OpenText™ Media Management Creative Review

Create-Collaborate-Review

Media Management Creative Review gives your team a flexible, collaborative tool for simultaneous, real-time commenting, mark-up, review, and approval—perfect for creative operations to manage artwork approval processes. Media Management Creative Review users typically see an 80-percent reduction in cycle times compared to manual processes. Learn more about how you can improve your "right first time" for faster time to market.

Does it seem to take too long to get that final approval for the creative assets in your brilliant campaign? Are the delays, missed project deadlines, out-of-office email responses and oversized attachments giving you a headache?

Media Management Creative Review simplifies and speeds up the review and approval process involved in creating compelling content to enrich customer experiences. Tightly integrated with the industry-leading OpenText™ Digital Asset Management, Media Management Creative Review adds sophisticated mark-up capabilities, allowing internal users, external teams, and agencies to quickly and easily capture and act on clear feedback and change requests.
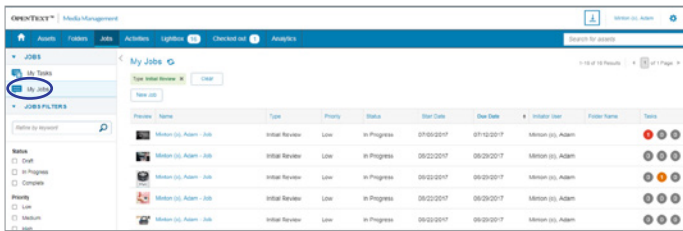
Proofing is in the process

Proofing, review, and approval on creative projects in progress are an integral part of nearly all campaigns, launches, advertising, marketing, and print production–across many production environments, including video, online, layout, print, photo, image, and graphic arts. OpenText™ Media Management users can initiate processes directly in the DAM, collecting and uploading assets for review and assigning reviewers. Each users "jobs tab" shows tasks. They can approve immediately or use Media Management Creative Review to collaborate and perfect the project for final approval. Creative Review is embedded in Media Management and eliminates the extra step of staging assets in the workspace. It supports tablets and mobile devices, tracks file versioning and has a complete audit trail and PDF reports.
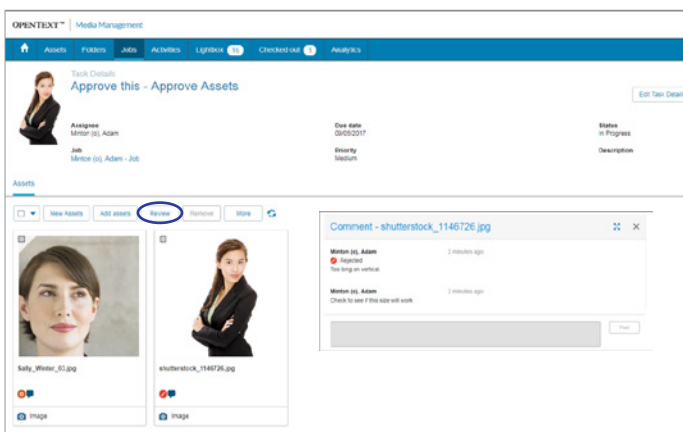
Media Management's faceted search lets you instantly find all the approved assets for the project and see the status of review jobs in progress. Creative Review allows multiple reviewers real-time collaboration to share ideas and inspiration with your team. Also, it gives you these tools and more for design, annotation, proofing, and editorial workflows:

GET CREATIVE–BE CREATIVE

- *Improve marketing collaboration*
- *Real-time, simultaneous markup with creative agencies and internal creative teams*
- *Increase creativity with better communication*
- *Get faster approval for your deliverables*
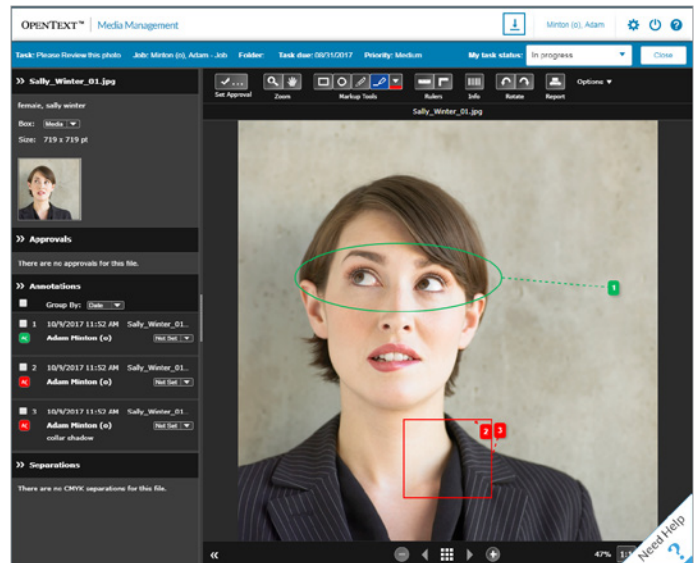- *Allow agile, proactive marketing*

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"My Jobs" lets you initiate and manage your review jobs, assign tasks, and track progress. "My Tasks" shows what is assigned to you, status, and due date.

In the Task Window, you can do a quick review, add comments, and approve/reject. Selecting Review opens Creative Review.

- Ad hoc reviews
- Commenting
- Drawing
- Zoom and pan
- Measure with ruler and guides
- Frame-level video mark-up
- Audio mark-up
- Comparison and difference
- Overlays
- Color correction and separation
- Font information tool
- Proofing

Media Management Creative Review allows mark-up, commenting, and comparison. You can see comments from other reviewers in real time, with full version control. A complete audit report can be added to the project.

Media Management Creative Review is a must-have that allows artists, designers, creative teams, and managers to share their work and make comments and notes. Instead of emails and attachments, users get feedback immediately, meaning less time spent waiting for approvals and faster time to market.

Benefits

- Mobile-friendly marketing collaboration app
- Flexible approval workflow, jobs, and task routing
- Simplified, reusable job templates
- Version control and compare file revisions
- Secure and scalable for enterprise deployments
- Instant approvals in the DAM
- Expedited ad hoc reviews
- Reports and audit trail
- Dashboard

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