



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

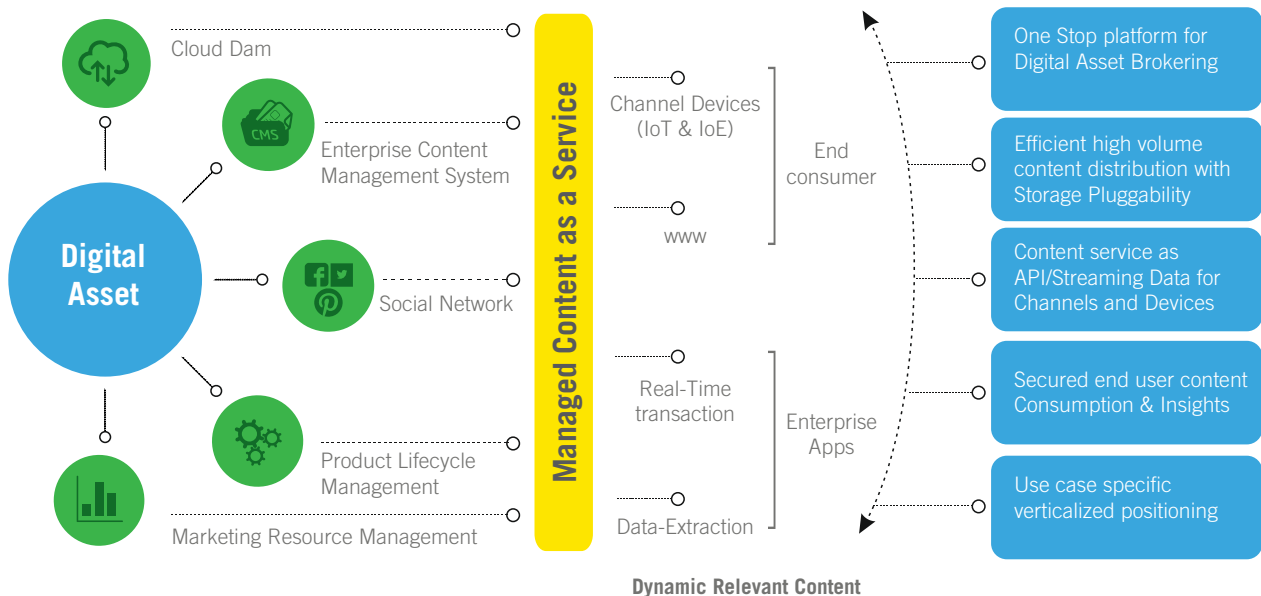
Enterprise Digital Content/Assets are an important element in a typical Digital Transformation journey, to that effect managing them effectively in today's Digitalized & SMAC+ world, brings significant improvement in the Smart and Connected Customer experience, which lot of enterprises are striving to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

Happiest Minds mCaaS™ 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



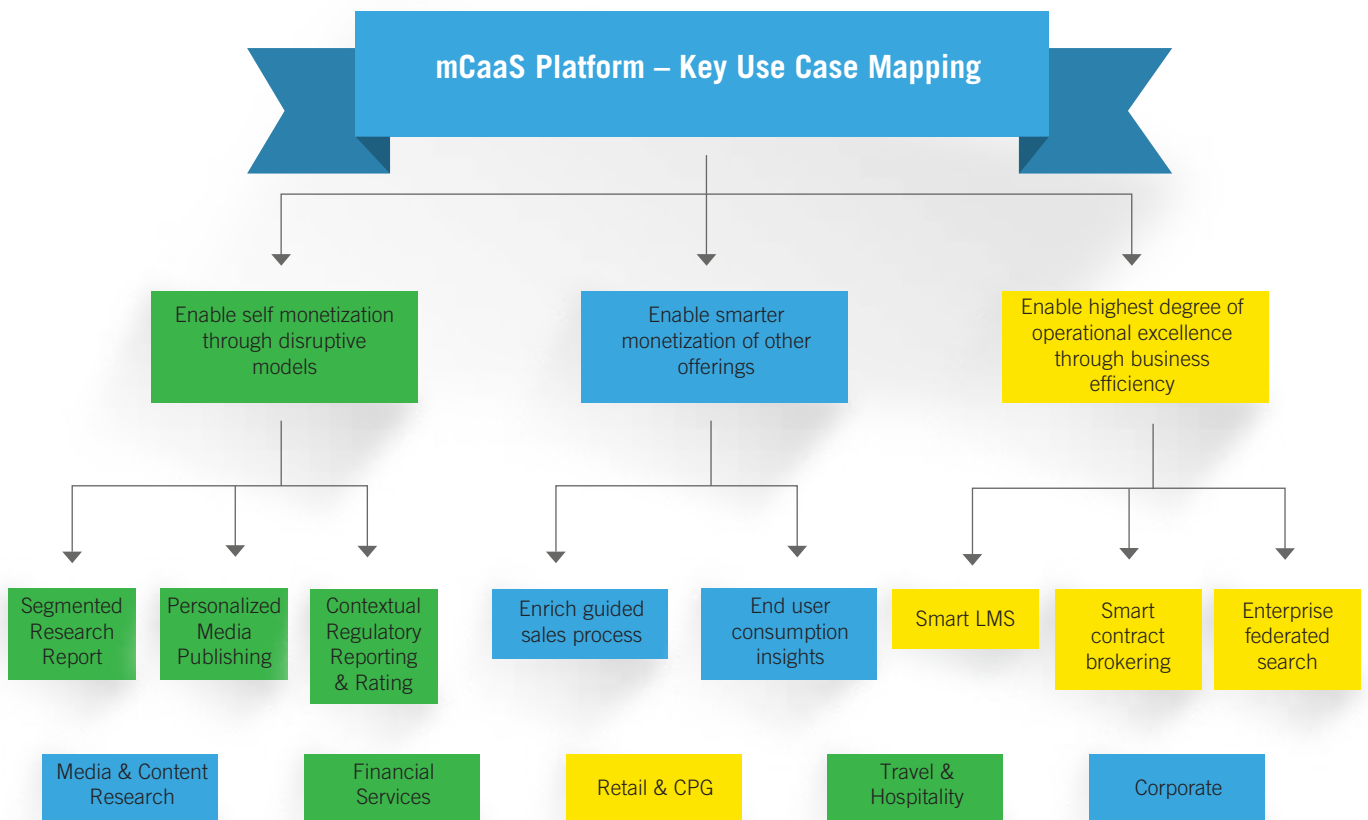
mCaaS offers the following

- 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:



Industry Use Case Mapping



About Us

Happiest Minds enables Digital Transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights through an integrated set of disruptive technologies: big data analytics, internet of things, mobility, cloud, security, unified communications, etc. Happiest Minds offers domain centric solutions applying skills, IPs and functional expertise in IT Services, Product Engineering, Infrastructure Management and Security. These services have applicability across industry sectors such as retail, consumer packaged goods, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India, Happiest Minds has operations in the US, UK, Singapore, Australia and has secured \$ 52.5 million Series-A funding. Its investors are JPMorgan Private Equity Group, Intel Capital and Ashok Soota.

For more information visit www.happiestminds.com. Write to us at business@happiestminds.com