Passenger Uses PrizmDoc to Enhance Their Community Platform

Case Study Highlights

6,000 documents
processed per month

1-2 months of
development time saved

2 weeks to integrate
and deliver to market

100% scalability
as business grows

About Passenger, Inc.

Passenger is the company behind the Fuel Cycle online community platform. The enterprise-grade, SaaS-based software platform helps the world's leading brands engage with current and future customers and stakeholders to drive insights, innovation, and advocacy. It combines market-leading social networking, collaboration, media, research, advocacy, and analytics features into a single intuitive interface. Founded in 2005, Passenger is privately held with offices in Los Angeles and New York City.

The Challenge

Between 2013 and 2014, Fuel Cycle was in transition. The platform needed a document solution that would enable users to upload and share files within their private communities that had anywhere between five and 50,000 members. The Chief Product Officer, VP of Engineering, and Lead Architect set out to find an

overarching solution that would meet the needs of their vast community base. But because they were in the middle of development, they couldn't spend months analyzing options.

The team looked into solutions such as Google Docs Viewer, Crocodoc, and Accusoft. However, they discovered that there weren't many options that could provide the type of security and capabilities that they needed. The Google Docs Viewer had issues with privacy. Crocodoc lacked a wide breadth of functionality. Ultimately, Accusoft had presented exactly what Fuel Cycle needed with PrizmDoc. "There was no need for customers to download additional software. The product supports multiple platforms. Our developers did look at building our own viewer, but ultimately this would have added 30-60 days to the development time," said Kevin Owens, Chief Product Officer.

The company decided on Accusoft's PrizmDoc cloud-hosted product. "We looked at some self-hosted Java libraries, and also doing it through Google Docs. Nothing was quite right. We went with PrizmDoc's cloud solution. That way, we don't have to worry about software updates," Owen confirmed.

The Accusoft Difference

Fuel Cycle's biggest priorities are global scalability and added customer support. PrizmDoc helps the company reach the needs of a wide range of clients. "We liked the breadth of document types that PrizmDoc could handle within our application," reported Owens. PrizmDoc now offers the company a range of solutions that add to their customer base and support the community's document sharing needs.

FUEL CYCLE
by pasenger

CUSTOMER PROFILE

Headquarters	Los Angeles, CA
Industry	Software and Services
Founded	2005
Employees	50
Accusoft Customer	Since 2014
Business Solution	Universal document viewing with PrizmDoc Cloud-Hosted

"Our sales team has doubled in size since we added PrizmDoc to our product."

—Kevin Owens
Chief Product Officer

In the community, brands receive feedback on specific content. For example, brand moderators will upload content in the form of PDFs or Word documents. Community members will comment on these documents to share their opinions on the product, advertisement, or promotion. "We use PrizmDoc to actually display all the documents in the system. It works on mobile as well," says Owens.

Fuel Cycle creates a platform for companies and their customers to come together in real-time for an ongoing dialogue about the customer experience. "I've worked at companies where we developed our own readers and it was a constant headache. To not have to worry about document formats like loading PDFs, Word documents, or Excel files, that's the biggest ROI that PrizmDoc brings us."

Fuel Cycle was able to integrate PrizmDoc into their product offerings very quickly. "We had to do some testing on mobile and different browsers. It took around a couple weeks," recalls Owens.

The Result

In the past year, Fuel Cycle used PrizmDoc to enhance their document sharing capabilities, which boosted their customer base. The company relies on

PrizmDoc allows members of the Fuel Cycle community to view and share documents directly within the platform.

PrizmDoc to provide Fortune 500 clients like Mastercard, Hertz, and AIG with the solutions that enable the community to flourish.

"PrizmDoc is reliable; I don't have to worry about it working. I can basically 'set it and forget it.' Also, we like that there are multiple pricing options that allow Fuel Cycle to scale up as our business grows," noted Owens.

The company finds peace of mind in the lack of worry and development time that came with their investment in PrizmDoc. "I know there are cost savings here because my team has spent no time in QA or development," Owens said. "I know we saved a lot of time and money by partnering with Accusoft."

Now that Fuel Cycle is using PrizmDoc, the company has grown exponentially. The viewer was the solution to many customer requests. The sales team has doubled since the partnership in order to support the new customers that are interested in the platform. Currently, the company is operating at a Business Elite annual level of 6,000 document uploads per month.

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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.