PUSHFOR®
Smart People Push

Share multi-media content and give users easy and instant **access** to the right information at the right time, from **any device**

We are living in an increasingly digital, connected world, with mobile rapidly becoming the channel of choice in both our private and working lives. The wide adoption of mobile devices and applications across the globe has driven changes in behaviour and raised user expectations of speed, convenience, relevance and experience, to a new level.

The pressure on businesses to provide mobile applications in the workplace with the same levels of agility of those that we are embracing in our personal lives has never been greater.

Instant and easy access to information, and the ability to communicate and share multi-media content any time, any place and from any device, is now considered the norm.

This opens limitless opportunities for innovation in the workplace around mobility, collaborative working, speed of decision making, automation of processes, new revenue models and new channels of engagement, to name but a few.

However, we all know the security risks and pitfalls associated with using digital channels for sharing sensitive and confidential information. The potential financial, reputational and regulatory risk of businesses suffering data or content leakage can be catastrophic for businesses across all sectors.

Businesses need to have water-tight processes and technologies in place to ensure any risk of data leakage - both intentional and unintentional - is reduced to an absolute minimum.

This needs to be done without shackling the very ethos of digital in driving innovation and transformation in how content is distributed, shared and viewed.

Pushfor has been developed to enable businesses to leverage the opportunities that digital presents, and be smarter in how content is distributed and shared, while ensuring the highest levels of security are applied without any compromise on the user experience.

Pushfor the Solution

Pushfor is a smart, secure content sharing and messaging platform that pushes, controls and tracks content of any type or size, engaging with users in real-time whatever the device.

Pushfor provides businesses with complete peace of mind by enabling content to be distributed in a secure and controlled manner.

This is combined with an instant messaging platform protecting the privacy and reputation of both your organization and all other external stakeholders.

You will also empower your staff by providing instant and easy access to up to date content, at the right time, when they need it dramatically increasing productivity and driving smarter customer engagement.

www.pushfor.com   ◆ **Push**   ◆ **Control**   ◆ **Engage**   ◆ **Track**

Push don't Send

A key differentiator is Pushfor's unique and patented technology that does not 'send' content to the device but 'pushes' the content in real-time.

The file never leaves its source destination, but is converted and projected in high fidelity to any device. There are no restrictions on the type of content that can be pushed, with typical examples being PDFs, documents, videos, presentations, images, podcasts and URLs.

There are also no restrictions on file size which removes the challenge of sharing increasingly large files (such as videos) which can be easily and quickly viewed without the need for time-consuming downloads.

And whatever the content type, the recipient does not need the authoring software on their device. This removes the frustration of not being able to view certain file types and provides easy and instant access to content when its needed.

Control with Confidence

Content delivery is highly secure and tightly controlled with customizable viewing and distribution permissions.

You have complete control of who content is pushed to, how many views are allowed or how long the content is available. You can push content to individuals, or you can create groups or teams of users so content is pushed once but shared with many. You also have the option of applying an encryption password for business critical, highly sensitive content. Should any content be pushed in error to the wrong recipient then you can easily 'pull' the content or conversational thread back, immediately removing it from the recipient's device.

This reduces the risk of unintentional content leakage which typically results from emails with attachments being 'sent' to the wrong person. Also, if the recipient violates viewing permissions (for example by taking a screenshot) then the content is automatically revoked, again reducing the risk of sensitive information getting into the wrong hands. Pushfor provides you with complete control of content distribution and how and where that content is viewed.

Engage in Real-time

Users can interactively engage with content by instant chat, video and voice messaging, anytime, anywhere and from their preferred device – mobile, tablet and desktop.

You can see which users are online, enabling instant real-time engagement. Content can be pushed to pre-defined user groups which then enables group discussion and team collaboration All pushed content can be geo-tagged with keywords providing users with speed of access to the content that they need. You can also provide feedback reviews or ratings of the content viewed.

A key feature of Pushfor is its Management Dashboard generated from usage analytics. This provides rich and valuable insight into how users are engaging with your content and highlights behavior of different user types. This intelligence will help you better understand how effective your content is in terms of engagement, and also provide additional insight such as most popular devices used, average viewing times, most popular time of day for viewing, etc. This in turn will enable you to drive a smarter content strategy and the delivery of an optimum user experience.

Track every Event

Using traditional methods of content distribution (for example via email), once you have 'sent' content, it is impossible to track its journey – when it is opened, where it has been forwarded and who has viewed it.

With Pushfor, every single interaction and engagement with the content is recorded and a full audit trail is automatically produced. Geo-location tracking is easily applied so you can discover exactly where in the world your content is being viewed.

For those times when you really need the recipient to see content, this powerful, real-time tracking feature notifies and informs you exactly when, where and for how long the content was viewed.

Flexible Deployment Options

Pushfor can be deployed on or off site, and within either a Pushfor-hosted or your own on-site private server cloud. This gives you the choice and flexibility of fully hosting the platform on your own back-end infrastructure in your own environment.

This provides an additional level of security in comparison to more traditional content and messaging solutions which are only available in the public cloud. Pushfor is deployed as a mobile application running on both iOS and Android devices and is also available as browser-based web application, providing maximum flexibility and driving wide user adoption and engagement.

Pushfor has an open API layer enabling ease of integration to your existing content management and storage systems.

Ease of branding and customization Pushfor is easily customizable for white-labelling and to incorporate your company branding. Multiple 'look and feels' for different audiences and stakeholders are very simple and quick to apply, providing you with maximum flexibility and agility to respond to evolving business requirements.

Industry Shared Benefits:

The use cases for Pushfor are plentiful with industry specific benefits. However, there are shared benefits that span across all businesses including:

> Empowerment of users with quick and easy access to the right information when they need it, where they need it

> Complete control of content distribution with customized viewing and permission rights

> Secure distribution of sensitive content removing possibility of data breach and reducing reputational risk

> Viewing of content without the need for a native viewer, thereby improving productivity and reducing operational costs

> Increased user engagement through the creation of new, secure, digital communication channels between all internal and external stakeholders

> Real-time tracking of the content journey, with full audit trail meeting requirements for compliance regulations such as General Data Protection Regulations (GDPR)

> Overcomes relevant data residency challenges by enabling viewing of content without compromising residency regulatory requirements

> Real-time analytics dashboard aiding business decisions and development of a smart content strategy

> Enabling the secure adoption of BYOD (bring your own device) policies without the risk of content leakage

> Providing innovative, agile, business-centric, mobile applications to the workplace reducing the risk of users adopting unsanctioned, consumer-centric mobile apps not fit for business purpose because of security risks

> Flexible deployment options and an open API layer enabling you to leverage your existing investments

Pushfor Key Features:

Pushing Content

> Upload, organize and distribute content to any device

> Import files from Box, Dropbox, Google Drive and more

> Push content of any type, any size to any device

> Real-time push notifications

> Share content with individuals or groups

> Highly secure, instant messaging platform

Controlling Content

> Control viewing, privacy and download permissions

> Push 'broadcast' messages – one to many

> Pull back content, chat threads and revoke user access at any time

> Protect against screenshots of any content

> Full audit trail of content engagement

> Encryption of content and option to encrypt messages

> Optional blurred secure viewing of content

Engage with Content

> Geo-tagging of content with keywords

> Search for relevant content

> Add voice memos and share location to messages

> Access material on or offline

> Provide feedback and reviews at content level

> Provide content rating

Tracking Content

> Geo track where content is viewed and location of users

> Usage analytics – how long viewed, time and place, from what device etc

> Real-time audit trail of every event associated with the content

Web Administration Portal

> Add and manage users and groups

> Create, manage and permission content folders

> Upload and remove content

> User analytics dashboard with customized KPI (Key Performance Indicators)

> Enable SSO (Single Sign On) Login – Facebook, Twitter, Google+

> Enterprise Active Directory Integration (OLAP)

> Ability to customize branding for white labelling

The ways in which content is distributed and security applied to it is going through an evolutionary change.

At Pushfor, we push content rather than sending it. Unlike any other content distribution approach, content is never SENT to the device.

That's why Pushfor is different and that's why **Smart People Push.**

Connect with Pushfor:

PUSHFOR®
Smart People Push

◆ Push ◆ Control ◆ Engage ◆ Track