

BUSINESS SOLUTIONS

Meeting And Exceeding Client Demands In A Digital World

(NAPSA)—Deliverables: Every business has them, especially in small agencies, where several assignments are juggled at once and multiple projects are due to clients daily. Most are managed online or over e-mail. Take a creative professional at a design shop, for example, who is reconstructing a client's entire website. Prototypes and mock-ups are drafted and numerous versions are exchanged constantly until the final is complete and the website goes live. Take the tax accountant during tax season, who sends many sensitive documents back and forth to clients for signatures, clarification on details and background. Bottom line: Everyone has important information that get sent often.

For example, global communications firm Big Sky Communications often manages multiple projects at one time and relies on rapid content sharing to meet changing client requests. "The content we create is integral to our clients' marketing and sales programs, so it's vital that every last detail is perfect and final materials are delivered on time," says Colleen Padnos of Big Sky Communications. With the massive amount of e-mails and attachments being sent around the Internet these days, however, businesses are vulnerable to the technical difficulties that come with "information overload," which could prevent their hard work from being delivered on time.

In fact, recent research by Plantronics shows that the use of



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e-mail by professionals has increased 78 percent over the past five years, nearly 83 percent use e-mail as a primary communication tool for business—and nearly 57 percent say they're overwhelmed by the volume. It seems pretty clear that the variety and rate at which people share and send information is not slowing down and that the volume and variety of content in businesses continue to explode as organizations create documents, e-mails, Web content, rich media assets and corporate records.

Fortunately, there may be a way for businesses to send digital content easily while collaborating better internally, meet the high demands of clients and not get bogged down by the amount of information. The creator of Acrobat and Reader offers a new way to securely transfer files from one place to another without clogging in-boxes or sending extraneous messages back and forth to check on the status of a sent file. With

the latest upgrades to its file transfer service, Adobe SendNow, users can send, view and securely access a variety of file types from anywhere. As Padnos says, "With Adobe SendNow, we have an easy, reliable way to manage, share and collaborate on large files with clients everywhere."

These days, transferring documents is just the start. This is an age of sharing—no matter what device (mobile, tablet, desktop or laptop computer) or format (photos, video or audio) you're using, your client, boss, even your mother expects it can get done and get done quickly. SendNow offers these capabilities and more. "We constantly develop a variety of video and multimedia content for our clients—anything from three-minute customer videos to interactive presentations and in-depth customer success stories," says Padnos. "We use Adobe SendNow to reliably share large files, having confidence that our clients always have easy access to project content when and where they need it. We can quickly and cost effectively deliver up-to-date content to project teams for review and accelerate finalizing content to meet our clients' tight deadlines."

Deliverables in the Digital Age should be nothing short of simple. With the right technology in place, small businesses, professionals and everyday users have the ability to transfer information in less time and avoid the challenges that come with sending large files—all with little or no cost.