

Creative Companion™

Your digital asset management solution

Overview

Creative Companion™ is Finline Printing Group's digital asset management solution for managing, finding, and sharing valuable creative content. It is designed for brand-driven corporations, advertising agencies, and non-profits—especially those with multiple office locations, affiliates, and partners.

As a Creative Companion user, you get a custom, centralized, online storefront that houses all of your approved media—including photos, logos, illustrations, video, and audio.

An unlimited number of users can access these resources via powerful search options. Your organization saves significant time and resources by eliminating lengthy searches for the "right" content. Employees no longer spend valuable time creating content that already existed.

Custom Website with No Software

Finline builds your Creative Companion website specific to your needs, with your corporate look and feel and with unlimited employee logins. Users can access the site via any Internet browser, any time, on either a MAC or PC platform. And, because Creative Companion is software-as-a-service (SaaS), you don't have to worry about installations or viruses.



Access all brand-approved assets in one centralized and secure virtual warehouse.



Creative Companion Benefits

- Save Money
- Increase Productivity
- Save Time
- Access Anywhere, Any Time
- Control Your Brand
- Scale as You Grow
- Manage Smarter

Collaborative Online Environment

Creative Companion lets you collaborate internally and externally by sharing files and expediting delivery of new digital media content. Investments in creative content are maximized by making them accessible and easy to find.



Email a link to an individual asset file with a customizable message and optional expiration date. Email multiple files via the lightbox feature.

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Creative Companion (continued)

Image Repurposing with No Additional Software

You can change a graphic's size, resolution, file type, and color space, all within the Creative Companion platform. There is no need to export an image to a design program to repurpose an image. This saves time for the user and money for you by eliminating expensive graphics software for non-design staff users.



Quickly and easily change the file without leaving the system.



View files online without accessing the actual application on which it was built. Images used in the documents preview in the left sidebar and layout thumb-nails show across the top.

Advanced Search Features

Creative Companion utilizes metadata (up to 90 fields per asset) to catalog your content, providing a robust dataset on which to search. Users can determine how specific of a search they want to use to see the most appropriate options for the project at hand.



Search via simple search or the robust advanced search using custom keywords on the file.

Brand Management

Manage brand identity and design standards throughout your organization and with affiliates by funneling all digital asset access to one controlled environment. You pre-determine the options available for images, color, and copy.

Quick Deployment and Scalability

There are no customer requirements for the installation or maintenance of Creative Companion. In fact, all you need is a computer with a standard web browser and Internet connection. And, it is completely scalable. You can start small and add users as more people use the tools.

Reporting Functionality

Creative Companion offers system and user activity reporting, including data on downloads and file activity. Data helps you forecast more accurately for future needs.