

Tim™

ONLINE



**Spreading your
thinner resources
thicker...**

TimTM

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Totally Integrated Marketing

The single-source, global marketing solution that saves time and money, and increases business effectiveness

Save time

- Control and manage projects and campaigns of any size online
- One online source for all digital assets and collateral
- Online artwork creation, proofing, print and data management

Reduce cost

- Share and access files instantly to avoid duplication
- Print on-demand or deliver artwork to the point-of-need
- Less reliance on traditional collateral through greater use of online media, for example: e-brochures/e-catalogues; email and viral marketing; broadband TV
- Templated artwork creation reduces artwork costs

Improve business information

- Track customer movement and activity
- Access full audit trail on every project
- Easy-access archive for all material

Improve business effectiveness

- Co-ordinate and integrate all marketing communications media
- Control and manage corporate and brand identities
- Define project teams and share/ delegate responsibilities online
- Control and utilise database and variable data media for enhanced one-to-one customer dialogue

Reduce your carbon footprint

- Migrate from 100% traditional collateral to greater use of online media
- Online project management and web-conferencing reduces need for face-to-face meetings
- Print on-demand saves stockpiling and waste





Feature overview

four[12] **Timasset**
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Manage IP assets effectively
to streamline workflows

five[12] **Timimage**
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Store, retrieve, rights manage
and manipulate images

six[12] **Timpics**
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Collaborate remotely on image/
asset selection and approval

seven[12] **Timproject**
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A powerful project, campaign
and tasks manager

eight[12] **Timproof**
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Dynamic, collaborative proofing
tool with visible audit trail

nine[12] **Timart**
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Create own-brand dynamic artwork for
re-purposing by unskilled users

ten[12] **Timtv**
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Instant broadband delivery of news,
presentations and training programmes

eleven[12] **Timmy**
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User dashboard for key
performance indicators



A full digital asset management system designed and built around your business structure and workflows.

- **All your Assets** – Logos, artwork, brochures, presentations, movies, stationery, templates, images, drawings – any digital file.
- **Customised Structure** – Design the database with variable fields for different sectors or divisions in your organisation.
- **Visual Database** – Many file formats can be processed for previews to help navigate the collections.
- **Job Bags** – Powerful collections you can share and send with annotations and attachments.
- **Version Control** – Advanced features to control assets, including quarantine and auto-redundancy.
- **Access Control** – Variable permission levels for internal and external uses – with provision to control files at asset level with 'gatekeeper' function.
- **Advanced Searching** – Fast, flexible searching including user-defined filters and specialised narrow-search facilities.
- **Fast Upload** – Auto form-filling and bulk upload facilities to aid database building (and we offer a bureau service).

Store, retrieve and manipulate images in multiple formats

- **Image Library** – A fully featured image library with advanced image preview and conversion routines – constantly updated for the latest formats.
- **Manage Rights and Permissions** with a flexible ‘gatekeeper’ function for logging use and/or permission-seeking.
- **Image Editor** – Crop, rotate, re-colour, brighten and manipulate images online for instant use in desktop applications.
- **Re-purpose** – Automatic conversion of images into various file formats and resolutions.
- **Notes** – Add notes, captions and attributions – or attach more detailed ‘associated’ files.
- **Watermarking** – Control reproduction through watermarking and other security features.
- **Flexible Meta-tagging** – Full range of keywords, data capture and user-defined custom fields to find and reference your images.



A collaboration tool to allow photographers and image generators to bulk upload assets remotely for selection and approval.

- **Remote upload** – e.g. by location photographers.
- **Presentation** – slideshow presentation of image galleries.
- **Real-time selection** – approve, quarantine, archive or delete files during the presentation.
- **Instant tagging** – add keywords immediately as part of the selection process.
- **Shoot management** – store history of uploads and selections for future reference.



Project centre is the core of TIM's Resourcebase – a hub of marketing projects, which shares information, collates assets and communicates with everyone involved. Ideal for events, print projects, advertising and DM campaigns and press packs.

- **Project Templates** – ready-made templates for common projects such as: exhibitions, advertising campaigns, print projects, press releases, etc.
- **Job Bags** – Collect groups of assets for each project for easy download or sending – images, layouts, copy, mailing lists, artwork templates, Word documents.
- **Active Calendars** – Show and report on marketing schedule by type of activity.
- **Tasks and Reminders** – Set to-do lists with actions and automated reminders.
- **User Groups** – Define the project team and create private projects as required.
- **Links** – Build a list of links for each project for key contacts and suppliers.
- **Publish Projects** – Send links to your project to internal and external users.



Within the marketing function, the creation of marketing collateral can require many thousands of sheets of paper, using large amounts of printer toner and energy.

Proof Tracker simplifies and manages complex proofing workflows between clients, colleagues and partners, virtually eliminating the need for paper proofs. Each proof carries detailed monitoring and tracking functions.

- **Version Control** – Book-in/book-out system avoids overlapping comments and manages the issuing of updated proofs.
- **Proofing History** – Track reviewer behaviour by name, time and action.
- **Advanced Approval** – Define approval requirements and auto-approve proofs that comply with agreed criteria.
- **User Groups** – Distinguish between editors, reviewers and project leaders.
- **Optimised PDF Proofing** – Facilitates Acrobat's mark-up/message tools.
- **Alerts** – Automated messages to alert participants to the posting of new and updated proofs.
- **Multiple Formats** – Manage proofing and collaboration in PDF, Word, PowerPoint and Excel formats.



Templator is an advanced artwork templating tool that allows designers to create artwork (in the usual software suites like Quark and InDesign) and then, after saving the artwork as a PDF, embed controls to allow managed editing by non-skilled personnel throughout the organisation.

- **Total control** – define editable text and image elements.
- **Embedded brand guidelines** to ensure correct use of font type, weight and size, colours and image options.
- **Live preview and proofing** – review editing in real time.
- **Ideal for providing local content** and contact info for adverts, flyers, posters, invitations and business stationery.

Broadband television is one of the most effective, cost-efficient solutions for the delivery of product news, brand developments, sales presentations and training programmes – both internally and externally.

Dedicated news and information channels can be updated regularly, and online delivery enables dynamic customer communications on a 24-hours-a-day, minute-by-minute basis.

- **Huge marketplace** – high penetration (over 400 million users worldwide and growing) and connections are getting faster.
- **TV quality broadcasting** – now possible online thanks to leading-edge technologies.
- **Global triple play** – voice, video and data capture.
- **Low cost of entry** – for owners and audiences.
- **Accessibility** – new generation TVs have built-in broadband connection.
- **Multiple delivery platforms** – mobiles, TVs, internet, PCs, IPTV.
- **Rapid deployment** – low-cost broadband programmes can be created and online within 48 hours.
- **Multifunctional** – includes Search Engine Optimisation, e-commerce capabilities and full customer tracking.

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The 'My Account' page is an individual user dashboard for key performance indicators which tracks user behaviour and offers quick links to common tasks:

- Last search.
- Last ten downloads.
- Sent and received assets.
- Sent and received job bags.
- Proofing group membership.
- Project group memberships.
- Assets awaiting permission.
- Login details editing.

If you would like to know more
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of integrated online solutions can
help you manage your marketing
more effectively, contact us at
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