



**ISEBOX**  
COMPLETE. CONTENT. CONTROL.

## CASE STUDY

### ISEBOX and PrizmDoc Cloud Enable Customers to Master Multimedia Outreach

Maintaining a presence in the world of digital media has become a must for virtually any organization. Many firms choose to outsource their interaction with media outlets in an effort to save time and money – and that's where ISEBOX makes life easier for them.

With offices in Tampa Bay and London, ISEBOX is a valuable liaison between its clients – established corporate stalwarts such as Nike, Michelin, and Walgreens – and the media organizations who help spread the word with press releases about their initiatives in the community, new product innovations, and much more, further enhancing their brand identities in the process.



#### Overview:

As ISEBOX expanded its own presence worldwide, it soon realized its clients needed more functionality than it was providing at the time. It wasn't enough just to facilitate the downloading of multimedia promotional content; clients needed it to be viewable as well.

Company management considered various methods of accommodating this. They looked at existing viewer options and even discussed developing their own solution, but soon realized that hardware costs and the wide variety of file types being used by customers would make it prohibitive.



***"The ease of implementation and the support team behind PrizmDoc Cloud was the big differentiator. Our feedback even had a direct hand in shaping the product through its evolution."***



- Salvatore Salpietro  
Chief Technology Officer at ISEBOX

## Challenges:

While evaluating several prominent document viewers, company executives became familiar with PrizmDoc™ Cloud, noting that its flexibility (displaying dozens of relevant file types) and versatility (working on all system platforms and devices) were key traits they needed in any solution.

Throw in PrizmDoc Cloud's status as a ready-made solution, with no in-house development necessary, plus Accusoft's trusted support services, and ISEBOX was confident it had found its answer.

*"The initial development to build this ourselves would have been tens of thousands of dollars and hundreds of man hours," said Salvatore Salpietro, Chief Technology Officer at ISEBOX. "And that would be to build something that is only a fraction of what PrizmDoc Cloud offered."*

## Results:

PrizmDoc Cloud integrates so easily into applications, ISEBOX has added it to all of its products. "All we had to do was drop in one embed line. It was that easy," Salpietro said. "PrizmDoc Cloud has helped us maintain our mantra of 'Media. Managed'."

With such a highly accomplished customer base, ISEBOX knows it has to provide the best tech tools available to facilitate client interaction with media outlets. And it doesn't hesitate to acknowledge PrizmDoc Cloud's role in that process: company executives projected 20 percent growth within six months of installing the viewer.

"It is an integral part of our platform that users now rely on," Salpietro said. "The viewer is a can't-do-without component of what our clients have come to expect."



## Schedule a Demo Today

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### About ISEBOX

With home offices in the Tampa Bay area and London, ISEBOX is a trusted partner for internationally prominent clients, facilitating communication with media outlets. ISEBOX makes complex content manageable. With support for large HD video files, multiple formats, and last-minute updates, all content becomes effortlessly simple to organize. And once distributed, ISEBOX will automatically track and provide insights about who is using customer material.

### 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](http://www.accusoft.com).

