

CreativeAgencies



Bring order to file chaos!
Organise, share and retrieve creative assets effectively.

Traditionally, creative agencies around the world are plagued by the immense number of files circulating between their employees, service providers and clients. These files include important client mock-ups, graphics, presentation material, reports and logos. If not managed effectively, these files can adversely affect the productivity and creativity of the team.

In addition, Creative Agencies have to effectively juggle multiple client projects, which often demand intensive coordination with numerous team members within tight deadlines.

Relevanz solves these challenges by introducing software solutions that bring order and freedom leading to:

- √ Superior client servicing
- √ Greatly diminishes cost and risk of physically moving creative assets to multiple parties
- √ Re-purposing instead of recreating assets
- √ Streamlines business process and eases deadlines
- √ Shortening of sales cycles
- √ Easy access for external parties of their relevant assets





Media Hub™ for Creative Agencies

Bring order to File Chaos!

Organise, share and retrieve creative assets effectively

Looking into a creative person's hard-drive is like being 'Alice in Wonderland'. The amount of spreadsheets, documents, proposals, logos, diagrams, digital photos, and research papers jammed into a couple of unstructured folders can be daunting. Furthermore, the categorisation of these files is often random and inconsistent. It makes the retrieval of important content slow and frustrating for all involved.

Relevanz's **Media Hub™** is a centralized, company-wide digital library, which systematically houses all your creative assets. Each document, mock-ups and creative design created is currency for business in the creative world. No longer would they be viewed simply as files which are stored in obscure folders in various unmarked hard-drives.

Instead, they are **Assets**, which should be ready and deployable instantaneously so that the highest profits and satisfaction can be achieved.

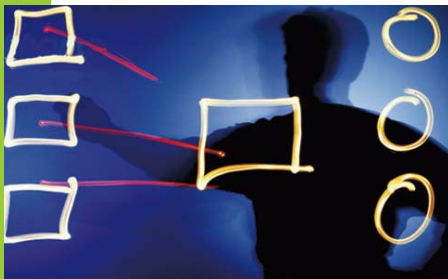
The primary benefit of the Media Hub™ is that all creative assets are stored and categorized in a single managed environment.



Creative Agencies Top 4 File Management Problems

#1 Too many reports/visual files/proposals circulating around and it is very difficult to track down the latest version.

When all your creative assets and their different versions are stored together in Media Hub™, they are easily locatable either through intuitive categories or by the powerful search engine. As the content is all tagged systematically, one may rapidly pinpoint to the correct version and use it.



With Media Hub™, all past, present and future assets will no longer be misplaced with the coming and going of employees. As they are digitally stored in a single location, a new team member will be able to get up to speed sooner than before

#2 New employees spend a lot of time figuring out the filing system of their predecessor.

#3 Dysfunctional IT systems inhibit productivity and decreases client satisfaction.

Clients are now expecting quicker turnaround times. Server problems, email malfunctioning and a slew of other "accidents" may greatly affect the productivity of a creative team. By allowing external parties to access relevant assets, via Media Hub™, clients can access their files regardless of where they are, anytime they want to.

Media Hub™ makes it easy for Account Managers to oversee the development and distribution of files to clients and service providers. It provides an immediate means for them to access and share key files to get their job done more efficiently.

#4 Different assets, different teams, different locations. Communication becomes a nightmare!

Project Management for Creative Agencies

End Deadline Blues!



With the speed that businesses are operating these days, it is more important than ever to boost collaborative efforts through the right technology.

Our **Project Management System** is a powerful web workspace where team members, partners, suppliers and clients can work more effectively to achieve campaign milestones within specific deadlines. Through a web-based interface, the software aggregates expertise together on a project, regardless of geographical location. Each member may send or receive instant updates and the latest news at a click of a button. Resources may be shared from one location and this reduces duplication of work. Furthermore, strategies or instructions may be communicated without the use of expensive long-distance calls or teleconferences by the power of an online forum section.

Creative Agencies Top 5 Project Management Problems



Automate the distribution of news and updates through the **Project Management System**. It is a one-stop portal where every party involved can participate fully in the process. Files, media documents and useful resources can also be shared quickly and effectively.

#1 More time spent locating people and updating them via emails than executing plans.

#2 Low adherence to the timelines set at the beginning of the campaigns.

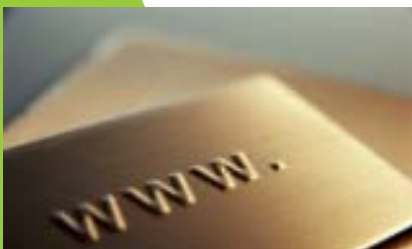
Having a good grasp of the development of a campaign is key to the success of any project. Tasks and milestones may be set, monitored and reviewed consistently throughout the campaign and deadlines become transparent thus ensuring accurate delivery.

Adopting a system that is accessible 24X7X365 can quickly ease such a painful experience. Geographical location, time zones, networks or firewalls will no longer separate people who need to work together. Our Project Management Solution is a web-based solution where ideas can fly across traditional boundaries!

#3 Campaign team is separated by different locations and time zones. Coordinating such a campaign is a huge headache.

#4 Very often, people need to be reminded about meetings to attend and tasks to be done.

Our solution comes with an email reminder system that effectively sends out prompts for meetings and deadlines at the appropriate moments so that nothing is overlooked .



Improve your service to clients by setting automated updates to clients regularly through Relevanz's Project Management System, providing both the team and the client with a birds-eye view of project status.

#5 Client need to be updated with the latest developments and more time is spent reporting than actually doing work.