

White paper

The ultimate toolkit for productive marketing and creative teams

Marketing and creative teams use an inherently complicated process for producing content. But, with today's innovative technology solutions, these teams can be well-equipped to keep pace with new media needs. This white paper explores which technology solutions creative teams should have at their disposal to maximize productivity and efficiency.

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With hundreds of digital files produced daily, it is no surprise that organizations rely on technology to help manage their ever-growing collection of content. However, despite best efforts, creative feedback and assets are still scattered across various tools or long email threads. Furthermore, adoption of established processes and new technology is limited, and collaboration is disconnected both within and outside the organization. As a result, miscommunication between teams leads to extra rounds of creative reviews and, ultimately, missed deadlines. *The 2019 In-House Creative Industry Report* reveals that 78 percent of in-house creative teams partner with external agencies, but 53 percent claim miscommunication is a drawback to working with them.¹ Organizations need solutions for collecting feedback, managing next steps and sharing content efficiently and securely as they produce new assets.

Marketing and creative teams are using content authoring, file sharing, project management and Digital Asset Management solutions to address the growing need for more content. These tools can facilitate processes, such as project intake, content design and development, asset storage and archiving. But, when used separately, can they successfully manage the entire content production process?



The essential tools

Content authoring applications

Content authoring and editing tools are a vital part of every creative team's toolset. Creative users can quickly and easily capture, create and edit content in any format with the right set of authoring applications, whether it be for producing graphics, video, audio, web designs and more.

Why authoring applications are necessary for creative teams

With content authoring tools, creative teams can design almost anything, from logos and packaging to animated web experiences. Allowing teams to develop digital content more efficiently, they are a crucial fixture of the creative world.

Where do they fall short in the creative process?

Unfortunately, authoring tools only take users so far in the content production process. They are expensive for many organizations and limited to only those team members producing content. This is an issue when it comes to sharing and collaborating on content, especially for individuals providing feedback. Another drawback is that designers and producers must export files saved in authoring tools into a format that is more commonly available for reviewers. Additionally, these files typically need to be distributed via file sharing solutions or by email for reviewers to download and preview. Lastly, its limitations mean that reviewers need to be very specific when it comes to providing feedback, otherwise miscommunication around next steps in production can easily occur.

File sharing and storage systems

File sharing and storage solutions are widely used for exchanging large files that may be too large to transfer by email, as well as to replace clunky FTP sites. Similar to DAM solutions, they serve as a repository where files can be shared, stored, managed and archived long term.

Why file sharing and storage is necessary for creative teams

File sharing and storage tools allow organizations to securely send and store sensitive documents, as well as meet very stringent regulatory requirements. While they are designed to be used across an organization, many marketing and creative teams find them valuable for sharing large multimedia files for collaboration, especially with external teams.

Where do they fall short in the creative process?

These repositories may do a great job at managing versions and permissions, but do not support annotations on files and can be too complex for collaborators to use in approval workflows.



Project management systems

In today's creative world, project managers are seeing an increase in workload and shorter delivery deadlines. As a result, many teams have implemented project management systems to manage creative requests, assign resources and organize project schedules.

Why project management systems are necessary for creative teams

Project management systems are ideal for quickly organizing project teams and mapping out to-dos and repeatable tasks against a deadline, as well as keeping schedules on track from project start to delivery. They help managers understand the status of a project at any given time, often operating as a team's system of record for project direction and updates.

Where do they fall short in the creative process?

While project management systems help teams assign who is up next for a task, many miss the mark when it comes to collaborating around visual assets. As Stacey DeOrzio, senior vice president of HZ, a full-service creative agency, stated, "Trying to use a traditional project management tool for creative change orders didn't work—it was time consuming and inefficient. We'd have to manually bullet out all of the changes separate from the creative and that left room for interpretation and, therefore, mistakes."²

Despite extensive features and functionality, project management systems are limited when it comes to collecting precise annotations on creative files and sharing files for review. Additionally, they typically require reviewers to log in to leave feedback and limit sharing to small files only.

Digital Asset Management (DAM) platforms

With the demand for creative content on the rise, organizations are turning to DAM solutions to address creative challenges. DAM platforms are designed to store and manage digital assets, such as videos, images and marketing collateral.

Why DAM solutions are necessary for creative teams

DAM solutions help organize content and make it more accessible and searchable. They eliminate the need to reproduce lost assets and save hours locating and retrieving content.

Where do they fall short in the creative process?

According to *The 2019 In-House Creative Industry Report*, while 52 percent of in-house creative teams report having access to a DAM, less than 29 percent use them for sharing content.³ Teams are still challenged during the content production process. Collaborators may not need the full range of functionality that DAM platforms offer, adding complexity to the creative review and file sharing process. Larger file sizes may take longer to send or may not be supported at all, and recipients are often required to log in to view and upload content. These factors lead to an inefficient creative review process, especially when external parties are involved.

Creative review and approval software

This solution is one that teams might not have considered but desperately need. After reviewing some of the key tools used by creative teams today, it is understandable why gaps continue to exist in the creative process. Teams are using a cumbersome mix of email, messaging applications and meetings to manage the process of collecting feedback. Miscommunication between teams leads to extra review rounds and, ultimately, project delays.

Not all hope is lost, though. Organizations are becoming more aware of the need to simplify creative collaboration. As a result, many are turning to creative review tools to streamline the sharing of creative content and manage the process of collecting feedback between various, often distributed, teams.

OpenText Hightail

OpenText™ Hightail™ is a creative review solution designed to bring efficiency to the content production process. It complements the tools creative teams are using today, simplifying internal and external collaboration, while also providing quick and easy file sharing.

How does it work?

It all starts with a file. Teams upload and share creative content through a Hightail Space for collaboration with reviewers. Files can be transferred from content repositories, such as Microsoft® OneDrive and Dropbox®, or uploaded directly from a computer. Files, such as video, PDF, Adobe® Photoshop®, Microsoft® Word, Microsoft® PowerPoint® and images, will stream and preview automatically in Hightail, without downloading the file. Reviewers can access content without logging in, depending on security permissions set by the Space owner. With file previews, reviewers can leave precise annotations directly on the file that can be seen in realtime, keeping all feedback and versions in one place. Producers who wish to remain in the Adobe interface can easily provide annotations, manage tasks and make edits using the Adobe plugin for Hightail. Once a draft is ready, teams can easily route files for approvals, making the latest status of a file clear. With flexible security and accessibility options available in Hightail, teams can seamlessly incorporate enterprise-grade security into the file sharing process, minimizing risk and ensuring users remain in control of content. Hightail saves teams hours in creative review rounds, allowing them to deliver projects on time.

Leveraging integrations with various platforms, such as OpenText™ Media Management, can create an even more powerful creative production experience. Recognized as a distinguished leader in the report, *The Forrester Wave™: Digital Asset Management (DAM) for Customer Experience*, Media Management helps organizations eliminate asset recreation costs, reduce asset search and retrieval times and decrease litigation risk associated with the misuse of digital assets. Media Management integrates with Hightail to deliver an end-to-end solution that streamlines the production and management of an organization's digital assets.

Resource links

- [More about Hightail](#)
- [Hightail features](#)
- [More about Media Management](#)
- [Hightail and Media Management integration](#)
- [Demo](#)
- [Contact](#)

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: opentext.com.

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1 Cella, 2019 In-House Creative Industry Report, 2019.

2 Tallarico, Liana. How to make project management work for your creative team, December 20, 2017.

3 Cella, 2019 In-House Creative Industry Report, 2019.