

# INTRODUCING BLUESCAPE

## A CREATIVE CANVAS TO FIND, SHAPE, AND SHARE YOUR VISION

Bluescape is a visual collaboration solution for creative teams to brainstorm, present, and review content. Whiteboard, share documents and media, and meet in secure, virtual workspaces where you can bring everything together from anywhere. Make instant comparisons and decisions about projects and be more productive, innovative, and efficient, no matter where you need to be.

### The Total Economic Impact™ of Bluescape

Findings from a commissioned study conducted by Forrester Consulting on behalf of Bluescape revealed that a composite organization comprised of customers with experience using Bluescape realized:

- 60% reduction in time spent searching for documents
- 20% reduction in project timelines
- 15% increase in meeting efficiency

“What the Box integration allows is more spontaneity to occur in the midst of the creation process. I can’t imagine not using Bluescape and Box together. It just makes total sense.”

**Mark Warshaw**  
Co-Founder and President  
Bureau of Magic

### WHY CHOOSE BLUESCAPE?

For a creative team, there’s nothing more painful than searching for an idea and nothing more joyful than inviting the world to discover it. Bluescape provides a complete suite of tools to help teams bring their biggest ideas to life. From finding inspiration to establishing a mood and aligning on a direction, you have a one-stop-shop to deliver the right content, to the right people, at the right time.

#### Happy Searching

Find that perfect image faster. Bluescape features Popsync, an image metasearch capability to search stock photo libraries, cloud storage solutions, and your digital asset management systems—all at the same time, all with one search.

#### No Assembly Required

Contain the chaos of organizing your files for meetings and reviews. Templates and curation tools make it easy to order and arrange your content. Make inspiration boards, presentation boards, and more—no printing, no powerpointing, no hassles.

#### Share The Joy

Invite others and gather in a secure setting purpose-built for collaboration. Upload additional documents and media, present work, add emoji reactions, mark up files, and leave notes and comments. Everything you need is all in one place.

### TAKE THE EXPRESS TRAIN TO “AHA!”

When you can instantly recall assets during meetings, you can make faster decisions and immediately rally your team around a shared creative vision—no need for more meetings, emails, and messages. The team can start executing right away with more confidence and fewer follow-ups.

- Prepare creative reviews in seconds instead of hours
- Accelerate creative workflows by reducing the time wasted searching for and distributing assets
- Reduce rework and waste from ambiguous or insufficient direction or feedback
- Increase the productivity of remote and hybrid teams by providing a single, secure location to find, collect, and share content

## BLUESCAPE FEATURES

You need more than sticky notes and a pen to inspire, illustrate, present, approve, and bring an idea to life. You need content and a secure space to share, meet, and reference your work, no matter where you are and where your work is stored. We provide teams with a virtual space of their own and the tools they need to accelerate decision making and time to market.

### POPSYNC

Search multiple content libraries, including Adobe Experience Manager Assets; cloud storage solutions including Box, Dropbox, and Google Drive; and stock photo providers like Getty Images, Adobe Stock, and Shutterstock, all at the same time.

### VIRTUAL WORKSPACES

Store, find, organize, create, and share content to discuss and collaborate with others.

### CONTENT SHARING

Upload content or add links from your favorite apps, including Office 365 and Google Docs. Share presentations, documents, graphics, photos, and videos and make them accessible to your whole team.

### VISUAL ORGANIZATION

Assemble and arrange content and activities with canvases and workspace templates.

### COLLABORATION

Capture thoughts and reactions by drawing on the workspace or directly on the content. Use emojis and @mention colleagues to share feedback or alert them of tasks or new information.

### MEETINGS

Schedule or launch instant video meetings in your workspace or use Bluescape in tandem with Cisco Webex or Microsoft Teams through our integrations.

### WHITEBOARDING

Capture ideas, visualize concepts, and plan projects with drawing and diagramming tools, sticky notes, and templates.

### DEPLOYMENT OPTIONS

Deploy via the cloud or on-premises to give you the flexibility and security you need.

### API

Integrate third-party software and streamline workflows through our extensible API.

### SECURITY

Bluescape is the most advanced, FedRAMP-authorized, visual collaboration solution available today. The intelligence community, federal agencies, and leaders in media and entertainment all trust Bluescape with their most sensitive content and data.

## ABOUT BLUESCAPE

Bluescape is the visual platform for high-value collaboration. We bring teams and their work together in one place to overcome information silos and communication barriers, propelling productivity and breakthrough innovation. Customers include Fortune 100 companies, government agencies, higher education, and media and entertainment. A Silicon Valley-based company, Bluescape was named to Fast Company's list of Next Big Things in Tech in 2022.

Visit [bluescape.com](https://bluescape.com) and follow us on [Twitter](#), [LinkedIn](#), and [Facebook](#).

