

Is your Promo Operations *Lean* or *Mean*?



Do you use manual workflows to create, version & deliver Promos?



Nope, our entire Promo Operations workflow is automated

Yup, we love working with multiple spreadsheets and emails!

Doesn't everybody?

Once a promo creative is ready, do you create different versions manually?



No, never! We have a versioning appliance that allows us to configure graphics, audio files, text and logos & create versions based on these automatically

Yes, and we love it!

Not really

Are you serious? That's a thing?

Do your editors and Promo Operations staff often tear their hair out, manually coordinating and reviewing the hundreds of elements needed to make promos Tx ready?



Nope! They just focus on the creative stuff

Umm... constantly!

Is the number of edit resources you use for Promo Operations eating into your profits?



Nope, we're good!

You bet!

Your Promo Operations is **Lean**.
Congratulations!
Keep it up!



Your Promo Operations is **Mean**.
Oops! Looks like you need PFT's Promo Operations Module!



Try out Prime Focus Technologies' (PFT's) Promo Operations Module – an industry-first solution to automate Promo versioning & rendering! Schedule a demo today!



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