

## Online Proof Review: Ensuring Even the Tightest Design Deadlines are Met with Ease

*A PROOF-it-ONLINE study in efficiency.*

### Project

Graphic Design & Project Management

### Company

Pixsym Marketing – An independent design firm and production company

### Problem

Pixsym Marketing specializes in graphic design for one of the most widely read real estate magazines. The company serves as a mediator between its clients (The magazine owners) and its clients' customers (realtors and advertisers who submit listings to the magazine).

The problem was, with a short 28-day production cycle for each book, there was little time for securing proof approvals. Deadlines were tight and workflow challenges permeated the design coordination of the 120-page books that accommodated more than 200 advertisers each with multiple advertisements and listings. Traditional proof delivery processes, such as emailing PDFs and using FTP, not only made it impossible to track the status of projects, but also added hours, even days, to the approval process.

If Pixsym Marketing didn't streamline and accelerate the approval process soon, not only would their design staff continue working long hours, but the company wouldn't have time to take on additional business.

### Solution

Pixsym Marketing turned to PROOF-it-ONLINE's proofing and approval management solution, which addressed its need for a fast, easy-to-use, web-hosted solution. Pixsym was able to learn PROOF-it-ONLINE in just minutes, which put them and their customers at ease, and to get rid of the challenges of email communications, FTP access and tracking.

As a bonus, Pixsym leaned on PROOF-it-ONLINE's TeamTrack feature to manage the intermediary delivery process. TeamTrack allowed Pixsym to release proofs to their client who could then route the proofs to its customers. The entire process was seamless.

### Results

Pixsym's customers are delighted with the new approval process, which was easily and quickly adopted. They state that they cannot imagine going back to the burdensome methods of approving hard copies or receiving proofs via email or FTP.

As well, Pixsym now has tighter control of the approval process. With PROOF-it-ONLINE's time and date stamp feature, customer activity is automatically tracked and mark-ups are archived - keeping edits all in one place and eliminating hard copy communications.

The best part? Pixsym Marketing is now taking on additional business with the time saved during the proofing and approval process: **"If time is money, we save money with PROOF-it-ONLINE."** --Samara Padilla, President, Pixsym Marketing.

### LEARN MORE

To find out how PROOF-it-ONLINE can automate and improve the proof approval process for your business – saving you time, money and hassle – call us today at 888.462.8044, or visit our website at [www.proofitonline.com](http://www.proofitonline.com).