aSync Revolutionizes Global Team Collaboration

In today's global business environment, digital media and assets touch on every aspect of enterprise, consumer goods, research and entertainment. The sheer volume of data produced by distributed teams who work on scalable projects, with unique workflows and approval processes, makes tracking digital assets increasingly challenging. Independent of a company's size, defining and managing production workflow is critical to the success of any project. Southpaw's proprietary TACTIC I aSync makes it easy.

Trends in Collaboration
The evolution of collaborative work environments has required companies to adopt flexible software solutions that support productive workflows for teams throughout a dynamic project life cycle. Effective digital asset management combines support for flexible workflows with information, security and technological nimbleness.

Digital asset management and workflow systems must be able to support flexible workflows without being bogged down by data inconsistencies and noise caused by information replication, errors, and bottlenecks. Flexible workflows among collaborative teams often means going mobile, so companies need an asset management system that supports multi-device access with real-time version updates for seamless project tracking that provides a comprehensive view of the project life cycle.

By the same token, multiple access devices expand information security risks for companies. As the volume and complexity of distributed workflows increase, information perimeters become more porous. Potential consequences of insecure information systems can be costly and even catastrophic. Digital asset management systems must mitigate risk, such as the loss or theft of data assets, by offering multi-layered, embedded information for security measures.

In addition to security, asset production and management tools need to be both nimble and scalable for each project to best support a company's growth. Asset production and management tools based on open-source code are highly customizable to specific collaborative ecosystems and relatively easy for experienced internal IT staff to pick up and manipulate for specific business needs.

TACTIC | aSync provides collaborative teams located in different locations with the tools necessary for success.

Why choose TACTIC | aSync?
TACTIC | aSync stands for "asynchronous file synchronization." aSync technology offers a revolutionary approach to distributed collaboration. Currently, many asset management solutions only provide synchronous file technology, meaning they allow for file changes to be made in one location, or on one system that can then be applied across multiple locations. However, aSync allows assets to be shared and synchronized in real-time across a company's global infrastructure, no matter the time zone or physical location.

TACTIC I aSync Supports Flexible Workflow
Asynchronous and real-time file sharing give localized collaborative teams using a variety of devices constant access to the latest file versions through some shared file hosting solution (i.e. dropbox, box etc.). TACTIC | aSync allows users to select which data is synchronized with other servers and which servers to synchronize the data with, based on rules set in the project configuration. In addition, TACTIC I aSync offers offline queueing by tracking the time at which an

action is performed on the original file, not on the time in which the file is distributed to other systems. So, even when networks are down, all data remains up to date and consistent regardless of where the data is manipulated or stored.

TACTIC I aSync Maintains Information Security
Data protection is built into TACTIC I aSync. Data is sent between servers in select, encrypted individual packets with sensitive information filtered out, so only the information intended to be shared is received on the other end. Intermediate servers cannot view transaction content. For more sensitive information, TACTIC I aSync camouflages data in extraneous packets that only the receiving server can sort out. Highly sensitive data packages can be sent using private channels that only another receiving TACTIC I aSync server can tune into and understand.

TACTIC I aSync Affords Customization and Scalability
As an open source solution, the TACTIC digital asset management software can be molded to fit unique production pipeline requirements, with aSync securely connecting collaborators across multitudes of projects. For each project, TACTIC I aSync allows users to customize sharing and define exactly what data and which collaborators to include. Whether the project involves two users or two thousand, TACTIC I aSync is scalable to meet the customers' requirements. The TACTIC I aSync solution will grow right alongside your business.

Importance of aSync: Anywhere, Anytime, Any Device

TACTIC I aSync enables companies to organize and manage data assets across dispersed collaborative teams and projects. This revolutionary technology allows remote teams to work on and share information assets instantly, with real-time updates of work in progress. As a customizable and scalable workflow solution, TACTIC I aSync automates and simplifies even the most complex collaborative project.

About Southpaw Technology

Southpaw Technology offers support, services and applications for TACTIC, a powerful, open source digital asset and workflow software. TACTIC combines the workflow management, file management and configurability that teams, departments and companies need to make, move, store and share digital data across computing environments.

In 2014, Southpaw introduced a new line of products delivered to tackle the various data challenges commonly encountered across different industries. With TACTIC at the core, all of its powerful tools and intricate asset and workflow management features are tailored to satisfy the needs encompassed by each of the products. These products also have potential for further refinement to meet company-specific needs.

One of those tools is the patented TACTIC | aSync, which helps organize and manage media and digital assets across distributed collaborative teams.

For additional information, please visit TACTIC | aSync at:
http://www.southpawtech.com/products/product-async/