The definitive business case for PageProof's online proofing system

Everyone at the coalface of marketing content creation and approval is aware of the case for a secure, stable, and streamlined proofing system. It is vital to build a solid business case to secure the budget for your preferred online proofing software, especially with so many technology solutions vying for the same funds.

But implementing a new solution – even one that's more cost-effective than the status quo – always comes with some degree of investment. This guide has been compiled to give creative teams, marketing teams, and project managers the foundation for building a credible case for an online proofing system.
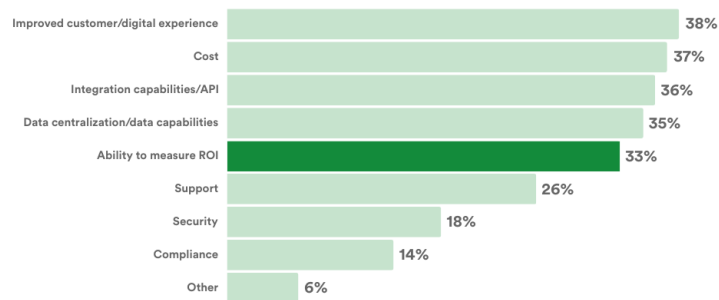
The problems you're working to solve

The starting point for a business case is the question, *"What problem are we trying to solve?"*. From the perspective of any organization, there are two justifications for investment in a new business process technology:

- To increase **efficiency** – which generally results in a reduction in saved time or money by reducing operating costs.

- To increase **effectiveness** - which is less tangible but may include stronger branding and brand loyalty, or quality of improvements, which leads to increased profits.

Both efficiency and effectiveness are critical to evaluating the ROI of a solution. And ROI is one of the top 5 factors marketers cite as the most important when choosing a Marketing Technology solution replacement.

What factors are important when choosing a MarTech replacement

Factor	%
Improved customer/digital experience	38%
Cost	37%
Integration capabilities/API	36%
Data centralization/data capabilities	35%
Ability to measure ROI	33%
Support	26%
Security	18%
Compliance	14%
Other	6%

Source: 2023 MarTech Replacement Survey

Efficiency

Your company may be dealing with:

1. **Unnecessarily high labor costs**
   High labor costs can be attributed to several factors. This includes the time expended on managing the review and approval process of creative work, typically overseen by the project manager or proof owner. Additionally, rework costs incurred by the design department further contribute to these expenses. Moreover, the handling time of the reviewers involved adds to the overall labor costs.

2. **Avoidable external costs**
   For instance, costs related to missed deadlines, resulting in additional expenses. Similarly, legal costs can be incurred due to avoidable compliance issues, which could have been mitigated with appropriate procedures in place, and costly reprinting due to undetected mistakes.

3. **Speed-to-market of content**
   The speed-to-market of content plays a crucial role in revenue generation. Delays in getting content to market can result in missed brand and sales opportunities, thereby affecting future revenue streams.

4. **Brand compliance costs**
   Inaccurate marketing collateral often leads to expensive reprint costs. It may even mean lost sales opportunities. At its worst, mistakes that impact brand reputation can incur legal fees or result in a negative impact on your brand – including brand loyalty – long-term.

5. **ROI on an existing proofing process**
   The return on investment of an existing manual proofing process, or a sub-standard outdated software solution, may come into question. While some proofing processes may be effective, they may also be comparatively more expensive than alternatives, prompting a reassessment of their cost-effectiveness.
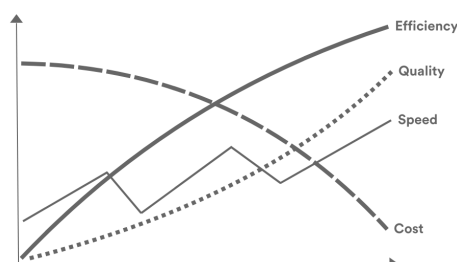
Effectiveness

There are a multitude of less tangible factors that negatively impact your brand when your review and approval process of creative work is not optimized. These include:

1. **Reviewer engagement**
   When collaborators struggle to access creative work, this results in loss of effectiveness. Factors that prevent participation may include an overcomplicated user interface, technological limitations surrounding user access or onboarding, and issues regarding information security.
   When reviewers face barriers to participation, it diminishes the effectiveness of the review process and inhibits effective communication and teamwork within a system or organization.

2. **Lack of synergy**
   The manual review and approval process (emails, meetings, phone calls, etc) when operating independently of other business processes, can lead to a lack of synergy or an increase in workload. Moving this process to online as well as integrating with other business process tools (project management, design software, for example) streamlines creative workflows and reduces decentralized feedback, ultimately enhancing efficiency.

3. **Time wasted**
   Much time can be squandered on communicating about tasks that recur frequently or are duplicates, such as ensuring compliance with brand assets and legal requirements. Without efficient systems in place to track approvals and manage compliance, valuable time is diverted away from more productive activities.

4. **Missed opportunities impact bottom line**
   Failure to ensure that all stakeholders involved in the creation, evaluation, and distribution of marketing materials have access to commentary and decision-making processes leads to missed opportunities to increase institutional knowledge. This oversight can hinder effective collaboration and diminish the potential for innovative strategies. When insights and decisions are siloed, valuable knowledge remains untapped, hindering overall organizational growth and effectiveness.[1]

Importance of organizational effectiveness

Cost and resource efficiency
Reduced costs and better resource allocation.

Greater employee engagement
Increased innovation, retention, and experience.

Impact on the bottom line
Better productivity and profits.

Better customer outcomes
Greater satisfaction, longevity, and loyalty.

Source: Superbeings

Quantifying the problem

Use evidence where you can to show the true cost of the problems your business case identifies. To help quantify the problem, we have provided a calculator on the following page to calculate the cost of running your proofing process today. After adding your team's details, the calculator will show you the estimated savings after implementing PageProof.

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1   Superbeings: Organizational effectiveness: A guide to company success.

Calculate the cost savings using PageProof

The calculator below is split into team sections – reviewers, project managers, and designers. Enter the average annual salary, the hours per week spent on the tasks in the relevant area, and the number of team members. The annual cost shows the current cost to each area of your business. Add the PageProof quotation to the last field of this calculator to show your estimated overall savings.

Reviewer time

Reviewers: Those inside and outside of your team asked to give feedback and approvals on creative work.

PageProof's own data show a 61% reduction in cumulative reviewer time compared with review and approval processes that are **not centralized or online.**[2]

	AVERAGE ANNUAL SALARY	HOURS PER WEEK SPENT REVIEWING	NUMBER OF REVIEWERS	ANNUAL COST	ANNUAL SAVINGS
EXAMPLE	$80,000	2	30	$115,385	$70,385
COST CALCULATOR					

Team productivity

Project managers: Those creating and managing proofs and their workflows.

PageProof data shows a 38% increase in team productivity compared with review and approval processes that are not centralized. Project managers spend **significantly less time**, chasing feedback, resolving contradictory reviewer comments, updating other business teams with project statuses, and they **manage fewer versions** before final approval.[3]

	AVERAGE ANNUAL SALARY	HOURS PER WEEK MANAGING PROOFS	NUMBER OF PROOF OWNERS	ANNUAL COST	ANNUAL SAVINGS
EXAMPLE	$100,000	15	3	$108,173	$41,106
COST CALCULATOR					

Rework in design/artwork department

Designers: Creators of content – social, digital, design, brand, communications, corporate.

PageProof has been shown to reduce rework by 53%. Designers see a **dramatic reduction** in the number of versions a proof will go through before final approval, faster turnaround of change requests whilst making **less errors**.[4]

	AVERAGE ANNUAL SALARY	HOURS PER WEEK MAKING CHANGES	NUMBER OF DESIGNERS	ANNUAL COST	ANNUAL SAVINGS
EXAMPLE	$65,000	18	5	$140,625	$74,531
COST CALCULATOR					

Total annual savings

PageProof quotation

Estimated overall savings

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2   Reviewers using markup features, magic tools, checklists, compare mode, invisible reviewer comments, and importing PDF comments were able to show a 61% reduction in the time needed to complete their proofing tasks.

3   Project managers using proof templates, private comments, integrations directly to their project management tools, automatic skipping of previous approvers, automated reminders with well setup workflows, and automated reminders showed a 38% increase in productivity.

4   Artwork designers working with PageProof's plugins for Adobe Creative Cloud were able to see the changes directly on their artwork files making changes faster, improving the quality of the change, and reducing the number of errors - therefore reducing the number of versions needed.

Best return on investment

When considering an investment in online proofing, or upgrading to a modern more integrated solution, PageProof stands out as cost-effective with a remarkable return on investment.
Enterprises utilizing PageProof can anticipate payback periods that fall significantly below the industry average for online proofing platforms, with investment expected to be paid back under 8 months vs 14 months[5] for the online proofing category on average. This makes it an excellent choice for both large enterprises and small to medium-sized businesses alike.
PageProof's great return on investment combined with its robust features makes it a wise investment for organizations seeking efficiency and effectiveness for their creative approvals.

Summary

PageProof offers a significant reduction in inefficient procedures throughout the entire review and approval process of creative work. Additionally, it demonstrates improvements to enterprises' effectiveness in creating and distributing content by streamlining your processes. These improvements include efficiency gained by simplifying proofing, streamlining management, increasing visibility, inclusion and collaboration, and greater synergies with existing business process systems.

It should be noted that in a climate where technologies, such as automation and AI, are ever evolving, further efficiencies will be gained by moving to an online proofing solution – future-proofing your business.
Better visibility, collaboration, automation, and improved efficiency produces a quantifiable ROI for any marketing and creative department.

5   Results from G2 online proofing category industry report