



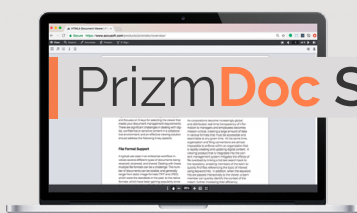
CASE STUDY

PrizmDoc Viewer Lets Mediarails Customers Focus on Sales, Not Software

There are many factors to consider in choosing a software provider. Security, support, and features can vary widely between companies, so performing due diligence is key. Mediarails Vice President of Data, Chris Farah, struggled to find the ideal, flexible answer.

Overview:

Mediarails faced a problem more and more common in business today: customization. With a niche market and customer demands for specific output, the Seattle-based CRM specialists didn't have the staff, time, or money to devote to developing their own custom software.



PrizmDoc Viewer



We looked at a variety of alternatives, from using Dropbox widgets to using open source point solutions, but could not find something that delivered the full solutions. We started working with Accusoft because of PrizmDoc Viewer's preview capabilities, we finally were able to get a full document workflow solution that we could easily embed in our app.



- Chris Farah
Vice President of Data at Mediarails

Challenges:

Mediarails faced a problem more and more common in business today: customization. With a niche market and customer demands for specific output, the Seattle-based CRM specialists didn't have the staff, time, or money to devote to developing their own custom software.

Their customers upload advertisement files and contracts on a daily basis, and need an easy way to view and share documents and approve contracts while building campaigns. They also need their documents to be secure, so user permissions and file access control are a must.

The system Mediarails had in place wasn't working; emailing documents for signatures and saving revisions back into the marketing ops platform was cumbersome, inefficient, and causing users to lose all document revision history. Looking for a solution that would satisfy their customers' needs, as well as meet their own back-end requirements, Mediarails ultimately chose Accusoft and PrizmDoc™ Viewer.

Results:

Accusoft was able to do what other companies couldn't: provide a custom solution tailored to the unique needs of Mediarails and its clients. Knowing they needed a better way to view and share documents, Mediarails chose PrizmDoc Viewer to help its clients easily organize and collaborate on documents. The viewer allows users to annotate, comment, sign, and share documents. PrizmDoc Viewer is equally versatile on the back end, providing user permissions on the document and folder level.

As a product easily integrated with only a few lines of code, PrizmDoc Viewer's most immediate impact was in time savings. Farah estimates that he saved 1-2 months of development time and costs by using PrizmDoc Viewer. His clients are seeing the benefits as well, drastically reducing the time needed to share files and move them through the approval process.

PrizmDoc Viewer was the perfect fit for Mediarails and its clients, due to its adaptability to their unique needs.

Learn more about PrizmDoc Viewer's features and how they can help enhance your document management solution.

Schedule a Demo Today
US/CAN +1 800 875 7009 info@accusoft.com

About MediaRails

MediaRails specializes in customer relationship management (CRM) for its marketer clients. It aggregates analytics data, enabling customers to perform market tests and engage influencers, such as celebrity spokespeople, to enhance branding. Mediarails analyzes data points and industry trends to set tracking guidelines, enabling clients to focus on more traditional marketing.

About Accusoft

Accusoft is a software development company specializing in content processing, conversion, and automation solutions. From out-of-the-box and configurable applications to APIs built for developers, we help organizations solve their most complex content workflow challenges. Our patented solutions enable users to gain insight from content in any format, on any device with greater efficiency, flexibility, and security. Learn more at www.accusoft.com.

