

PaxPro™

Brand and Packaging Asset Management Solution

As the physics of marketing have changed, your company must have a packaging-driven brand strategy in order to compete successfully. 75% of purchase decisions are made at the shelf. FDA recalls are occurring everyday. Retailers are dominating the consumer. Optimizing the management of your brand assets is a compelling differentiator for your products and your company. PaxPro is the solution

PaxPro is a comprehensive set of tools that help marketers in the consumer packaged goods and pharmaceutical industries document improved efficiency and effectiveness across all aspects of brand marketing - from ideation to hand off to converters and suppliers. PaxPro is proven to provide return on investment by stripping time and cost out of both the brand marketing and package development processes

Benefits You Can Expect from PaxPro:

- Speed to Market
- Demonstrable ROI
- Increased Innovation
- Increased Efficiency and Effectiveness
- Streamlined Communication and Collaboration
- Reduced Costs
- Increased Use of Intellectual Capital
- Protection and Extension of the Brand
- Complete Packaging Specification Management
- Compliance to 21 CFR Part 11
- Compliance to Sarbanes Oxley

PaxPro Architecture:

Specification Management Features

Bill of Specification/Materials	Spec Change Management	Spec Office
Secure ERP Integration	Secure Publishing	

Digital Asset Management Features

Access Control	Version Control	Soft Proofing
Annotations	Subscriptions	Archival backup
Revision Control	Discussions	Information Taxonomy

Workflow and Collaboration Features

Review	Approval	Notification
Forms	Job Tracking	Automated Alerts

Project Management Features

Work Breakdown Structure	Gantt Charts	Project financials
Risk Analysis	External references	Import/Export
Schedule Driven		

Visualization and Soft Proofing Features

Thumbnails	Lightweight Viewables	PDF Creation
Annotation	Shared Markups	Virtual and Remote Proofing
File Repurposing	Color Management	

Core Best Practices Features

Search	Visual Cues (thumbnails)	Custom Attributes
Reporting and Analytics	Collaboration	Templates
History	Audit	Lifecycle Mgmt.
Role-based security	Re-purposing	Complex file support (400+ file types)

The Major Features of the PaxPro Solution:

Version control and history for control over critical files.

- Ensures access to the most recent versions of documents.
- Maintains “single version of the truth” reducing errors and delays.
- Provides unchangeable electronic record of who made what changes when to files.
- Reduces rework to decrease project time and cost.

Rights-based access control for control of viewing and permission to all digital assets.

- Assures the right people have easy access to the information they need to work efficiently.
- Varying permission levels ensure right amount of access.
- Document-level viewing control allows prevention of viewing by person to protect the confidentiality of the most sensitive digital assets.

Thumbnails of files for quick identification of files in searches.

- Eliminates the need to sort through clutter to find needed files.

Paxview and RealTimeProof™ for quickly reviewing and marking up a document or image.

- Allow users to view files without having to have the expensive software in which they were created.
- Provide tools to comment and markup files in context.
- Automatically combine comments from multiple reviewers.
- Enables soft proofing of high-resolution graphics with built-in densitometer.

Automated workflow for serial and parallel review-and-approval cycles.

- Provides the right content to the right participants in a timely manner.
- Minimizes lag times and ensures smooth handoffs.
- Expedites approvals.
- Promotes formal collaboration.

Templates for capture of often-used processes can be automated.

- Eliminate the need to re-create proper routing
- Capture best practices
- Ensure consistency from project to project

E-mail links for quick access to files within the digital asset management repository.

- Provides others with an easy way to comment on digital files.
- Minimizes time spent searching for assets to review.
- Promotes informal collaboration.

Project templates for quick creation of frequently followed task plans.

- Eliminates the need to re-create commonly used plans.
- Captures best practices.
- Ensures consistency from project to project.

Task plan support (Work Breakdown Structure) for management of projects' tasks, dependencies, timelines and resources.

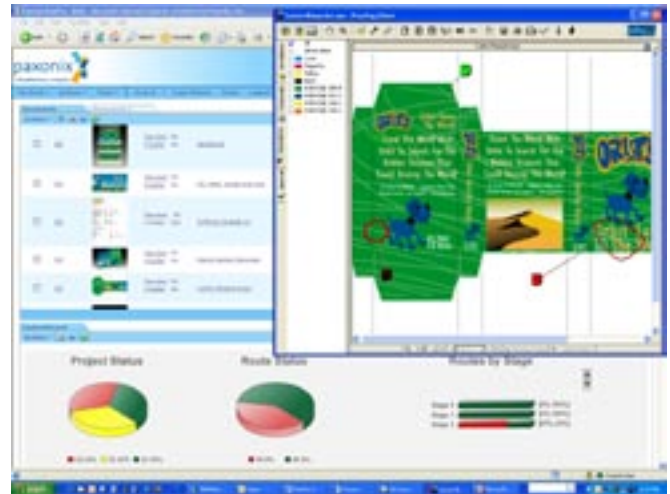
- Eliminates the need for all project members to have costly project management software.
- Provides the most used features of more costly software tools.
- Allows true duration-based project management.

Gantt charts for visual representation of projects.

- Allows tracking of estimates, actuals, and baselines for real management control and easy to understand visual status of project.

Import/export capability for creation, modification and reporting on projects.

- Allows viewing and modification of projects in well-known formats.
- Microsoft Project integration supports use of its most used features.



Dashboards for “at-a-glance” management of complex projects

The Paxonix Web-based environment also provides a complete specification management platform designed to fit the specific needs of the packaging lifecycle.

Create Specifications

- Standardize product data across an enterprise, or quickly create frequently followed task plans.
- Greatly improves the speed of creating and changing specifications.

Manage Specifications

- Across business units and regions, securely over the Internet.
- Quickly collaborate on specification details.
- Provides a single point of access to all Packaging Specifications.

Search, Print and Subscribe

- To specifications, improving speed to market.
- Be alerted about changes to Specifications in real-time.
- Ensures access to the most current specifications across the enterprise.

Specification Change Process

- Streamlines Specifications Change Orders (SCO's) throughout the enterprise.
- Approval routes and templates manage the changes to all specifications.

PAXONIX. BRAND VALUE BY DESIGN.

866.729.6649 | www.paxonix.com

