



Flexible and easy way to manage artwork production workflow



A Saturn solution for artwork workflow management

Prime Advantages of Xeproof

It is an alternative system for efficient and timely handling of artworks to its logical conclusion. It brings along greater productivity and better visibility. Provides people with time to focus on their core tasks and letting the system manage the mundane process activities, documentation, reminders, report generation etc. This changes a reactive process into a more proactive managed process with higher predictability.

Delivering superior benefits

- ✓ *Artwork Collaboration in real time from anywhere*
- ✓ *Avoids delay in transporting proofs, collating review comments*
- ✓ *Traceable, efficient and well defined work flow*
- ✓ *Total transparency and responsibility tracking*
- ✓ *Systematic brief and review comments to agency/designers*
- ✓ *Clear and precise work order generation, specific to a product and package type*
- ✓ *Workflow customisable to suit operational style*
- ✓ *Web approvals with step by step procedures, record of who does it and when*
- ✓ *Unique proofing and annotation workflow*
- ✓ *Review comments with version and archiving*
- ✓ *Complete status reports of work order and artworks*
- ✓ *Template features to save time on artwork initiation*

- ✓ *Reduces cycles for artwork approval, by reducing communication and reviews*
- ✓ *Early approvals shorten 'Time-to-Market' for products and brands*
- ✓ *Auto reminder of deadlines to deliver time bound*
- ✓ *Repository of work orders, templates and artworks*
- ✓ *Email notifications and automated alerts*

Extended benefits of Xeproof

- ✓ *Maximum control and total transparency- everyone shares the same system*
- ✓ *High project visibility- can easily find who is holding up the project and why?*
- ✓ *Links to original work order brief, historic information*
- ✓ *Quick and powerful search options – artworks are just easy to find, archive and retrieve*
- ✓ *An artwork can be presented to anyone with 'Send for comment' feature*
- ✓ *Easy comment consolidation to designers*
- ✓ *System and user audit of all activities; provides a complete record of events*
- ✓ *MIS and history reports by brand, users or agency*
- ✓ *Administrator controlled Role Management, reduces the task by 40% or more*



Bringing greater
peace of mind to
packaging divisions



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It is **easy to set up, built on fully robust and proven technologies, works in any standard internet browsers, nothing to install or plug-in except Java Runtime environment, has security on multiple levels** etc. Xeproof is fast enough and steady in handling larger file sizes of packaging artworks.

Xeproof Workflow

Administrative Set up

An instance for a company will be configured along with a product list and standard set of work order fields of a product category. Relational fields help to complete a brief only with specific or relevant points. The products, brands, product category, users etc. can be created by the administrator at the company.

The Xeproof Administrator can handle User management; role management, creation of users under each roles and divisions, create agencies and users against Brands/ Products. The Create user, Edit user and assigning menu level permissions are really easy to manage.

The agency users are mapped against brands, and individual users from ad agency are thus linked to brands. While generating Work Order, user can see the agency users to whom the work order is forwarded.

After User Management, Master Data fields and Work Order data need to be filled up. The Master Data creates Brands,

product category, product type, company. All these fields are interconnected. The work order data fields are those who appear to be filled up in a Work Order.

Work Order initiation

Any user with initiator permission can initiate an artwork for Products comes under his privileges. A new work order is created with automated or assigned job number. Users from different divisions can fill in the queries related to their Divisions (Brand, Legal, R&D, Manufacturing), or anyone can fill in the fields and opt for Save or Initiate an artwork. While initiating, the deadlines for the first proof and final delivery of project is marked. An emails is sent to all Initiators, Approvers and Agency users about the new work order. Initiators can attach Engineering Drawings, image files or scanned sketches as references.

Work order template feature will make the initiation faster and precise. Templates can be created directly or can be saved out of work orders. The templates can be searched easily using Search feature.

Question Pending

Agency user is notified via email, then log-in to see the work order brief, they can either accept the Work Order, or Ask Questions about any points in a work order. The "Question pending" feature help the agencies to ask questions to initiators about any part of the work order. The questions goes to initiators and approvers, answers they filled in are displayed on a sequential thread.



Greater productivity
through better visibility
and transparency



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Agency accepts Work Order

The 'Questions Pending' go back to all Initiators and Approvers of that product, enabling them to answer, the cycle continues till the agency accepts the work order with 100% satisfaction. While accepting, agency users can agree/set the time for delivery of first proof and final delivery.

Artwork Upload

After completing an artwork, agency upload the PDF files against the work order with comments. The user can add the file from his computer or network by simple drag and drop. After successful upload, the status is updated and it send out email notification to all Approvers assigned for that art work.

Virtual Proofing

Now approvers can review the artwork in Xeproof's Virtual Proof Module. The artwork is displayed in the workspace, it can be dynamically be magnified to the user's preference. The artwork is displayed as vector, making evn the smaller text appear sharper in 400% zoom. The Proof Module has all the tools required for Annotation, Comments, version control, user wise comments management. Grid, free mark up tools, colour high lighter, text tool for comment, selection shapes, Rotate Canvas, measurement calculator, to stimulate the same user experience like manual proofs. Once the comments are complete, mandatory check lists are checked and mark the

'Approval' or 'Rebut'- means sending for revisions to agency.

Approvers can see the previous or current comments from approvers of other divisions, version wise. The Comment Manager helps to access the comments with filter settings to see user wise or division wise.

There is a feature to compare differennt versions of artworks together in left and right panes. On both zoom and move tool works the same way.

Revision Request to Agency

Once an artwork is marked as Send for Revisions by any of the approver, it goes back to agency. They can Print/Save comments, see the comments in proof module and start making changes to artwork. The access to the same proof module, help to understand the annotations and comments marked. They can switch on comments one by one, version wise in any combination. Agency can upload the next version of artwork and system does the versioning automatically. The same goes for next round of proofing and commenting.

When an artwork is finally approved, the agency is notified and they can upload the Hi-Resolution file as final approved artwork. It can be archived for reference or send to production. System will generate a link of hires file from it's FTP location which is send to suppliers or third parties to download in a secure way. This can be done by the designated user having privilege for authorising print production.



Larger predictability,
changes the workflow
from reactive process
to a managed process



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FEATURES

Artwork workflow management

Xeproof has an easier and productive workflow suitable for companies managing larger number of artworks. The workflow is highly customisable to suit the operational style of a company. The policies and conventions followed can easily be brought into the system.

The system seamlessly interconnect the Company, Brands, Products, Product Category, Product Category, Packaging SKU type to keep the relations intact.

Xeproof will be enabled with flexi mapping of users. If any one of the user leaves the company or switches responsibility, his roles can easily be mapped to another user.

User management

The robust and customisable workflow engine, enable the administrators to control the entire workflow and manage users and permissions easily. The versatility of Role management and master data creation eases the workflow, and the mapping structure limits the user access only to the relevant areas. Permitted users are mapped to products and brands.

The users can have various Roles, users from Company can be assigned with any User permissions via Role Management, thus selectively enable/restrict menu level

access to users.

The user management has the flexibility to edit the user credentials, Enable/Deactivate and to set permissions of a user with few clicks. System restricts from cross assigning roles of company users and agency users to prevent lapses while administering the system.

Centralised repository

The Xeproof is the central repository for all elements related to artwork management. It will essentially have all historic and current set of Work orders generated, Templates saved, Artworks approved with detailed comments and versions, all user's contact details, information about the products they are related with, most importantly the status and history of each artwork.

Project tracking

Xeproof provides an instant overview of every artwork approval and its process. The system also let you to see a detailed breakdown of the current status to identify if they are on time or behind schedule. This ultimately enable the managers to track and respond proactively and accurately. Thus helping to easily find who is responsible if approval process is dragged beyond the schedules. The designers are alerted to tasks with emails when approaching deadlines. Packaging division managers can get update of every activity by using a Super User roles.



Environment friendly,
cost effective and
easy to access



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The Xeproof generates all needed MIS reports; sorting with products, users, agencies, status etc. The status available in Xeproof are *New Work Order, Initiated, Question Pending, Agency Accepted, Artwork uploaded, Pending approval, Approved*. The name clearly represent the stage of an artwork/work order across the cycle.

Power of digital proofing

The system uses unique combination of technology to handle proofing and annotation module. The powerful and graphics friendly Adobe Flex capabilities are embedded combining the versatility of XML tools. Together it delivers all the flexibilities inevitable for an approver to view, annotate, compare and approve an artwork. The Adobe's colour reproduction features are utilised to produce exact colour matching, the rendering of PDF to enable clear reading of even smaller fonts, magnification capabilities upto 400% are key advantages.

Search and status

The search feature is highly useful to track any artwork or work orders quickly, search can be run based on any parameters. The results comes with all details related to the artwork. Users can go to the details from the search result pane itself.

Enhanced security enabled

Fail safe security model to ensure relevant users only have access. Users, roles, permissions, products, agencies are

mapped brilliantly to restrict access. The agency users initiators and approvers can view the brands or products is permitted.

The PDF once uploaded to the FTP is held securely, so that no recipient (unless specially authorised), can have access to the actual file. The server then streams views of the active proof to the browser of each reviewer and approver.

The application can also be modelled to restrict access only within the office or inside an intranet. For high security Xeproof can be enabled with machine finger printing, licensing tools ect.

User interface

The easy to use and multi featured tab like interfaces makes it a pleasure to work. The collapsible kind of tabs can be customised to the user's point of view, can sort the tab contents in many ways, can access work order/ artwork quicker from Dash Board. The interface can be matched with house colour of the company.

Dash board

Every user has their workspace to clearly view the Tasks and Updates relevant to them. Automated workspace prioritises and groups the user's tasks in an easy to view.

Upload/download features

Permits upload of work order related diagrams, reference files etc. and Drag and drop for Artwork upload. Status bar while



Power of virtual proofing, versatility to annotate and comment



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uploading, status update after completion, failure note if upload is incomplete.

Fully compliant for PC and Mac users. Highly secure file download (permission managed) of the approved hi-resolution file. Can generate links to download the files to printers or repro houses.

Inputting master data

The system works in a well structured data store with clearly defined inputs. The master data once fed are editable by the authorised users. The master data field inputs the product details like Company name, name of brands, productcategory, product type, agency, it's users etc. The interfaces allow to view, edit and deactivate/activate particular fields.

Email notifications

Email notification engine send pre set messages to alert users to relevant tasks or updates on status of Work orders and Artworks. The email contains the details of artwork with the user role mentioned for that.

Email notification provides a complimentary, secure, communication to users. It sends out messages when deadline are approaching or crossed. Emails templates are editable and manageable by administrators. SMS alerts are also possible if opted by companies as an instant alerts for important tasks.

Environment friendly proofing

The packaging and print professionals are under pressure to reduce waste. With Xeproof Online artwork approval system, you are reducing the cost of courier/delivery as well as wasted paper and ink used for proofs.

Imagine the savings against the industry average of 7 proof revision cycles for content and 3 cycles for contract proofing. Each of these requiring an amount of ink jet print outs and courier delivery. Virtual proofing eliminates the use of tonnes of ink, paper and fuel waste harmful to our delicate environment.

Stable system architecture

Highly stable architecture and database structure is it's prime advantage. The capabilities of PHP scripting, Apache application server, MySQL database, Linux web server are harmoniously combined to form a stable web application, Light PPD is integrated as Media server. The UI is built using customised Javascript libraries, to provide high level user experience.

Xeproof is most suitable as a web application; it can also be delivered as an installable application if access needs to be restricted within intranet.

Xeproof is highly scalable, adaptable to suit future additions. It is expected to build up more value added features in future.



Systematic approach to define the workflow, customisable to the operational style of companies



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Minimised system requirements

Xeproof application is completely web based, and need minimum resources and system requirements. It works in all standard web browsers, both in MAC and PC. The only components required are JRE and Flash Player. Xeproof can work without any additional investments in hardware or software.

Who can benefit?

Online artwork approval system benefits FMCG companies, Brand Marketing companies, Corporates, Retailers, Ad Agencies, Repro Houses and Publishers to engage approvers from different locations or functional divisions. Workflow specific versions are available for each of these segments. Xeproof suits the artwork production workflow for Packaging, Advertising, Labels, Brochures, POP/POS, Catalogues and Publications.

Design your workflow

The workflow of artwork initiation and approval varies from site to site, requires greater flexibility in the workflow. Xeproof comes with customisation down to the way you need it.

Creative and powerful answer

Advertising and packaging workflows are complex, time critical, posing many questions and hurdles all along. The answer lies in communicating the needs with absolute clarity and precision and tracking it effectively. Xeproof is just that.

Contact to order a demo or sales team visit

Xeproof Marketing Team

Saturn SPL, First Floor, Gayathri, Technopark
Trivandrum, Kerala, India 695 581

T +91 471 2527 000 / 001 / 002

M +91 94950 80240

F +91 471 2527 010

E xeproof@saturn.in

W www.xeproof.com

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