

Making Money with Xinet WebNative Suite

HAVE YOU BEEN thinking about offering new services to your customers, but unsure what your next step should be?

You can attract new customers immediately and strengthen your current customers' loyalty with Xinet WebNative Suite while establishing a new project center for your business. Breaking down barriers between staff, vendors, and clients, Xinet WebNative Suite provides powerful tools that can be used by anyone with a web browser.

XINET WEBNATIVE SUITE lets you take advantage of existing production infrastructure and easily add new services that you can either charge for, or use to attract and keep customers.

Xinet WebNative Suite lets you offer these services to your customers

- Internet file transfer
- Custom image repurposing
- Soft proofing and collaboration
- Asset management and remote access
- Distribution of final materials

How and whether you charge for Xinet WebNative Suite services might vary depending on your business and your customers' needs.

MODEL 1: Charge for Services

Many businesses package Xinet WebNative Suite features into bundles and charge their customers a monthly service fee. For example:

Digital Asset Management LITE

- Up to 5 gigabytes storage*
- QuarkXPress document previews
- Download low-res FPOs
- Access to "Web-ready" versions of image
- Upload documents and files

Digital Asset Management PLUS

- Up to 10 gigabytes storage*
- All the features of DAM "Lite" plus:
- Access to high-res versions of images
- Custom image repurposing

Digital Asset Management ADVANCED

- Up to 20 gigabytes free storage*
- All the features of DAM "Plus" plus:
- File management
- Archiving
- User sub-administration

** You may levy extra charges when storage quotas are exceeded. Xinet WebNative Suite keeps records of all uploads and downloads for those who want to charge on a "per-usage" basis.*

MODEL 2: Value-Added Services

Xinet WebNative Suite offers a value-added solution with hundreds of features developed specifically to enhance your customers' workflow and solve more of your customers' production challenges. As you work closer with your customer, you become more than just a vendor. You become a partner and, increasingly, take on a larger role in how they get their day-to-day work done.

MODEL 3: Greater Efficiency

Increased efficiency? You bet. Xinet WebNative Suite not only directly benefits your customers, it can be used internally to significantly speed job turn-around times and increase billable work. For example, staff hours once devoted to burning CDs or trafficking final art can now be reassigned to other jobs within the organization.

"THE CORE USE THAT WE HAVE FOR XINET WEBNATIVE is to take resources out of doing things that are not billable or just overly time consuming to higher rated work than admin or fulfillment work."

Steve Gleason

Director of Digital Studios
Young & Rubicam Brands

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