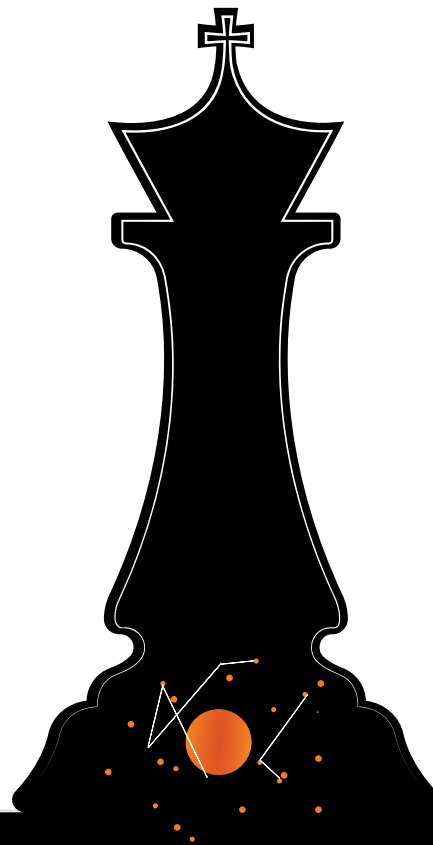# newgen

## Autonomous. Adaptive. Accountable

Newgen's GenAI Offerings for
**Enterprise-wide Transformation**

# If your automation can't learn, **it's already legacy!**

Rule-based systems are evolving. Modern enterprises run on AI that learns, adjusts, and acts – all in real time. In the age of AI, to deliver real-time hyper-personalized customer experiences, business leaders, like yourself, must overcome key operational challenges and switch to human-like cognitive with autonomous, goal-driven systems that can easily interpret complex scenarios, adapt to evolving data and content patterns, and execute actions with minimal human intervention.

Newgen's Agentic AI addresses this shift by operationalizing Generative AI, Large Language Models (LLMs), and enterprise knowledge graphs within the AI-first Newgen**ONE** low-code platform. The agents have been architected to understand the "what," reason through the "why," and execute the "how" dynamically. These pre-trained, context-aware agents deliver real-time inference, adaptive decision-making, and scalable hyper automation.

# Bringing together
# Human and AI Intelligence
# Unstoppable Biz

## Decoding
## the Day-to-day
## Challenges for
## Business Leaders

**Siloed, manual processes** *that slow down cross-functional decisions*

**Rigid workflows that** *struggle to adapt to dynamic data or content*

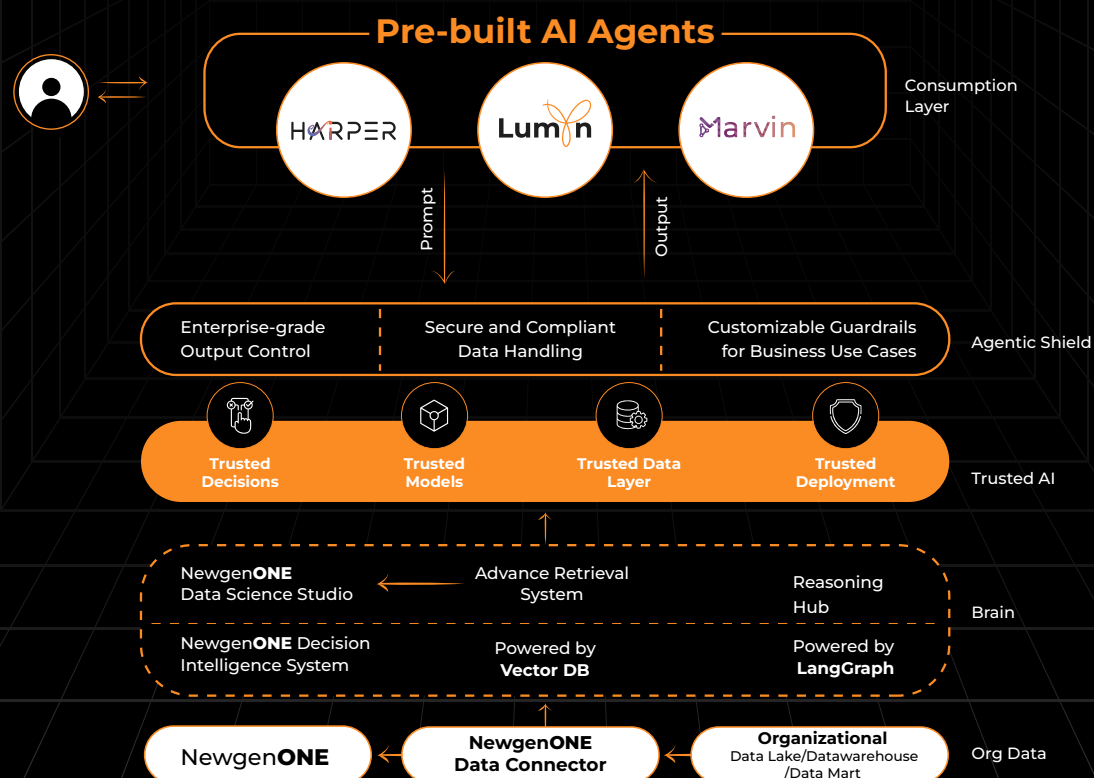**High operational cost** *from manual exception handling and decision logic*

**Untapped potential** *in unstructured data, missing critical insights and intent*

# How Does it Work

## NewgenONE Agentic AI Framework –

Our enterprise-grade framework, built on AI-first approach, empowers organizations to create, deploy, and manage autonomous AI agents that seamlessly operate across business processes, content systems, and communication channels. The architecture features a modular design where specialized agents can function independently or collaboratively, providing the flexibility to address different business objectives while maintaining enterprise-grade security and governance standards.

## NewgenONE Agentic Framework



### Pre-built AI Agents

HARPER | Lumin | Marvin — Consumption Layer

Prompt → | ← Output

| Enterprise-grade Output Control | Secure and Compliant Data Handling | Customizable Guardrails for Business Use Cases | Agentic Shield |

| Trusted Decisions | Trusted Models | Trusted Data Layer | Trusted Deployment | Trusted AI |

NewgenONE Data Science Studio | Advance Retrieval System | Reasoning Hub | Brain

NewgenONE Decision Intelligence System | Powered by **Vector DB** | Powered by **LangGraph**

NewgenONE | NewgenONE Data Connector | Organizational Data Lake/Datawarehouse /Data Mart | Org Data
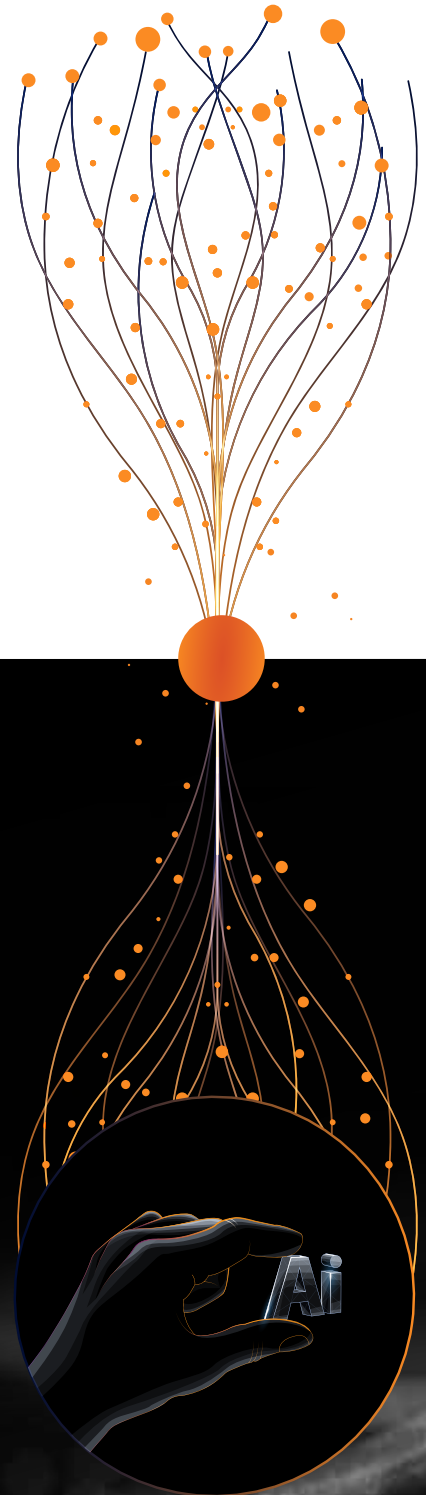
# Data Foundation: Trusted Data

The **NewgenONE Agentic AI Framework** relies on **trusted, unified data to power accurate and explainable decisions.** Enterprises often struggle with fragmented systems and data silos that compromise insights. **NewgenONE** solves the challenges by integrating all organizational data into a single trustworthy foundation, whether stored in data lakes, warehouses, marts, or external repositories, through its unified data connector layer.

## The platform delivers clean, connected, consent-based data that powers AI agents with accurate inputs.

The platform seamlessly ingests both structured and unstructured data from any source, within our **contextual content management (ECM),** to create a complete information foundation. This consolidated information activates within Newgen**ONE**'s core platform, where **intelligent process automation (BPM)** automatically routes documents, triggers workflows, enforces compliance, and connects across business applications.

The result is AI-driven decision-making built on verified, governed data, turning information into a strategic asset while maintaining rigorous compliance. By eliminating silos and implementing robust consent management, Newgen**ONE** provides the reliable foundation modern AI requires to deliver business value ethically.
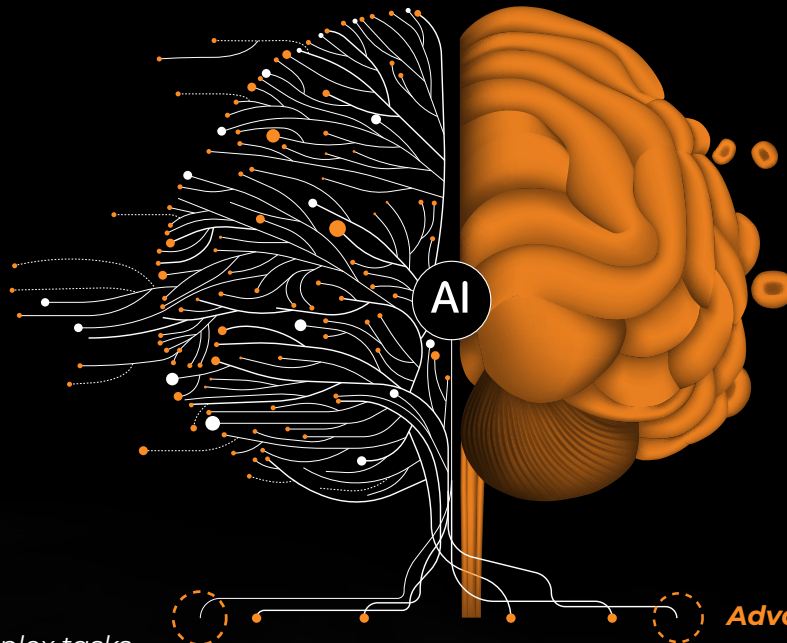
This architecture enables enterprises to fully leverage the potential of their, ensuring AI agents make consistent, trustworthy decisions that are aligned with both operational goals and regulatory standards.

# the Agentic Brain

Unified data flows into the agentic brain - the framework's decision-making core. This intelligence layer brings together two important components, including the **reasoning hub** and **advanced retrieval engine.**



**Reasoning Hub:**

*Breaks down complex tasks into logical steps and orchestrates multiple AI specialists to achieve goals efficiently*

**Advanced Retrieval Engine:**

*Instantly finds relevant information across all your data sources, understanding context and meaning to deliver precise answers*

## This processed intelligence then routes to either:

*NewgenONE Data Science Studio for low-code environment AI model development and AutoML experimentation, MLOps lifecycle management, and model deployment via APIs*

*NewgenONE Decision Intelligence System for embedding AI/ML directly into workflows and supporting runtime decisioning, policy execution, and adaptive process automation*

Together, these components form an intelligent execution pipeline that drives autonomous, explainable, and audit-compliant decisions across the enterprise.
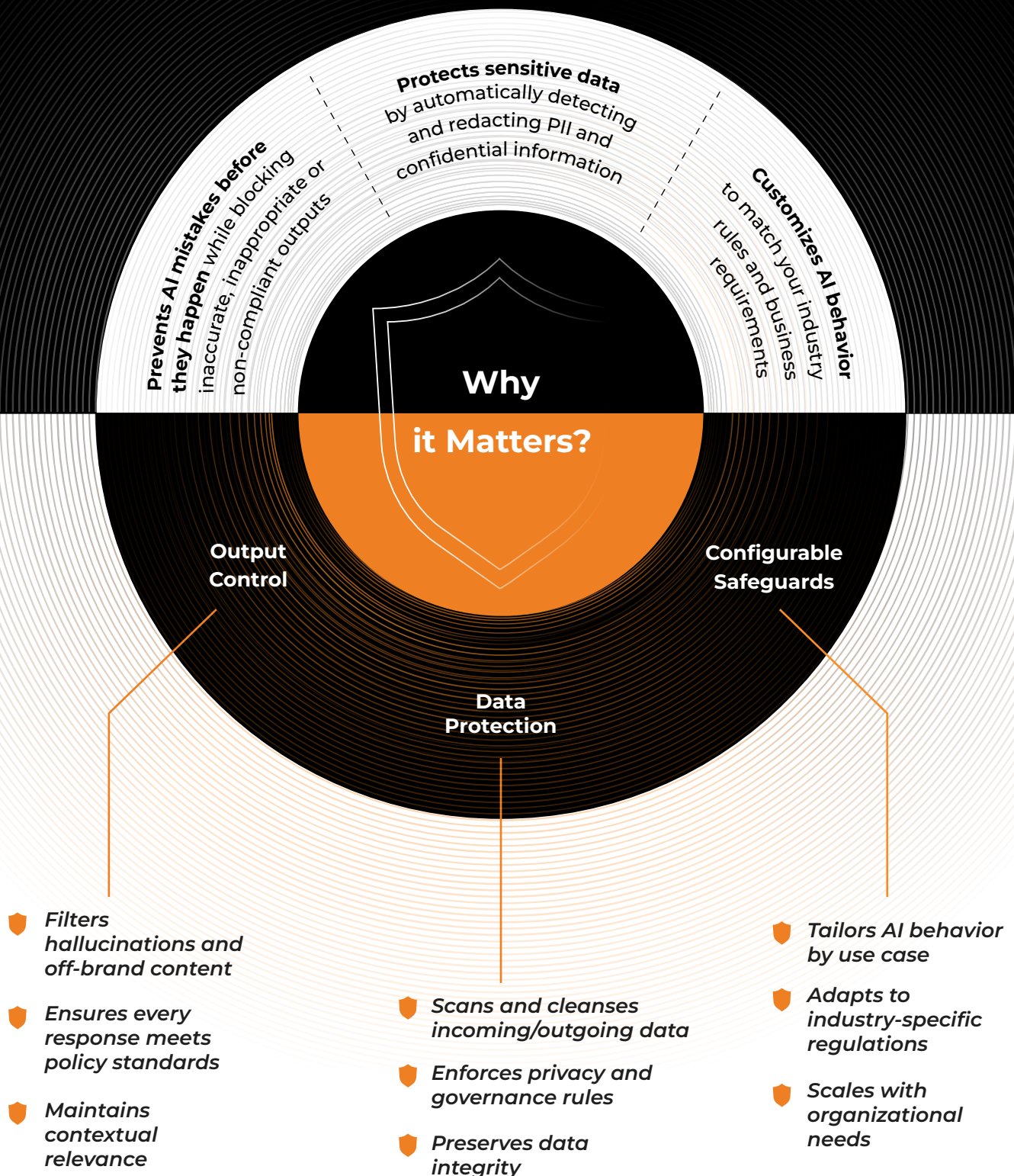
# Trusted AI for
## Enterprise-grade Confidence

Agentic AI is built with trust at its core, ensuring every decision, model, data, content source, and deployment meets the highest standards of transparency, security, and governance. Our framework enables fully auditable, explainable, and policy-compliant AI systems for mission-critical enterprise use.

| Trust Pillar | Key Features | Enterprise Benefits |
|---|---|---|
| **Trusted Decisions** | • Explainable AI models<br>• Complete audit trails<br>• Human oversight capabilities | • Better compliance adherence<br>• No black-box risk<br>• Higher stakeholder accountability |
| **Trusted Models** | • No external data training<br>• Fully configurable parameters<br>• Continuous monitoring | • IP protection<br>• Transparent and frictionless operations<br>• Adaptive to regulatory changes |
| **Trusted Data** | • Organizational data only<br>• Automatic PII removal<br>• Rigorous governance controls as per responsible AI policies | • Data sovereignty<br>• Reduced compliance risk<br>• Ethical and Responsible AI foundation |
| **Trusted Deployment** | • On-premise/private cloud<br>• Role-based access control<br>• Data residency guarantees | • Infrastructure flexibility<br>• Granular security<br>• Meets strictest compliance |

# Responsible AI, Built-in:
# The Agentic Shield Advantage

Leverage the real-time safety layer that makes generative AI trustworthy for business use. Agentic shield actively monitors and controls AI systems to ensure they operate within defined boundaries while meeting compliance standards.

**Protects sensitive data** by automatically detecting and redacting PII and confidential information

**Prevents AI mistakes before they happen** while blocking inaccurate, inappropriate or non-compliant outputs

**Customizes AI behavior** to match your industry rules and business requirements

## Why it Matters?

**Output Control**

**Configurable Safeguards**

**Data Protection**

- Filters hallucinations and off-brand content
- Ensures every response meets policy standards
- Maintains contextual relevance

- Scans and cleanses incoming/outgoing data
- Enforces privacy and governance rules
- Preserves data integrity

- Tailors AI behavior by use case
- Adapts to industry-specific regulations
- Scales with organizational needs

# Pre-built AI Agents

Leverage our AI Agents that act like a consumption layer and interact with the user through prompts for insight discovery.

## NewgenONE Marvin:
## A Core Productivity Agent

Marvin is a smart assistant that gets work done in your business systems. It has been designed to accelerate automation and augment decision-making by combining LLM-based reasoning, process intelligence, and real-time content understanding. It combines AI smarts with your organization's processes and data to take action and not just give answers. It works inside your existing systems, handles both structured processes and messy documents and performs real tasks instead of just talking about them.

## What Makes Marvin Special?

Builds and adapts workflows on the fly

Organizes content intelligently with auto-tagging

Delivers precise answers from company documents

Visualizes insights from complex data

Handles multilingual customer comms across channels

*No more passive AI - Marvin actively completes tasks while you focus on what matters.*

## NewgenONE LumYn:
# The AI Growth Architect

LumYn redefines revenue optimization by merging GenAI with deep behavioral science. This autonomous intelligence agent delivers microscopic customer understanding (N=1 precision) and macro-level growth strategies through continuous learning.

What's
Special
About
**LumYn?**

*30+ ML models, decoding 250+ behavioral signals in real time*

*Explainable AI with audit-ready decision trails*

*Predictive growth engine, identifying hidden revenue opportunities*

*Natural language interface, transforming queries into action plans*

*Enterprise nervous system integration (CRM, core banking, data lakes)*

*Turn behavioral whispers into revenue shouts.*

# NewgenONE Harper:
## The Conversion Architect

Harper redefines sales performance by combining GenAI with deep conversational intelligence. This autonomous agent transforms every customer interaction into optimized outcomes through real-time analysis and action.

## What Makes
## Harper Unique?

*Self-learning engine that helps continuously improve conversion strategies*

*Live sales optimization by agents with real-time recommendations during calls*

*Performance amplifier thar helps create personalized coaching plans for sales teams*

*Natural language interface that helps deliver instant detailed insights through simple queries*

*Complete interaction intelligence that helps in thorough audits of customer conversations to uncover hidden insights*

*The difference between guessing and growing?*
*Harper gives you the insights, tools, and confidence to*
*win more – every single day.*

# Build Smarter AI Agents

## - You Way with Newgen**ONE** Agent Studio

Every business needs AI that works for its unique goals. With Newgen**ONE** Agent Studio, you don't just deploy AI, you shape it. Create custom, context-aware agents that automate decisions, optimize workflows, and adapt dynamically, all within a secure, governed framework.

## Qualitative Benefits

**No heavy coding required**

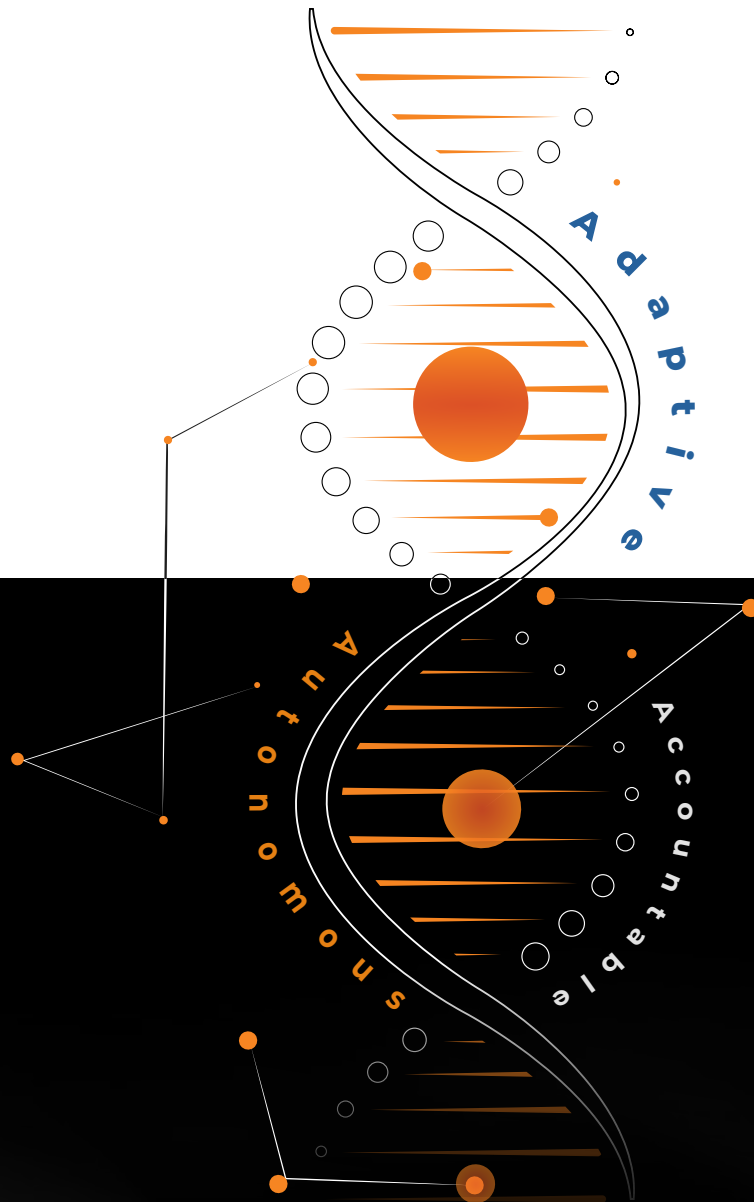Build, train, and deploy with built-in guardrails

**Seamless data integration**

Enable agents to tap into approved knowledge sources for quicker and smarter decisions

**Native workflow automation**

Infuse AI into existing processes effortlessly

*Deploy faster with pre-built templates or craft fully custom solutions, all with enterprise-grade security and compliance.*

# AI that Explains

## ITSELF

Adaptive

Autonomous

Accountable

Scan Here

https://newgensoft.com/platform/agentic-ai/

## About Newgen

Newgen is the leading provider of an AI-first unified digital transformation platform with native **process automation, content services, customer** engagement, and **AI/ML** 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.

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