**MediaSilo**

# INSYNCPLUS

# InSync PLUS redefines secure sharing for the advertising industry

**LEARN HOW THEY ENHANCED THEIR WORK-FLOWS WITH MEDIASILO TO PRODUCE CREATIVE CONTENT FOR WORLD-RENOWNED STUDIOS AND NETWORKS.**

## ABOUT INSYNC PLUS

InSync PLUS (ISP) is a full-service creative agency that pushes artistic potential and develops content for entertainment's biggest brands. They partner with the industry's largest studios and networks to produce compelling trailers, TV spots, and digital campaigns to support feature films and shows, including Ford vs Ferrari, Jurassic World, and Goliath.

Their integrated, personalized approach to client services brings them into daily contact with designers, production, and advertising companies with high expectations for professionalism and security.

## THE CHALLENGE

**SECURELY ADAPTING TO NEW WORKFLOWS IN CHANGING TIMES**

InSync PLUS has been a member of the Shift Media family since 2011 as a Wiredrive customer. Their team of editors, producers, and creative directors used Wiredrive alongside Aspera and Box to securely receive and deliver media in their on-site offices with centralized storage and security policies. Their typical workflow included sending media links to studio executives for review and approval, then discussing feedback on a phone or Zoom call. Wiredrive is a media collaboration platform that was acquired by Shift Media in 2017.

**Those traditional workflows began to evolve when remote work became the industry standard due to the COVID-19 pandemic.** InSync PLUS's COO, Patrick Esposito, explained how one of ISP's top priorities is ensuring that their clients know their unreleased content remains safe at all times. Supporting these values with the evolving production climate became more critical than ever before.

> **"The most important part of what we provide to our clients is the empathy and sympathy that we understand their needs."**

**PATRICK ESPOSITO**
COO AT INSYNC PLUS

# THE SOLUTION

**MEDIASILO'S TURN-KEY, ROBUST SECURITY AND SHARING FEATURES**

The InSync PLUS team began using the MediaSilo platform in June 2020 after connecting with their Customer Success Manager. They soon learned that it addressed their clients' changing needs and began the migration from Wiredrive to MediaSilo's upgraded experience. Here's how it offers a complete solution for the agency's team and their clients:

**Simple, secure login**

Each time a new project begins, InSync PLUS administrators and project managers add their clients as MediaSilo users to access work-in-progress. Clients can then securely log in using their email and a magic link to access their ready-to-review content. Magic links are a form of authentication that provides additional security and eliminates the need to remember yet another password.

"It is important to us that while we work remotely that all of our clients know that their IP was as safe as it was while we were on site."
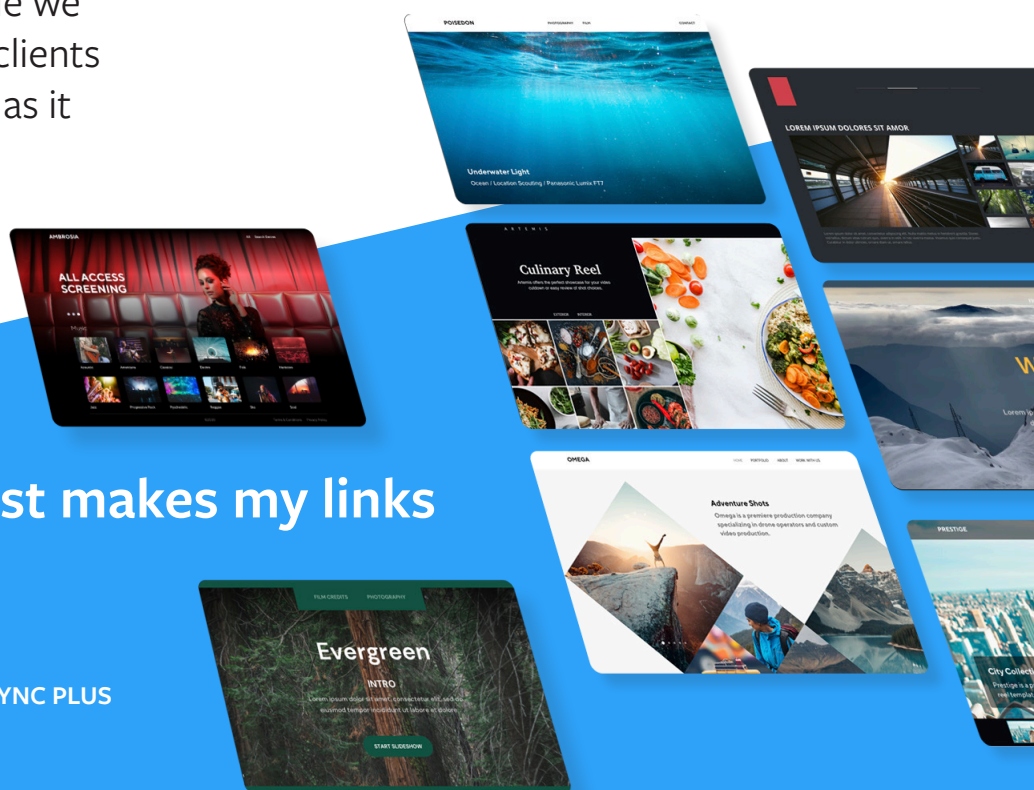
**PATRICK ESPOSITO**
COO AT INSYNC PLUS

**Full media protection**

To share media for review and approval, the InSync PLUS team will usually send private links to their clients. A private link requires the link recipient to authenticate to their MediaSilo account before the content can be accessed, providing a nearly fool-proof way to prevent unauthorized access.

Depending on the scenario, an ISP team member will either hand-select a playlist of files or pick a project or folder they'd like to share in a private link. They grant their clients access by simply typing in their names as recipients, and a unique link gets generated, which can be sent either directly by email or can be copied to paste and share elsewhere.

**Turn-key branding**

Project or folder links will automatically update with the latest media in their location. They also utilize **MediaSilo's Spotlight feature**, which provides additional branding options with pre-designed, fully customizable templates.
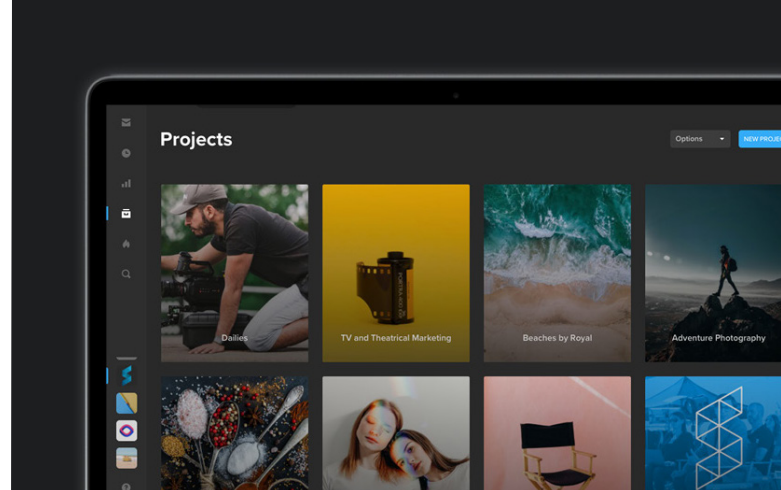
"Spotlight just makes my links look better."

**LORI MARCHILDON**
DIGITAL PRODUCER AT INSYNC PLUS

**Customizable user permissions**

MediaSilo's **user permission model** offers ISP's admistrators and project owners full security oversight; they can assign custom roles to their users on a per-project basis. In ISP's case, client users are assigned roles with permissions to **view and download content** within their respective projects, while the ability to **share, upload, and delete** content is reserved for internal team members. If a user is not assigned to a project, they will not see that project in MediaSilo.

ISP's custom roles allow their internal users to directly invite clients to one or more projects, rather than sharing individual projects or folders as private links. This streamlines the client's experience as they can then access all their ISP projects in one central place within MediaSilo.

Overall, the structure ensures ISP's clients can access the content they need, while modifying the content can only be done by their team.

**Easy adoption of the user-friendly interface**

After InSync PLUS's trial MediaSilo account was activated in June 2020, the team met internally, explored the platform, and scheduled a personalized call with their Customer Success Manager.

**As of August 2020, InSync PLUS almost exclusively uses MediaSilo in place of Wiredrive.** The creative team has settled into MediaSilo and especially enjoys the user-friendly drag-and-drop interface. COO Patrick Esposito noted how smooth the transition was and feels at ease with the upgraded workflow.

"MediaSilo helps us continue to guarantee our clients' security during the COVID pandemic."

**PATRICK ESPOSITO**
COO AT INSYNC PLUS

# CONCLUSION

**With MediaSilo, InSync PLUS can now operate at full capacity with a 100% remote team.** With its benefits, the agency has been able to:

- ✓ Stay focused on their clients' needs during stressful, rapidly changing times.

- ✓ Enforce an elevated level of security for major studios and networks' sensitive, pre-release content.

- ✓ Provide a protected, centralized hub for their clients to access ready-to-review work.

- ✓ Quickly and smoothly adapt to an improved media-sharing workflow.

Using MediaSilo, they will continue to write their legacy with groundbreaking marketing campaigns and successfully move into the future.