

Title:

Extranets For Advertising Agencies

Word Count:

616

Summary:

Ideally, clients and agencies have aligned interests, and they usually do. Today there are rea

What is an extranet?

Specifically, an extranet is a private web site that provides a secure environment for a sele

Although it is accessed through a web browser, su...

Keywords:

extranet, intranet, advertising, agency, software, document, collaboration

Article Body:

Ideally, clients and agencies have aligned interests, and they usually do. Today there are rea

What is an extranet?

Specifically, an extranet is a private web site that provides a secure environment for a sele

Although it is accessed through a web browser, such as Internet Explorer, it differs from a pu

Agencies use extranets as a client service tool to share documents with clients and vendors, t

Often, extranets are used to replace email as a means to communicate within and across work gr

An extranet increases agency efficiency and makes a client's life easier by saving time and fr

Controlled by the agency, it puts both current projects and past work within easy reach at any

It provides instant client feedback and a permanent record of all comments and activity. Input

In addition to supporting day-to-day client service, extranets can be used in a variety of way

Choosing an extranet

As with all ad agency software, when choosing an extranet there are a variety of choices, each

Does it support the way you work now? If you have to change the way you work, it's possible th

Will your staff and client want to use it? The more complex the extranet, the less it will be

Does it have the tools your agency needs? Make sure that the extranet supports all the applica

Today, clients have less and less time. Projects are moving faster and faster, and there is le

An extranet addresses these issues directly, and offers the advantage of having all pertinent

Ultimately, the case for an extranet is driven by everyone's desire to be more efficient and e

Developed by SANFACE Software <http://www.sanface.com/>  
Available at <http://www.sanface.com/txt2pdf.html>