PACKAGING COPY AND ARTWORK MANAGER

OBJECTIVE

Packaging Copy and Artwork Manager provides a holistic solution that allows consumer packaged goods companies to reduce artwork development costs and increase artwork quality by managing the development of their copy and artwork assets.

OVERVIEW

Managing the artwork process is a challenging endeavor given the many fast moving variations within product lines, global markets and varied and changing regulations. Today many companies manage their copy as black boxes in Word documents or spreadsheets that are scattered around the company on network drives and individual computers. When it is time to produce new artwork, no one is quite sure what the right version of copy and graphics is. Often times they can't even rely on what is currently in the market to be 100% accurate.

Packaging Copy and Artwork Manager helps companies innovate and improve global product development efficiency by incorporating the following best business practices:

- Save time, improve product quality and re-use by managing artwork content as structured data, maintaining the connection between master copy and the local translations.
- Support simultaneous product launch in multiple markets and improve consistency by managing artwork content in the context of the product hierarchy, between variants and across the product portfolio in advance of production.
- Compress product development time by enabling supply chain and compliance processes in parallel to artwork design and development.
- Optimize resource utilization with visibility to real-time status of all artwork assets — both artwork content and final artwork.

Increased speed to market, reduction in errors and consistency in brand messaging are all things a company can expect to achieve when utilizing **Packaging Copy and Artwork Manager.**

HIGHLIGHTS

Key features and capabilities include:

Single Repository of Artwork Assets

Packaging Copy and Artwork Manager provides the capabilities to manage a single repository of artwork assets, giving powerful real-time visibility to process progress for project managers and other key stakeholders. The capabilities enable companies to collaboratively edit, translate and approve copy and graphic artwork content. Relationships are maintained between the primary language used in a company and the local translations used on artwork, eliminating the need to translate the same information over and over again. The content is managed in context of the product or brand hierarchy, promoting reuse and maintaining consistency within the brand between variants and across the product portfolio. GS1 Industry standard copy classification and XML export formats are used to facilitate communication between brand owners and design studios regarding artwork copy content.

Packaging Copy and Artwork Manager provides the capability to store and manage the lifecycle of artwork files, including approvals of the final artwork, tying it to the approved structured content. Managing the content in this structured manner provides a powerful "where used" capability to quickly identify artwork that will be affected when copy needs to be modified due to changing regulations and other business needs.

Manage Copy as Structured Data

Artwork content is managed as structured data, maintaining not only the connection between master copy and local copy, but also which pieces of art on which the copy is used. This allows companies to do "where used" analysis in case the copy needs to be changed in the event of changing regulations, marketing initiatives or other business drivers. The content can also be exported for use by graphic designers, eliminating the need for them to re-key or cut 'n paste copy text into the final artwork, further reducing errors. Auditable version control provides history and accountability, while ensuring that the latest approved version is used.

Manage Copy in the Context of the Brand Hierarchy

To provide consistent messaging in artwork across a product line, the artwork elements are managed within the context of the brand hierarchy so that individual products automatically inherit copy from the product lines they are in. Reuse of artwork elements means not only consistent messaging, but also reduces the touches for both authors and approvers. This helps prevent data entry errors and increases the productivity of the authors and approvers by not requiring redundant work across artwork initiatives.

Manage Copy and Final Artwork Together

Managing not only copy and graphics in a single repository but also the final artwork, means that artwork planners or project managers have visibility to the full final artwork process and no longer have to "hunt people down" to find out the status of copy or artwork. With **Packaging Copy and Artwork Manager**, users can easily identify which artwork elements have been authored and/or approved, and if not completed, who is assigned to the work.

Similarly with the final artwork, once the final artwork is submitted by the graphic designer, the artwork planner can track the review and approval process of the artwork. A visual comparison of final artwork to the initial approved content allows approvers to quickly and easily identify missing elements and changes to reduce quality incidents significantly.

Utilizing the **Connector for Adobe Creative Suite**, application companies can increase collaboration with graphics designers by allowing direct access and storage of final artwork and other artwork assets into the **3D**EXPERIENCE® platform. **Packaging Copy and Artwork Manager** can be further extended by combining it with **Product and Specification Engineer** to connect the final artwork to the product bill-of-material, providing a full single version of the truth for all product related data.

Collaboration & Approvals

Users can benefit from a wide range of capabilities for global enterprise collaboration. Those capabilities include the ability to manage and organize shared documents and structured product data; they also enable the creation of digital workspaces for virtual teams to work together. Users can easily raise issues, organize meetings and track decisions. Any object lifecycle modifications can be formally approved using routes defined by end-users or from standard route templates.

Key Benefits:

- Manage artwork content as structured data, maintaining the connection between master copy and the local translations
- Manage content in the context of the product hierarchy, providing consistency in the content throughout the brand, between variants and across the product portfolio
- Collaboratively edit, translate and approve artwork content on a "just in time" basis
- Comply with United States FDA Part 11 guidelines for audit trails and authentication
- Easily export and reuse approved copy data into the artwork design process and supply chain utilizing industry standards
- Manage the entire artwork process with visibility to real-time status of all artwork assets — both artwork content and final artwork

Microsoft Integration

Users can create and access **3D**EXPERIENCE data from the most popular Microsoft applications: Word®, Excel®, PowerPoint®, Outlook®, Windows Explorer, and Windows Desktop Search. This capability enables enterprise-level collaboration while not disrupting the established productivity of end-users. With product content being managed in **3D**EXPERIENCE rather than on users' PCs, organizations are able to create, manage and review product content more securely.

Our **3D**EXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the **3D**EXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes in all industries in more than 140 countries. For more information, visit **www.3ds.com**.

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