

Trusted Cloud Collaboration

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How an Advertising Agency Produces Marketing Material and Digital Assets in the Cloud

Reichl and Partner is one of the largest advertising agencies in Austria. The agency works for large international corporations including the Fabasoft group.

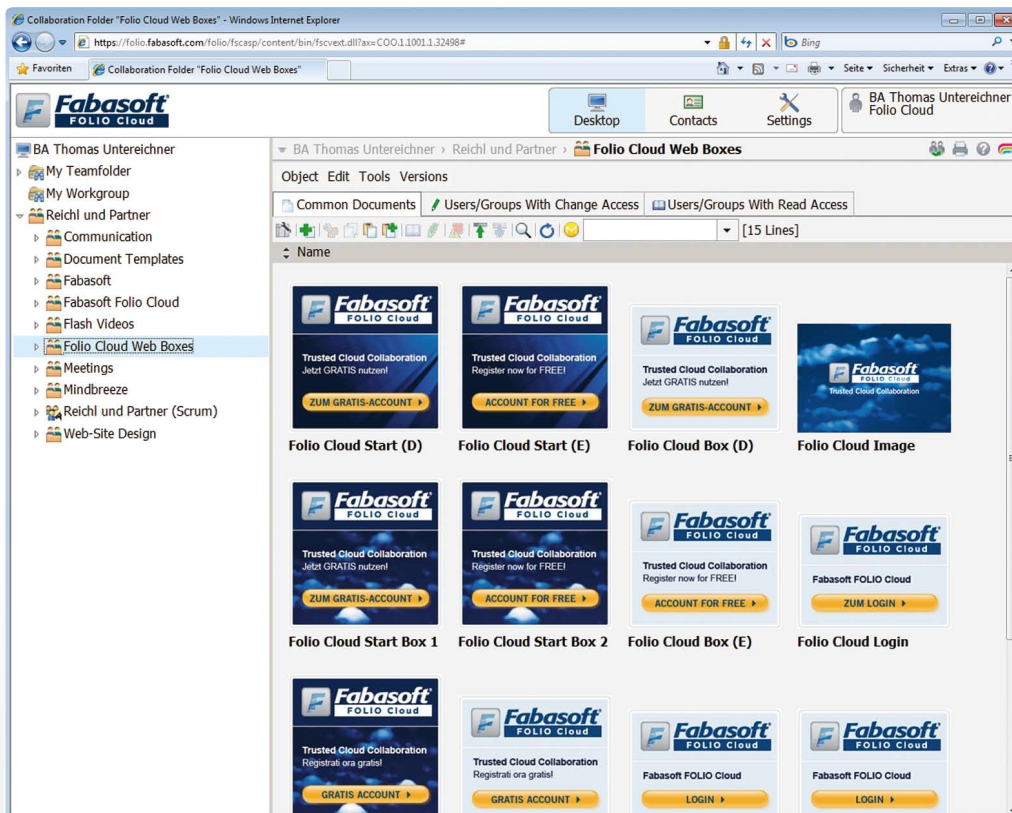
Reichl and Partner – as many other advertising agencies – often needs to handle feedback iterations with its clients in a short period of time. Processing feedback by exchanging e-mails and CDs/DVDs can be a nightmare. The feedback process to produce marketing material and digital assets for the Fabasoft group is now managed in the cloud. Members of the marketing team from Reichl and Partner and from Fabasoft do have instant access to work results. Anywhere, at any time, and on any web browser device. Changes can be applied directly and are visible immediately.

The cross-company marketing team manages its work pipeline with an agile project in the cloud, based on the agile project management method “Scrum”.



REICHL UND PARTNER
werbeagentur

figure: Thumbnail View in Fabasoft Folio Cloud



“In the past, repeated interaction for the joint development of marketing products was associated with considerable time and effort. With Fabasoft Folio Cloud, we are able to present the latest results of our work quickly and easily. We even save large graphic and video files safely and reliably in Fabasoft Folio Cloud.”

Mag. Rainer Reichl
Reichl und Partner
General Manager

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