



# ARTWORK MANAGEMENT TECHNOLOGY FOR COMPELLING, ERROR-FREE PACKAGING AND LABELING



The challenges facing your organization are enormous:

- Compelling and informative packaging and promotional materials
- Adherence to grueling standards of quality and accuracy in highly regulated and validated production environments
- Collaboration across distributed brand and production teams within a global supply chain
- Time and cost savings plus flexibility, with measurable ROI at every stage

For proven solutions, turn to BLUE™, the best-in-class artwork management suite for highly regulated and validated environments. We'll help you meet your challenges.

Read on. ►

# BLUE™ helps you meet your challenges. How?



BLUE's combination of technology and expertise can save a brand with 5,000 asset pieces at least \$2 million a year. BLUE can pay for itself in a single year, and its benefits continue permanently.

We help you drive more effective development of branded and informational materials. **You can:**

- All but eliminate unnecessary asset recreation and searching time.
- Drive strict brand consistency.
- Enable highly efficient XML-based copy management and artwork creation with extremely tight tolerances.
- Organize and protect official versions and foster efficient proofing collaboration.

We help you drive more efficient deployment of materials across all artwork and production phases. **You can:**

- Positively impact timelines, stage-gates and deadlines, and the coordination of input from disparate divisions and locations.
- Reduce cycle times and overall cycles required for approvals.
- Store full audit trails of all project activity, which can be retrieved and exported easily.

What is artwork management software from BLUE?

- Enterprise software with six web-based modules:

**Digital Asset Management**

**Copy Management**

**Workflow Management**

**Online Proofing**

**Business Intelligence (KPI Reporting)**

**Text Compare**

- Full workflow analysis and process consulting.
- Fully validated installation and integration, plus training and support services.
- Seamless integration with company-side ERP systems to support the entire graphics-related workflow.
- Available on-site services for workflow optimization and brand asset management.

BLUE is the expert in implementing and hosting validated solutions and working within highly regulated, validated environments. This includes compliance with European Annex 11 and U.S. Title 21 CFR Part 11 guidelines. BLUE has been qualified as a supplier to many companies working within cGMP-compliant (current Good Manufacturing Practices) environments.



**Talk to the experts at BLUE.**

BLUE developed the first artwork management software more than a decade ago and now offers the most comprehensive software-and-services solution available.

Whether you require a single-country deployment or a global deployment with thousands of users, BLUE is proven to be scalable, reliable and capable of meeting the exacting demands of consumer brands.

Read more or contact us at [www.bluesoftware.com](http://www.bluesoftware.com)