I am working under **IP SOLUTION PLATFORM MANAGED CONTENT AS A SERVICE (MCASS)** . Mcaas having three subcategory product.

1.ICM-Innovative Content Monetization

2.DQA-**Digital Query Assistant**

3.DQH

I am working on ICM story. ICM having around 5 clients.ex-Forrester, Frost & Sullivan ,gartner denver,kiya.

Innovative Content Monetization solution helps organizations to gather information on data flow volumes, derive intelligent customer insights to drive content recommendations, and enable guided sales based on current market demands.

this solution tracks and tags data flowing in and out of multichannel sources within an organization such as web portals, socials networks, and cloud applications and helps in orchestrating the content. Innovative Content Monetization solution enables organizations to:

* Tag and categorize digital content metadata systematically on the fly.
* Configure the content relationship and inheritance based on defined rules.
* Micro-segment content and make it affordable to a wider audience, driving higher volumes with differential pricing.
* Enrich or curate content through brokering various kinds of relevant and contextual content across different sources.
* Capture user interaction and content consumption using advanced visualization dashboards.
* Enable a collaboration dashboard between the end users and the author.
* Implement social share capabilities and drive and track lead generation from social media.
* Provide all of the above in a complete self-service model with in-time delivery.

Offered as a SaaS, Innovative Content Monetization solution allows organizations to get started in literally no time and without any major changes to the existing infrastructure & systems.

DIFFERENTIATOR

* Build a SaaS platform for disruptive content monetization, micro segmentation, and content aggregation and brokering over secured multichannel delivery
* Cloud Integration Framework to manage content moved on cloud
* Efficient high-volume content distribution with storage pluggability
* Smart Search for saved content/image using keywords
* End to end content security and traceability
* End user interaction insights
* Content service as API/ streaming data for channels and devices
* One stop platform for digital asset brokering
* Secured end user content consumption and insights
* Analytics to generate further business leads
* Content orchestration and enrichment
* Content segmentation and differential pricing
* End user interaction insights and securities
* Automated data ingestion
* Highlights within reports, navigation directly to focused areas
* Heat map to check Call to Action effectiveness
* Guided tour
* End-to-end content creation, publishing, and workflow

It is multitenancy.It is based on broker -Tenant principle.

This project is developed on Node.js,Angular.js.Mongo db,elastic search.redis technology.

It is