

Adstream Workflow Solutions

WorkPath

The truly collaborative project management platform for marketers and creatives

WorkPath is the truly collaborative solution that provides brands and their agencies with an online platform to centralise, streamline and automate marketing project management processes.

With WorkPath you can formalise your best practices and manage your projects securely and efficiently, with greater visibility of activities across all of your markets, locally and globally.

You can easily generate work-in-progress reports and timelines and verify and locate campaign materials at anytime.

WorkPath allows you to set email alerts that will notify team members of project progress and deliverable milestones, improving communication and facilitating overall co-ordination.

WorkPath brings together all participants into a simultaneous workflow scenario that create multiple efficiencies, leading to greater speed-to-market throughout the campaign lifecycle.

WorkPath puts you in control and allows centralised leadership, from initial briefing stages to material approval and delivery.

WorkPath is the ultimate online collaborative solution, keeping marketing projects at everyone's fingertips, always on the same path.

Key Features

- » Access campaign information and updates anytime, anywhere
- » Customised to suit your brand structure
- » Project set up wizard
- » Timeline building functions
- » Easy share user options for controlled access to campaign information
- » Secure data storage and selective access determined by the project leader
- » Complete control over campaign management from briefing to distribution
- » Fast turnaround and approvals with higher speed-to-market
- » Internet banking security standards

Key Benefits

- » Simplified campaign management with transparent communication across all project stages
- » High level of control over campaign information
- » Reduced hardware and software costs
- » Centralised management of assets
- » Accessible job history and easy retrieval of assets and archives

What Our Clients Say

“ One of the great added bonuses of the Adstream solution, is that we get a tremendous cost saving. So we get accuracy and centralisation, and it all adds up to a cheaper way to do business. *Paul Newsham, Head of ATL Europe, Electrolux*
It's a mobile world, and Adstream allows us to keep track of anything, anywhere in the world. *Neil Gannon, Director Marketing Services, Electrolux* ”

WorkPath. Connecting your creative community.

Why Adstream Adstream is the world's leading provider of advertising technology solutions that connect brands, media owners, agencies and production companies by streamlining their business process throughout the advertising cycle, enabling higher efficiency, transparency and profitability. Our team, based in 20+ international offices, serves more than 5,000 clients in 90 countries, worldwide.

Abu Dhabi • Adelaide • Amsterdam • Athens • Auckland • Brisbane
Budapest • Copenhagen • Dublin • Frankfurt • Hong Kong
Johannesburg • Kiev • Kuala Lumpur • London • Madrid • Malmo
Melbourne • Miami • Milan • New York • Paris • Perth • Singapore • Sydney

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