

ADAM Collaboration

ADAM Collaboration provides extensive yet easy-to-use cross-media annotation, proofing and approvals for all rich-media files.



The Marketing Chain Challenge

The demand for cross-media campaigns presents marketing managers with the challenge of how to control efficiently the process of multiple stakeholders proofing, correcting and signing off work that is in a wide variety of different formats. The industry needs is a system that will:

- Create an efficient, secure environment for annotation and proofing of campaign-related work, regardless of file types, the number of stakeholders involved or where they are based
- Provide the growing number of global stakeholders involved in campaigns with an easy access work requiring their input
- Increase speed of delivery to reduce time-to-market
- Let stakeholders view and annotate jobs that are in a wide variety of rich-media file types from text to videos
- Enable specified stakeholders to compare altered files with original files
- Give marketing managers the power to control input rights of stakeholders and have an automatic comprehensive audit trail of changes made or suggested

Pain Points of Complex Approval Cycles

The increasingly global market for products and services, combined with the requirement for campaigns to incorporate a growing array of media, has created an approval process that borders, in some instances, on nightmarish complexity.

Providing large numbers of stakeholders with varying rights to view and alter specific parts of campaign elements is only part of the challenge.

Add to this the need to compare annotations with unchanged files, monitor who suggests what, then repeat the whole process with updated files, and you have a scenario where inefficiency and costs threaten to run riot.

At the same time, these labor-intensive/time consuming approval cycles are in direct conflict with industry demands for campaigns to be ready ever more quickly, often within a tighter budget.

Implementing a proposed solution that entails high levels of training or technical knowledge on behalf of stakeholders is not feasible.

What is required is a simple-to-use, campaign-oriented, solution that is inexpensive to implement and operate irrespective of where people are.

The ADAM Collaboration Solution

ADAM is the only platform that responds to all of these pain points

ADAM brings to the market for the first time, an easy-to-use campaign-oriented tool - Collaboration Studio - to allow cross-media annotation, proofing and approval for all rich-media file types.

Collaboration operates within a secure environment and can be fully integrated with other ADAM marketing solutions such as Business Process Management Systems (BPMS). This accommodates all marketing approval cycles, in any process.

The availability of workflow blocks allows companies, department or users to integrate more complex approval cycles - tasks and people, collaborating in parallel or individually - in any way they want.

Designers, customers, legal experts, marketing personnel, partners etc. can all be allocated specific rights that exactly match their responsibilities and area of expertise.

An automatic audit trail of all annotations and approvals regardless of the media format, enables marketing managers to see in detail what changes are suggested, by whom and when. Comparing proposed changes is now easier than ever.

Benefits of Collaboration

- Provides control of all processes employed during campaign approval cycle
- Reduces significantly labor-intensive approval tasks, resulting in fewer errors and faster approval of work
- Provides a simple ad hoc approval cycle with the flexibility to obtain an opinion as well as an approval
- Easy-to-use yet powerful annotation/proofing tool enables stakeholders to more readily be involved in the approval cycle
- Approvals cycles can be started anywhere in your ADAM workflow, not just from within Collaboration
- Increases marketing communication efficiency, agility and security leading to fewer delays and greater accuracy
- Provides an asset approval option as well as a concept or campaign (group of assets) approval option
- Improves effectiveness of approval process, resulting in less frustration amongst stakeholders
- Ability to sign off different elements more quickly enables ever tighter deadlines to be more easily met
- Greater consistency is achieved at each stage of the approval process

Collaboration Key Features

- Specifically designed as a campaign-oriented annotation and proofing solution, unlike existing systems on the market that tend to be cross-media
- Ready-to-use user interface that requires no additional training or high technical skill amongst participants
- Allocating approvers and reviewers is quick and simple to achieve
- Gorgeous new ADAM 5 style interface
- Ad hoc/simple approval cycle as well as complex processes are fully integrated with other ADAM workflow options
- Easy to compare unaltered and altered files
- Improved collaboration capabilities of ADAM
- Easy to overview current and archived projects
- Stakeholders can collaborate in parallel or individually allowing greater flexibility

A Realworld Scenario

A marketing manager is preparing a seasonal campaign for a particular product range. There are some assets from a previous campaign and he wants to find out if the ideas of the product marketer, regarding the mood and style for the new campaign, match his own. He opens a Collaboration Project, sets a deadline for gathering feedback and prepares a short brief to explain the background of the selected assets.

He then invites the product marketer to approve the concept and invites the product manager and the CMO, so that they can give their comments. He selects some appropriate mood pictures, product images, video and a poster template. By starting the approval project, the approver and the reviewers will receive an email inviting them to the project.

The marketing manager has a full overview on the activity and audit trail of the project throughout. If approvers or reviewers have not replied by a set time, they will automatically be sent a reminder before the actual deadline. When this point has been reached, the marketing manager can check all the input from the various stakeholders and the comments of the product marketer.

Since the product marketer has annotated some of the images to request certain changes, the marketing manager relaunches the project once these alterations have been made. This time the project only involves the product marketer and will require him to give approval for each individual asset. To make evaluation easier, both the old and the new versions are made available.

About ADAM Software

ADAM Software makes marketing easier. From content creation to great customer experience, our technology simplifies and improves every aspect of the marketing cycle.

Find out more about ADAM Collaboration: <http://www.adamsoftware.net/en/what-we-do/software-products/studios/collaboration/>