



# Workflow & Asset Management Technology

Marketing and brand managers are under increasing pressure to deliver value from their budgets. Workflow and asset management technology can assist them to deliver maximum value.

Workflow and Asset Management technology is now a significant tool in achieving an improved budget ROI and efficiencies by fostering effective management, control, repurposing and distribution of brand assets, marketing collateral and creative materials.

A recent Aberdeen Group research report reveals that firms enjoying Best-in-Class performance share several common characteristics within the marketing function:

- 79% deploy a library asset management system for their marketing assets.
- 71% provide the marketing department with access to all digital assets, allowing them to re-purpose or re-use content and images.
- 62% have a process in place to disseminate information on best practices in managing marketing assets to both sales and marketing.<sup>1</sup>

## Technology Evolution

The genesis of Workflow and Asset Management technology lies in the development and growth of Digital Asset Management (DAM) solutions. The marketing function, however, presents unique collaboration and workflow requirements and many generic DAM solutions lack these capabilities.

Comprehensive solutions should deliver the unique tools required by the marketing function, including a collaborative workflow for the creation and distribution of marketing collateral, a secure repository for storage of completed artwork and a brand repository for the storage of digital assets such as photography, audio and video files.

<sup>1</sup>2010 Marketing Asset Management, Managing Brand Compliance in Distributed Marketing Environment by Peter Ostrow, Aberdeen Group.



# Return On Investment

So how can Workflow and Asset Management technology improve marketing effectiveness and efficiency? Improved Return On Investment (ROI) can be achieved when using a solution as follows:

- **Workflow Efficiencies**

Moving from a 'chaos' model to a structured workflow creates immediate efficiencies.

Valuable marketing hours can be saved through efficient workflows and the elimination of marketing teams dedicating significant amounts of their time attempting to search hard drives, DVDs and CDs for content and assets.

Workflow and Asset Management systems have the capability to connect all the stakeholders (See fig 1). Hosted solutions deliver access to assets, 24/7 from any geographical location.

Cross-departmental teams, such as quality assurance, legal and safety can more efficiently review and approve collateral and complicated review practices are rationalised.

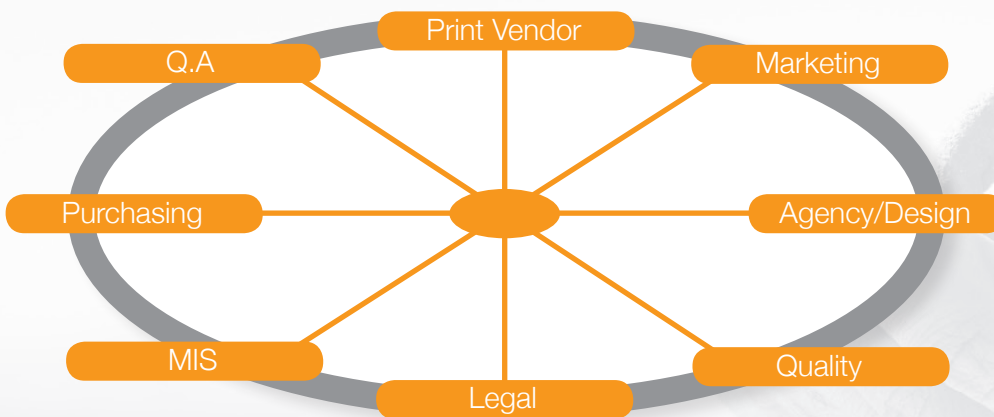


Fig 1. Workflow stakeholders

Efficiencies in the delivery of packaging and marketing collateral and campaign materials enable faster time to market. Sales personnel, resellers, retailers, and distributors can respond faster to revenue opportunities.

- **Creative Fees**

Workflow and Asset Management solutions can offer the capability to efficiently tender creative and design jobs via a quotation module. This empowers departments to put out to tender each and every job if required. Experience shows that vendors who are required to quote on a per job basis become more focused and competitive.

- **Cost savings**

Given the nature of collaborative workflow technology, costs such as courier and shipping, CD/DVD replication costs and associated storage costs can be eliminated.

- **Repurpose Artwork Assets**

Leverage and repurpose assets instead of having to recreate every time. Industry analysts estimate that up to 30% of all content is recreated because it is mislaid or otherwise mismanaged.

Workflow and Asset Management solutions have the capability to collect native artwork files enabling alterations, updates and amendments to be made to the job by any selected vendor and avoiding expensive retrieval or recreate fees due to mislaid files.

- **Repurpose Photography Assets**

Properly archived, stock and commissioned photography can be re-used and licensing fines avoided.

- **Automatic Artwork**

Solutions can now incorporate template driven automatic artwork modules enabling departments to eliminate graphic design fees for basic collateral.

- **Print Costs**

Workflow and Asset Management solutions can offer the capability to tender print jobs via a quotation module. This empowers departments to tender each and every job if required. Vendors become more focused on competing for each and every job.

- **Intangible benefits**

Improved brand management and consistency. Reduces the possibility of asset misuse (wrong versions, reprints & recalls)

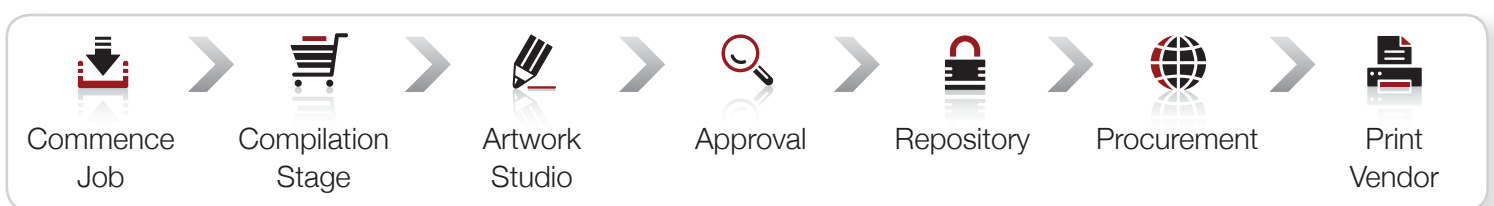


Fig 2. Sample marketing function workflow.



## Workflow

To achieve maximum efficiencies, it's not enough for a solution to simply act as a storage and retrieval tool for completed assets. A comprehensive solution should have capability to manage a complete workflow (See Fig 2) including quotations, brief, creation, proofing, sign off and delivery.

## Conclusions

Return on Investment has become a top priority for marketers. Harnessed correctly Workflow and Asset Management technology can deliver significant savings and efficiencies within the marketing function.

Proper analysis of the most efficient workflow practices for an organisation should be considered prior to selection and implementation of a solution.

## About The Perigord Group

The Perigord Group are a global production services agency providing artwork, brand & print management software products and solutions. Founded in 1976 and head-quartered in Europe, Perigord also have offices in the US and APAC regions.

Perigord's GLAMS (Global Artwork Management System) is a web-based artwork management system, designed so that you can control and manage your company's artwork from concept through to print.

GLAMS delivers total control over an organisation's artwork enabling better management of costs, quality and deadlines. The system is designed to maintain the highest quality levels throughout the artwork life cycle.

The software was developed in compliance with GAMP (Good Automated Manufacturing Practice) guidelines and can be fully validated.

The logo for Perigord group features the word "Perigord" in a bold, black, sans-serif font. Above the letter "i" in "Perigord" are five small, colored squares: blue, cyan, magenta, orange, and purple. The word "group" is in a smaller, black, sans-serif font, positioned to the right of "Perigord".



