

XEPROOF

online artwork approval system

ACCURACY, SPEED AND EFFICIENCY IN
ARTWORK WORKFLOW MANAGEMENT





Highlights

- **Online approval system with step by step procedures**
- **Secure and robust system**
- **Traceable, efficient and customisable work flow**
- **Artwork collaboration in real time**
- **Unique proofing module with annotation tools**
- **No delay in transporting proofs, collating review comments**
- **Complete record of who does approval and when**
- **Reduce cycles for approval**
- **Direct access URLs from emails**
- **Clear and precise work order generation**
- **Systematic brief and review comments to agency**
- **Status reports and deadlines of work order and artworks**
- **Workorder templates to save time**
- **Automated reminders of deadlines and tasks**
- **Alerts through email and SMS at every stages**
- **Process upto sending source files to Printing press**
- **Guest users to facilitate third party approval**
- **Overview of all tasks in Dashboard**
- **Rule Book and Instruction documents for reference**
- **Shorter learning curve**
- **Friendly user interfaces**
- **Sequential or parallel approval cycles**
- **Complete repository of artworks and workorders**

Artwork approval management solution for FMCGs, Pharma, Food & Beverages and Cosmetic companies

Artwork approval process

The process of artwork approval is often handled manually, leading to delays and defects found at the final stage of production. The approval through emails, spread sheets, or FTP also has significant limitations. To ensure the correct artwork version with all necessary approval is sent for print production, the process of approval must be systematic, without leaving any chance for mistakes.

XEPROOF – An alternative and futuristic workflow

It is a web based System to manage the approval process of Artworks for companies dealing with many brands and product categories. It is built to be a customisable, robust system with features like User management, Master data inputs, Work order initiation, Artwork review and commenting, Collaboration between approvers, Managing artwork versions, Send approved artwork and source files for print production, Archiving of artworks, Reports in detail, Status notifications, Deadline reminders etc.

It has a well defined User management; initiators, approvers, designers and their roles are created here. Brands, Product categories, Products are added in Master Data, the details like SKU, Product Types, Flavours, Shades, or packing type are added in Work Order Master. The Ad Agencies or Designers are linked to brands. 'Create work order' feature systematically send instructions to designers, by compiling informations from all divisions. The different divisions can fill in creative directions and elements required on an artwork.

Ad Agency described as 'Designer' can either accept or ask questions to Initiators and Approvers. Agency accepts the work order with deadlines for first proof and final

delivery of artwork. Agency uploads PDF of an artwork, it goes to approvers from all divisions. The artwork is proofed and reviewed with tools to annotate, highlight, draw shapes, magnify, grid view to check alignments, scale to measure. Approvers can send for revisions or accept an artwork by filling a checklist, leaving no chance for confusions. The finalised artwork can be send to Printer through the Xeproof.

Prime advantages

Xeproof simply multiplies efficiency, eliminates wasted efforts, get more done with same set of people, with lesser time and expenses. It brings along responsibility sharing, greater productivity and better visibility. Users gets time to focus on their core tasks, system manage the mundane tasks like documentation, deadline reminder, report generation, audit trail etc. Thus changing a reactive process to a pro actively managed workflow with higher predictability.

Customisable workflow

The workflow is highly customisable to suit the existing operational flow and hierarchy of a company. The approval cycles will be changed according to their preferences.

User management

Administrators can manage users and permissions. Role management and systematic user mapping to brands/products are versatile features.

Centralised repository

Xeproof is a central repository of all historic and current set of Work orders, Work Order Templates, Artworks, it's Versions, comments along with the report of it's history. It can also act as a Digital Asset Management system for artworks.

Project tracking

Xeproof provides an instant overview about every stages of an artwork; from work order generation to final approval and archival. It is easy to find the current status to identify if they are on time or behind schedule. Enable the managers to track and respond pro actively and instantly. Email or SMS alerts remind the deadlines to designers and approvers.

Intriguing dashboard

The dash board adds brilliantly to the user experience, users simply gets an overview of their tasks when logged -in. The quick search in dashboard help to access the work order or Artwork faster.

Powerful Search tool

Search features can track any artwork quickly, based on array of search parameters. The results shows all details related to an artwork. User interface can sort columns, switch them off or on.

Benefits of online proofing

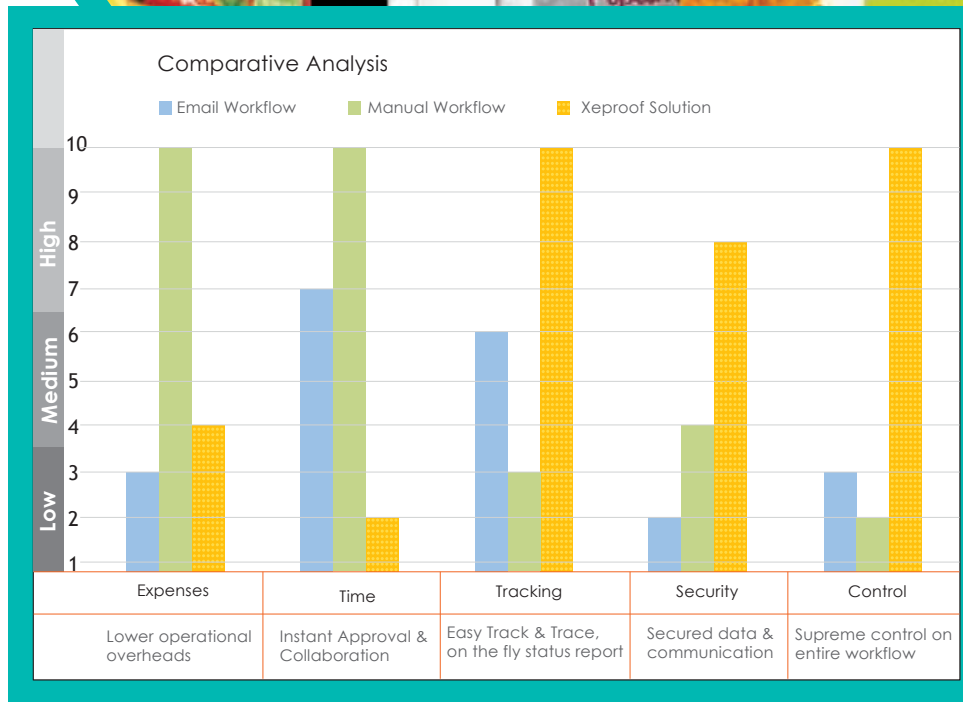
Unique proofing module to view, annotate, compare, approve or reject an artwork. The rendering of PDF to XAF enable clear reading of smaller fonts with vector quality, and magnification capabilities upto 400%.

Enhanced security

Fail proof security to ensure relevant users only access the artworks and related info. Users, roles, permissions, products, agencies are mapped brilliantly to control access. Possible to restrict access within an intranet.

Upload/download

Diagrams, reference images can be uploaded to work orders, other than upload of artworks. Status bar shows uploading and



its completion, failure note if incomplete. Fully compliant for browsers in Windows, Mac and Linux.

Friendly user interface

Easy to use and multi featured tab like interfaces, those collapsible tabs can be customised or sorted by user. Themes can be matched to branding of a company.

MIS reports

Various combinations of reports can be generated based on products/ brands, status, time, users etc. Deadlines of artworks and complete history are also available.

Archive feature

The Archive feature stores all artworks and are easily retrievable even after several years. The Archived files can be find using advanced search.

Source files to Printer

Designers can upload source files when an artwork is fully approved, the files can then be send to Printers to be downloaded from FTP at their end along with approved PDF.

