# Key product features for Marketing teams

Project planning

At its core, Clarizen streamlines and automates project planning and surrounds every aspect with rich discussion groups for collaboration. Quickly establish a timeline with milestones, due dates, deliverables and interdependencies and even take advantage of prebuilt templates to simplify the job even more. You can also assign resources based on skillset and availability, and easily monitor and report on progress.
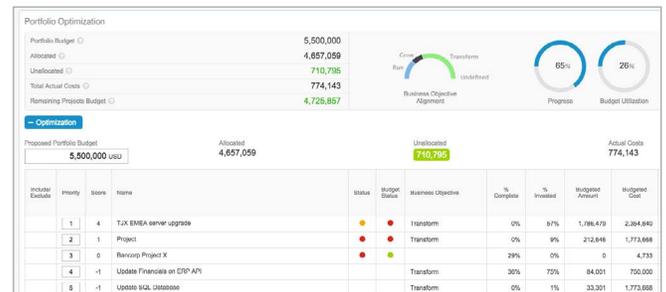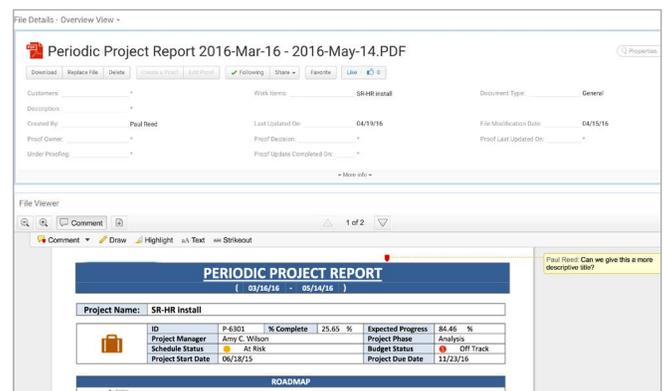
Marketing resource management

Real-time insight into the available resources and their workloads. See at a glance the projects and tasks your designers, writers, and marketing managers are working on and shuffle things around as appropriate with a few mouse clicks. Review the impact to your teams' resource load by including or excluding projects, thereby allowing you to plan the impact of future projects. Team members get automatic updates whenever changes are made that affect them. With centralized communications, they won't have any trouble getting a clear picture of what's going on and where things stand.
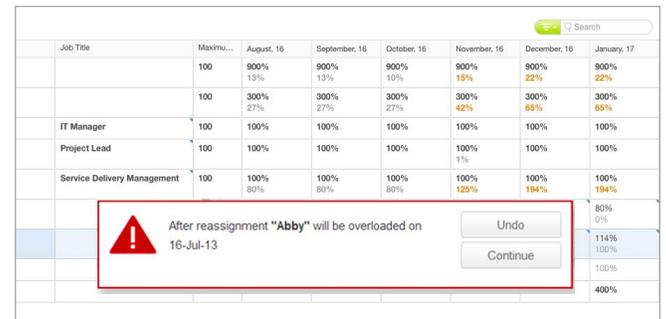
Document management

Manage all creative briefs, copy, wireframes, design drafts, logos, graphics, media schedules and any other document in a central location. Organize documents by linking them to a project, task, request, or discussion post. Collaborate with team members and external users, such as clients to annotate documents and manage the workflow approval processes – all within a single tool.

Learn how Clarizen's collaborative work management solution can help you. Sign up for an introductory webinar today.

Templates

Save time by using Clarizen's out-of-the-box templates for your projects and portfolios, or create your own to suit your needs. With Clarizen's project and milestone templates, you can automate project creation based on your own custom triggers and workflows including input from third-party systems such as Salesforce.com CRM. You can even upload templates from Microsoft® Project for an easy transition to the Clarizen solution.

Budget and expense management

Track all expenses by employee, department, task or work item, and link them back to the appropriate projects. Monitor expenses to ensure every project stays within the budget. Set hourly rates on a global basis, as well as by role, user or project. View projects and actual staff hours in real time, and analyze burn rate and billing status for each project.
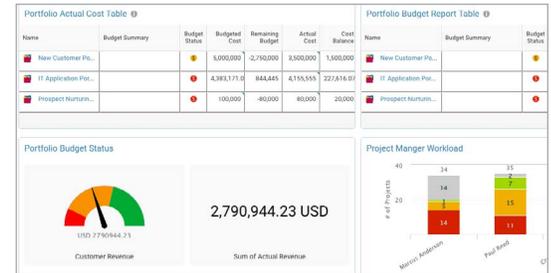
Timesheet tracking

Track all billable and non-billable hours your designers, copy writers and other team members spend on each project or change request. Clarizen online project management automatically associates the hours to the appropriate work item or project, and populates them with the correct billing rates for the resource level, task and work item.

Request management

Track and manage all requests you receive, from team members within your organization, or from anyone external to your organization or even to your company. With Clarizen's work management solution, requests automatically include relevant details, such as the name of the person or customer who requested the change, description, priority and timeframe, as well as all pertinent discussion posts and attachments. Make informed decisions about priorities, resources and timelines all thanks to Clarizen's real-time social collaboration platform that gives you full transparency into the complete lifecycle and all conversations, approvals, files, and related work to that request.

Collaboration in context

Clarizen provides context around your work through rich discussion groups at every level – files, tasks, projects and more. You can even have independent discussion groups for brainstorming and updates, reducing the need for tedious status meetings.

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Task management

Clarizen cloud-based project management helps employees stay on top of their tasks, prioritize them and collaborate to gain the context they need to get them done right the first time. The system centralizes all project- and non-project-related tasks in the users' workspaces, preventing important tasks from falling through the cracks.

Project managers can monitor the status of all tasks and work items for their projects, and re-assign or add resources as appropriate to ensure due dates are met.
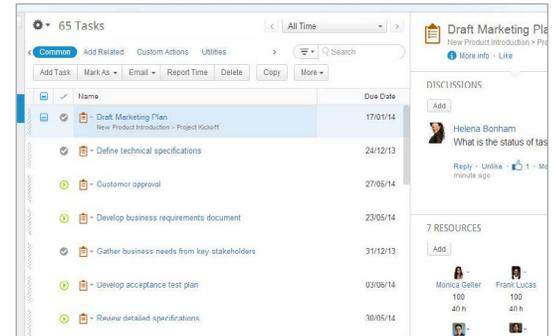
External collaboration

Clarizen's External Collaborator solution delivers a new way of communicating, collaborating and delivering results throughout the project delivery lifecycle. Engage in consistent, secure discussions with your team members, customers and partners in context of the work you are doing with them. Clarizen creates an intuitive, one-stop-shop portal that provides access for external users to their projects, files, conversations, and requests – no training required. Public discussions on the customer portal demonstrate transparency, while remaining separate from your internal teams' private discussions.
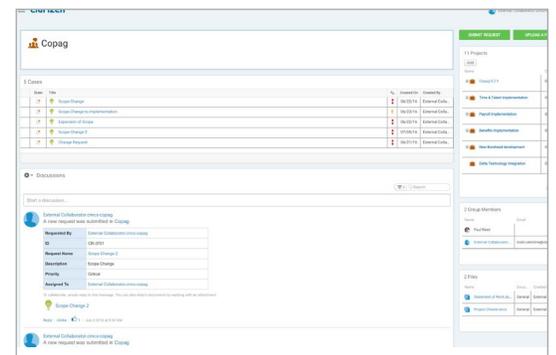
Mobile connectivity

Clarizen's mobile platform mirrors the full functionality of the company's award-winning web application, creating a seamless, consistent user experience between devices. Clarizen connects mobile functionality – like the camera and phone – with enterprise work collaboration, so team members can get their work done, whether they're in the office, at the airport or just about anywhere.

For example, they can start a project in the desktop app and complete it on an iPhone and vice versa, photograph receipts and submit expenses, and even call or text colleagues. Enable your team to respond to client questions and project issues, participate in discussions, enter tickets and update anything in the system, including any attachments they might need to get the job done.
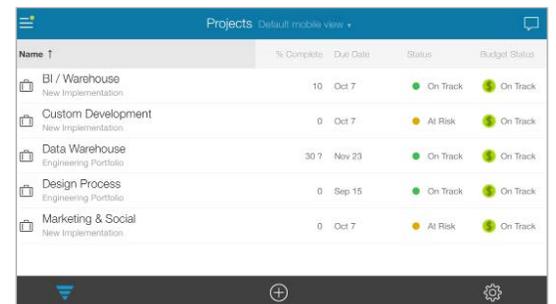
Calendar view

Clarizen's calendar view allows you to see your work through time. Schedule conflicts are easily mitigated by drag and drop rescheduling and resource assignment. Projects and tasks are visible by the day, week, month and you can choose to look at start dates, due dates and durations. You can also color code your work by any attribute, for example, project status or project owner.

Email collaboration

No more digging through email to find relevant information! The powerful patented InterAct tool makes it super easy for team members to tie email communications directly to tasks and projects, so they can keep up with issues and discussions wherever they are. With Clarizen InterAct, team members can create issues, update status and participate in discussions, all within their email.
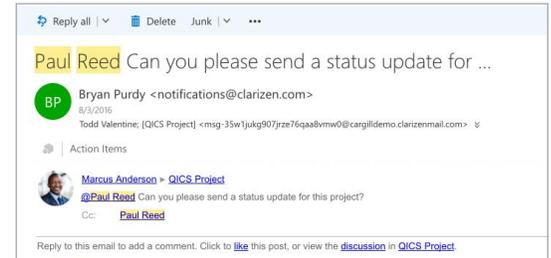
Integrations

Integrate with the tools your organization uses most, including Salesforce.com, Box, Intacct, QuickBooks, Jira, SharePoint, Google Docs, ProofHQ and more. Additionally, Clarizen offers a host of applications you can install from the Apps Marketplace with just one click. Clarizen also offers a full suite of APIs, so you can integrate it with any solution you use.

Reports & dashboards

Clarizen's reports and dashboards provide real-time status whenever you want it, and from wherever you are. All online project management reports are updated in real time, so you get up-to-the-minute status on tasks, iterations, resource loads, deadlines and critical path overviews across all your live and active projects. Create ad-hoc reports – including bubble charts, scatter charts, and more – to get just the information your organization needs at that moment in time. Save reports and share them with any internal or external stakeholders, so that they can always see the latest status using that live report link.
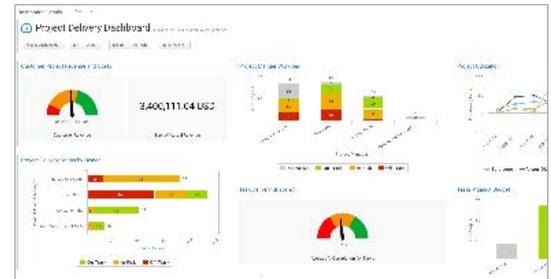
Clarizen panels

Visualize any data – via panel or page – whether internal or external to Clarizen. Create any Clarizen view or Custom Page at an organizational level, similar to any other module in Clarizen. As a platform from which you can access all mission-critical work, Clarizen allows you to create panels that show KPIs for portfolios and projects or access external charting tools to create and share project-related charts.

ABOUT CLARIZEN

Clarizen is a collaborative work management solution designed for people who value their time, and for organizations that value cross-company engagement. Built on a secure, scalable platform, Clarizen brings together project management, configurable workflow automation and in-context collaboration to create a meaningful engagement experience that allows everyone to work the way they work best.

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Learn more by watching our informative product tour, or get started with a 30-day free trial today!

Visit us today at **www.clarizen.com**