

# END-TO-END DIGITAL ASSET MANAGEMENT DISTRIBUTED GLOBALLY



These days, every organization is trying to gain a competitive edge by doing more with less. Locating the right digital asset quickly means improving productivity and utilizing your company's resources effectively. Massive amounts of videos, logos, documents, artwork, and images are being created at a dizzying pace everyday. How do you collaborate with all users within the company that span globally and work in different time zones? Is there any digital assets that can be repurposed for one or more of the upcoming projects? How do you find the right digital asset in seconds, instead of hours or days?

**The answer is North Plains' Telescope™ solution.**

## TELESCOPE™ MANAGE & DISTRIBUTE EFFICIENTLY

North Plains Telescope™ is the industry's most advanced, feature-rich, scalable digital asset management (DAM) solution for rich media management & distribution, centralization, workflow-intensive environments over multiple lines of business whose reach extends across dispersed geographies and business centers. The solution is easy to use and supports all classes of users from the high-end creative designer to traveling sales staff who simply require access to download information.

Rich media can be inserted into Telescope™ using drag and drop, data migration wizard, automatic asset import, as well as automatic metadata extraction to help you get up and running smoothly. The powerful file migration, replication, and distribution functionality enable media distributors to easily scale their media operations and distribution processes. The solution can store and catalog millions of media files. The permission model allows versatile digital rights management, so you never have to worry about unauthorized access to your organization's rich media assets.

## BENEFITS THAT MAKE A DIFFERENCE

Flexible workflow benefits users from artists, photographers, video editors, marketing, and advertising professionals to sales staff, clients, and partners. Supporting all aspects of managing complex media files, Telescope™ helps you simplify the process of working with complex media files. Our DAM solution helps you:

**Apply intelligence to your media** by opening up new opportunities to apply business logic to your digital access

**Tremendous efficiency gains** make it simple to organize and retrieve digital assets natural for your work environment

**Share with thousands of other users** highly scalable DAM solution capable of handling millions of digital assets under management

**Smart reuse & repurpose** to enable future mining of asset repository for repurposing

When you choose North Plains Telescope™, a solution designed on open standards, you have effectively signed up for an "insurance policy" to guard against any future changes to technology standards.

**Intelligent access to your assets through metadata**

**Smart reuse & repurpose of existing rich media**

**Efficient distribution of millions of digital assets**

**Flexible workflow adapts to different classes of users**

**Secure digital rights management protects your valuable assets**

## WHAT OUR CUSTOMERS ARE SAYING

At North Plains, we continuously develop new technologies and stay on the cutting edge of an ever-evolving industry. Hundreds of North Plains Telescope™ customers continue to benefit from our innovations, and have been profiting from their investment for more than a decade.

But don't just take our word for it...

"We are seeing solid use amongst our U.S.-based divisions out of the gate, and are already hearing great suggestions about how to extend Telescope's use and benefits, both locally and globally. Our strategic focus is now on detailed ROI reporting, to make sure content is going in on time and is being reused most efficiently. We will then continue our strategic rollout to our worldwide divisions. Ultimately, we are looking for a quantifiable contraction in our time to market for new products."

CAROLYN PITTIS, VICE PRESIDENT, STRATEGIC OPERATIONS, HARPERCOLLINS PUBLISHERS

"The first year was equivalent to two full-time employees being redeployed to production roles from support admin roles, so in our dollars that's a significant first year. We've built a great deal of customization around Telescope™ and have been able to commercialize the development process for our ASP business with ease using North Plains' highly extendable platform. Now, customization and deployment are part of our operational process, rather than using all of our development resources.

Telescope™ has enabled us to easily adapt to complex functionality requirements and allows us to meet the strict demands our clients place on us - given the various asset types we must support at a drop of the hat."

MANOLO ALMAGRO, SR. VICE PRESIDENT AND CTO, MARKETFORWARD / PUBLICIS GR

"People just began using Telescope™; they seem to take more responsibility for company assets take care in putting them in the right place. They see how it benefits them. I'm pretty happy with way they've responded. Today, we can find old jobs within 30 seconds and turn them around in hour, where before that could have taken days. Yes, this saves money."

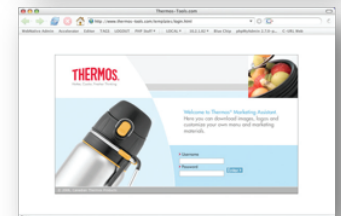
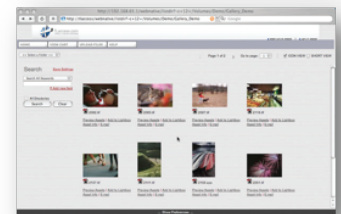
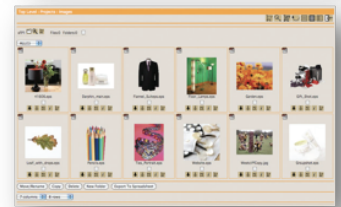
ARLENE BERENSON, TECHNICAL COORDINATOR



PUBLICIS GROUPE



THOMSON REUTERS



## PURCHASING TELESCOPE™

North Plains Telescope™ products are sold by knowledgeable sales representatives and implemented by a network of carefully trained professional services staff, many of whom have been working with the product for more than a decade. Experts in digital media technology, our staff know your business needs, and offer full workflow solutions, from pre- and post-sales support to training and implementation. When you work with a member of North Plains' professional services team, you can expect to partner with someone who understands your business and the urgency of technology initiatives, and can tailor Telescope™ products and services to meet your unique needs.

## ABOUT NORTH PLAINS

Recognized as the world leader in helping companies effectively leverage their visual media content, North Plains provides a complete array of products, services and solutions that help corporate marketers, advertisers, content creators and publishers alike to maximize market success through images, photos, videos, 3D designs, CAD files and others.

Since 1994, North Plains has helped its clients stay ahead of their rapidly changing marketing needs by expanding and evolving its suite of offerings to ensure agility in the creative development process, management and distribution of visual media used in marketing and brand communications, and protection of their visual assets globally.

## HEADQUARTERS

Toronto, Canada  
T: +1 416.345.1900

## USA

Berkeley, California  
T: +1 510.845.0555

## EUROPE

Munich, Germany  
T: +49 89.44.47.810

[sales@northplains.com](mailto:sales@northplains.com)  
[www.northplains.com](http://www.northplains.com)

