



# WHAT IS ONLINE PROOFING?

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# INTRODUCTION

Online proofing is a term that describes the secure process of reviewing and approving creative work using an internet workflow, normally driven by online proofing software.

Before online proofing was established, creative and marketing teams often used either printed paper-based methods or long tailed email chains to approve their design work, which was messy and cumbersome.

An online proofing workflow using proofing software provides a more efficient, accessible and manageable way to approve digital and print creative work.

It removes key technical and practical barriers which complicate progress, allowing for a more engaged and modern approval journey which can be reached from anywhere.

Adopted users of online proofing save time, improve collaboration between designers and stakeholders and get their work approved and released faster.



*Working in the healthcare field, we often have many internal clients. This way of proofing is easy and effective.*

ALLISON G., HOSPITAL & HEALTHCARE, 1001-5000 EMPLOYEES



# WHY IS ONLINE PROOFING SO IMPORTANT?

**Online proofing has been instrumental in transforming the approval workflow from a traditional, less efficient process to a more streamlined solution fit for the modern world.**

Here are a couple of examples of why it's been so important for the creative community.

## TRADITIONAL PAPER-BASED WORKFLOWS

In traditional paper-based proofing workflows, single or multiple page designs are printed off and stuck into a communal folder, which is passed around the building to everyone who needs to review them.

The required stakeholders would take turns to look at the designs and make chicken scratch notes on them indicating what they liked, disliked, felt needed changing or wanted to add.

The process is very manual and therefore unreliable, with the folder often never making it onto someone's desk or it stays sat in the in-tray or home of someone who's on vacation.

That's if it hasn't been lost altogether – or roughed up so much it's become illegible.

## EMAIL-BASED WORKFLOWS

Relying on emailing documents such as PDFs around to reviewers helps with traceability and backup but still has its fundamental flaws.

Emails may go out at the same time but they can come back at totally different ones. Sometimes, as two or three versions one after the other from the same person and the text descriptions are normally in the body of the email, not on the actual design.

But the biggest issue by far is that there's no collaboration. Everyone is working separately on their own, with no visibility of what their colleagues are saying or suggesting.

It creates a total headache for the designers who are sending proofs out. They have to collate all comments together and reply to each one individually, trying to explain to them what other people have said.

And then there's the regular scenario that their comments may be too late or have already been superseded by more recent instructions from other people.

It's a confusing process with very high stress levels for designers, who can often get blamed for approval delays when it's not necessarily their fault.



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*All comments and feedback are controlled in one location. There aren't any version control issues because we're all on the same page with GoProof. It allows revisions and approvals to happen so much quicker and with ease.*

ADAM M., UTILITIES, 201-500 EMPLOYEES

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*I love it! It has helped me streamline my graphics proofing process. I no-longer have to take my file into another file to create a low-res, watermarked PDF. I just click the client's name, and submit the artwork to their email – all from within Adobe Creative Cloud.*

CHRISTINA R., GRAPHIC DESIGN, SELF-EMPLOYED





# HOW DO I KNOW IF I NEED ONLINE PROOFING SOFTWARE?

Almost all successful proofing workflows are driven by a reliable cloud-based software system, so it's pretty much a given for your team.

It is, however, a great idea to go through a quick self-qualification process ahead of choosing your software package, so you know that you're looking for the right solution.

Here's a list of common issues experienced by teams that aren't using online proofing software workflows to help work that out.

## COMMON ISSUES WITHOUT ONLINE PROOFING SOFTWARE

- Creative work taking too long to be approved
- Separate emails and attachments pinging everywhere
- Comments not being submitted in one place
- Having to export files to share work from Adobe
- Important deadlines being missed
- Publishing errors regularly being made
- Printed proofs getting lost or ruined
- Collaborators not getting the chance to see work
- Confusion on which version is the most recent
- No central place to view all proofs together
- No idea who has seen or not seen work
- No clarity on who's responsible for signing off

If just a few of these issues sound familiar, then online proofing software should go a long way to solving them and making your creative approval process more streamlined.

These are some of the immediate gains once a good software system has been introduced.

## GAINS MADE WITH ONLINE PROOFING SOFTWARE

- Faster turnaround of creative work
- Removes frustrating tasks for designers
- Cut costs on paper and move to a digital workflow
- More control throughout the proofing process
- Easier access for collaborators to the work
- No need for lengthy phone calls to discuss changes
- Faster and deeper engagement from collaborators
- Eliminate PDF and asset file sharing issues
- Traceability of all versions and changes
- Greater accuracy and quality of work
- Everyone working on the same page
- Easy to proof with multisite or multinational teams.



# HOW DOES ONLINE PROOFING WORK?

**Online proofing uses the internet to provide a structured secure portal for versions of work to be uploaded, shared and reviewed.**

Being web-based, it allows collaborators to get easy access to work from anywhere in the world, any time of day and add comments, requests changes and sign work off.

However, online proofing does not stop at simple upload and approve. Depending on the quality and feature set of the software program powering it, the creative designer or producer can also make huge productivity gains from integrating it with their Adobe Creative Cloud design tools.

Collaborators can draw upon copy editing functions too, making quick and easy changes to text on proofs without having to send it separately.

They can also submit assets, videos and other files directly through the proofing platform, rather than having to use a file sharing service.

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*Overall it has had a very positive impact on our proofing workflow and cut costs for us enabling us to move to an almost completely digital proofing workflow from an intensive print and paper routing routine.*

HEATHER A., FURNITURE, 51-200 EMPLOYEES





“

*It's a time saver, rather than our team acting as the go-between for the exchange of information on project feedback, it allows everyone to see and comment on each other's feedback – keeping everyone on the same page.*

JENN J., HEALTH, WELLNESS & FITNESS, 51-200 EMPLOYEES

“

*Time is the biggest benefit I've found. I'm not wasting time on the phone with customers trying to understand what they want. With this proofing system I'm able to see exactly what they want, where they want it and can quickly make those edits and return a proof in record time.*

DANE B., PRINTING, SELF-EMPLOYED



# WHO BENEFITS THE MOST FROM ONLINE PROOFING SOFTWARE?

**Broadly speaking, any individual, team or agency who is involved in creating or sharing content that requires input or approval from others will benefit from online proofing.**

As far as software users are concerned, there are usually two types of user to consider: the people who share proofs and the people who review them.

More feature-rich proofing software also allows agencies to operate private internal rounds of review first and then forward the approved version to external clients for review within the same project.

Here's a list of the most common users but these really are just a selection, as there are so many industries and job roles that benefit from it.

## **PROOF SENDERS**

- In-house marketing teams
- Adobe Creative Cloud users
- Creative directors
- Compliance managers
- Health & safety departments
- Design agencies
- Publishers
- Collaborators
- C-level stakeholders
- Marketing team leaders
- Clients of agencies
- Sales and commercial teams
- Legal teams
- Printing companies
- Packaging manufacturers

## **COLLABORATORS**

- C-level stakeholders
- Marketing team leaders
- Clients of agencies
- Sales and commercial teams
- Legal teams
- Printing companies
- Packaging manufacturers





# WHAT'S THE RETURN ON INVESTMENT (ROI) FOR ONLINE PROOFING?

## **Our customers love telling us about their return on investment from online proofing**

Here are just 8 of the savings, gains and issue resolutions you could benefit from if you choose to implement it in your marketing or creative operation.

- 1 hour every day saved in creative admin time
- Work is approved up to 50% faster
- Publishing errors reduced by 3x
- Up to 90% cost savings from paper and ink
- Better collaborator engagement and assurance
- 80%+ reduction in time-consuming phone calls
- An increase in procedural compliance from staff
- Less time spent working for free on edits and amends



*Our workflow has gotten faster now that we have GoProof.*

FRANCESCA S., SCIENCE & RESEARCH, 51-200 EMPLOYEES



*It saves us tons of time, has reduced proofs and improved accuracy of our publications.*

CARRIE K., PUBLISHING, 11-50 EMPLOYEE



# About GoProof

**GoProof** is a leading review and collaboration software platform that helps brands, agencies and publishers streamline creative processes, saving a ton of time and energy.

It's part of the **Oppolis Cloud** software stack alongside **GoPublish**, **GoCopy** and **GoVersion**. The Oppolis Cloud products seamlessly integrate to inspire creative and marketing teams to create better together.

**Oppolis Software** has a history of building progressive partner innovations for Adobe creative software since 2003. Its success has come from optimising design and production workflows, energising team collaboration and make the transformational steps into digital content and app production easy.



## Thanks for reading!



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