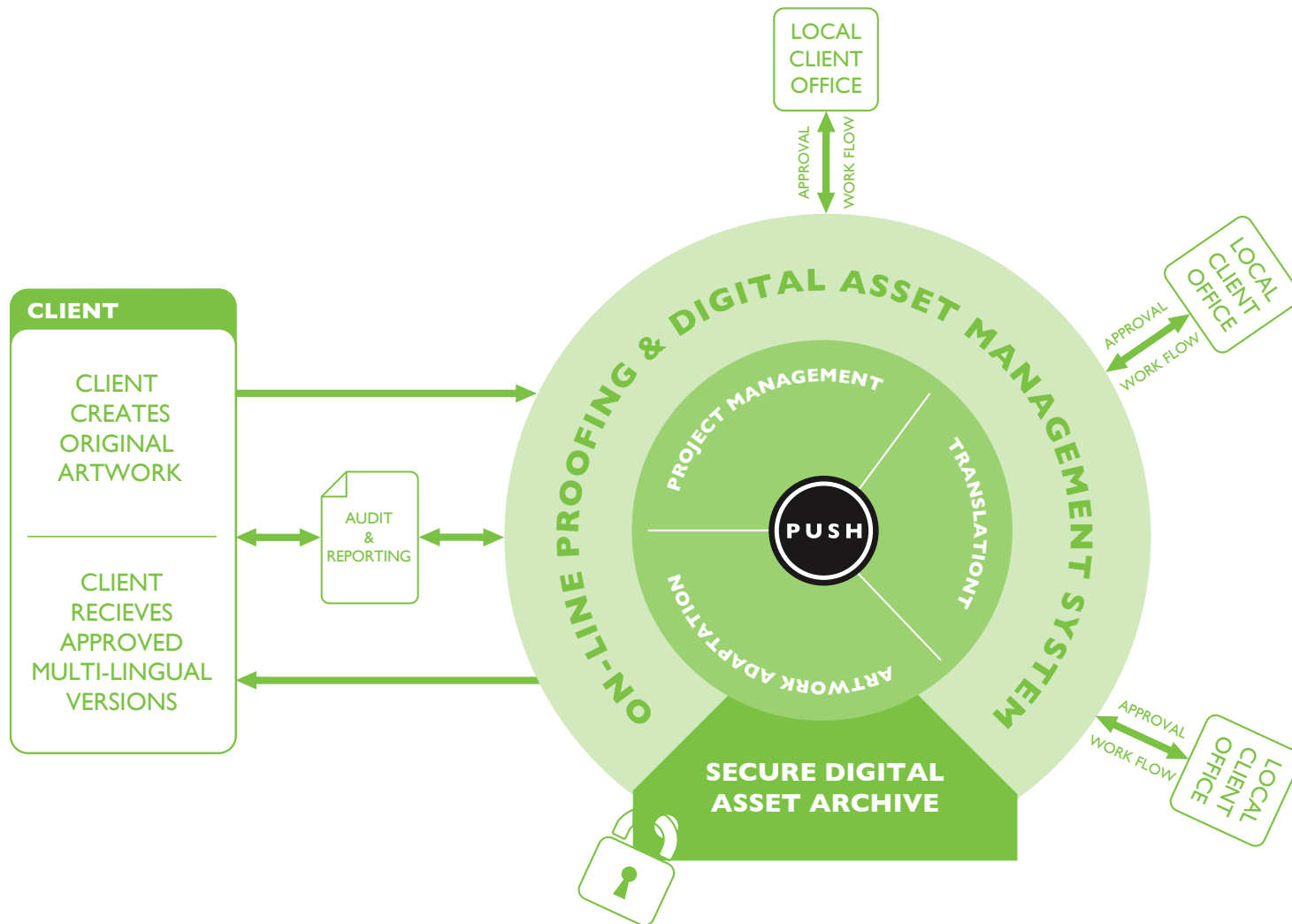




**DIGITAL ASSET MANAGEMENT,
WORKFLOW AND ON-LINE
ARTWORK PROOFING**



To support the rapidly-increasing demand for the centralized production of marketing material for EMEA and Asian markets, PUSH International can offer an online management resource which presents clients with a robust portfolio of value-added services to help with streamlining translation and artwork productivity.



Overview

Do you generate artwork, marketing materials, packaging or general business documents? And do you produce these in multiple languages for international use? If the answer is yes, then real consideration should be given to the 3 key areas that are undertaken in order to get these materials into the public domain:

1. Digital Asset Management.

Store, file, archive, retrieve.
All your files in one, safe manageable place.

2. Workflow Management.

Get your teams motivated to respond to deadlines and accurately carry out tasks.

3. Online Proofing.

Amend, comment, approve.
All this with a simple and intuitive interface.

Digital Asset Management

Make your foreign-language digital assets available to your teams globally, regardless of their time zone; transferring files between individuals or workgroups or directly to us at PUSH for actioning. But most importantly whilst doing all that, you maintain complete control over file access, version management and storage.

The system will provide complete management of your digital assets – be it a single text file, or hundreds of large artwork files or PDFs, with everything held in a single, readily accessible environment – version controlled, indexed and catalogued for you.

Workflow Management

Imagine being able to control all your marketing and operational literature workflow from your desktop? You can plan your foreign language roll-out with ease; automatically notifying us and your own international teams of expectations, milestones and events.

Such carefully-managed processes avoid delays and encourage smoother workflow, plus you get the additional benefit of a motivated team keen to contribute!

A flexible and powerful reporting tool will provide statistics on documents that have been accessed, worked on or downloaded; and when. Versions are automatically managed, eliminating error or duplication.

You have full control to set permission levels and passwords. For extra security the system uses 256-bit encryption, running on secure servers so the security of your documentation is guaranteed.

We have full security documentation available on request.

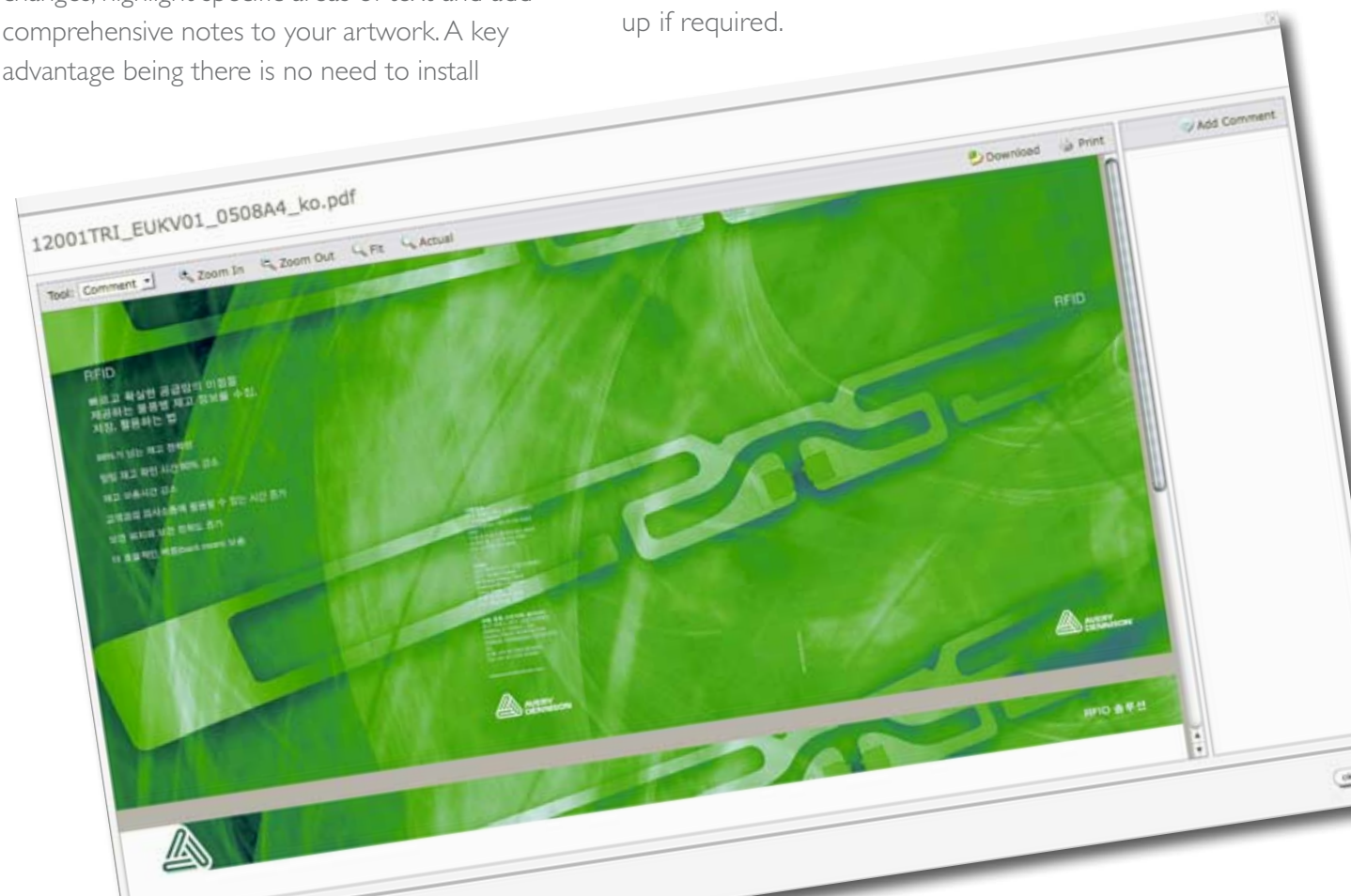
On-line Proofing

To help simplify proofing and approval cycles, PUSH International provides a highly flexible set of online proofing tools which allow you to annotate changes, highlight specific areas of text and add comprehensive notes to your artwork. A key advantage being there is no need to install

expensive applications such as Adobe Acrobat; your team simply needs Flash installed to be able to use this feature-rich system.

The proofing tools are intuitive to use and colleagues will master them in minutes.

Proofing and approval activities can be scheduled directly from within the system, with automated notification dispatched via email. Responses to these tasks can be tracked by using the reporting tools, giving complete overview and control over these critical processes, enabling manual follow up if required.



BENEFITS AT A GLANCE

- Reduces time to market
- Simplifies the time-consuming tasks of production, proofing and approval
- Reduces the cost of international campaign roll-outs
- Efficiently manages your digital assets
- Completely secure workflow and proofing
- No expensive software purchases needed
- Logical and manageable version control
- Fast, straightforward file transfers with no size limitations
- Full, unrestricted access to your documents at all times
- Online access from any device (PC, Blackberry etc.)

Who's using it?

The following are representative of the clients now benefiting from online digital asset management:

- Avery Dennison
- Bigpicture Learning
- Borland
- British Safety Council
- Christie Digital Systems
- Huawei
- InFocus
- NHS
- Philip Morris International
- Zurich

Find out more about digital asset management and online proofing

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