

# WORK-IN-PROGRESS RICH ASSET MANAGEMENT MADE EASY



Your business has grown... maybe even gone global.... and with that success has come a mountain of work-in-progress digital assets. Files, logos, documents, artwork, images - massive amounts of electronic data that your content creators are working with each and every day. How do you facilitate collaboration between creators and reviewers? Is everyone using the most current version? How can you manage and make the most of your assets? What is the best way to ensure everyone is following the right workflow to get the job done, and be efficient at the same time?

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

## XINET™ TOOLS AT YOUR FINGERTIPS

North Plains Xinet™ is a server-based work-in-progress rich asset management system that facilitates seamless collaboration between staff, vendors and clients to accelerate creative and production workflows – however complex. Xinet™ is an out-of-the-box solution that is intuitive, invisible and easy to use. It automates key aspects of your workflow, and allows you to collect, search, manage and distribute assets of nearly all forms of traditional and digital content, both internally and externally. With Xinet™, you get the most use out of the assets you already have. It's a system that creative and production professionals can bank on, and a centralized space where clients, vendors and in-house staff can go to review work and collaborate. Transparency throughout the software means that no one needs to know they're using Xinet™, only that they're working more efficiently. With such seamless integration, it's the hub of the workflow in organizations around the world. Compare Xinet™ to any other asset management system. You'll find more versatile tools and functionality here than anywhere else.

## BENEFITS THAT MAKE YOUR LIFE EASIER

Hundreds of features are built into North Plains Xinet™ to specifically enhance and expedite the design process and pre-media production. By understanding the imperatives that drive business, our DAM solution helps you:

**Streamline** the creation, access, use distribution of assets and simplify global workflows 24/7

**Enhance multi-site collaboration** between staff, vendors and clients with simultaneous, centralized access

**Promote efficiency** with tools that support quality control and improved workflow- such as on-the-fly image repurposing

**Save time** and increase accuracy with automated, metadata-driven workflow with seamless integration to Adobe Creative Suite

When you choose North Plains Xinet™, you and your team are empowered with a set of tools and features that streamline the creation, management, access, distribution, and archiving of all your multimedia assets, whether you are a boutique business offering specialized, local services or you have offices all around the globe.

**Optimized for creative workgroups**

**Efficient work-in-progress approval process**

**Enhanced multi-site collaboration**

**Seamless integration with Adobe Creative Suite**

**Secure rich media assets available from any Web browser**

## 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 Xinet™ 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...

"Buying Xinet™ Suite is probably one of the best moves we've made. As an 'out-of-the-box' solution, it does everything it says it will straight away."

PAUL SAMUELS, TECHNICAL DIRECTOR, ZEBRA

"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."

STEVE GLEASON, VP, DIRECTOR OF STUDIO SERVICES, YOUNG & RUBICAM BRANDS

"Our file search is fantastic; I love having the ability to copy and paste a file name into my browser without having to search through a lot of files like I would have if I were just looking through the file system."

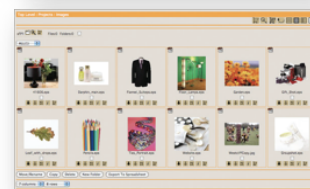
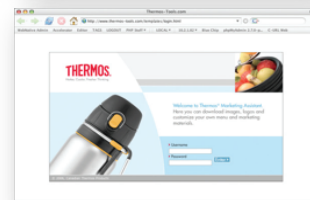
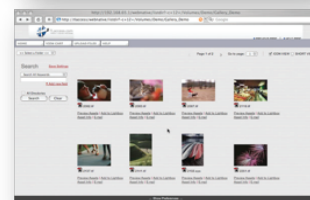
BRET LINFORD, PREPRESS MANAGER, ATHLETA

"Our clients utilize huge amounts of data – one client alone has more than 138,000 files and the volume of data transfer is massive, with constant uploads and downloads happening daily. We needed a robust, reliable solution that could scale to our constantly growing requirements and that's what Xinet™ provides."

STEVE FITZGERALD, SYSTEMS DIRECTOR, EC2I

"By using the Xinet™ system, we have improved the efficiency of our production process and we have really seen a return on investment."

FUYUKI BAN, GENERAL MANAGER OF PRODUCTION, HACHETTE FUNJINGAHO



## PURCHASING XINET™

North Plains Xinet™ products are sold and distributed through an international network of carefully selected and specially trained Xinet™ Authorized Partners, many of whom have been working with us for more than a decade. Experts in graphic arts, programming and technology, our authorized partners know your business needs from both the creative and production sides and offer full workflow solutions, from pre- and post-sales support to training and implementation. When you work with a Xinet™ Authorized Partner, you can expect to partner with someone who understands your business and the urgency of technology initiatives, and can tailor Xinet™ 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.

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