



Is your review and approval process saving you, or costing you?

Traditional proofing methods, such as hard copy or email-based proofing, are deceptively expensive. There may be little or no financial cost involved in implementing and managing them, but the opportunity costs for a corporation of any significant size, in terms of losses in productivity, speed, collaborative contributions and accuracy — even brand perception — can be astronomical.

It's likely that nobody in your proofing workflow is a full-time proof reviewer. It's equally likely that everyone required to review your proofs already has a task list that's overflowing with urgent and critical work. So the review and approval process should add as little as possible to reviewers' daily burden. Which means that the hardest worker in your review and approval system should be the system itself.

That's why, compared with other online proofing systems, PageProof® significantly reduces the hidden costs of opportunities lost, due to a concerted focus on usability. Behind its simple, streamlined user interface are arrays of high-tech automations that do much of a user's work for them. Such built-in intelligence is only made possible by the unique combination of industry expertise and design thinking that continually drives PageProof®'s development.

Minimizing disruptions to maximize productivity

60%

DECREASE IN
CUMULATIVE
REVIEWER TIME
SPENT DURING
THE AVERAGE
REVIEW AND
APPROVAL CYCLE

Nothing causes delays like confusion. And while most reviewers may be aware of the parameters of their role in the review process, it's seldom spelt out.

PageProof® makes it simple for every reviewer to understand what's expected of them, by allowing mutually exclusive, clearly defined roles to be assigned.

The allocation of these roles – owner, approver, gatekeeper and reviewer – is transparent, so that the chain of responsibility is clearly visible. And additional conditions can be incorporated, such as making approval mandatory from some approvers, and enabling reviewers to invite other proofers into the workflow where appropriate. The result is that no one is required to invest valuable time establishing where they fit into the process or what's expected of them, nor needlessly attending to aspects of the process that are already assigned to other team members.

For more on roles, [check out these definitions](#).

Understanding one's own role increases efficiency. But that efficiency is easily undermined if the process itself is cumbersome.

As a cloud-based platform, PageProof® is app-less — users require no software to perform their tasks, and proofs can be viewed anywhere, any time, on any internet-enabled device – without any compromise on security.

PageProof®'s easy-yet-secure accessibility extends to content too: documents, presentations, artwork, audio and even video files can be uploaded to PageProof® in their native formats (and websites can be proofed directly by entering the url or by uploading the html itself), and all comments and instructions entered onto the proof in the precise position.

And finally, there's no getting stuck. PageProof®'s interfaces are simple and intuitive, but support is always on hand in various forms to ensure that less practiced users can complete their tasks with speed and confidence.

These measures all enable reviewers to concentrate their time on proofing rather than on navigating the process, and get back to their other priorities with minimal disruption.

Smart review routing workflows, made simple

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REVISION
ROUNDS CUT
FROM THE
REVIEW AND
APPROVAL OF
THE AVERAGE
MARKETING
PIECE

Alongside PageProof®'s commitment to getting users back to their productive roles as quickly as possible is a commitment to reduce the overall time it takes to complete the review and approval process. This two-pronged goal permeates every aspect of PageProof® design, and continues to influence the choice of technologies developed and deployed on the platform.

For example, the method for proof owners to designate the sequence that a proof must follow, through various reviewers, teams or departments, is quick and intuitive. When certain designations are selected, hierarchies and other role-based conditions automatically come into play. And while setting up a new workflow is designed to take up minimal time, even the most complex can be saved as a template to be reused or modified at a single push of a button.

PageProof®'s combination of conditional role designations (for example, distinguishing “mandatory” reviewers from those whose input isn't deemed critical) with features such as “nudge” prompts and “skip” give you the means to ensure that no proof is held up unnecessarily.

Also in the interests of expediting proofs through the approval process, email notifications are automatically sent in real time to alert proof owners and reviewers of changes in a proof's status. If email isn't your preference, PageProof® can integrate collaboration and communication tools, such as Slack and Basecamp, so that notifications automatically update into users' feeds.

More accuracy, less effort

0

HOURS OF
PROOF OWNERS'
TIME SPENT
COLLATING
FEEDBACK,
DE-DUPING,
RESOLVING
CONFLICTING
INSTRUCTIONS
AND CHASING
UP NON-
RESPONDERS

The days of collating and compiling feedback from multiple reviewers are over. All reviewer comments, as well as attachments (such as logos or other visual assets) are captured in a continuous thread, so any contradictions or clarifications can be addressed in situ. Once the workflow is completed, all required revisions are automatically curated into a single, unambiguous to-do list – which, in the interests of speed and simplicity, can be opened, actioned and checked off, and an updated version uploaded from within Adobe Creative Cloud applications if those are your designers' creative tools of choice.

In fact, PageProof®'s virtually infinite capacity to integrate with other applications – some ready made, such as Adobe CC, Dropbox, Google Drive, Box and over 750 more (such as Asana, Wrike, Trello, Google Sheets) through custom integrations you can create for yourself through Zapier – delivers almost incalculable productivity gains to client organizations through time savings and accuracy.

Harness collaboration without the costs

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INSTRUCTION
REQUIRED TO
CHECK, MODIFY
OR UPDATE A
VISUAL ASSET;
AS THAT
INSTRUCTION IS
VISIBLE TO ALL
SUBSEQUENT
REVIEWERS
(APPROVED
ASSETS ARE ABLE
TO VISIBLY BE
PINNED IN
PLACE AS
ATTACHMENTS)

The current corporate fascination with the hive mind isn't surprising – the advantages of capitalizing on a team's collective intelligence are clear to every organization that participates in the knowledge economy.

But unless it's well managed, a collaborative approach can have serious impacts on timeliness and efficiency. Concern about such impacts often leads to people being excluded from workflows even though they may be able to make a valuable contribution, simply because there isn't the time or resource to manage their input.

PageProof® makes collaboration seamless. Onboarding is quick and painless, security is assured, and the entire review workflow is transparent, tightly structured, and highly streamlined, so that contributions can be input, assessed, discussed and dealt with, all within a single thread and – unless your protocols and preferences dictate it – without the need for any offline interaction.

Adding value through brand leadership

Perception matters. If external reviewers are involved in your review and approval process, the user experience of the process has an effect on their perception of your organization. PageProof®'s advanced technology, coupled with its deceptively simple user interface, has helped creative agencies establish winning relationships with their clients, and enables organizations to demonstrate a further example of industry leadership – something that's especially important for those whose reputation relies on the timeliness, quality and accuracy of information they provide to stakeholders.

Co-branding your PageProof® interface, which comes standard in both Teams and Enterprise versions, provides visibility and assurance to reviewers who are external to your organization and has, on numerous occasions, proven to improve the acquisition and retention of client companies.

Summary

PageProof® has developed the most advanced proofing technology in the world, with patents pending on its encryption software and an ongoing program of releases that make new innovations available to users at regular intervals. Yet, for all its advanced technologies, PageProof® is so simple that 20 minutes is all you need to grasp the scope of its unique features and benefits. You can book a demo [here](#).