

# UNIFYING PROOFING, THE CREATIVE PROCESS, AND PRODUCTION MANAGEMENT



Extending the benefit of an integrated solution  
to the creative and production processes

9/2014 White Paper

noosh 



# INTRODUCTION

Our recent benchmark study found that project deliverables have grown by nearly 48% in the last four years. This requires account executives and print production managers to manage 48% more specs and continue to keep projects on track -- delivering services on time and on budget.

Proofing is a critical bottleneck in the creative and production management lifecycle. It is, perhaps, the most non-technical and complex step in print production management -- often requiring countless emails, meetings, iterations, and stakeholder approvals before production on a project can commence. This mess of communication and version control costs businesses huge amounts of important time resources. With 67% of businesses citing "project turn time" as a key business metric, these wasted time resources are not a commodity that businesses can afford to throw away!

Communicating feedback on a proof in a fashion and medium that's easily digestible by everyone, fast, and reportable is mission critical to businesses interested in competing in the evolving business landscape.

By unifying proofing and creative production with your project and procurement management processes with Noosh + ProofHQ, you can easily surmount these issues.



## SOLUTION

By extending Noosh's project and procurement solution with ProofHQ, Noosh has solved the proofing problem by bringing two disjointed processes together. Account executives and production managers can now share and review proofs with clients and internal stakeholders online -- anytime and anywhere.

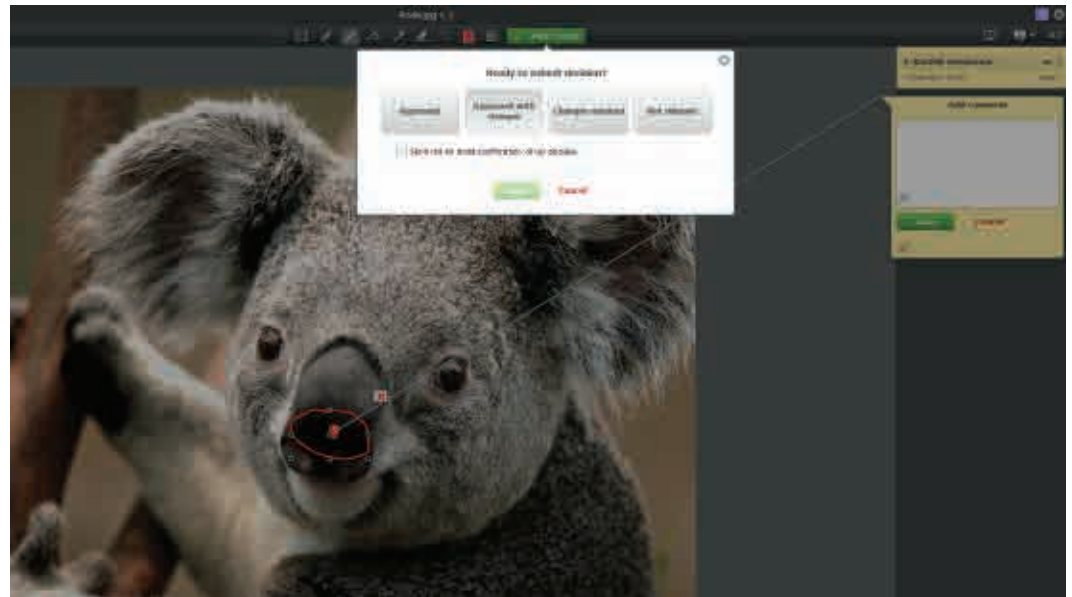
A tight integration with ProofHQ allows you to seamlessly proof online and push all notifications and statuses from ProofHQ to the relevant project in Noosh. All proofing updates and comments made on ProofHQ's state of the art proofing platform are instantly passed to Noosh via API and are available on Noosh projects for collaboration and reporting.

Easily understand the hidden bottlenecks in your creative and proofing processes by implementing fully-reportable proofing processes. Report on proof turn around time, approval time, and other important creative production metrics.

Simplify communication surrounding the creative process by utilizing a central repository for all proof versions, feedback logs, and proof statuses. Create an environment of accountability by enabling stakeholders to submit and log approvals and feedback on the same platform.

# SOLUTION DETAILS

1. The integration leverages ProofHQ's API callbacks to asynchronously push activity feed to Noosh



2. Users on Noosh can directly go to destination folder in ProofHQ with a single click

A screenshot of the ProofHQ interface. On the left, there is a sidebar with navigation options: Home, Teams, Messages, Files, Proofing, Events, Tasks, Spaces, and Copy. The main area is titled "Proofing Events" and contains a "Filters" section with fields for "Keyword", "From Date - To Date", and "Event Type". Below the filters is a table of events.

Proofing Event	Name	Posted To	Description
New Comment	Karthik Hemmanur	Noosh Marketing Services	Karthik Hemmanur added comment: Too dark on the edges on October Coupons.png
ProofHQ Decision Update	Karthik Hemmanur	Noosh Marketing Services	Karthik Hemmanur has made a decision on October Coupons.png. Changes required
ProofHQ Decision Update	Karthik Hemmanur	Noosh Marketing Services	Karthik Hemmanur has made a decision on October Coupons.png. Approved
New Comment	Karthik Hemmanur	Noosh Marketing Services	Karthik Hemmanur added comment: Too dark on the edges on October Coupons.png
ProofHQ Processed	Karthik Hemmanur	Noosh Marketing Services	October Coupons.png status changed to: success

3. All proofing events on Noosh are fully reportable

Project ID	Project Name	Event Type	Event Description
10148163	Fall Campaign 2014	ProofHQ Processed	Pumpkin.png status changed to: success
10148163	Fall Campaign 2014	ProofHQ Decision Update	Karthik Hemmanur has made a decision on Pumpkin.png. Approved with changes
10148164	Michigan new center materials	ProofHQ Processed	Shipping_other.png status changed to: success
10148164	Michigan new center materials	ProofHQ Decision Update	Karthik Hemmanur has made a decision on shipping_other.png. Approved with changes
10148164	Michigan new center materials	ProofHQ New Comment	plan.png status changed to: success
10148164	Michigan new center materials	ProofHQ Processed	Karthik Hemmanur has made a decision on plan.png. Approved
10148164	Michigan new center materials	ProofHQ Decision Update	Karthik Hemmanur has made a decision on October Coupons.png. Changes required
10148099	New proofHQ account	ProofHQ Decision Update	Karthik Hemmanur has made a decision on October Coupons.png. Changes required
10148099	New proofHQ account	ProofHQ Decision Update	Karthik Hemmanur added comment: Too dark on the edges on October Coupons.png
10148099	New proofHQ account	ProofHQ Processed	October Coupons.png status changed to: success
10148099	New proofHQ account	ProofHQ New Comment	Karthik Hemmanur added comment: Too dark on the edges on October Coupons.png
10148099	New proofHQ account	ProofHQ Decision Update	Karthik Hemmanur has made a decision on October Coupons.png. Approved
10148102	September Coupons Project	ProofHQ Processed	Labor day.png status changed to: success
10148102	September Coupons Project	ProofHQ Decision Update	Karthik Hemmanur has made a decision on Labor day.png. Approved
10148102	September Coupons Project	ProofHQ New Comment	Karthik Hemmanur added comment: Offer should be bilingual on Labor day.png



## BUSINESS BENEFITS

The business benefits of integrating creative production with process and procurement management online are myriad.

By bringing account management, creative, and production management teams on to the same platform, transparency is systematically increased. Updates are instantaneous and universal -- resulting in higher efficiency, greater procedural accountability, and faster results. By providing your staff a single place to store, organize, and approve all digital files, version control mistakes and mis-approvals are no longer a concern.

Online proofing results in 59% faster response rates by key stakeholders and reviewers, as well as reducing proofing iterations by 29%. By unifying your project and production management, you can save critical time and resources -- Noosh users are 3.6 times more productive than the industry average, resulting in potential overall project cost savings of nearly 21%.



## CONCLUSION

Simplify and optimize your creative and production processes by utilizing an integrated solution which allows all key employees and stakeholders to collaborate around proofs from one central location in real-time.

Noosh's integrated solution enables fully-reportable proofing operations, as well as instantaneous communication regarding proofing changes, saving valuable time resources and reducing employee error.

Sources:

ProofHQ: [www.proofhq.com](http://www.proofhq.com)

Noosh Benchmark: [www.noosh.com](http://www.noosh.com)