uStudio Shines Where Others Fall Short

At the end of the day, systems like Google Drive still leave you with the arduous task of delivering your final product to employees and customers in a secure way to wherever they are located.

GOOGLE DRIVE ANALYTICS ISSUES

- In today's data-driven world, if you can't measure it then it doesn't matter
- No internal analytics or tracking that proves ROI, basic listening data, engagement data, named-user data or compliance training
- No way to rapidly test podcast preferences such as lengths and formats to make improvements and increase listening

WHY YOU WIN WITH USTUDIO ANALYTICS

- Slice audience data by a wide range of demographic and psychographic groupings
- Use uStudio native dashboards or pipe data into your own internal systems
- Create detailed reports correlating consumption data with business objectives
- Track individual content consumption and engagement for compliance or training
- Track improvements in time-to-resolution across your customer service reps in the field

GOOGLE DRIVE SECURITY AND PRIVACY ISSUES

- Google's business model examines large amounts of personal data and then sells it to advertisers
- All Google services, including Google Drive, are subject to data mining by the company
- A study by CERN shows that silent data corruption is introduced in about 1 out of every 1500 files
- Google is a lucrative target for hackers

WHY YOU WIN WITH USTUDIO SECURITY AND PRIVACY

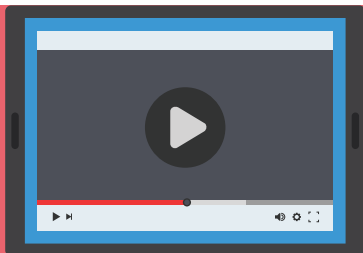- Multi-tier verification: Security checkpoints at the mobile app, platform & CDN layers
- Distribute content securely from a private app that you control
- Control access using SSO authentication into your existing directory
- Ensure privacy of viewed, downloaded & offline content consumption
- SCIM API makes onboarding & user management easy
- Restrict access by location, department, seniority & more

GOOGLE DRIVE ENGAGEMENT AND USER INTERFACE ISSUES

- Not a super engaging or unique platform
- Platform is not designed for podcast distribution
- Documents can easily get lost and can be hard to maneuver
- As your pocast program scales, it's hard to organize podcast files
- No branding or customization options

WHY YOU WIN WITH USTUDIO ENGAGEMENT AND USER INTERFACE

- Intuitive interface that works like consumer podcasting apps your employees already know
- Fully customizable with your logo, colors and icons
- Podcasting is 500% more effective than email or text
- Mobile-first design supports audio, video & live podcasting
- Restrict podcast shows to certain audience groups & demographics

Increase your adoption rate while delivering secure media

START FOR FREE