

# OpenText™ Hightail™

Keep internal and external teams on the same page, streamlining the creative review process in one, easy solution.



**Eliminates miscommunication** by keeping all feedback in one place



**Saves time and boosts productivity**



**Keeps team members accountable**

**Creative teams and marketing partners require multiple rounds of feedback from team members, account managers and clients in order to develop a final version that meets the project's goal. But this is often taking place across various communication platforms and project management tools, causing delays and budget overages. The review and approval stage is a critical, yet often overlooked, part of the creative process.**

OpenText Hightail is designed to address the collaboration challenges faced by marketing and creative teams with an intuitive way to share, discuss, improve and approve visual ideas, regardless of file type. With Hightail, creative teams can stop wasting time on tedious email discussions or looking for the latest version and focus on what matters most—the creative work.

## **Eliminate miscommunication**

Exchanging feedback on creative files through email, messaging applications and meetings creates a cumbersome review process. One person is left to make sure all feedback from key project stakeholders is accounted for, and actionable. Often enough, though, when collecting feedback over these channels, it is vague and leaves room to be misinterpreted.

## Case study

Fullscreen is an LA-based digital media and entertainment company that works with clients such as 20th Century Fox, The Walt Disney Company and NBCUniversal.

## Challenges

- Multiple tools not purpose-built for creative reviews
- Slow upload times for multimedia files
- Imprecise feedback and manually recorded timecodes
- Delayed notifications of creative requests

## How Hightail helps

- Single solution for sharing, previewing and collecting feedback and approvals on large multimedia files
- Quick file upload and real-time notifications
- @mentions and approval routing keep work on track and team members accountable for next steps
- Clear outline of asset status

Hightail helps teams eliminate miscommunication during creative reviews by keeping everyone on the same page. Visual file previews and streams allow reviewers to view work without needing to download and to leave precise feedback adjacent to the file preview. Comments from multiple reviewers are all collected in real-time adjacent to the file preview, so creative teams receive real-time notifications and know exactly which part (and specific timecodes) of the creative file the feedback is directed towards. Version control ensures that reviewers always leave feedback on the latest file and clearly marked approvals let teams know when assets are final.

## Save time and increase productivity

Finding a time for everyone involved in a creative project to meet and discuss the work holds up progress and hampers momentum. Even when collecting feedback outside of meetings, for example by email or messaging app, the process can be held up in someone's inbox.

Enabling creative reviews to take place digitally and, in the cloud, allows reviewers to access content on their own time so that feedback can be provided asynchronously. Each reviewer can deliver their comments more efficiently while contributing to a single system of record. And because comments are precisely given on the creative asset, the entire review process moves faster. In fact, customers have reported shaving one to two rounds off creative reviews with Hightail.

Additionally, with Hightail's plugin for Adobe® Creative Cloud® applications, designers can respond to feedback and sync file changes directly to Hightail without leaving the Adobe application, allowing them to focus on creative development instead of constantly switching between applications.

## Keep team members accountable

Who dropped the ball? It's difficult (and unprofessional) to point fingers when everyone is working towards a creative deadline.

In Hightail, critical comments can be highlighted to specific team members using the @mention feature. Team members can also assign to-dos, follow-ups and route approvals with due dates, and everyone who follows the project with these action items will be able to view the current request status, what is resolved, pending approval or approved.

## OpenText Hightail components

### Secure file sharing

Share files of any format, up to 100GB, with anyone and control content with password protection, permission settings and expiration dates

### Unlimited storage

Get all the space needed for creative projects

### Organization and archiving

Organize work into projects, workspaces and file groups and archive completed files

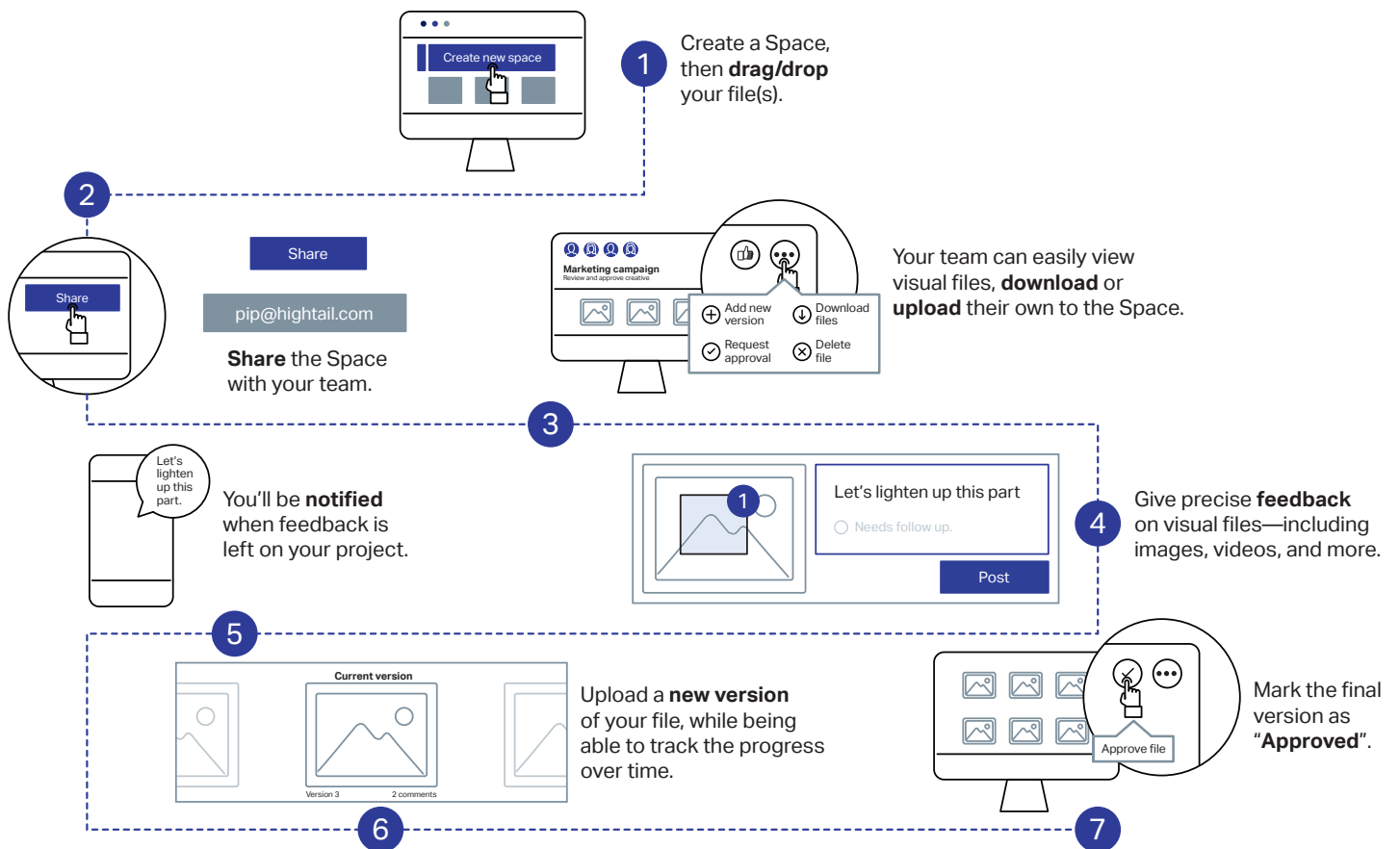
### Visual file previews

Gain instant access to high-resolution previews and streams on visual files

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## OpenText Hightail components

<b>Precise feedback</b>	Collect feedback from multiple reviewers, who can leave in-line feedback on images and timestamped feedback on videos and audio, all in one place
<b>Real-time conversations and notifications</b>	See all comments in context as they happen and receive real-time email notifications for project updates
<b>Guest access</b>	Make it easy for clients and external teams to contribute without needing an account
<b>Version control</b>	Work off the latest file access archived versions and comments in the visual version carousel
<b>Set tasks and follow-ups</b>	Set targeted @mention notifications and key task flagging with due dates
<b>Manage approvals</b>	Use one-click approvals, routing and requests system
<b>Activity and team dashboards</b>	Monitor team activity and outstanding to-dos in one place
<b>Discussion boards</b>	Kick-off a new brief, give campaign level updates or discuss new direction on a Space level discussion board
<b>SAML and Active Directory</b>	Get easy access through single sign-on and integration with the existing directory service



***"Once the design comes in, the goal is to vet it with other team members. Hightail helps us stay organized with work and feedback. Out of all the different suites I've used in my job, Hightail is the best for real-time feedback."***

**Ryan Padgham**

Senior Graphic Designer

Fullscreen

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 [See the demo](#)

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 [Download the trial](#)

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Hightail is a cloud-based solution that allows creative and marketing teams to manage the review process more efficiently. With an intuitive interface and features that are purpose-built for creative reviews, teams find Hightail's solution fast and easy to use.

## About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit [opentext.com](https://opentext.com).