



BLUE™ FOR RETAIL BRANDS

Artwork management software to help you meet your unique challenges. ▶

Retailers today are building powerful and integrated national brands to compete with well-known consumer brands. But to win, you must execute with the agility, efficiency and consistency of consumer brands in your own shopper-facing materials.

BLUE understands. We've been a trusted partner in artwork management for over a decade, and today we help growing retail brands deliver compelling and consistent shopper experiences. Integral to this is our best-in-class artwork management technology, which directly addresses the challenges facing ambitious retail brands like yours. Compete to win. **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 enterprise software fosters collaboration, regardless of physical location among all workflow participants including design, marketing, product development, purchasing and external vendors and suppliers - crucial for retailers. And BLUE is proven to drive cost savings and measurable ROI at every process stage. ▶

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 ambitious retail brands.

Read more or contact us at www.bluesoftware.com