

What does it take to build a **streamlined** creative process?



The burdens on creativity

You want your storytellers to feel free to tell your story in whichever way works best for them. But that's not exactly easy when fragmented, inefficient processes make an already-messy creative process that much more chaotic.

When you combine that inherent disarray with the complexities and inefficiencies creative teams encounter in their day-to-day jobs, you have a far bigger problem on your hands. Processes that are manually intensive to begin with become even more burdensome when people are forced to cycle in and out of numerous disconnected systems. Teams that should be working in parallel are unable to freely synchronize or effectively collaborate—particularly as everyone becomes more geographically dispersed.

Ironically, the tools you implement to foster collaboration often add another layer of complexity rather than streamlining your processes. All this leads to duplicate efforts, delayed approvals, and a great deal of wasted time.

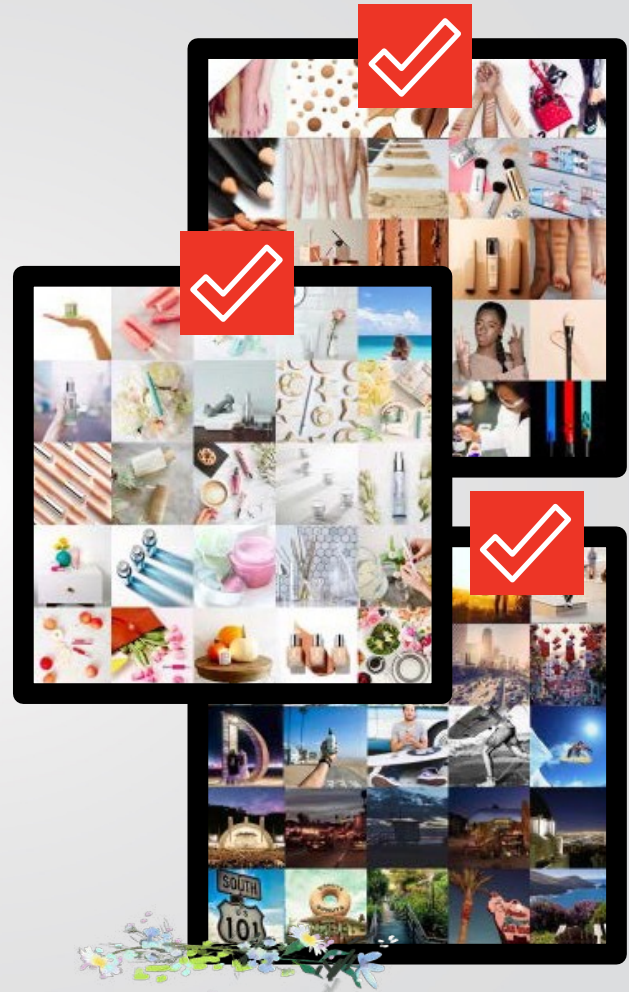
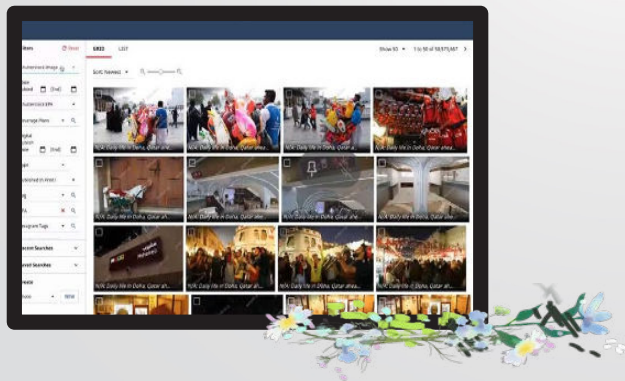
It increases the stress on your resources. It breeds burnout and frustration across your teams. And it drives costs higher and higher.

But what if you could **work where you want?**

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Work where you want

Disconnected systems make an already complicated creative process that much more inefficient. And these complexities can quickly drag down your teams, leading to frustration, wasted time, and fatigue. With Shutterstock, you'll be able to strip away the friction inherent in your workflows and replace it with simplicity and predictability.



With Shutterstock, you can:



Ease the system-to-system switch

With Shutterstock, you'll take advantage of an open platform that's built to weave disparate, disconnected technologies into a cohesive whole. For instance, you can use the platform's APIs to establish direct connections with your content management system and other in-house resources. Plus, you'll have access to plug-ins that allow your creative teams to easily tap into their preferred tools, like Photoshop and Sketch, right from the platform. By building a simpler, more transparent process, you'll stem burnout, empower your teams to work much more efficiently, and gain better control over your resource costs.

To see how you can smooth out your workflows, [please visit us online.](#)

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