

Layers on Layers:

Creative collaboration at a glance

A survey of 200 **marketers, agencies** and **publishers** illustrates the need for a solution like **OpenText™ Hightail™** to address **creative collaboration challenges**.



Doing **too much**, with **too many people**



74%
work with five+ departments on creative assets

32%
also work with external agencies

84%
reported too many rounds of creative review

88%
have seen increased demand for creative assets in the past year

Blowing **budgets** and **deadlines**

93%
sometimes run over creative review and production deadlines

79%
have too many individuals involved, contributing to missed deadlines

84%
sometimes run over budget producing creative assets

79%
have too many projects occurring simultaneously, leading to budget woes



"When it comes to creative asset review, a double whammy of heavy workloads and excessive layers of oversight is leading to budget overruns and blown deadlines."

Creativity vs. **productivity**



81%
said creative work suffers, due to a cumbersome creative process

78%
said creative review processes somewhat hinder ideation and development

95%
reported at least some gap between the average level of creative output and the desired level
72% said that gap was a large one

"Ironically, by piling on layers of oversight and interdepartmental involvement, organizations are actually weakening their creative output."

Not **using tools** the **right way**

80%
are at least somewhat dissatisfied with their company's creative asset production and review process



78%
said confusing or inefficient use of collaboration tools is a moderate problem

83%
said the use of such tools complicates collaboration and communication

Ready to **simplify** your creative processes **with Hightail?**

hightail.com