



WebCenter Workflow Management

Protect your consumers and your brand by controlling the quality and accuracy of artwork from a single, integrated workflow platform.

WebCenter is a powerful and user-friendly online workflow tool that manages the process of content creation, from specification to approval and distribution. It has the flexibility to handle simple projects or manage big campaigns that include multiple projects.



Save Time & Improve Productivity

- Reduce time-to-market through configurable workflows that provide dynamic process management with little intervention required
- Reduce content lead time by up to 50% with project specification, process optimization, and approvals from a single source
- Approve content 3x faster and reduce revisions by 60% with a powerful approval viewer and quality control tools directly integrated into the workflow



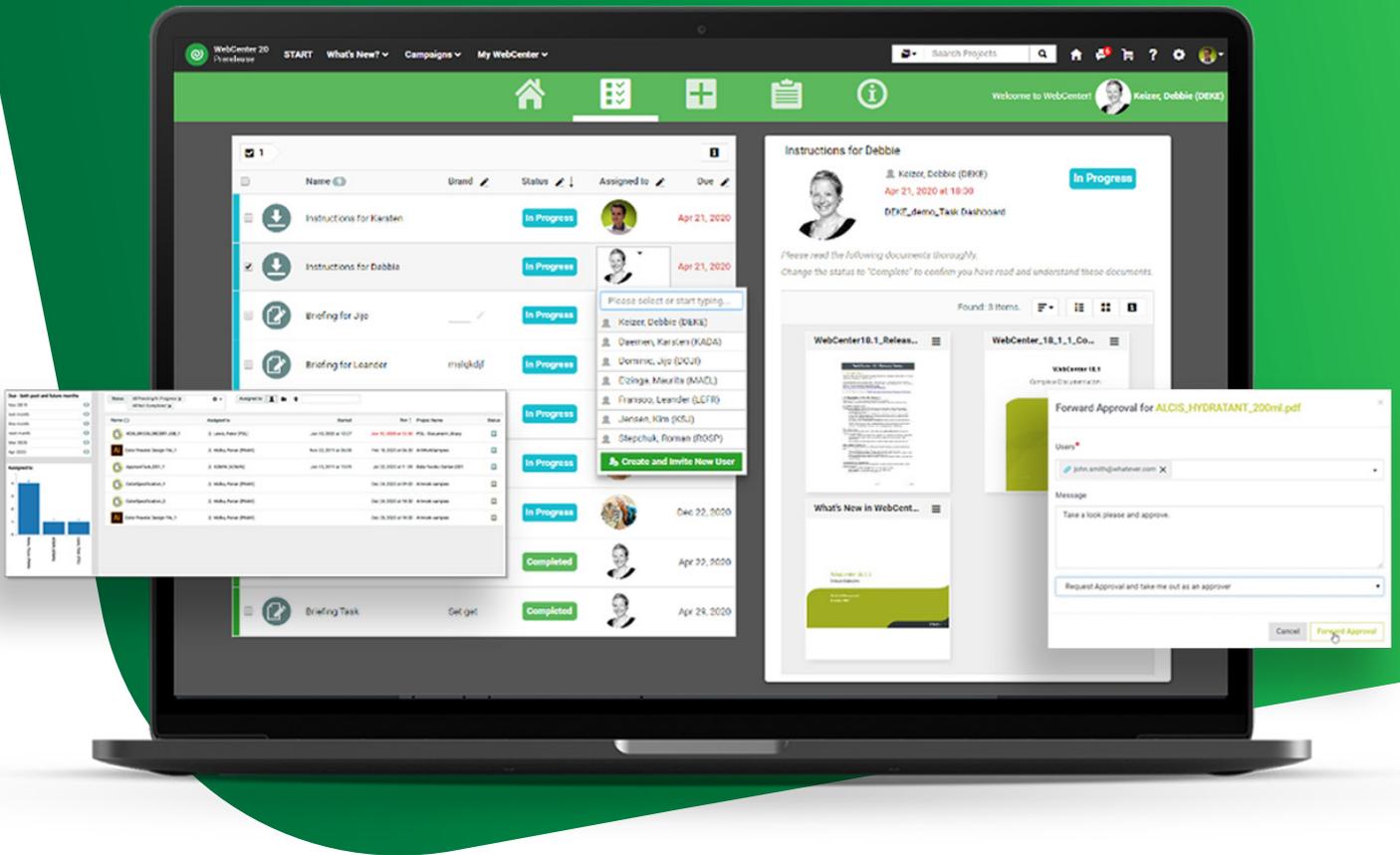
Reduce Costs and Increase Quality

- Control the information, approvals, digital rights, and versions used in customer-facing materials
- Ensure regulatory compliance with a trusted system of record across markets and regulatory agencies
- Minimize the costs of recalls and mistakes by producing the right content the first time



Gain Visibility and Cross-functional Collaboration

- Promote collaboration with a simple user-interface so anyone can easily use the tool
- Improve ownership and accountability of tasks with dashboards of progress and clearly defined roles and responsibilities
- Eliminate the frustration of searching through multiple sources by centralizing all project information and files into a single location.



WebCenter allows you to efficiently manage your content process by leveraging a flexible workflow that integrates with other tools in the content lifecycle.

- Specify the project information, deliverables, tasks, and more from the beginning of the project. All these details are attached to the project the entire time.
- Clearly identify individual roles and responsibilities for ownership and accountability of tasks.
- Automatic e-mail notifications when tasks are ready to complete, are awaiting approval, or have been completed.
- Access and edit files directly in WebCenter, there's no need to open multiple programs to complete tasks.
- Centralized feedback with annotations from multiple reviewers through a single online source.
- Dashboard to view project status, identify bottlenecks, and search by various factors such as start date, due date, completed date, duration, time left, pending approval, etc.
- Maintain electronic record of content change and control versions of files.
- Fully configurable solution to fit your specific use cases, with the capability to integrate with your existing and future systems, such as ERP, SAP, and more.

With WebCenter, your entire team can collaborate and approve graphical content from anywhere, anytime.

WebCenter Add-ons

Automation Engine

Reduce manual artwork processes based on business rules with the ability to execute tasks and perform versioning and file checks automatically.

Online Editing

An integration with Chili Publisher that enables user to open packaging designs in WebCenter to create, edit, and modify the content through a plug-in for Adobe Illustrator.

Content Management

Manage text, symbols, translations, and more from a database-driven content sheet ensuring the right content is always used in artwork design.

Adobe Connectors

The Adobe Connectors provide access to your artwork process in the creative applications. Connectors enable relevant functionalities of both Workflow and DAM within Adobe® Illustrator®, InDesign®, and Photoshop®.

Color Trace

Unify brand color specifications across the packaging supply chain with standardized scorecards to measure color, in partnership with X-Rite Pantone.

Interactive Compare Connector

Control quality with an end-to-end platform through an integration with leading text compare and graphic compare tools.

Connect Module

Enable integration to connect WebCenter to third-party systems through APIs or a Software Development Kit (SDK).

More from the Esko Toolkit



MediaBeacon Digital Asset Management (DAM)

Categorize and store all digital files with refined data and accessibility based on roles, groups, and more. Search for assets quickly using your company's terms and data points.



Studio 3D Design Software

Design packaging, displays, and more directly in 3D so you can see and use virtual prototypes, or the digital twin, before physical production.



3D Store Visualizer

View and interact with packaging in a virtual 3D retail environment and collect consumer insights to anticipate how products will perform on-shelf.



Cape Pack Palletization Software

Reduce your ecological footprint and reduce costs by designing optimally-sized products to fit more in the case, on the pallet, and on the store shelf.



ArtiosCAD Structural Design Software

Increase productivity by designing 2D and 3D structural designs, resize to fit a product, and create internal fitments.