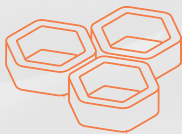


ISEBOX Reshapes Product Offerings With Added PrizmDoc Technology

Case Study Highlights



Projected 20% growth
in the next 4-6 months



Uses PrizmDoc in all
products to support
clients like Bayer, AbbVie,
and Kawasaki.



Cost-effective way
to deliver customer-
requested features quickly.

About ISEBOX

Founded in 2012, ISEBOX is revolutionizing the way companies share their story with multimedia content. Their cloud-based platform enables organizations of all sizes to distribute video, photos, audio, and documents in a way that can be easily downloaded and tracked. They have also supported events such as the London Olympics (P&G and Adidas), the Mid-Atlantic Marketing Summit, ad:tech, and Vocus' Demand Success.

The Challenge

The company originally offered a simple solution for customers to distribute and publish content. However, their product was lacking key functionality that customers voiced a strong desire for. ISEBOX realized that document viewing was a must-have feature for their platform. Their customers were consistently requesting this service and they needed a solution fast to meet the demand. The problem?

They couldn't find the right document viewer that would integrate into their current product offerings.

"Prior to PrizmDoc, we couldn't find a solution that was cost effective and easy to implement. We simply didn't allow for document viewing in our product before we started using PrizmDoc—only downloading. However, the request from users was loud and clear: they wanted to see their documents," said Salvatore Salpietro, Chief Technology Officer at ISEBOX.

The team looked to technology blogs, reviews, and LinkedIn articles for suggestions on document viewers. They even considered building a document viewer for themselves for a very brief period. When they saw the range of size and types of documents their users wanted to upload and the server requirements for supporting all of them, they realized that they could save thousands of dollars annually in overhead and support by purchasing document viewing technology instead.

Ultimately, it was a sales representative that brought PrizmDoc to the company's attention. After testing PrizmDoc against a competing viewer, ISEBOX selected Accusoft's cloud-hosted PrizmDoc product as the hands-down leader. "The initial development to build this ourselves would have been tens of thousands of dollars and hundreds of man hours...and that would be to build something that is only a fraction of what PrizmDoc offered. The ease of implementation and the support team behind PrizmDoc was the big differentiator. We truly felt appreciated, and the support was outstanding. Our feedback even had a direct hand in shaping the product through its evolution," Salpietro concluded.

ISEBOX

CUSTOMER PROFILE

Headquarters	London, UK
Industry	Public Relations and Communication
Founded	2012
Employees	11-50
Accusoft Customer	Since 2013
Business Solution	Universal document viewing with PrizmDoc Cloud-Hosted

"All we had to do is drop in that one embed line. It was so easy."

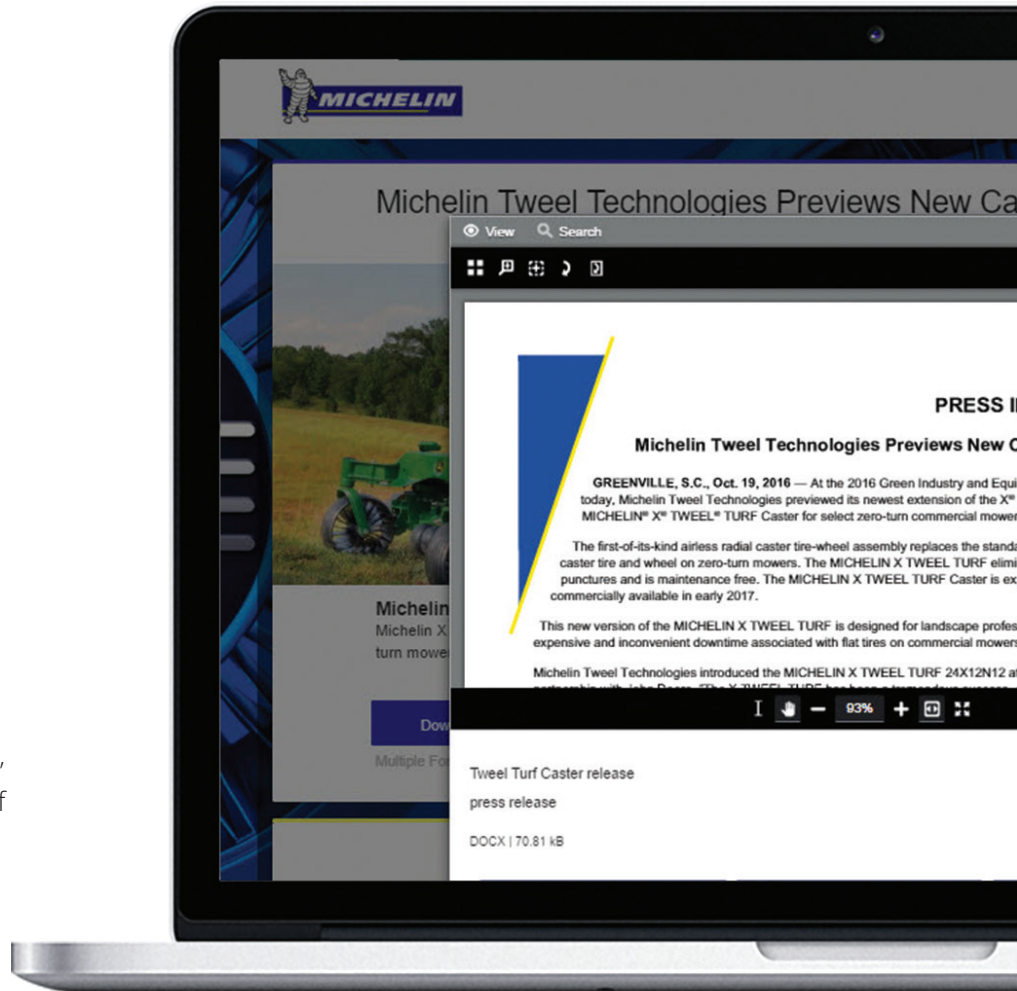
—Salvatore Salpietro
Chief Technology Officer

The Accusoft Difference

ISEBOX prides itself on making all content available across devices and environments. "PrizmDoc allows us to maintain this objective across all documents that our pharmaceutical, PR, and marketing clients need to distribute. While this is usually PDF and DOC, this also often goes into more obscure non-web-friendly documents like EPS, PSD, XLS, and so on. PrizmDoc has helped us maintain our mantra of "Media. Managed," says Salpietro.

All of the company's products currently include PrizmDoc. "It is an integral part of our platform that users now rely on. ISEBOX allows our clients (ranging from Michelin Tire, Bayer Pharmaceutical, Nike, and others) to upload virtually any kind of content for distribution to media outlets and partners."

Since ISEBOX is a B2B platform for the pharmaceutical and public relations sectors, they don't necessarily see huge numbers of documents uploaded on a monthly basis. Viewing is another story, however, as the documents are viewed tens of thousands of times by visitors. Since the company started using PrizmDoc, they are able to differentiate themselves by allowing journalists and industry stakeholders to view the document before downloading.



ISEBOX's PrizmDoc integration allows users to view documents within the platform and preview prior to downloading.

The Result

ISEBOX recently launched marketing campaigns to generate more adopters. With the use of PrizmDoc technology, the company is expecting to see a 20 percent growth in the next four to six months.

The use of PrizmDoc has empowered ISEBOX to garner positive relationships with its consumers. Due to PrizmDoc's HTML5 document viewer, the company's consumers can view documents from any web browser or mobile device without using plugins, apps, players, or other software.

"The viewer is a can't-do-without component of what our clients have come to expect."

—Salvatore Salpietro
Chief Technology Officer



About Accusoft



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Accusoft offers a robust portfolio of document and imaging tools created for developers. Our APIs and software development kits (SDKs) are built using patented technology, providing high performance document viewing, advanced search, image compression, conversion, barcode recognition, OCR, and other image processing tools for use in application and web development.

Founded in 1991, Accusoft is focused on solving document lifecycle complexities through a customer-focused approach, continuous product development, proactive support, and forward-thinking leadership.