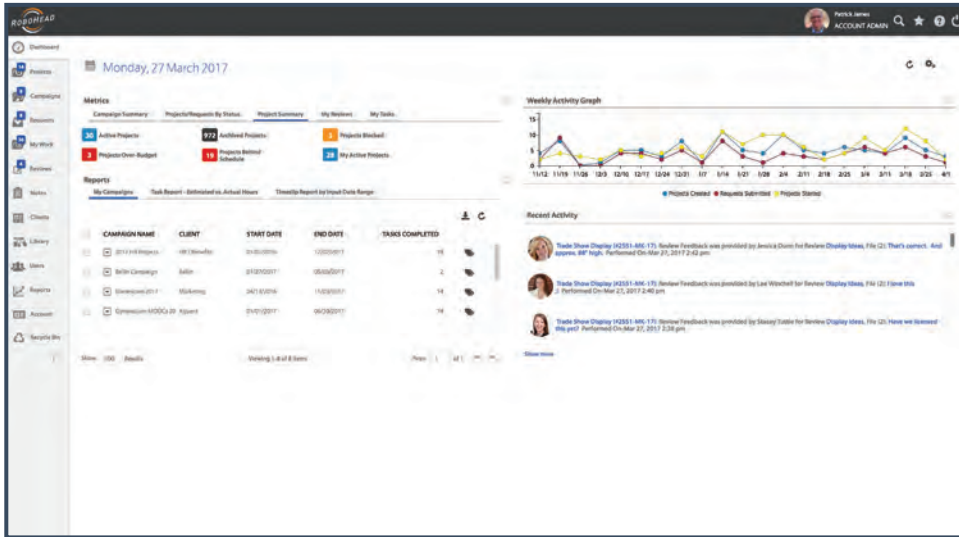# Marketing & Creative
All on one platform.

RoboHead was specifically designed for Marketing and Creative teams and the type of high volume, fast turn projects and deliverables they manage every day.

Dashboard features

Each user in RoboHead has the ability to configure their own dashboard sections in any order:

- Metrics – Keep track of campaigns, projects, requests, reviews, and tasks.
- Recent Activity – An ongoing feed of what's going on (and you control what appears).
- Weekly Activity Graphs – A trending graph that shows requests submitted, projects created and started, and hours estimated and worked.
- Reports – Once you create the reports you need to run your business, they can be saved and shown here on your dashboard for quick access.

Requesting Projects

Gone are the days of the "one size fits all" creative brief. With RoboHead's configurable project request form, you have the ability to get the right information the first time.

- Required Fields – Can't move forward without specific information (due date, budget, cost center, etc.)? Make fields required and the request can't be submitted without them.
- Conditional Logic – Need to ask multi-layered "if/then" questions? Configure your form to ask further questions when needed.
- Rules – Show a message or send an email based on what's been input.
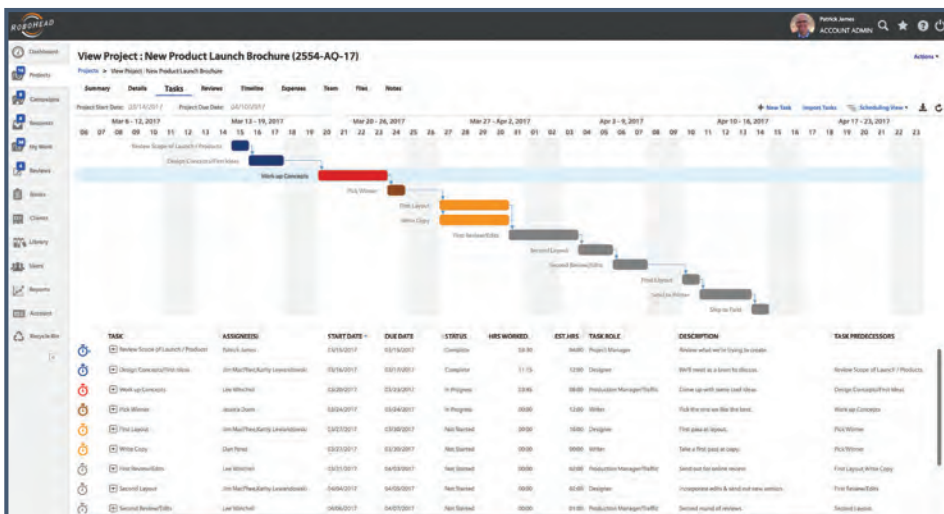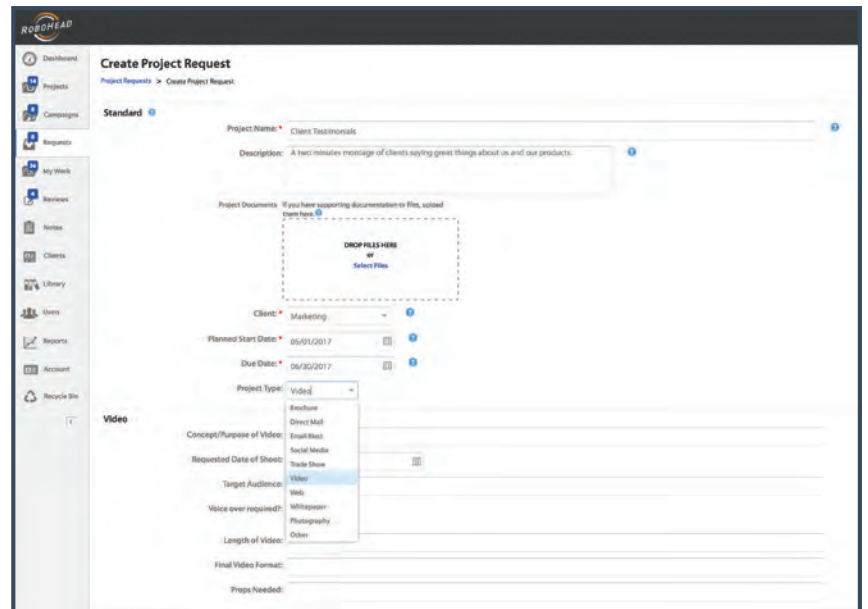

Project Timeline

The Timeline tab in the project lets you look at a calendar and a Gantt chart representation of both the tasks and reviews for that project. If your tasks have dependencies (aka predecessors), those relationships will be shown as well.

Hovering over the bars gives you the estimated and actual hours for that task. Need to change dates? Simply grab the bar and drag it to change the start date, end date, or both.

Campaign Management

Our system allows you to track your more complex campaigns easily by allowing you to create projects for each deliverable and then roll all of those projects up into a "campaign". This provides a consolidated view of all projects associated with your campaign in a few informative screens.
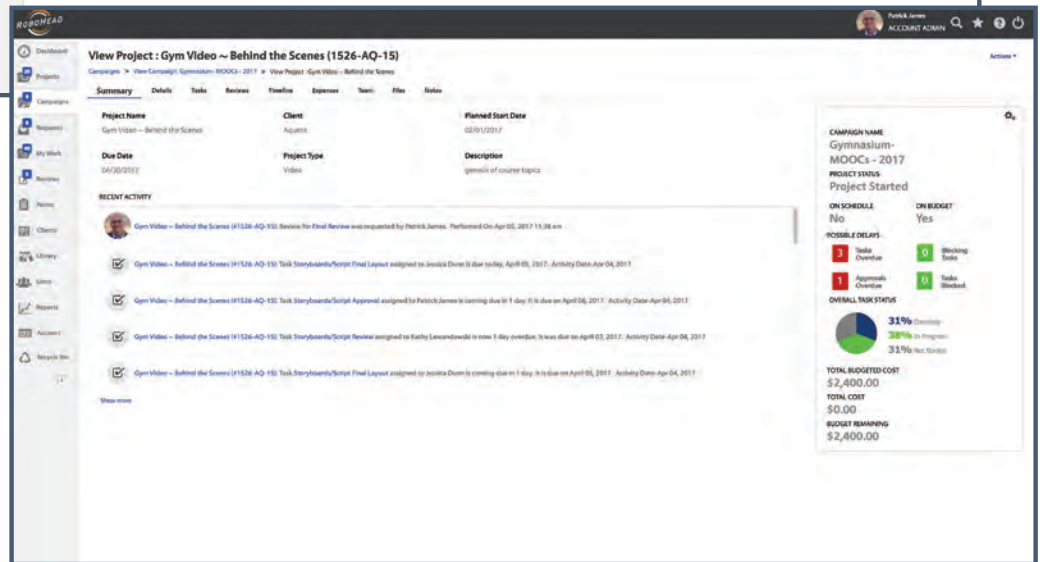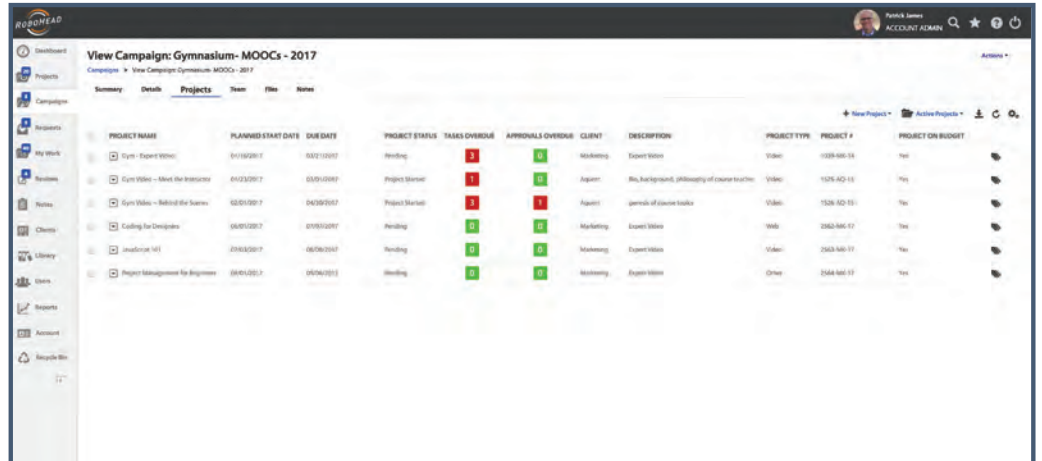
Annotation & Approval

The Annotation & Approval feature allows you to upload files and URLs for review using:

- Annotation – Use tools to make comments, highlight, select areas, and add configurable stamps to your deliverable.

- Versioning – As new versions are created, they can be uploaded for review and approval. All previous versions are saved.

- Approving – Your work can be approved, approved with changes, or rejected and all decisions are user, time and date stamped. Built-in notifications keep the team on track and informed with email reminders.
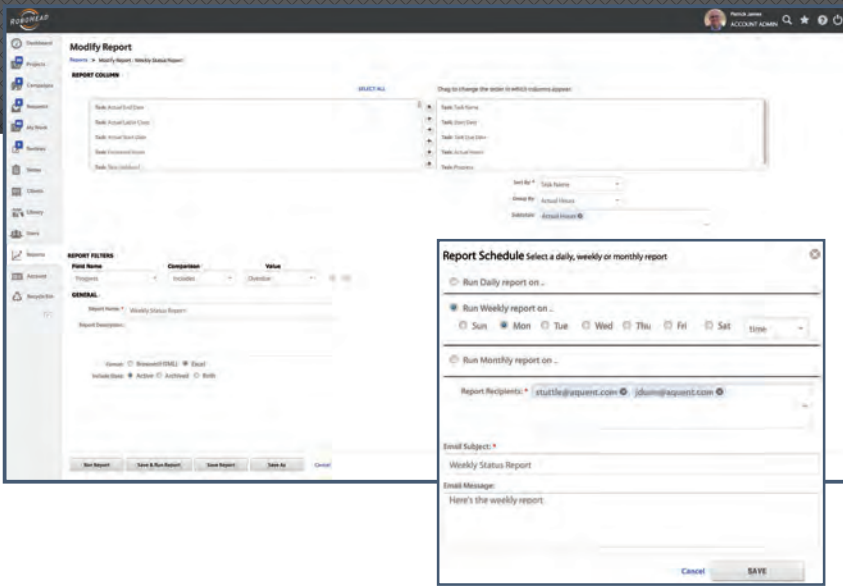
Reporting

RoboHead users can configure their own reports, save, forward, and even schedule them to run at a specific time daily, weekly, or monthly. In addition, the results can be automatically sent via email to users and non-users alike.

There are many different types of reports: Activity, Campaign, Request, Project, Task, Review, Approval, Expense, and Time.

Frequently accessed reports can also be saved to your dashboard.

My Work

The My Work tab allows every user to have their own personal "to do" list which automatically updates whenever a new task is assigned. In this tab, a user can view every open task assigned to them, see its status, when it begins and ends, the hours worked to date as well as the estimated total hours. The clock icon color will indicate if the task is overdue, due soon, blocked by other tasks or ok for now.

From this view the users can also drag the tasks into any sequence they prefer and can add time to the task by simply entering it or by starting a timer.
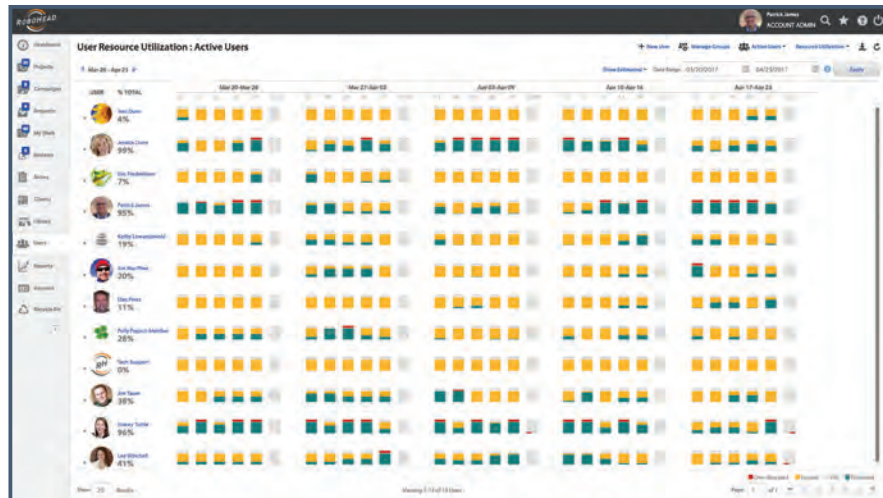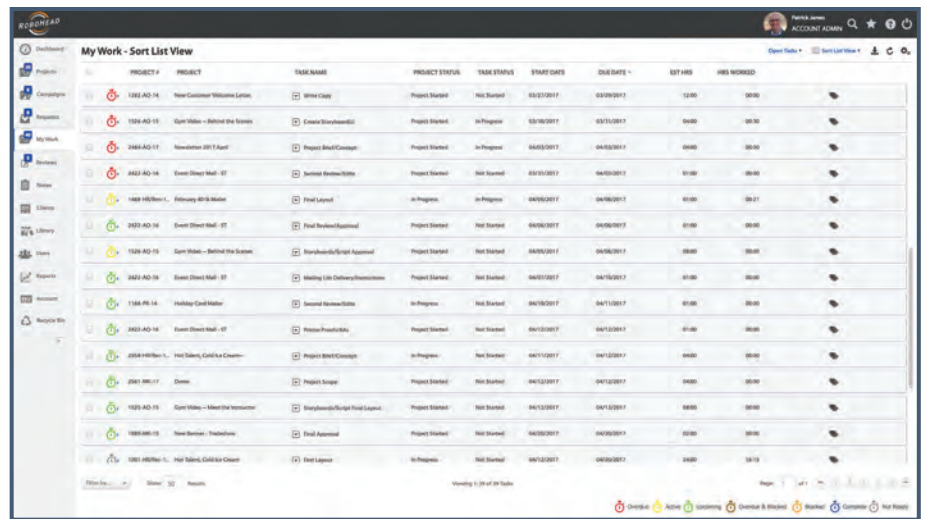
Resource Utilization

The Resource Utilization feature provides a quick visual indicator of the daily workload of each member of your team, as well as any personal time off. At a glance a Project Manager can see if someone has time available, when they are available, and how many hours they have. In the event that a team member may be over-allocated (i.e., more work assigned than hours available) a red indicator will be shown. The Project Manager can also then easily view the projects and tasks that are assigned to that team member, in the event that assignments, dates, and deadlines need to be adjusted.

About Aquent Cloud

The Cloud division of Aquent began in 2004 with a goal of providing web-based solutions to creative and marketing organizations. We knew that in order to be successful, solutions needed to be easy to use, affordable, and fast to implement. Since that time over 30,000 users have relied on our solutions to manage their projects, deliverables, and critical brand assets.