



# Integrated Content Review solution

## Streamlined reviews and flexible asset management for the digital age



As consumers and markets worldwide become increasingly connected online, digital channels become the dominant manner in which consumer opinions and decisions are shaped around brands, products, and services. Traditional asset management systems that have been optimized for print processes fall short of the flexibility and time-to-market needs of the digital age.

How do enterprises become more agile in their management of rich media assets needed to reach the digitally immersed consumer? How do they prioritize among an infinite number of placement opportunities against a finite marketing budget to build brand value?

### Digital relevance requires faster time to market

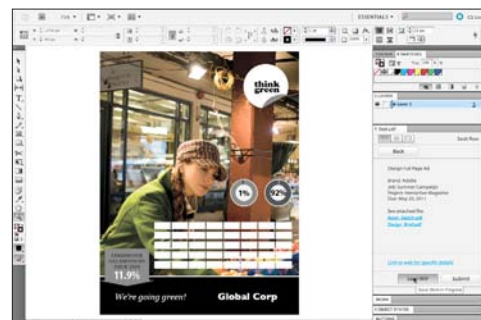
A study by Booz & Company, "Forever Frugal? 2010 U.S. Consumer Survey Confirms Persistent Frugality," found that 39% of consumers traded down on household brands, while 37% substituted premium food brands for private-label alternatives due to the recession.\* Premium brand marketers will need technology solutions that enable them to rapidly create and deliver digital as well as offline content to targeted markets in the digital battle for customer loyalty and advocacy.

Many of the systems and processes enterprises have invested in to manage digital assets have been optimized for asset storage and dissemination through offline channels. Taking months or even years to launch a sophisticated global campaign was acceptable and met marketing objectives in the pre-Web 2.0 era, but it is inadequate to support today's marketing strategies.

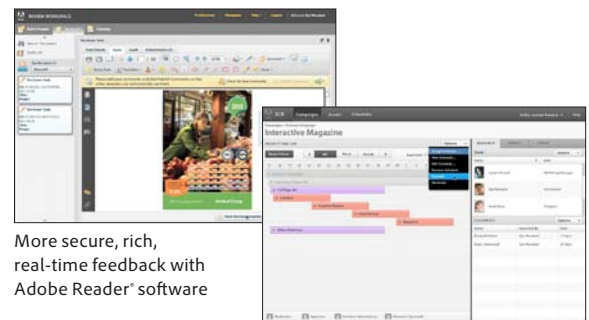
In this era, a tweet, comment, or video can go viral with a blink of the eye and put your enterprise's brand at risk or provide a fleeting opportunity to drive further awareness and traffic to your digital properties. An era of market opinion volatility requires a solution that is equally agile.

### Adobe's solution enables faster, more secure reviews and offers a more flexible DAM

Adobe's Integrated Content Review solution enables marketing professionals to better streamline the review of rich digital assets across internal and external stakeholders, gain insight into end-to-end project progress, measure the effectiveness of the content created, and deliver a consistent brand experience. The solution also optionally comes with an enterprise-grade, web-based digital asset management system, which was built with collaboration in mind. Adobe's Integrated Content Review solution can also be integrated with many existing enterprise content repositories.



Direct integration of tasks with Adobe® Creative Suite® software, enabling seamless creation workflows

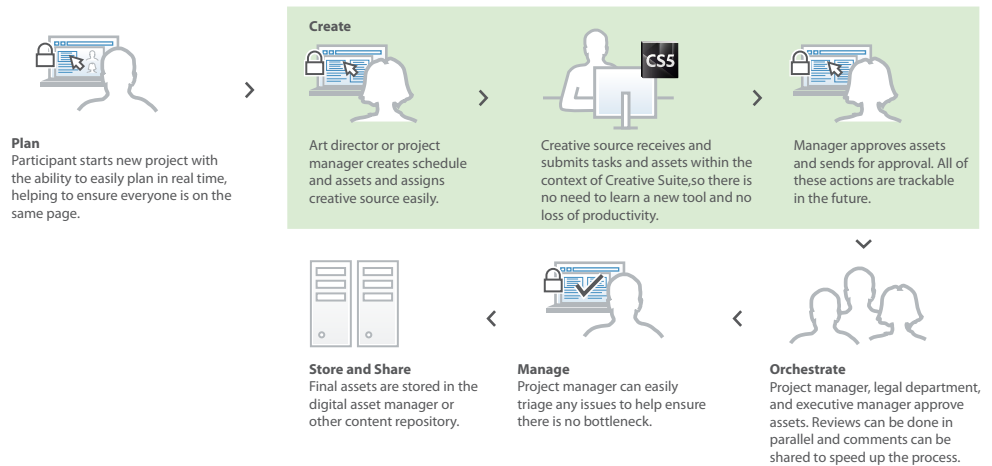


More secure, rich, real-time feedback with Adobe Reader® software

Intuitive and automated project management

\*Source: [www.booz.com/global/home/press/article/48816483](http://www.booz.com/global/home/press/article/48816483)

## Integrated Content Review Solution Workflow



Adobe's Integrated Content Review solution better streamlines time-consuming, manual reviews of digital content while making it more secure and trackable. The improvement in time to market can make the difference between a message that is relevant or obsolete.

The Integrated Content Review solution provides seamless integration with Creative Suite (including Adobe Photoshop®, Illustrator®, Adobe Premiere® Pro, and InDesign®), a market-leader in rich content creation, so that the creation of compelling digital content is immediately connected to an enterprise's review and approval process.

Adobe's Integrated Content Review solution enables:

- Faster more secure reviews with a more flexible and auditable workflow that enables internal and external participants to easily and more securely review digital documents and multimedia assets
- Project insight with the ability to understand review progress by tracking and managing content creation and review schedules across an entire project
- A more seamless integration into the creative environment so that creative professionals who are part of the team can seamlessly and intuitively work with Creative Suite to retain content context from creation to revision to publication
- Measurement of the effectiveness of content with rich support for custom metadata tagging of content at the individual asset level so every piece of content is web-analytics ready
- Storage and management of rich content across many channels with an enterprise-grade Digital Asset Management system

Combined with Adobe's Web Experience Management solution, Adobe's Integrated Content Review solution will not only help enable enterprises to rapidly review, approve, and manage digital assets, but also to deliver content through an unparalleled number of digital channel and mobile devices.

With Adobe's Integrated Content Review solution, enterprises can coordinate faster rich engaging responses and initiatives to an evermore volatile digital market to build brand loyalty that translates into real engagement and revenue.

### For more information

Solution details:  
[www.adobe.com/solutions/customer-experience/integrated-content-review](http://www.adobe.com/solutions/customer-experience/integrated-content-review)



Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

Adobe, the Adobe logo, Creative Suite, Illustrator, InDesign, Photoshop, Adobe Premiere, and Reader are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2011 Adobe Systems Incorporated. All rights reserved. Printed in the USA.

91049324 5/11