



# Customer Success

## ePrize, Worldwide Leader in Interactive Promotions, Chooses iRise to Visualize Concepts for Clients

*"Our customers understand the positive viral nature of promotions and brand power they generate. We chose iRise because of its sophistication and ease of use. In terms of overall project scope, we've experienced an improvement in time savings of 25%, in addition to the bigger benefit of eliminating rework, confusion and ambiguity. Our clients couldn't be more impressed and it's all because we can quickly simulate in iRise."*

*– Drew Bennett, senior vice president of product development at ePrize*

### Background

Pleasant Ridge, MI-based ePrize, an interactive promotion company with 350+ employees, specializes in tailoring promotions and marketing strategies to meet client goals. With over 4,000 promotions launched in 36 countries, ePrize has helped numerous major international brands.

### Challenge

For each client, ePrize develops custom concepts and quickly iterates to a solution which best matches the client's needs, be it an advergame, sweepstakes or other promotion type. Prior to iRise, ePrize used wire frames to create static screen shots that would showcase the look and feel of a proposed design.

ePrize needed to find a better way to communicate the creative vision to clients, while meeting client expectations and keeping project scope in check.

ePrize chose iRise to help them visualize client projects during the proposal phase. For each client, ePrize began developing a custom concept for a given promotion type that allowed them to quickly iterate a solution which best matched the client's needs. By using iRise early in the proposal process, ePrize is able to present clients with a life-like representation of the promotion; both the look as well as the behavior before going through the expense of coding the final version.

On a typical project ePrize product managers and user interface (UI) developers produce simulated promotions which are reviewed by up to 30 stakeholders. ePrize have leveraged the iDoc, an encapsulated interactive document that allows the simulation to be emailed to clients and other decision makers.

### Result

Early indications are the new process of visualizing promotions with clients is giving ePrize a significant competitive advantage in winning new business and executing client projects faster, with less cost and risk. ePrize expects to integrate iRise into many more projects in the future.

ePrize team members are also active members of Catalyze, an online user community for business analysts, usability professionals, product managers and any other professionals responsible for defining and designing software applications.

**Customer:**  
ePrize, LLC

**Application:**  
eCommerce

**Industry:**  
Retail/Distribution

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United States

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