



Optimized for the Enterprise

Major Greeting Card Company Streamlines Creative Design Process with Optix



Thanks to Optix, one of the U.S.'s largest greeting card manufacturers was able to add critical project management discipline to their creative design process. Results included: less re-work and improved process auditing, plus valuable time and cost savings.

The creative design process is the heart and soul of one of the U.S.'s largest greeting card manufacturers, whose products are found in over 40,000 stores in the U.S. and over 100 countries worldwide. The multi-billion dollar company has over 1,000 employees – including artists, designers, copywriters, and editors – involved in product and packaging design. They rely primarily on Macintosh technology for this complex process.

Optix: Opportunity

The greeting card manufacturer recognized the following key business needs, which drove them to select Optix as their document management and workflow solution:

- Resource and schedule management enhancements required to streamline production process
- Needed to improve version control to minimize unnecessary re-work
- Desired flexible solution that supported greater project management discipline
- Comprehensive support for the Macintosh platform required

Optix: Options

The company's Optix implementation included:

- Optix Server running on Sun Solaris and Oracle
- Optix Workflow
- Comprehensive training for systems administrators and developers

Optix: Optimized

The company realized significant business benefits from their Optix implementation, including:

- Optix Workflow supports easy routing based upon the organization's business rules
- Optix's graphical tools allows in-house indexing screen and workflow development
- Tight integration with legacy systems, thanks to Optix's open APIs
- Workflow auditing functionality allows insights into potential process improvements