

EZOPS relies on SendSafely's integration with Zendesk Guide to effortlessly deliver new software to customers.

 EZOPS

EZOPS develops artificial intelligence-driven solutions to enhance productivity for middle and back-office teams in the financial services industry. Having a cost-effective solution to securely and easily distribute software releases to customers is critical to their business.

The Challenge

For many years, EZOPS relied on an internally developed legacy application to distribute software releases to customers. "Maintaining the system took a lot of time away from the core product. Every time I wanted an enhancement, we had to steal engineers away from delivery." explains Jim Zucker, the CTO at EZOPS. Jim knew that the company needed to find a more streamlined method to deliver software releases, patches and installers to customers.

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KEY CHALLENGES

- *Replace legacy "in-house developed" software portal*
- *Reduce operations & maintenance costs*
- *Provide frictionless customer experience by integrating with the company's existing Zendesk Support Portal*

A key requirement for the new platform was ease of use and extremely low maintenance overhead. One of the main drivers for finding a new platform was to allow the EZOPS development team to focus on developing the company's core software products without distraction. "We like to leverage the 'Platform as a Service' model wherever possible, so that I don't have to hire people to manage services and servers." says Jim. EZOPS also wanted a platform that would provide detailed logging of customer access to downloads so that licensing entitlements could be audited and accurately tracked.



The Solution

In June 2019, EZOPS successfully launched their new web-based software distribution portal. The portal is based on Zendesk Guide for content management and user entitlements, and SendSafely for providing secure access to file downloads. The solution did not require any custom development and provides customers with familiar EZOPS branding and consistent Zendesk workflow experience.

By using SendSafely to store and distribute software, EZOPS customers gain fast and secure access to very large file downloads.

EZOPS customers authenticate through Zendesk and can browse a customized list of release and support articles based on the customer's specific licensing and subscription levels. Each product has its own Guide article that includes a software download link directly to a SendSafely Workspace, where the files are securely stored. The integration automatically synchronizes customer entitlements between the two systems, ensuring that users only have access to download their contracted products. All customer access and download activity is logged within SendSafely where it can be reviewed and audited by EZOPS administrators. Customers can also subscribe to an activity feed within each SendSafely Workspace, so that they are automatically notified when new downloads are published.

BUSINESS BENEFITS

- *Zero hosting, maintenance & employee expense*
- *Authenticated access to software downloads based on user entitlements*
- *Ability to track & audit all software downloads*
- *Combine software & related documentation in one place*
- *Consistent customer support & brand experience*

By using the SendSafely platform to store and distribute software, EZOPS customers gain fast and secure access to very large file downloads. The tight integration with Zendesk is also a key benefit since it provides customers with a frictionless experience within the existing EZOPS Zendesk support portal. As the EZOPS development team continues to streamline its operations, they eventually plan to use the SendSafely API to publish releases directly into each Workspace as part of a push to automate more of the release process.

