



North Plains

p: (416) 345-1900
f: (416) 599-0808

info@northplains.com
www.northplains.com

510 Front Street W., 4th Fl.
Toronto, Canada M5V 3H3

INDUSTRY SOLUTIONS

TELESCOPE FOR ADVERTISING & MARKETING AGENCIES

Enabling Real-Time and Personalized Digital Media Services

THE BUSINESS CHALLENGE

Advertising, design and marketing services companies face a challenging business landscape with shorter client engagement times, lower billed revenue per account executive, reduced customer switching costs and an increasing commoditization of the services they are delivering. These changes suggest that revenue growth appears to be an impossible goal for agencies when you also consider the:



- Strains on existing creative, studio, and production staff
- Need for tighter security for clients' rich media assets
- Pressure from clients to move faster, be more efficient, and be more effective
- Necessity to streamline and integrate the creative workflow with the digital production workflow
- Requirement to bring client advertising & marketing campaigns to market faster
- Increasing costs faced by all agencies

THE SOLUTION

To stay ahead of the commoditization curve, leading advertising and marketing services agencies are moving to the TeleScope™ solution for the management of all their rich media. TeleScope enables these companies to standardize internal best practices and promote account management efficiencies across the entire agency.

TeleScope for Advertising & Marketing Agencies is a highly cost effective way to deliver powerful, real-time digital media services to both the client and internal account teams. Its central repository for rich media content, metadata, and business logic, combined with its capabilities for delivering powerful and personalized digital media services such as project approval, workflow management, production automation and automated repurposing of rich media content, provide an excellent tool for managed re-use, archival, and retrieval of all image, video and multi-media content.

HIGHLIGHTS

CHALLENGE

- Move faster and become more efficient
- Shortened client engagement times
- Inefficient and disconnected workflows
- Reduce costs
- Strains on existing creative, studio, and production staff
- Lost or illegal use of client assets

SOLUTION

- Powerful and personalized digital media services for staff & clients
- Real-time production and project management
- End-to-end client campaign management
- Store and reuse digital media across many campaigns
- Centralized rich media access and management
- Enhanced security

BENEFITS

- Extend client relationships
- Increase client retention
- Maintain brand consistency
- Achieve unparalleled process efficiencies

CUSTOMERS IN ADVERTISING AND MARKETING INCLUDE:

- Capps
- Frankel
- MarketForward
- Ogilvy & Mather
- Seven Worldwide
- T3

BENEFITS

EXTEND CLIENT RELATIONSHIPS BEYOND THE CAMPAIGN

TeleScope helps extend client relationship through new and innovative brand management products and services. Increasingly, North Plains' customers are creating customized and off-the-shelf advertising services and media management products, based on TeleScope for their own clients worldwide.

INCREASE CLIENT RETENTION

With TeleScope supporting your clients' campaigns, you will not only reduce cost and be more efficient, but you open up many possibilities for client interaction and support. You can create a compelling overall experience by providing hosted DAM services to your clients. A DAM solution gives you a competitive edge in the market, with real-time marketing, bringing campaigns to life more quickly, and adapting to the growing demands of your clients.

MAINTAIN BRAND CONSISTENCY

Create once, reuse often. By managing the latest versions of branded material with TeleScope, companies prevent old or improperly branded material from reaching the light of day.

LET YOUR USERS WORK THE WAY THEY WANT TO

Creative users can contribute to the central asset repository directly from applications such as Adobe Photoshop, InDesign or Quark. TeleScope works unobtrusively in the background, in unison with your existing workflows.

DELIVER POWERFUL & PERSONALIZED DIGITAL MEDIA SERVICES

The world's leading advertising and marketing companies are using TeleScope to deliver powerful and personalized digital media services that include project approval, workflow management, production automation and automated repurposing of digital masters.

SUPPORTING YOU EVERY STEP OF THE WAY

Not only does TeleScope provide support for many users across departments such as production, account management, creative, studio, and external suppliers, it provides a unified digital media solution right from original art creation to delivery to publication or production.

UNITE CONTENT CREATORS WITH RE-USERS WORLDWIDE

Large advertising and marketing organizations are often truly global in nature. With TeleScope, once a digital asset is created, it can be made instantly accessible for reuse, repurpose or re-expression anywhere your organization, its clients, or one of its partners operates.

PROMOTE ACCOUNT MANAGEMENT EFFICIENCIES

TeleScope provides account managers with a very cost-effective way of creating a web-based "pitch reel library" that allows them to quickly review and assemble customized pitch reels on demand for customer presentations.

QUOTES

"We've built a great deal of customization around TeleScope.web and have been able to commercialize the development process for our ASP business with ease using North Plains' highly extendable platform. 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 / Chief Technology Officer
MarketForward / Publicis Groupe IT*

"North Plains Systems' TeleScope Hybrid File System offers a unique advantage to advertising agencies and other organizations that produce compound documents. In particular, compound layouts can be checked out, edited, and printed without making unmanaged copies of linked art files, to which the compound documents can reach through the desktop mount. Every other enterprise class DAM system requires the user to make unmanaged copies of all linked files every time a compound document is printed... which, defeats the purpose of DAM. The Hybrid File System is the only repository design in the DAM market compatible with the needs of advertising agencies."

*Jim Scott
Director, Creative/Production Technologies
Frankel / Publicis Groupe IT*

