Fit and Function of Technology
Understanding the fit of Technologies and Tools used in the Creative Landscape

Organizations with Creative Content as their mission and core business such as Traditional Media, New Media, Entertainment and Advertising, as well as organizations with internal marketing and creative departments including Brands, Service Companies, Retailers and Manufacturers, deploy technologies and tools to manage business processes and complete their deliverables. Motives for adopting various technologies are both broad and deep.

To better help those exploring the tools and technologies that address workflow challenges, and for the purpose of differentiation, we have placed these technologies into three categories: **Business Management**, **Project Management**, and **Creation and/or Assembly**. Let's look at these categories in more depth.

1 Business Management

BUSINESS MANAGEMENT TECHNOLOGIES

- **Infrastructure Management**
- **Human Resources**
- **Financial**
- **Procurement**
- **Compliance**

Overall business management technology solutions are adopted to facilitate organization-wide efficiencies. They are accessible across all departments and business units of an organization. Typically, they assist in process management for Finance, HR, and Infrastructure, providing a component of forecasting and performance analysis. These technologies for the purpose of this document would be considered as a company wide deployment touching all departments.

Technologies at this level are anticipated to deliver very significant returns relevant to the high costs of purchase and the costs associated with adoption.

Organizational Impact: Broadly Across Entire Enterprise
Return on Resources: Exceptionally High

2 Project Management | Example follows on next page

PROJECT MANAGEMENT TECHNOLOGIES

- **Workflow Routing**
- **Content Review and Approval**
- **Time Tracking**
- **Milestones and Calendaring**
- **Management Oversight**

Directly below Business Management tools is a level of technologies that revolve around departments and teams within an organization, and more specifically, function at a project-level. These project level tools require the participation of multi-function groups. Typically these groups go beyond just Designers and Developers to Department Leads, Directors, and Managers. Further up the chain, they extend to Sales, Marketing and even C-Level Executives and often include Legal and Compliance. Since the nature of output from departments has a widely shared impact across an organization, technologies are also shared and used more broadly. These technologies, for the purpose of this document, would be considered as a part company-wide, part department-level deployment.

Technologies at this level are anticipated to deliver very significant returns relevant to the moderate costs of purchase and the costs associated with adoption.

Organizational Impact: Departments, Teams, Projects
Return on Resources: Very High

inMotion as a PM example

inMotion - Content Review and Approval Management

Included at the Project Management level, the inMotion Review and Approval Workflow Management solution impacts day-to-day creative operations and extends beyond individual departments to deliver value to managers, directors, executives and often legal. The inMotion solution is designed to positively impact bottom-line savings and improve profit margins to deliver:

- **Accelerated time-to-revenue** by getting projects to market faster.
- **Increased profit margins** within project budgets by removing unnecessary costs.
- **Reduced overtime and vendor costs** by removing costs associated with delays, corrections and sluggish processes.
- **Quality improvement** by allowing for broader participation and contribution.
- **Protection of intellectual property** and preserved brand value by maintaining control of assets.

Touching all Levels, Departments & Teams

Content Review & Approvals

Accountability & Archiving

Workflow Routing

Approval Capture

Tracking & Management

3 Creation and Assembly

CREATION & ASSEMBLY TECHNOLOGIES

- **Photo Editing & Design**
- **Concept Mapping**
- **Wikis**
- **Virtual Whiteboards**
- **Collaboration/Meeting Tools**
- **File Storage Devices**

Creation and Assembly is designated as the third level of tools and technologies that are purchased and deployed at the individual task level. They include technologies such as document creation software, code programming packages and graphic or image design tools. They also include low-level and small development collaboration deployments such as wikis, meeting room software and virtual whiteboard tools. Most selection criteria fall to individual preference as their use is typically as an individual or small group. These technologies for the purpose of this document would be considered as individual-level deployment.

Organizational Impact: The Individual, small groups
Return on Resources: Limited as Necessity