Managed Content as a Service (mCaaS™): The Next Generation Digital Content Broker Platform

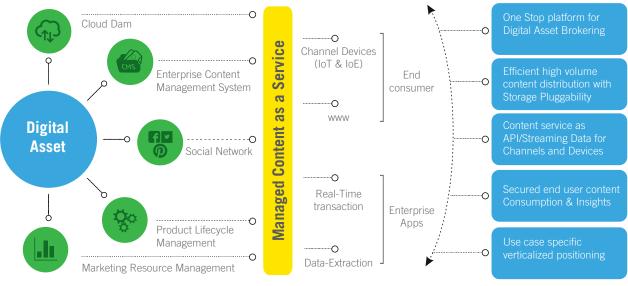
Enterprise Digital Content/Assets are an important element in a typical Digital Transformation journey, to that effect managing them effectively in today's Digitalized & SMAC+ world, brings significant improvement in the Smart and Connected Customer experience, which lot of enterprises are striving to deliver so that it can influence better monetization of their core offerings.

Happiest Minds mCaaSTM is a **pluggable**, cloud powered **Digital Content Broker** Solution that seamlessly integrates with Transactional systems and leverages any form of standard storage and Middleware. Offered both as a Platform and a custom implementation, it allows users to manage their Digital Assets throughout their lifecycle, thereby delivering a **Smart, Seamless & Connected Content flow for the Enterprise** across its **End Consumers, Customers, Employees and Partners.**

mCaaS enables Enterprises monetize their Digital Content/Assets in a fairly disruptive way leading to new and Innovative Business and revenue streams.

Managed Content as a Service (mCaaS) - A Pluggable Digital Content Broker Platform

Powers dynamic relevant content **through** intelligent orchestration



Dynamic Relevant Content

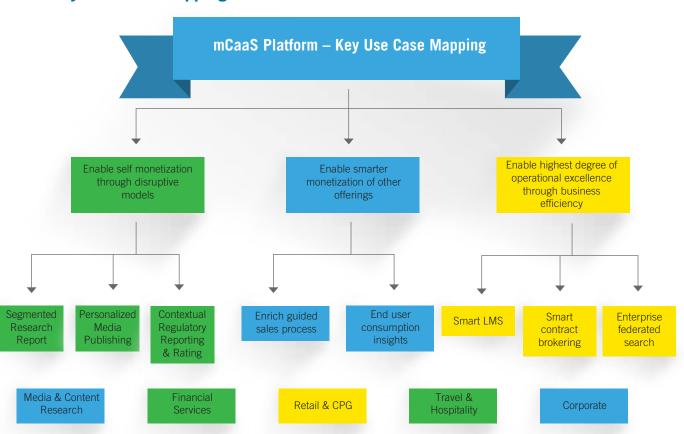
mCaaS offers the following

- One Stop platform for Digital Asset Brokering
- Efficient high volume content distribution with Storage Pluggability
- Content Service as API/Streaming Data for Channels and Devices
- Secured end user content Consumption and Insights
- Use Case specific industry positioning

mCaaS key features:

Ingestion **Tagging & Taxonomy Brokering** Workflow Complete or partial Manual/automated tagging Aggregate, orchestrate, Human workflow with micro-segment single/ collaborative review ingestion (real - time & Cascading metadata offline capabilities) multiple digital assets storyboard associated Define ontologies & from multiple sources with authorization based Pluggability to standard relationships access Repacking with different channels Configurable inheritance format/type of digital assets On – the- fly taxonomies 01 02 03 04 **End User Interaction Customer On-Boarding** Insights **Federated Search** Publish content in a pixel Configure content type/tem-Real-time deep insight of Smart federated search perfect layout plate/workflow/user access user content consumption across multiple channels with micro-segmentation Collaboration between Import external content Intelligent snorting & Rating of digital asset different actors seamlessly filtering **Content Recommendation** Predictive insight of Rule based search & market demand discovery 05 06 07 08

Industry Use Case Mapping





About Happiest Minds Technologies

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital. Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

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