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

- 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 verticalized positioning

mCaaS offers the following
mCaaS key features:

**Ingestion**
- Complete or partial ingestion (real-time & offline capabilities)
- Pluggability to standard channels

**Tagging & Taxonomy**
- Manual/automated tagging
- Cascading metadata
- Define ontologies & relationships
- Configurable inheritance
- On-the-fly taxonomies

**Brokering**
- Aggregate, orchestrate, micro-segment single/multiple digital assets from multiple sources
- Repacking with different format/type of digital assets

**Workflow**
- Human workflow with collaborative review storyboards associated with authorization-based access

**End User Interaction**
- Publish content in a pixel perfect layout
- Collaboration between different actors
- Content Recommendation

**Customer On-Boarding**
- Configure content type/template/workflow/user access
- Import external content seamlessly

**Insights**
- Real-time deep insight of user content consumption with micro-segmentation
- Rating of digital asset
- Predictive insight of market demand

**Federated Search**
- Smart federated search across multiple channels
- Intelligent snorting & filtering
- Rule-based search & discovery

**Manual/Automated Tagging**
- Cascading metadata
- Define ontologies & relationships
- Configurable inheritance
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**Aggregate, orchestrate, micro-segment single/multiple digital assets from multiple sources**
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**Human workflow with collaborative review storyboards associated with authorization-based access**

**Smart contract brokering**
- Enterprise federated search
- Enable highest degree of operational excellence through business efficiency
- Smart LMS
- End user consumption insights
- Enrich guided sales process
- Contextual Regulatory Reporting & Rating
- Media & Content Research
- Financial Services
- Retail & CPG
- Travel & Hospitality
- Corporate

Industry Use Case Mapping

Enable self monetization through disruptive models
Enable smarter monetization of other offerings
Enable highest degree of operational excellence through business efficiency

Segmented Research Report
Personalized Media Publishing
Contextual Regulatory Reporting & Rating
Enrich guided sales process
End user consumption insights
Enable self monetization through disruptive models
Enable smarter monetization of other offerings
Enable highest degree of operational excellence through business efficiency

About Happiest Minds Technologies

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

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

To know more about our offerings, please write to us at business@happiestminds.com

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