for their clients.

66 The firm aims to transform industries and enterprises globally by enabling them to expedite their digital initiatives, run frictionless operations, and deliver a superior customer experience."



VIRENDRA JEET, CEO, Newgen Software

es rely on Newgen's industry-recognised 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 simplicity with speed and agility.

"At our foundation, the focus was on digitalising processes; today, we have established our forte in digitalising businesses.

CONTRIBUTING TO INDIA'S SUCCESS

India's digital transformation is pivotal to its emergence as a global powerhouse. Companies like Newgen are driving this change, advancing automation and digital solutions that impact society.

- **Nation-building:** Automation and digital transformation are crucial for India's economic growth, enhancing productivity and service accessibility. The surge in UPI transactions, reaching 10.6 billion in July 2023, exemplifies this integration.

- **Global footprint:** India's role as a tech hub is bolstered by over USD 74 billion in foreign tech investments from 2014 to 2022, supported by effective e-governance and the Digital India vision.

- **Empowering the workforce:** The rise of fields like data science and AI is preparing India's workforce for future opportunities, with the digital sector set to create 65 million new jobs by 2025.

- **Sustainability:** Digital solutions help reduce carbon footprints, optimise resources, align with sustainable development goals, and attract foreign investment.

- **Future vision:** Automation and digital transformation will con-



Empowering customers with end-to-end digital transformation for over **3** decades!

Transform your enterprise seamlessly with our AI-powered platform and deliver unmatched customer experiences.

Unlock Simple with Newgen!

30+ years
of Innovation, Passion,
and Excellence

\$150 Mn Revenue
(28% YoY Revenue Growth)

\$ 1.3 Bn AI
Market Capitalization

560+
customers

4500
Employees serving
customers globally

17 Verticals
Banking, Insurance,
Government, Healthcare
and more

10% of revenues
in R&D
(600+ employees in
R&D)

45 patents filings,
25 granted
(5 patents lined up for filing
for IDP and Generative AI)

Recognized by
Global Analysts
(Gartner, Forrester,
Everest Group, G2)

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