opentext[™] HIGHTAIL

The hidden costs of a broken creative process



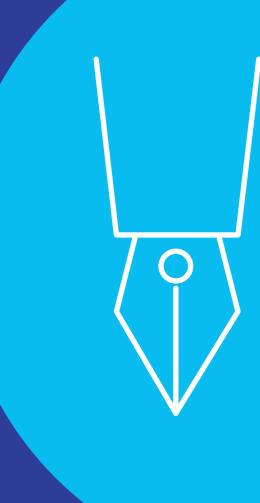
do creative agencies spend on broken creative processes? Too much!

How much time and money

Production

and campaign

Costs of inefficient creative collaboration



Billable

hours

Project

overages

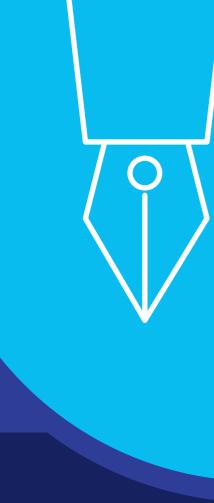
delays

Lost

morale

Lost revenue

opportunities



Needing more creative assets without having the resources

The creative crunch:

to produce them.

of companies rate the flow of their content

creation projects as only "good" or "fair/poor"1







marketing success to higher quality and more efficient content creation²

attribute increased content



increased spending

on content creation



last creative campaign?

takes longer than expected⁵

report that poor collaboration resulted in too many wasted hours

Lost time of creative managers feel that the review and feedback process

How much of your hourly rate was used on

multiple rounds of revisions during your



Lost morale is the annual employee turnover rate for ad agencies⁷

Lost money say money is wasted due to the time and resources spent addressing misunderstandings and miscommunication⁸





Art Director - \$135/hour Copywriter - \$129/hour

Blended creative rate - \$150/hour Individual labor rates (USD) are based on mid mean rate for agencies with 100-400 employees°

Opportunities lost

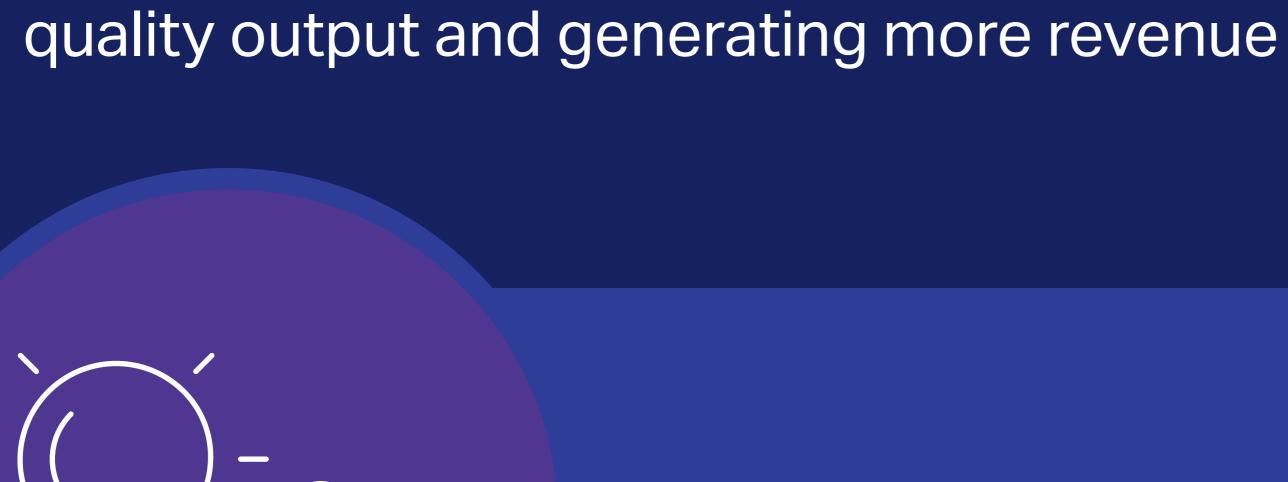
Time and money that could be invested

in more campaigns, additional creative

testing, increased customization, higher

Creative Director - \$283/hour





Opportunities ahead



Streamlines creative

reviews for more

than 80 multimedia

projects daily

SPORTS

Saves thousands

of dollars on

production costs

Equip your team with a flexible, intuitive collaboration tool that streamlines creative reviews and eliminates

CRE8IVE

150%

more efficient

the hidden costs of a broken process.

Break the bottleneck and free creativity

FULLSCREEN

Accelerates

feedback and approval cycles

Allow realtime comments from the whole team Show specific feedback

Your new creative process must:



Track progress with version control and comment history

directly on the creative file

Handle large multimedia

files with ease and security



clients and stakeholders

Be easy for everyone: teams,

Keep everyone informed on

Make approvals clear

and unambiguous

who's doing what and by when



www.hightail.com

Are you ready to keep your ideas

moving with OpenText Hightail?

*Hightail 2017 State of Creative Collaboration Survey *4A's Labor Billing Rate Survey & Market Based Labor Guidance, 2017

Copyright © 2019 Open Text. All Rights Reserved. Trademarks owned by Open Text. For more information, visit: https://www.opentext.com/about/copyright-information (01/2019)11340EN