



Aprimo-TeleScope Integration Overview

Aprimo's Marketing Resource Management solution has Brand Asset Management functionality, but for many companies with many asset types, large numbers of assets, video assets, operations in multiple locations, or many complex, multi-channel campaigns with short time frames, there is the need for a full enterprise digital asset management solution like North Plains TeleScope. TeleScope on the other hand doesn't understand campaigns, resources, and marketing activity management and reporting- all features that can benefit DAM processes. A strong integration between the two products offers companies the best of both worlds.

Benefits of TeleScope Enterprise DAM

Scalability to Millions of Assets

TeleScope hosts some of the world's largest digital asset management repositories, including the world's largest at over 40 million assets.

Support for Almost All Media and Conversions, Previews and Thumbnails

TeleScope supports more media types, including critical conversion, thumbnail, and preview functionality, than any other digital asset management system on the market.

Distribution Management

By virtue of its business rules, compound asset management, integration capabilities, conversion management, and distribution features, TeleScope can create a digital media supply chain that automates the review, approval, and distribution of assets across multiple channels, regions, and collateral. Need to change an image used in 75 pieces of collateral around the globe? TeleScope can manage that in hours rather than days or weeks. TeleScope then completes the digital supply chain with integrations to Web Content Management, FTP, email, social media channels, content delivery networks such as Akamai, and transfer technologies such as Aspera.

Creative Tool Integration

TeleScope understands creative tool workflow, allowing users to work with complex, multi-asset documents such as InDesign without needing to manage each asset individually.

This creates a situation where related assets are managed as a compound asset, linking InDesign layouts, Photoshop art, Illustrator sketches, and other content together. Regionalization, device modifications, and channel variations are all managed within this compound asset, enabling updates to be quickly pushed to all distribution points- a true agile marketing process.

Comprehensive Metadata and Business Rules

An asset is only as valuable as its metadata, because without its metadata an asset can't be found, let alone used. TeleScope has a flexible metadata model allowing easy configuration of taxonomies that fit businesses at a corporate, departmental or asset level.

In addition to rich metadata, TeleScope provides easy implementation of business rules that respond to metadata or file changes and automate activities such as the generation of all needed representations for web, print, and mobile.

Manageable Security and Rights Management

TeleScope allows security at the user, role, project, department, and corporate level, as well as allowing security rules based on any metadata field. This allows implementation of manageable security models that fit your business.

This also extends to rights management, allowing the definition and enforcement of rights management from license based rights all the way through complex talent approval processes.

Broad Integration Capabilities

Digital Asset Management solutions are very dependent on the overall digital media supply and distribution chain, requiring quick and powerful integrations to many solutions- MRM, CRM, ECM, WCM, Sales and Marketing Enablement Portals, and any other business system or process that requires the content created from digital assets.

Deep Video Support

TeleScope allows business users to view, annotate and edit video with a web browser, overcoming a critical barrier to making video production a marketing process much like writing rather than a specialized editing process.

Robust Search

Assets are only valuable if you can find them. In addition to rich metadata support, TeleScope provides the deep search tools needed for finding the assets including keyword, hierarchical, and boolean searching. Additionally, full-text content search, iconic search, tree search, and simple form searching are supported providing users the necessary tools for finding the assets they need.

Key Features of the Aprimo-TeleScope Integration

The benefits of enterprise Digital Asset Management should be clear- additional formats, better search, easier previews, video, scalability, and automated distribution can radically impact your content creation and campaign quality.

However, running two asset management systems isn't practical, and tight integration between MRM and DAM is essential. That is where the Aprimo-TeleScope integration offers great value to all Aprimo customers that need the added punch of Enterprise DAM, and all TeleScope customers that want to manage their campaigns and marketing processes more effectively.

All Assets Are Stored in TeleScope

There are no assets stored in Aprimo- only the links and common metadata necessary for associating the assets with activities, workflow tasks and activity requests.

Seamless Integration into the Aprimo User Interface

All asset and content links and features within Aprimo are replaced with links to TeleScope, seamlessly bringing TeleScope functionality to Aprimo users without them having to leave the Aprimo system.

Campaign Association

All content in the TeleScope DAM can be associated to Aprimo Campaigns.

Work Product Integration

All check-in/check-out, versioning and annotation capabilities are provided by TeleScope and linked to the Aprimo UI.

Collection Management

TeleScope collections allow organization of assets in unlimited ways, allowing users to build collections from almost any search or detail screen. This allows the quick assembly, selection, review and approval of collections of assets, a critical feature of any creative process.

Workflow Tasks and Activity Requests

Aprimo Workflow task supporting document logic is linked to TeleScope. Aprimo buttons such as "Add Document" remain the same, as do lists of documents, but the screens for searching for assets and viewing asset information are native TeleScope screens seamlessly integrated into the Aprimo user interface.

Digital Asset Portal

The digital asset portal link now goes to a TeleScope screen integrated into Aprimo, providing users with advanced search, browsing, collection management, preview, checkout, conversion and download functionality.

All Thumbnails and Previews Generated by TeleScope

A key to usable DAM is being able to quickly preview assets. Downloading and opening large assets only to find it's not the one desired is slow and awkward, making comprehensive thumbnail and preview management essential for search, catalogs and individual asset preview.

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