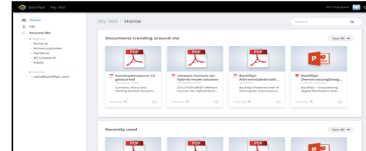
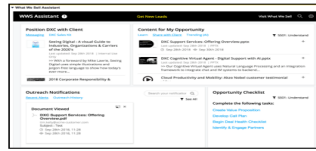
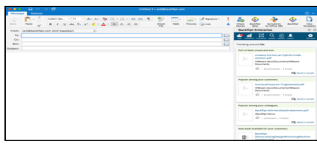


Backflipt powered by AI techniques surfaces the relevant content by tracking the enterprise behavior and understanding the interests of the user.

- Backflipt uses signals from enterprise applications like Office 365, Salesforce, Service Now, Dynamics 365, Google Apps and other applications to identify the trending assets around the user and assets of interest in a collaboration.
- Eliminates the need for search and suggests the assets of interest based on user's context.

Backflipt Applications



Backflipt Feature

Increase productivity

Surfacing the content of Interest: The content that user has shown interest in recent times or a brand-new arrival that could be useful. E-g: new Product specification sheet, Datasheet or a pricing schedule, or an updated project schedule.

Track and understand Enterprise behavior using AI-ML techniques

Learn the assets that is frequently used in your workgroup, efficacy of these assets and use this in your engagements. Trending Assets provides these insights.

Single point access to enterprise content intelligently

Virtualize the content layer across the enterprise and cloud repositories. No more enterprise "Dark Matter," intelligently surface content from 30+ enterprise repositories, file systems, industry-leading cloud repositories like OneDrive, Dropbox, Box, Google Drive, and others.

Backflipt recommends content from these repositories.

Backflipt uses unsupervised learning techniques to suggest and does not require tagging of the content.

Contextual suggestions in Apps and Digital Workspace

Surface the relevant content in context, in Office 365 applications and Google Apps, emails and applications like Salesforce, Dynamics 365, Zoho, NOW, Slack and Microsoft Teams. Empower the users to be productive in their Digital Workspace

Collaborate internally and externally with relevant content

Take the collaboration to the next level with in-time content suggestions that could positively impact the business outcome. Automatically identify, organize the content exchanges in collaborations.



Supported Content Repositories	<ul style="list-style-type: none"> • Syncplicity, Dropbox, Box, OneDrive, SharePoint, Google Drive
Trending assets	<ul style="list-style-type: none"> • Trending around Me: List of assets that the user might find useful • Trending for a specific collaborator: List of assets the user might find useful with the specific collaborator
Ranked Search for content	<ul style="list-style-type: none"> • Ranked searches learns from the enterprise social and crowd experience to suggest the content of interest in a search.
Dynamic Search (outlook add-in)	<ul style="list-style-type: none"> • Search across all connected repositories for content in real time based on incoming email or as email is composed
One click sharing of Trending or Searched assets	<ul style="list-style-type: none"> • Share assets as dynamically generated links, inheriting the security policies applied on the assets in the content repositories
Detailed Engagement analytics on shared assets	<ul style="list-style-type: none"> • Alerts on asset views with details such as who, when, geolocation and device information.
CRM integration - Salesforce, Dynamics 365, Zoho	<ul style="list-style-type: none"> • View & update CRM records • Show deal winning assets in Trending
Dashboard and reports for Administrator	<ul style="list-style-type: none"> • Content performance dashboard • User based content consumption reports
Enterprise Single Sign-on (SSO)	<ul style="list-style-type: none"> • Support for Okta and One Login