



Keeex enables the secure dematerialisation of corporate and financial communication !

Who ?

Epresspack, a key player in the communication sector, aims to offer the best of technology at the service of brands and companies and their public relations.

A pioneer newsroom publisher in Europe, Epresspack hosts and manages the content management platforms of 300 major international brands and companies. The platforms "designed by Epresspack" are proprietary tools, 100% European, which bring together all the communication functionalities in one place: creating, distributing, certifying and archiving high value-added editorial content for journalists, influencers, opinion leaders and other stakeholders.

With these platforms, brands and companies can think like a media.

Initial problem ?

Epresspack approached us with a simple problem:

How can all of a company's communication be protected and made verifiable?



Solution ?

Keeex has provided to ePressPack its Keeex Fusion technological brick so that they can integrate it into their infrastructure.

Keeex Fusion allows to certify all types of files or documents, including press releases, thanks to embedded proofs of integrity, identity, date and existence on a blockchain.

The authenticity of a company's corporate and financial communication can therefore be easily verified by the journalists who receive it.

With this solution, press releases are not stored on Keeex servers. The files are processed locally at the client's premises for optimal security.

Value proposition ?

Thanks to our technology, ePressPack adds value to its offer and considerably reduces the risks of Fake News/Deep Fake that companies can be victims and thus secures investor and journalist relations.

Without changing practices or IT systems, the teams edit the press releases in the desired format, secure them in one click and then distribute them.



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