

AURA bets on Publi Pro

Life in today's society is marked by a rapid consumption of content. It demands the availability of materials anywhere, it prefers time independence, and data security is a very discussed and important topic. If the users gain an unrivalled added value in addition to the regular service, they have a feeling of uniqueness and detached view of current times.

Our documents in our own application

We are a medium-sized company with several dozen employees and we work with a large number of documents every day. As their flows are different, we were looking for a modern solution for document distribution that would meet our needs. We placed great emphasis first of all on fast publishing, file security, and easy access to the documents also in the offline mode. We lacked feedback on reading individual documents and obtaining data from them, which we consider important for the company management.

We wanted a quality platform, tried and tested, continuously developed and adapted to customers, focusing on efficiency of distribution and higher protection of internal documents.

Time for a change

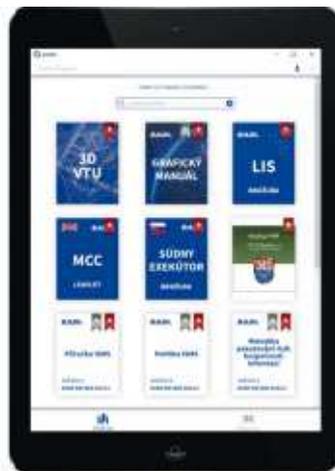
Our company started to use a solution based on the Publi Pro platform. With anticipation, we installed in our devices the application for companies with our own design, and waited for what would happen. We were worried about the multiplatform environment but in the end it did not even matter which system we used. Publi Pro documents are without any problem compatible with iOS, Android, Windows and macOS.

What to put in?

We gained a new space, or rather electronic library with practical possibilities of use. At the beginning, we made useful documents available in the application library. However, our company has much more sensitive materials for internal use, which must be conditioned by individual approach. A particular user may open and download them only after logging in.

The documents are sorted into categories,

supplemented with metadata, and the work with them is very fast. We have gradually added into the application company directives, regulations and some strategic documents of the company. In addition, we have acquired a modern marketing tool as the downloaded documents can be interactive, multimedia and their attractive design captures users' attention. Moreover, they are responsive so that they are easy to read on a computer as well as on a small mobile phone screen just like common eBooks. Publi Pro uses the term mBooks just because of the multimedia and multiplatform combination of common text and tables, photographs, videos, etc.



Security with encryption

Documents publication and availability is managed by the administrator who uploads the documents, categorizes them and manages the access rights. With the implementation in our corporate systems, we have also gained the same possibilities of login as we were used to.

Security is an essential feature of distribution today. Protected documents are encrypted in the device and they are accessible only if the administrator grants the right to read them. However, we cannot copy and forward them from the application and thus from the device. On the other hand, publicly accessible documents can be read in the web library without restrictions.

Formats

The format of the document does not matter. Every user's priority is to read the material easily on a computer or mobile phone and to have it available anytime. We

are used to reading eBooks, PDFs, using images or watching videos, and the most important for us at the end is their content. Publi Pro can open other formats in applications designed for this purpose.

Feedback

And one more interesting thing. In our company, we organize training courses that end with tests. We no longer have to travel to the headquarters and waste our time and money. Our trainers create their materials in the editor and after publishing they immediately see who has downloaded and opened them. With the help of the interactive mBook, we can study anywhere and anytime. When we complete the tests, the results are sent to the server, where they are available online. We can work in exactly the same way with a survey or study literature for self-education.

All in one place and easy

Gradually, our company library has been growing. Administrators, in accordance with the licence conditions, regularly publish in the library electronic newspapers and magazines purchased for the needs of the company.

When the number of downloaded books increases, users appreciate the My Books section. As the name suggests, all downloaded and purchased books are stored here for easy searching.

Our library is a resource where everyone can find important information in accordance with their authorized access. It is a strategic place for efficient distribution of documents that is available everywhere for every employee.

This is how the future of your company can look like

You will get a quick and safe overview of the current level of knowledge or training of your employees.

If your experience is that the journey of a document to the last employee takes a month, then with Publi Pro it is a few seconds.

Join the platform and save your precious time! **Publi.cz/pro**

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PHOTO: AURA archives