



Customize, extend, and unify digital experiences for your growing business

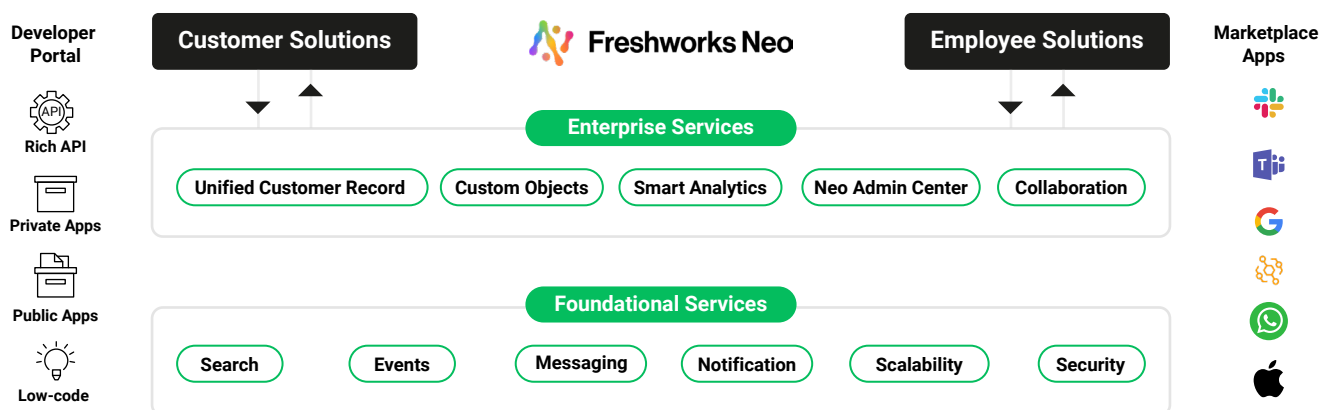
Today's fast changing business landscape requires you to be flexible and agile. You need to be able to customize, innovate, and develop rapidly, while maintaining a seamless customer and workforce experience.

Freshworks Neo is a flexible, end-to-end, AI-powered enterprise platform that enables Freshworks users to unify customer experiences, enhance employee productivity, and scale their Freshworks experience through a robust ecosystem of developers and technology partners.

Freshworks Neo offers a set of common, shared services that help businesses extend and customize their Freshworks solution.



Freshworks Neo: One solution for Customer and Employee solutions



Freshworks Neo is designed to help our customers easily scale, customize, collaborate, and make informed decisions, all in a secure way across Customer Experience, Sales, Marketing, and IT use cases.

Here is how Freshworks Neo delivers business value to our customers:

- 1 Extend and integrate:** Get started quickly by integrating your existing tech ecosystem with popular SaaS applications and specialized use-cases.
- 2 Customize to suit your business processes:** Leverage a strong partner and developer network to build custom private apps. Over 3000 Freshworks customers are using custom private apps to integrate with existing business processes.
- 3 Deliver a unified experience:** Manage your business with confidence. Benefit from a unified experience on security, customer data, AI, channels, and analytics.

Meet our technology partners



Top 10 Neo features

✓ Marketplace

Extend Freshworks products with over 1200 public apps on the marketplace. Browse and install trusted applications using a simple interface.

✓ Developer Portal

Get access to app development toolkit, APIs and a wide network of technology and solution partners.

✓ Analytics

Derive bespoke actionable intelligence across customer lifecycle for easy business decision making.

✓ Messaging

Engage with your customers on multiple digital messaging channels such as Whatsapp, Apple Business Chat, Line, and more.

✓ Admin Center

Simplify security and authentication across Freshworks products with unified account management.

✓ Unified Customer Record

Get a unified view of your customers for a more contextual, and personalized engagement.

✓ Events and Notifications

Seamlessly stream events in real-time from Freshworks products to third party apps and AWS. Leverage real-time and customizable notifications in all Freshworks products.

✓ Collaboration

Make teamwork faster, more efficient and more fun with native collaborations apps such as Slack and MS Teams.

✓ In-built Security

Employ world-class security for enterprise readiness.

✓ Custom Objects

Create custom records and bring information specific to your business right within Freshdesk.

Customers who leverage Neo to achieve their business goals faster



Analytics



Unified Customer Record



Analytics,
Marketplace apps
and custom apps



Marketplace and
collaboration



Neo Admin
Center