

Engaging Customers With Marketing Agility

As digital media use continues to rise, marketers are struggling to stay ahead of their rapidly changing marketing needs. It is increasingly critical for organizations of all sizes and across all industries to streamline creation, collaboration, management, and distribution processes of their assets. As a marketer, how do you reduce costs and time-to-market, increase efficiencies, become more agile and competitive, manage brand reputation, and improve your ROI all at the same time? **The answer is North Plains' Creative Marketing Lifecycle solutions.**

"It takes 20 years to build a reputation, and only five minutes to ruin it. If you think about that, you'll do things differently."

Warren Buffett

[Promote Your Brand with Consistency and Relevance](#)

Warren Buffett once said, "It takes 20 years to build a reputation, and only five minutes to ruin it. If you think about that, you'll do things differently." Actively managing your brand and promoting it with consistency and relevance is an ongoing challenge most marketers face today. North Plains' powerful yet easy to use solution set allows you to adhere to guidelines and engage your customers with consistent messaging.

[Engage Your Customers with Powerful Visuals](#)

Visual content is by far the go-to content for marketers for engaging their customers these days. Photos and videos posted on websites and social media sites are driving interest and traffic like never before. North Plains' solutions empower your creative team to create the most relevant visual content that can help drive home your messaging.

[Leverage Your Assets with Efficiency and Intelligence](#)

Your staff have just come back from the field with numerous still images and raw video footage. How do you manage all the work-in-progress assets, making sure proper edits are being performed on the assets, and correct approvals are being collected? North Plains' solutions enable you to collaborate with different teams globally, easily track changes throughout the editing and approval process, re-purpose where necessary, and fast-track the creative and production process to arrive at the desired deliverables.

[Accelerate Your Marketing Campaigns with Single Point of Truth](#)

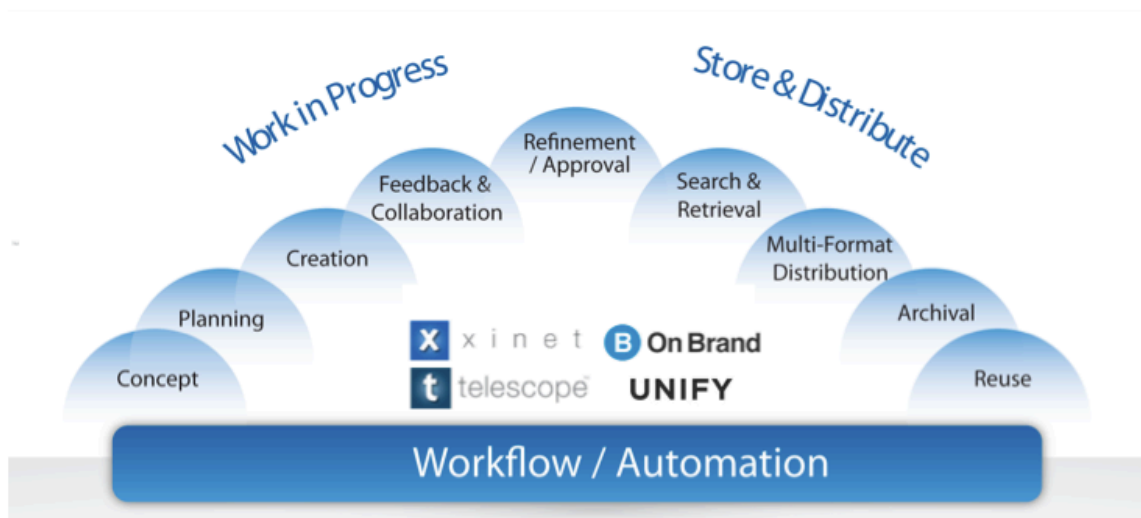
North Plains' solutions allow the final assets to be stored in a central location, what we call "the single point of truth". By going to the "single point of truth" for assets, you can always be assured you are using the approved assets to incorporate into your marketing campaigns. This means no more rework due to accidental pick-ups of non-approved assets, so marketing campaigns can go out on time - every time.

 xinet™

 telescope™

 On Brand

UNIFY



Creative Marketing Lifecycle



Optimized media production environment for creatives, agencies and studios.

Benefits

- ✓ Quick to deploy
- ✓ Integration with file system optimizes creative workflow
- ✓ Most current versions of assets immediately available to creative teams
- ✓ Seamlessly integrates with Adobe Creative Suite
- ✓ Enhanced multi-site collaboration



The most advanced and trusted digital asset management system.

Benefits

- ✓ Single point of truth
- ✓ Supports all aspects of managing complex media files
- ✓ Highly scalable, enterprise-wide solution
- ✓ Built-in high availability and failover protection
- ✓ Efficiency gain through simple retrieval of digital assets
- ✓ Smart asset re-use



Rapid access, instant value brand management solution.

Benefits

- ✓ Real-time management of brand assets and brand guidelines
- ✓ Quick time to value
- ✓ Creative workflow and approval
- ✓ Multiple interfaces to accommodate needs of brands, teams, regions



Dynamic web-based marketing application platform.

Benefits

- ✓ Flexible Content Management System is highly adaptable
- ✓ Tailored solution to fit exact needs of client
- ✓ Supports highly dynamic, best-in-class websites
- ✓ Enterprise class

ABOUT NORTH PLAINS

North Plains is recognized as the world leader in helping companies effectively leverage their visual media including images, graphics, videos, presentations, 3D designs and others to maximize market success. Providing a complete array of products, services, and solutions, North Plains is uniquely positioned to help corporate marketers, advertisers, content creators, and publishers to be more agile throughout the creative marketing lifecycle, from the creative development process to the management and distribution of marketing and brand communications. Customers can maintain control of their visual assets and support processes globally, while improving collaboration and efficiency.

Since 1994, North Plains has helped its customers stay ahead of their rapidly changing marketing needs by expanding and evolving its suite of offerings to include Digital Asset Management (DAM), Marketing Resources Management (MRM), Creative Workflow and more. With offices in Canada, USA and Europe, North Plains counts many of the world's leading companies and brands among its 1,400+ clients and 1,000,000+ users.

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