



AN INTRODUCTION TO....

RELAYTO

JULY 2021

WHO ARE RELAYTO?

RELAYTO is driving the next generation of customer-facing content for the experience era. Their technology converts static documents such as PDF and PPT into interactive experiences - leading to customer engagement that delivers real results.

According to RELAYTO, their platform can increase win rates, engagement, and conversion. Founded by industry veterans Alex Shevelenko (CEO) and Nikita Korotaev (CTO), they are driven to bring the world of PPT and PDF into the modern era and believe that RELAYTO can do to the PDF what Gutenberg's printing press did to communication in the 1500s.

SIMPLY PUT - WHAT DO THEY DO?

The RELAYTO platform transforms a customer's static content into interactive visual experiences. The AI is able to pick up various types of content (PDF, PPT and more) and convert those into microsites that bring it alive, allowing the user to navigate the content in the same way as they would a website - self-guided, immersed, and fully personalized. Compared to other competitors in the space, RELAYTO differentiates itself through its autoconversion technology. The user simply needs to upload an existing media type and the platform does the rest. This allows for mass conversion of old media content at an unparalleled scale - reducing the need for design resources and investment.

The technology has uses across a range of industries and can take content such as promotional material, brochures, reports - pretty much anything - and bring it into the digital age. The RELAYTO platform uses AI to create mobile-ready microsites to bring products to life, allowing the audience to consume information in the way that works best for them. This has become increasingly important for B2B sellers, since customer experience has overtaken both price and product as a key differentiator for buyers. How might your customer experience change if users could not just view your content, but could interact with it? If it changed the dynamic from static to interactive? If the document became portable and accessed by a simple URL? If you could gain insights into how people looked at your content and how they consumed it? The possibilities could be endless. How might your company report look and be explored? How might visitor attraction maps look? How might your educational curriculum or timetable read?

WHY YOU NEED TO KNOW ABOUT THEM...

The technology has garnered over 70 awards including the Computing 'Technology Product Award for best software-as-a-service provider 2020' and users include the likes of Salesforce, Deloitte, Accenture and Toshiba.

According to RELAYTO, customers get a 3x increase in conversions by turning their PDFs into interactive documents as their readers gain a 10x level of engagement. It's an elegant solution to a significant problem, and there are a plethora of different use cases beyond B2B sales and marketing (their focus so far).

Headquarters:

San Francisco, USA

Website:

www.relayto.com

Primary Business:

Interactive Documents
and Presentations

Established:

2017

Chief Executive:

Alex Shevelenko

Founders:

Alex Shevelenko
Nikita Korotaev

RELAYTO

FOUNDERS & LEADERSHIP TEAM.

The founders of the business, Alex Shevelenko and Nikita Korotaev, are seasoned tech executives. Nikita previously founded and was the CEO of Lectrio, an online learning environment. Alex has held senior posts at the likes of SuccessFactors and SAP, and holds an MBA from Stanford business school. They came together in 2017 after spotting the need to revolutionize the world of static documents and to bring the sector into the modern era.

Investors in the business include the likes of Steve King, Ex-CEO of DocuSign, Aaron Au, co-founder of SuccessFactors and Kevin Mahaffey the founder and CTO of Lookout.

WHAT VIEWPOINT ANALYSIS LIKE ABOUT THEM.

- The RELAYTO team is taking on a challenge that has a broad impact in the tech space. Take the PDF... you are reading one now. They are one of the cornerstones of communication across the web. It was a powerful tool in the print-first age but in the 21st century, it is inherently one-dimensional. The industry has evolved in so many areas that the PDF and other static forms of communication have an increasing potential to be transformed into a more visual experience.
- We like the concept of being able to take a document - whether that be a visitor guide, an industry report, marketing material - and provide deeper context, giving a visitor/viewer the opportunity to delve further or explore different aspects that a standard document would simply not allow.
- The breadth of opportunity and use cases seem immense. Almost any industry and almost any company could make use of the RELAYTO technology. The use-cases also only seem limited by the imagination of the customer and the need that is presented to the vendor.
- The vision that the founders have and the backing of investors who are thought leaders in document technology and analytics act as strong pillars for the business' success.

ABOUT VIEWPOINT ANALYSIS

Viewpoint Analysis Ltd is a Vendor Insight Analyst. We spend our time understanding the global IT vendor community so that our customers don't have to. We use this deep understanding to then guide end-user businesses to find the right technology vendors to meet their needs and help the IT vendor community through promotion and showcase services to help them stand out from the crowd and find new pipeline.

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