



Content Management

Content Management is a solution that allows designers to specify, manage, and reuse content (text, claims, etc.) to be placed on artwork designs without manual copy and pasting. It is an integrated module within the WebCenter workflow management solution.

Content Management connects your content and workflow directly to the artwork creation process.



Reduce risk & increase compliance

by standardizing the content collation process, defining content ownership, promoting content reuse, and tracking changes.



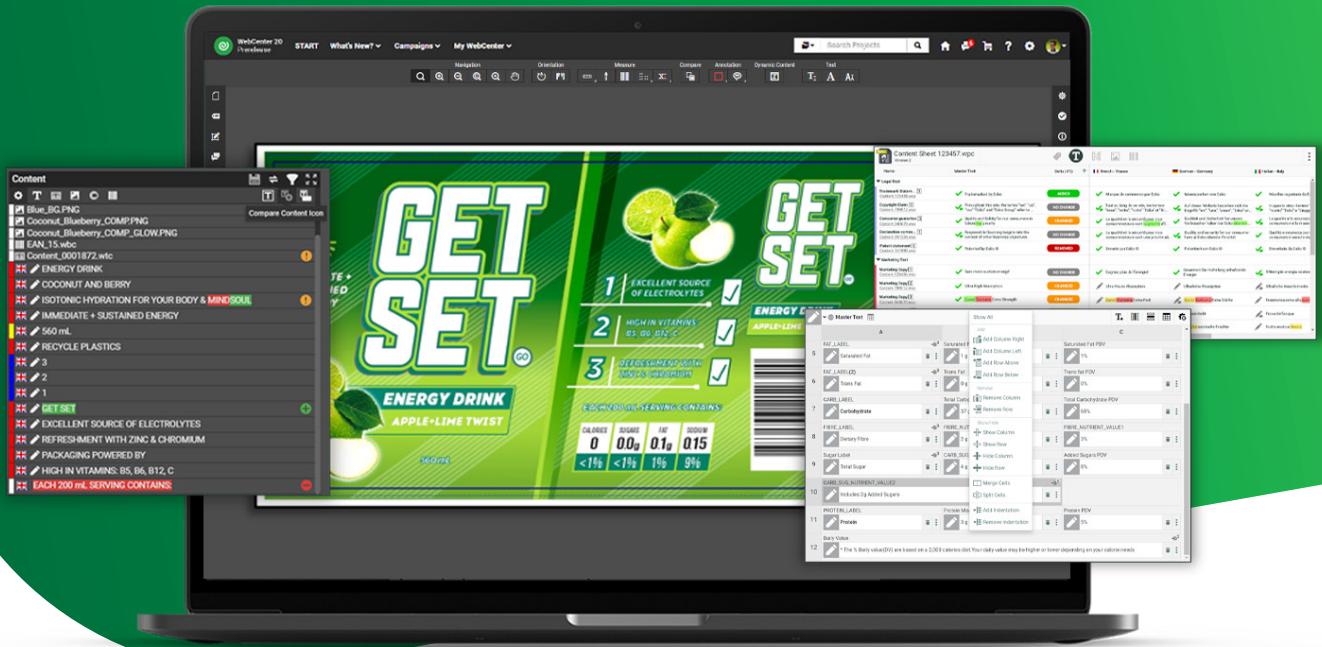
Increase productivity

by managing and collating content in WebCenter so it is connected to the workflow process. Designers can do more in less time by automatically feeding content into artwork..



Simplify the overall process

by centralizing packaging content with the ability to create, approve, translate, and transfer content in a structured way within the WebCenter workflow management tool.



Improve productivity and reduce errors in artwork updates with WebCenter Content Management.

- A library for your text content with full meta-tagging capabilities.
- Re-use of your structured content across multiple projects.
- Support for both multi-lingual translation-based workflow and a single language scenario.
- Export to and import from other systems using industry standard formats.
- Ability to view and edit text in artwork through the WebCenter Viewer.
- A complete approval workflow.
- Established content rights facilitating the ownership at different stages.
- Compare two content sheets to show the additions, differences, and changes.
- Compare artwork with online content in WebCenter and highlight any differences.
- Automatically detect when text already exists in the library and reuse it.
- Detect when a new piece of text or translation is used that is not yet in the library and automatically insert it.

Packaging Content Management within the WebCenter workflow tool is a powerful solution to help you create and update artwork more efficiently, with little room for error so you can get the artwork right the first time. This enables your team to produce quality content and get your products on the shelf faster. Brand managers have a clear view of color quality, can increase speed-to-market, and ensure color consistency in their packaging.