

# OpenText Hightail

Keep internal and external teams on the same page to streamline the creative review and approval process in one easy solution



**Eliminates miscommunication** by keeping all feedback in one place



**Saves time and boosts productivity**



**Keeps team members accountable**

**The review and approval stage is a critical, yet often overlooked, part of the creative process. Creative teams and marketing partners require multiple rounds of feedback from team members, account managers and clients to develop the final version of a creative asset. This often takes place across various communication platforms and project management tools, causing delays and budget overages.**

OpenText™ Hightail™ addresses collaboration challenges with an intuitive way to share, discuss, improve and approve visual ideas, regardless of file type. With Hightail, creative teams can eliminate the time wasted on tedious email discussions and version control and focus on what matters most—the creative work.

## **Eliminate miscommunication**

Exchanging feedback on creative files through email, messaging applications and meetings is a cumbersome review process. Typically, one person ensures all feedback from project stakeholders is accounted for and actionable. Feedback collected over these channels is often vague and can be easily misinterpreted.

Hightail helps teams eliminate miscommunication during creative reviews by keeping everyone on the same page. File and stream previews allow reviewers to see the work and leave precise feedback without downloading files. Comments from multiple reviewers are collected in realtime adjacent to the file preview and creative teams receive automatic notifications about updates that include specific timecodes for video and audio files.

*OpenText™ Hightail is a cloud-based solution that allows teams to share and collaborate on digital content more efficiently. Hightail is purpose-built for collecting feedback and approvals on large multimedia files and is fast and easy to use.*

Fullscreen is an LA-based digital media and entertainment company that works with clients such as 20th Century Fox, The Walt Disney Company and NBCUniversal.

**Challenges**

- Multiple tools not purpose-built for creative collaboration
- Slow upload times for multimedia files
- Imprecise feedback and manually recorded timecodes
- Delayed notifications for creative requests

**How Hightail helps**

- Single solution for sharing, previewing and collecting feedback and approvals on large multimedia files
- Quick file upload and realtime notifications
- @mentions and approval routing keep work on track and team members accountable for next steps
- Clear outline of asset status

Version control ensures reviewers leave feedback on the latest file and with clearly-marked approvals and approval routing, teams know when assets are final.

**Save time and increase productivity**

Finding a time for everyone involved in a creative project to meet and discuss the work stalls progress and hampers momentum. Even when collecting feedback outside of meetings, the process can be held up in someone’s inbox.

Enabling digital review and approvals directly in the cloud allows reviewers to access content and efficiently provide feedback on their own time while contributing to a single system of record. With comments recorded directly on the digital asset, the entire review process moves faster and can lead to fewer rounds of revisions per project.

The Hightail plugin for Adobe® Creative Cloud® applications lets designers respond to feedback and sync file changes directly to Hightail without leaving the Adobe application, allowing them to focus on creative development instead of switching between applications.

**Keep team members accountable**

All tasks related to creative asset collaboration and review are in Hightail, so team members always know what action to take and when to take it. Communication between team members is easy with the @mention feature. Team members can assign to-dos, follow-ups and route approvals with due dates and everyone following the project can see the status of these requests, including resolved, pending approval and approved items.

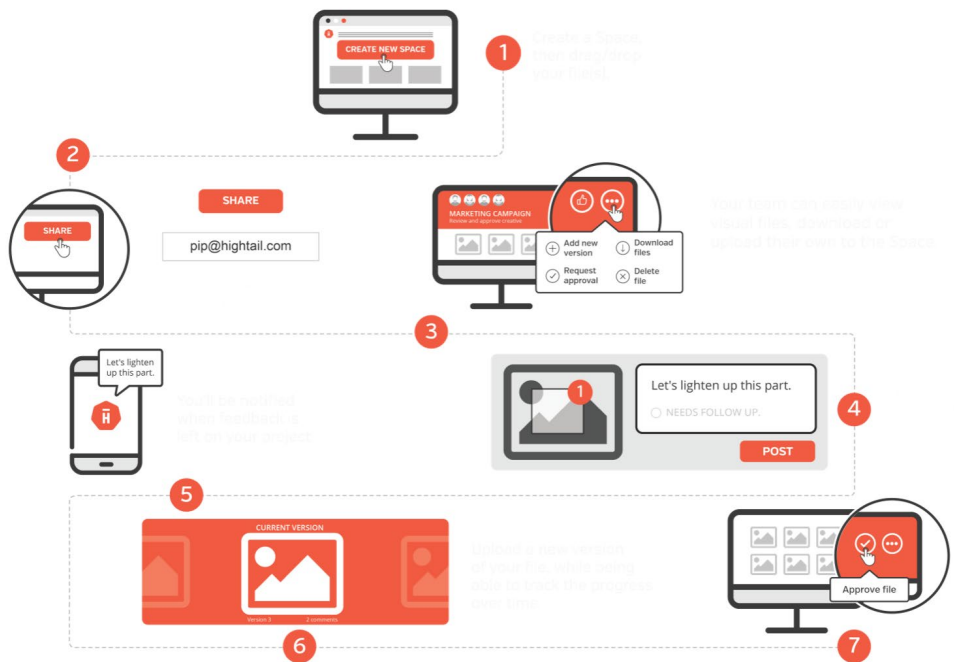


Figure 1: The creative review process with Hightail

*“Once the design comes in, the goal is to vet it with other team members. OpenText™ Hightail helps us stay organized with work and feedback. Out of all the different suites I’ve used in my job, Hightail is the best for realtime feedback.”*

**Ryan Padgham**

Senior Graphic Designer  
Fullscreen

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## Hightail features

<b>Secure file sharing</b>	Share files of any format up to 500GB with anyone and control content with password protection, permission settings and expiration dates
<b>Unlimited storage</b>	Get unlimited storage for creative projects
<b>Organization and archiving</b>	Organize work into projects, workspaces and file groups and archive completed files
<b>Visual file previews</b>	Gain instant access to high-resolution previews and streams on visual files without downloading them
<b>Side-by-side image comparison</b>	Compare two images on the same screen to easily see feedback from the previous version and changes made to the latest version
<b>Precise feedback</b>	Collect feedback from multiple reviewers, including in-line image feedback and timestamped comments on videos and audio, all in one place
<b>Freehand annotations</b>	Allow reviewers to give specific feedback by drawing a box, line, arrow, or freehand shape to markup multimedia files
<b>Realtime conversations and notifications</b>	See all comments as they happen and receive realtime email notifications for project updates
<b>Guest access</b>	Make it easy for clients and external teams to contribute without an account
<b>Version control</b>	Work off the latest file and access archived versions and comments in the visual version carousel
<b>Set tasks and follow-ups</b>	Set targeted @mention notifications and assign due dates and reminders
<b>Manage approvals</b>	Use approval routing and one-click approvals
<b>Activity and team dashboards</b>	Monitor team activity and outstanding tasks in one place
<b>Discussion boards</b>	Kick off a new brief, give campaign updates or discuss new direction on a Space-level discussion board
<b>SAML and Active Directory®</b>	Onboard your team easily using single sign-on and your existing directory service
<b>Two-factor authentication</b>	Add another layer of security to your account by requiring two forms of user identification