

backboard

Faster feedback, quality results

Better feedback for marketing professionals

As a marketing professional, you are responsible for collaborating with others across the company to produce documents that define and promote your company's products and services.

Circulating those documents for feedback and approval can be a very inefficient process--especially when you are working with five or six reviewers.



Inevitably, each reviewer communicates their feedback to you in a different way, leaving you with the time-consuming process of consolidating the feedback and settling inconsistencies. Once additional versions of the document are in play, the process becomes even more complex.

Backboard vastly improves the process of getting feedback on documents.

Backboard has been designed from the ground up as a faster, more effective, web-based tool for document feedback and review. It effectively supports all major stakeholders in the feedback process:

For Feedback Providers, it is easy to use.

Time-pressed reviewers will only use a system they can learn right away. Backboard displays the document in each reviewer's browser (no need for special software) and provides a consistent feedback environment for all types of files.

For Marketing Professionals, feedback is consolidated.

Backboard collects all feedback and approvals on a document in one place, automates requests and reminders and puts you in control of what edits make their way into your work.

Incorporating Backboard into your feedback process results in faster, higher-quality feedback. This saves time for you and your team and limits costly and embarrassing mistakes.

Supports all your file types

Backboard supports the vast majority of file types frequently used in marketing:

- Documents (Word, PDF)
- Presentations (PPT)
- Spreadsheets (Excel)
- Websites and URLs
- Images (PSD, JPEG, etc.)

Coming soon:

- Publishing (InDesign, Quark)
- Video and Audio

Industry-standard security

Backboard utilizes industry-standard security (128-bit SSL Encryption) so your documents stay safe. Uploading a document to Backboard is more secure than sending via most email systems.

Keep just one copy

Backboard greatly reduces the number of copies of unfinished documents in circulation, reducing your litigation risk and making it easier to comply with document retention policies.