



Included with every SmartDrive order is reporting unlike any regular USB. Reporting is provided through a secure web-based dashboard that enables companies to manage files and track USB utilization.

Along with the ability to update content on the distributed USBs, the dashboard enables companies to see how many users plug in the SmartDrive USB, how frequently the USBs are used, what documents are being viewed, or how many times users click to visit the company website.

These analytics can be used for return on investment (ROI) justification. More frequently however, companies value the information analytics and tracking can provide.

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# One company that utilized the reporting learned that they were wasting thousands of dollars on documents no one ever used or looked at.

Prior to SmartDrive, the company had printed and mailed product specifications assuming that resellers and installers needed these for their work. They included these documents into the SmartDrive and sent to their North East US market only testing to see if the USBs would be accepted, while they continued to mail paper versions to the rest of their territories.

Upon viewing the SmartDrive dashboard, they saw that almost no one was opening the product specification documents. Inquiring why, they found out that previously the paper was perceived as out of date

because of mail delay and distribution issues. Most stated they simply accessed information on their phone. While inconvenient and more difficult to see on the phone, they needed the most current information and could not wait or be bothered with paper.

The company immediately stopped printing and mailing, and instead refocused users to their SmartDrives to receive and view the most up to date information. This improved end users experience and saved thousands in print and mail costs.

