

How To Manage Chaos

Every marketer knows the challenge: you've got to do more with less while responding to requests from all over your organization. More projects. More demands. More pressure.

For years, companies have looked at the continuously changing needs of their branded graphics process as a necessary expense. The increased costs and inefficiencies driven by constantly changing consumer and competitive requirements, productivity driven initiatives, ever changing government regulations, new product introductions and channels can drain already limited resources.

How do you manage this chaos?
How do you keep track of the many requirements needed for a successful project?

MANAGE CHAOS FROM WHEREVER YOU ARE

Southern Graphic Systems can help you manage chaos with **Rapid Process Management (RPM)**, a password protected, Web-based tool used to manage projects, collaborate with partners, track branded assets, customize messages and much more.

As the market leader in branding graphic services, Southern Graphic Systems has helped many of our customers tackle these challenges successfully. We do it through a combination of strategic insight, Idea-to-Market solutions, technical expertise and locations around the world.

PROCESS TRACKER

Process Tracker allows project managers to simplify the process of managing the myriad of tasks and timelines associated with every phase of their project cycle.

ASSET MANAGEMENT

Asset Management provides easy access to your assets through the Internet. Repurposing files and assets allows you to increase efficiency, reduce costs and maximize returns.

VIRTUAL REVIEW

Virtual Review enables you a more effective way to route graphics files, organize, capture, review, and communicate project activities.

- Web based tool for team collaboration on graphics specifications, regulatory information, design or any document.
- Track user events over the course of a project.

DYNAMIC PUBLISHING

Dynamic Publishing leverages technology and the Internet to provide customers with a vehicle for automating tactical artwork production and creating customized marketing materials.

- Manage regulatory or brand maintenance Packaging changes through the Web.
- Create market-relevant sales communication materials while simultaneously controlling content and brand integrity.

SOUTHERN GRAPHIC SYSTEMS DELIVERS

Speed-to-Market

