PGi

THE MARKETER'S GUIDE TO
ONLINE TEAM WORKSPACES

INTRODUCTION

As a marketer, you have to collaborate effectively both inside and outside your organization to get your job done. Yet there comes a point when email and file sharing sites just don't cut it for the level of collaboration that you need. What if you could connect your people, your content and your schedules in one centralized workspace, so everyone gets things done together? You can, with cloud-based team workspace software.

Companies with formal collaboration initiatives report:

71%
higher operational efficiency

51%
greater on-time project delivery

30%
higher customer retention

Source: Aberdeen Group
Enterprise Social Collaboration: The Collaborators' Advantage

Marketers, however, have specific needs when it comes to online collaboration tools. To bring order to all of the projects that marketing must juggle, you need a platform that lets your team share files, calendars, status reports, project plans and conversations – all in one place.

But with so many solutions offering such a variety of different capabilities, how do you know what to look for?

PGi is a leader in collaboration solutions. We've spent a lot of time listening to, learning from and working with leading marketing and agency executives to understand what it takes to deliver an online collaboration and team workspace that is more than just a fancy place to store files.

Listed on the following pages are several important considerations for choosing a team workspace for your online team collaboration needs.

ROBUST FILE SHARING AND CONTENT MANAGEMENT

A team workspace is the hub for all shared information, including creative assets, media files and day-to-day communications. Team members shouldn't have to worry over whether or not they're working on the most recent version of a document. Rather than having important project assets scattered across individual hard drives and email inboxes, make sure files are safe and secure in the cloud.

For the best experience in file sharing and content management, look for:

- Automatic version control, so when there is more than one copy of a document, the most recent version is clearly displayed with information about when changes were made and by whom.

- Automatic notification to everyone contributing to a particular document that a new version has been uploaded and is ready for review, along with easy, one-click access to that document.

- Protected environment offering full control over user permissions; feel secure knowing who can view, edit, move or remove documents.

Collaborators don't have to have an account with iMeet Central; send links to people outside your organization. Maintain controlled access to files using link expiration dates.
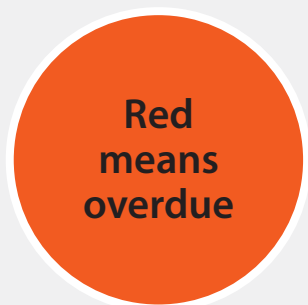
COMPREHENSIVE PROJECT MANAGEMENT

Keeping everyone in sync is crucial for smooth collaboration across cross-functional teams. To efficiently and effectively manage a campaign lifecycle from a single workspace, look for:

- Automated status and customizable progress report templates that help keep diverse teams accountable.

- Individual settings so team members can choose how they view tasks, milestones and events based on a specific project and work-space.

- The option to have tasks and updates automatically sent to individual email accounts.

- Calendars that provide a comprehensive view of project milestones and activity.

- Multiple view formats including Gantt charts, drill-down details, team assignments and due dates.

iMeet Central has status-related color-coding:

Red means overdue

Yellow means in progress
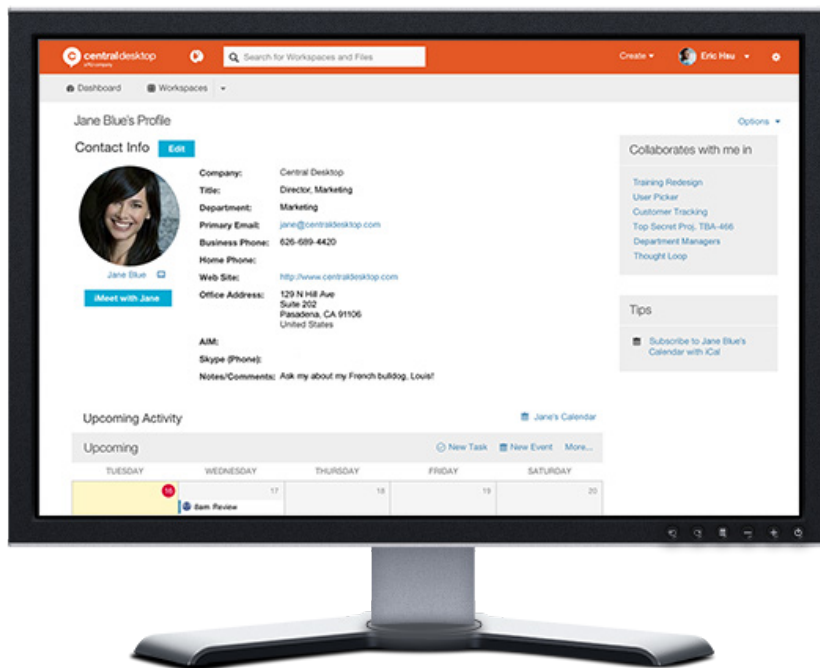
Green means completed

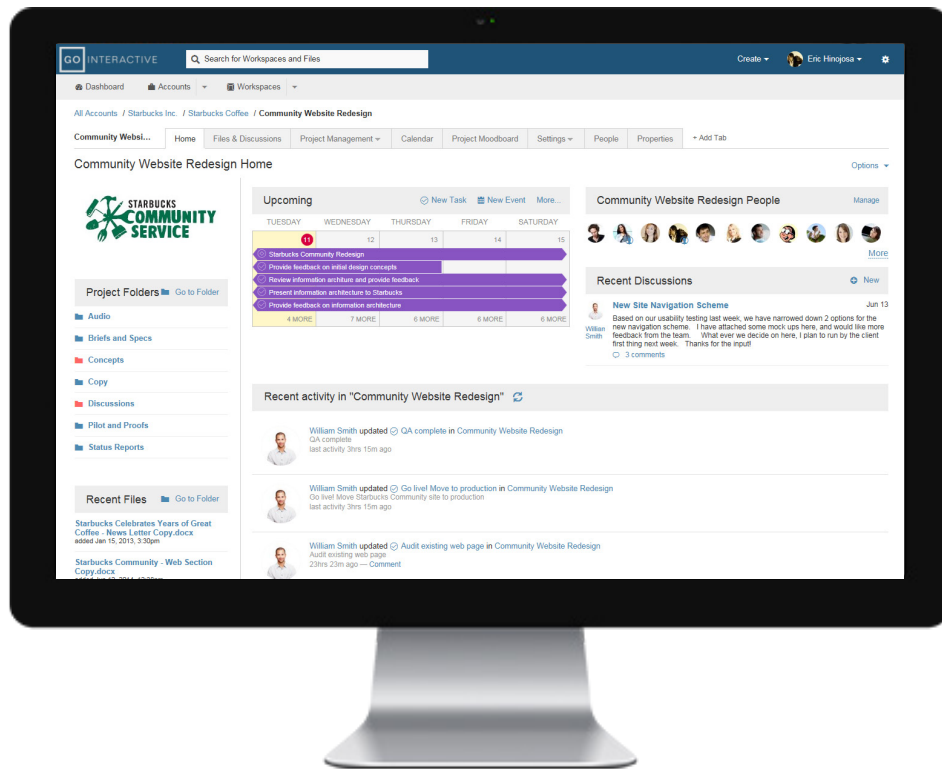**Color-coding makes it easy to see if projects are on schedule and if things are getting off track.**

CENTRALIZED TEAM COMMUNICATIONS

Centralized communication makes it easier for colleagues - as well as freelancers, contractors, clients, vendors and other external partners - to work with you. Yet there can be as many ways and preferences to communicate as there are team members. So you can easily track what is happening and what needs to be done, look for:

- Automatic discussion threads that track discussions and archive communication between team members, whether it happens within the platform or through individual email accounts.

- Chat notification that facilitates immediate exchanges between team members by showing alerts when someone has logged into their personal instant messaging account.

- Integrated web conferencing makes it a whole lot easier to schedule meetings and enable teams to connect and collaborate in a more engaging way including sharing screens, white-boarding ideas, and presenting creative.

Quickly start a one-on-one virtual meeting within iMeet Central with just one click.
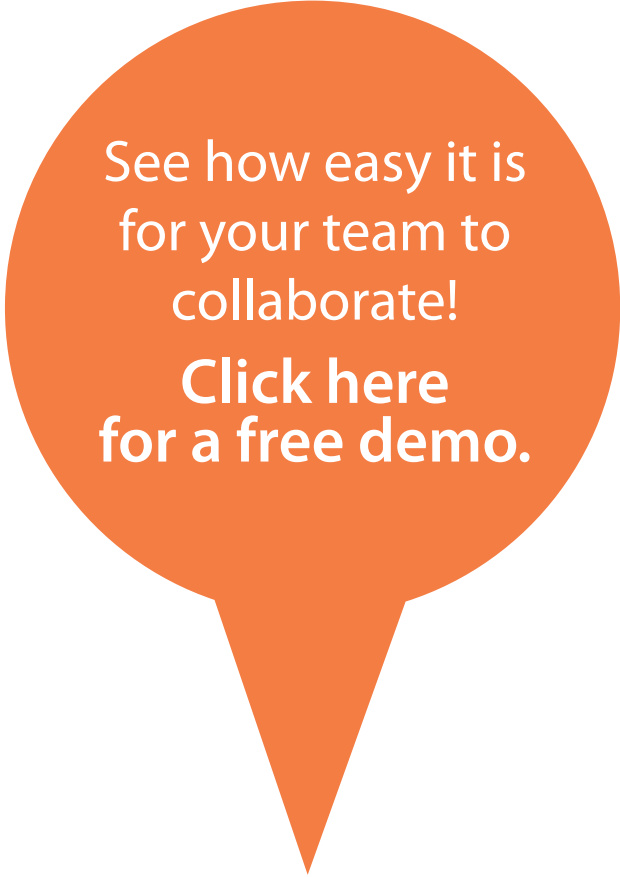
EASY IMPLEMENTATION

Keeping your team productive and efficient is important so making sure you have the right features and functionality in your new software is a must. However, ease of implementation should also be considered. A cloud-based solution can save months of deployment time and still meet your company's security standards.

To keep your IT and marketing departments both happy, look for:

- Enterprise-grade security daily back-ups for network, server, application and data protection.

- Open API and third-party integration for implementing seamlessly with your existing tools such as CRM or sales enablement.

iMeet Central by PGi – The Smarter Way to Collaborate

iMeet Central is a powerful online collaboration solution that enables teams to collaborate around files, combine knowledge, inspire ideas and manage projects—at any time, from anywhere in the world. Some of the most well-known brands trust iMeet Central's team workspace and project management software to launch marketing campaigns, manage global projects, collaborate with contractors and agencies, connect cross-departmental teams and more.

See how easy it is for your team to collaborate!

Click here for a free demo.

ABOUT PGi

PGi is the world's largest dedicated provider of collaboration software and services. We created iMeet®, an expanding portfolio of purpose-built applications designed to meet the daily collaboration and communications needs of business professionals, with solutions for web, video and audio conferencing, smart calendar management, webcasting, project management and sales acceleration. PGi's award-winning unified communications and collaboration (UC&C) solutions help nearly 50,000 businesses grow faster and operate more efficiently. To learn more, visit us at pgi.com.