



North Plains TeleScope: Your MRM Partner

How Enterprise Digital Asset Management Ensures Your Content Keeps Pace with Your Campaigns

Your campaigns are only as effective as your content. Today's marketing resource management (MRM) solutions drive more effective and complex multi-channel campaigns, but they don't fully automate the processes needed for your content to keep up.

MRM systems typically have **Brand Asset Management** capabilities for managing your finished brand assets.

Enterprise Digital Asset Management systems manage digital assets across the entire content lifecycle, connecting the creative effort directly to your campaigns and end collateral, and automatically pushing new content to every single channel immediately upon approval.

The importance of this becomes clear when you consider that effective campaigns are agile- they include not only the initial message, but all responses to feedback and comments from the market. You can work smartly and diligently to get your initial content to multiple markets and channels, but end up paralyzed as soon as you try to create updates based on the market's response.

One Message → 840 Potential Variations

Region	Language	Channel/Device	Persona	Buying Stage
North America	Language 1	Brochure	Executive	Awareness
Europe	Language 2	Social Media	Manager	Interest
Africa		Webpage	IT	Evaluation
Asia		Tablet	User	
		Phone	Influencer	
		Magazine		
		Letter		
4	x2	x7	x5	x3
840 Variations				

Global Campaign Mastery

Imagine this: You're running a global campaign – a product launch – with one core message, regionalized for four regions, and translated into two languages. You have a print ad, brochure, direct mailing, online landing page, rich media banner ads, and a mobile strategy. You are targeting executives, but also need to tailor your message for influencers, users, managers and IT.

You have photos, graphics, text, and video, and you are working with one global agency and three local agencies.

A competitor trade show means you have four weeks to launch with optimal impact.

Seamless Orchestration of the Content Lifecycle

This isn't just an asset repository or image catalog – this is full-blown digital media publishing and distribution, where you need to be able to change an image, or a piece of text, and push it through all dependent pieces of collateral in hours, not weeks.

Poor click through rates? Do some A/B testing in one market, and roll out the changes.

Seeing regional trends that are demanding unique messages? Engage a new local agency in that market, and get them working immediately on a brand-approved creative starting point.

One market moving too slow? Bring in an additional agency to try some new ideas.

Create and Distribute More Relevant Content Faster and at Lower Cost

This is what North Plains TeleScope Digital Asset Management (DAM) can do for you when integrated with your MRM system. It's a complete digital media management AND publishing system tightly integrated into the creative desktop enabling dramatic acceleration of the heavy lifting that produces the best, most memorable content for your campaigns. And it does it globally across all channels, automating updates, approvals and distribution for every change.

Key Features of North Plains' MRM Integration

- » Embedded user interface provides best-in-class DAM functionality within the MRM tool, including thumbnails, previews and conversions
- » MRM links to assets within TeleScope, ensuring only one version of each asset exists
- » Metadata integration allows assets to be easily found by project or campaign details
- » Marketing has access to all digital assets, including work in progress
- » Assets are easily accessed by non-MRM users via other creative processes including collaboration with 3rd parties such as agencies

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Corporate Information

For more information on North Plains' award-winning Digital Asset Management and TeleScope Publishing Platform solutions, please visit www.northplains.com

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