

TELESCOPE FOR CREATIVE DESIGN MANAGEMENT

THE BUSINESS CHALLENGE

With all the essential tools for doing everything from creative design and professional page layouts to delivering rich interactive experiences, it's not uncommon for creative and publishing professionals to live and breathe within creative authoring applications such as Adobe Creative Suite 3 and QuarkXPress. However these same professionals are often challenged with:



- Finding, managing, collaborating, and distributing their rich media content such as Adobe InDesign or QuarkXPress files
- Lost media files that need to be recreated
- Difficulties with sharing and distributing their rich media creations
- Lengthy reviews and approval times
- Strains on existing creative, studio, and production staff
- Increasing asset reuse and repurposing
- Wasted time and efforts attributed to searching for media assets, recreating or repurchasing lost images, using incorrect versions, workflow bottlenecks,
- Inefficient file transformation and delivery processes, lack of usage tracking, and lack of production automation.

THE SOLUTION

TeleScope™ for Creative Design Management helps companies and creative departments such as marketing and advertising firms, design studios, publishers, and print services companies manage their QuarkXPress, Adobe InDesign and other creative application files. It manages customer workflows that require the creation of compound and mixed media documents in both QuarkXPress and InDesign formats. TeleScope also reduces the cost and simplifies the workflow associated with the conversion of legacy QuarkXPress content libraries into InDesign libraries.

TeleScope for Creative Design Management streamlines the creative workflow processes for professional page layouts, image editing, vector illustration, and print production – without changing the way creative professionals work! The solution hides complexity from creative users by saving and storing media assets directly to TeleScope catalogs while they continue to work within their familiar CS3 or QuarkXPress environments.

HIGHLIGHTS

USED FOR

- Storing, managing, and delivering media files created from Adobe CS 3 and QuarkXPress.
- Creative design collaboration
- Production automation

CHALLENGE

- Increasing demands on creative professionals
- Inefficient collaboration, review and approval processes
- Difficulties distributing rich media
- Wasted time searching and recreating rich media assets.
- Lost media files

SOLUTION

- Production automation
- Manage, share, and collaborate
- Centralized rich media management
- Rich media publishing and distribution
- Search, Find, and Browse

BENEFITS

- Work from Adobe CS3 & QuarkXPress
- Find rich media with ease
- Increase productivity
- Create. Produce. Deliver
- Reuse and repurpose
- No training

BENEFITS

CONTINUE WORKING IN FAMILIAR CREATIVE SUITES

Creative teams can work more efficiently on complex projects all while continuing to work within their familiar Adobe Photoshop®, Illustrator®, Acrobat®, InCopy®, Dreamweaver®, or QuarkXPress environments.

WORK MORE EFFICIENTLY

TeleScope for Creative Design Management streamlines complex workflows and repetitive tasks, all within a secure environment.

CREATE, PRODUCE, & DELIVER

Create, produce & distribute rich interactive digital content with greater ease.

AUTOMATE THE CREATIVE PROCESS

Automate review and approval workflow processes across your organization.

NO NEED TO TRAIN USERS

Achieve wide-spread adoption of TeleScope within your company. Creative professionals have the ability to continue working in the authoring and editing applications they are already familiar with.

FIND RICH MEDIA WITH EASE

Search, view, and download images, documents, layout files, and other content from any location.

REUSE & REPURPOSE DIGITAL MEDIA

Any user group that touches the creative process can easily access, share, distribute, reuse, and archive all types of digital content.

INCREASE USER PRODUCTIVITY

Increases user productivity through the advanced work-in-progress capabilities of TeleScope, and its seamless integration with Adobe CS3 applications.

SOLUTION

INTEGRATES WITH CREATIVE AUTHORING SUITES

Equips creative users with the tools to securely save their media files directly to TeleScope from whatever creative application they are working

SEARCH, FIND, & REUSE !

Allows users to search, browse, access and edit media assets that are stored in the TeleScope repository, directly from CS3 or QuarkXPress applications.

VERSION CONTROL

Checking files in and out within shared projects, adding comments and tracking file versions, performing XMP metadata searches, hosting shared PDF's and more...

ACCESS, MANAGE, COLLABORATE, & DISTRIBUTE RICH MEDIA

Enabling secure access, management, collaboration, and distribution of all rich media files (including video) throughout their organization.

NAVIGATE THROUGH MULTIPLE PAGE EXTENDED VIEWS

Empowers users with the capability to navigate through a multiple-page extended view of a document by utilizing the component object view (COV) for each InDesign document.

ON-THE-FLY FILE CONVERSION

With a click of a button, TeleScope allows you to automatically convert files from one format to another.

SECURITY

TeleScope supports the ability to manage the rights of the media assets both inside TeleScope with rights management features, as well as assets outside of the TeleScope system through watermarking

