

TeleScope™

Digital Asset Management

Solution Overview

Campaigns Can Only Move
as **Fast** as Their **Content**



TeleScope™ Digital Asset Management for Marketing Volume and Speed

Interactive marketing, social media marketing, and complex multi-touch, multi-channel campaigns can only move as fast and be as good as your content. Today that is rich media content more often than not, and includes brand managed photos, images, layouts, graphics, and video. One piece of content can end up distributed in 30 pieces of collateral when you consider print, email, web, brochure, and mobile as well as translated and regionalized content for all of those.

TeleScope is North Plains' market leading digital asset management solution for helping companies of all sizes get better content to market faster- a critical goal in today's saturated market where you need the right message for each targeted audience. TeleScope provides a powerful tool that with a three-stage strategy allows for marketing operations to drastically improve content time to market.

Stage 1: Get control of your rich media and digital assets. These are the building blocks of your content, which if properly managed and reused, drastically cut the cost of new and updated content.

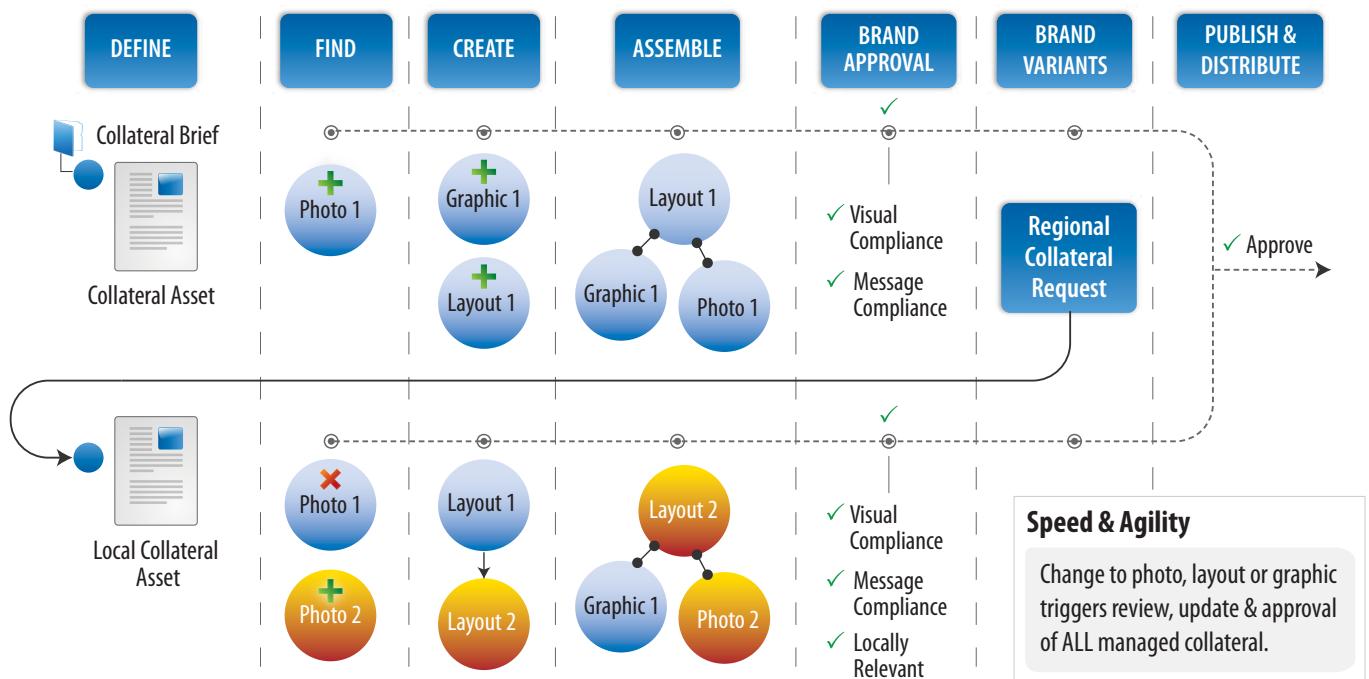
Stage 2: Manage your finished content as collections of digital assets – compound assets. This enables quick creation of variations for new markets and new channels, as well as quick updates of all those variations in response to market feedback (analytical or otherwise).

Stage 3: Automate the entire content lifecycle from concept through review, approval, conversion and distribution. This includes a single platform for agency collaboration and other partner involvement such as post production.

This differs drastically from document and page-level content management systems that can't manage the asset creation, collaboration, search, reuse, publication, brand management, review and approval processes that run at the asset, rather than document, level.

A Day in the Life of Content

Consider, for example, the typical collateral creation process. You source photos, get brand approval, apply color correction, crop and convert for web use in addition to print, replace a building photo with one from a regional location, translate into multiple languages, and finally publish your collateral. Each step is constrained by your digital assets, and once complete, needs to be done over and over again for more regions, more channels, and in response to online conversion and print response rates. This challenge is what agile marketers need to master.

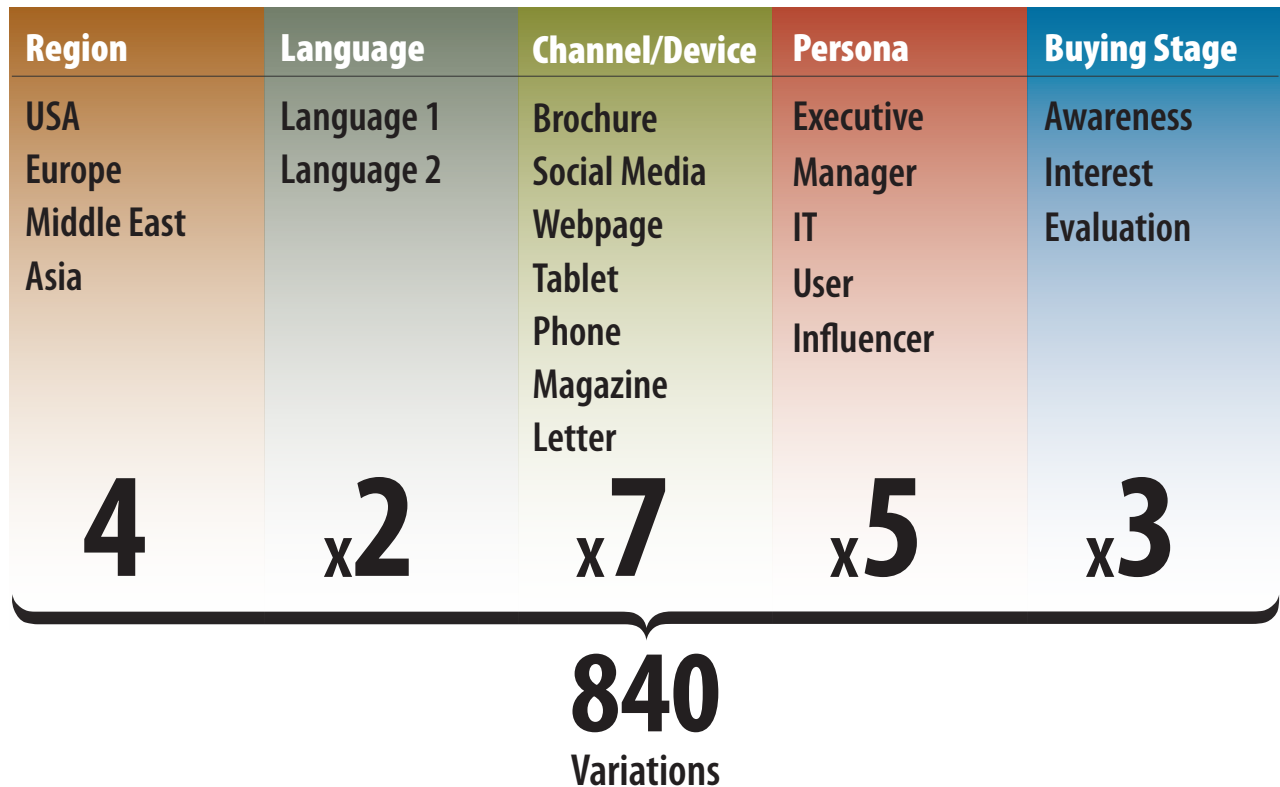


Asset Driven Marketing Execution for Campaign Collateral

Agile Marketing Demands Digital Asset Management

The most effective campaigns are agile- they include not only the initial message, but also updates based on feedback from the market. A minor global campaign can easily generate dozens of content variations, requiring weeks for any change to be rolled out manually. Process automation is the only solution here, and a digital media supply chain and publishing strategy based on digital asset management can reduce the time to make an update from days or weeks to hours.

One Message → 840 Potential Variations



BUSINESS BENEFITS of DAM

Improved Overall Message Quality

With DAM, messages are created from brand-approved assets. Where assets aren't available, creative users are able to quickly find and repurpose existing assets, including graphics, images, layouts, and video.

Global Brand Consistency

Companies operating in global markets can provide a brand portal to their field and regional marketing teams, helping to ensure a consistent brand look and message. This also works in reverse, enabling the field and regional marketing teams to provide their content back to the global marketing teams, providing a much richer creative ecosystem.

Consider a product launch across 15 countries, in 5 languages. Without a publishing approach you are stuck between two extremes – monolithic global brand messages that don't resonate in regional markets, or wildly varied "creative" messages that don't leverage the core value of your brand. With TeleScope, you can produce as many variations as needed, quickly reviewing and approving the digital assets that are changing, and getting your message to market rapidly and consistently.

Local Brand Relevance

With global brand management processes in place, companies are better able to modify content for local relevance and impact, while maintaining global brand consistency and regional compliance. This can have a huge impact on market share and revenue growth in regional markets that often don't grow for the same reasons as the home market.

Faster Time to Market

Creating marketing collateral is a time consuming process – especially when it comes to rich media content such as images, graphics, layouts and video. That's why these are called digital assets, and one of the most important benefits of a DAM system is the ability to quickly create and deliver powerful messages across multiple-channels.

Faster Retirement of Collateral

Companies are realizing that pulling collateral out of the field is almost as important as delivery of it to the field– especially in regulated industries where the marketing communications themselves are regulated. This is also critical for sales and marketing enablement, where the inability to pull old assets and collateral containing those assets from the market can cause significant damage to branding efforts and customer perception.

Multiple Agency Business Models

Historically, companies have relied on a few global advertising agencies to enable global brand consistency and local tailoring of messages to local markets. With a digital asset management system companies can collaborate with the best agencies in each region, fostering brand management and message consistency through the collaborative processes enabled by a DAM system.

This can have a huge impact on regional strategies as well – you can use one regional agency as your global “brand” message, and quickly flow that content to other regional agencies that create the local regional versions.

Reduce Duplicate Effort

If you can't find it, it effectively doesn't exist. Without Digital Asset Management companies waste a lot of time and money on duplicate effort. This is especially true in complex marketing organizations with many offices and partners- finding one important piece of art work can often cost thousands of dollars.

A DAM system ensures assets can be found when needed, and can also provide a clear definition of usage rights and brand guidelines. The cost savings from reduced duplicate effort are by themselves enough to justify installing Digital Asset Management in most companies.

Timely Communication to Mobile and Social Media Platforms

Social media is not a newspaper, and companies that push their regular content to social media channels quickly embarrass themselves. Social media, at its heart, is about

communities and conversations among the people in them. To manage social media, companies have to be able to publish conversation-relevant messages in real-time or simply not participate. And much of social media is mobile, so messages must be delivered across multiple mobile platforms to be effective.

Cost Effectively Use Video as a Core Content Strategy

Video is changing how companies communicate. Year-over-year growth is staggering. Most business professionals now regularly participate in video learning and communication of some sort. The problem is that for video production to be manageable and effective, video needs to be created as a collaborative business process just like print and other digital collateral. Making video production a cost effective business process that all stakeholders can participate in is essential to successfully using video as a content strategy. The leading digital asset management solutions (like North Plains' TeleScope) manage video as well as any other digital media asset, going as far as to manage clips and frames as individual, reusable assets.

Reduce Poor Efforts

Collateral that is created quickly without the reuse of design and media assets will end up being of poorer quality simply for time and economic reasons. By giving all of your creative teams the cumulative history of your best design and communication efforts, you give them a game changing head start in their effort to create high quality, beautiful, and powerful communications.

WHY NORTH PLAINS TELESCOPE?

TeleScope Manages the Full Digital Media Lifecycle from Concept to Consumer

TeleScope supports ALL aspects of asset-level content management and publishing. It's a complete digital asset management system that goes beyond simple image repositories, allowing companies to link the creative work of Adobe Creative Suite users across the entire asset lifecycle: creation, cataloging, finding, reusing, repurposing, assembling, publishing and distributing across multiple channels and regions.

TeleScope Supports Video Collaboration

TeleScope manages video as a "collaborative asset" – one that requires collaboration and input from business, marketing and communication professionals outside of professional editing. It allows a chief marketing officer to view video, define shot lists, cut points, create edit decision lists (EDLs), annotate frames, and more or less treat video just like he would a Word document – all through a web browser.

TeleScope Supports DAM Anywhere

TeleScope was originally designed as an installed Software As A Solution (SaaS) application to be used by media service providers – agencies and publishers that needed to collaborate with their supply chain – the capability to resell DAM services.

This unique architecture allows TeleScope to provide hybrid solutions: on-site management of HD video near the edit bays and SaaS management of the rest of the DAM processes. This allows companies to leverage the benefits of SaaS for their organization since they can still manage the large HD and broadcast-quality file management processes in-house. Regular users and partners can all use the SaaS solution with light-weight proxies, and EDLs are managed to provide seamless integration with the work being done on-site.

TeleScope Scales from Small to Large

TeleScope scales from small workgroups on SaaS up to millions of assets and tens of thousands of users. Our largest site has over 15 million images, a figure unmatched in the industry. You may only be 5 users and 10,000 assets, but you need performance that scales with the growth of your high-resolution digital media and HD video content. TeleScope is the undisputed proven, scalable choice for high bandwidth and high volume asset management.

TeleScope is Global By Design

TeleScope's scalability enables global solutions that allow all of your creative users to be first-class citizens of your DAM. Assets can be managed close to the creative team, and synchronized to other regions based on business rules or on-demand.

Furthermore, TeleScope is multi-lingual both in its interface, allowing full internationalization, and in its metadata models, being one of the few vendors to allow multi-lingual metadata and translation processes. This becomes essential where you have different cultures and languages sharing assets and standardizing on one language isn't an option.

TeleScope is Team-Centric

TeleScope's publishing approach demanded it be usable by every participant in complex media production processes, the result being an extremely user-friendly interface that seamlessly connects the right people in the media production workflow.

TeleScope is a pure HTML 5 solution with a flexible workflow engine that allows anyone within or outside your company to join your creative process with the right information provided and gathered at the right times.

TeleScope is Secure and Flexible

In addition to its powerful workflow capabilities, TeleScope supports almost any conceivable publishing or security need by allowing business rules to be written against your metadata. Want partners to only see approved, web-renditions of assets that have been classified as "partner asset"? A business rule written against your asset metadata saves you from the madness of rigid security models based solely on groups, instead allowing you to define security based on your business process.

TeleScope is the Undisputed DAM Technical and Integration Leader

In addition to being one of the first private-brand SaaS solutions, TeleScope was the first DAM solution to support Adobe's XMP standard. TeleScope was the first DAM solution to treat video as a first class solution. Finally, TeleScope's large customer base and commitment to provide a complete DAM solution means that it integrates with dozens of other important rich media tools in the digital media supply chain such as InDesign, Final Cut Pro, AVID, Microsoft Office, TeleStream FlipFactory and Pipeline, and Front Porch Digital and Masstech video archives.

NEXT STEPS

North Plains TeleScope offers unmatched features to capture, manage, publish and distribute your digital assets and rich media, providing the ideal solution for ensuring your content can move as fast as your campaigns.

Visit us at <http://www.northplains.com> to **watch webinars** and **find whitepapers** that can show you how DAM improves your marketing and media operations. TeleScope is available On-Demand, On-Premise, or in a hybrid configuration that provides the optimal solution for many customers.

About North Plains Systems

North Plains is the world leader in managing the digital assets and publishing processes that create the vast majority of digital and print communications. By providing software and services that enable companies to shift from content management to digital supply chains and multi-channel publishing processes, North Plains helps companies manage their brand, expand their rich media communications across multiple channels, and deliver higher quality content faster, at lower cost. For more information visit www.northplains.com.

Contact Information

Learn more how TeleScope can unleash the power of asset management for customers like you. Join the many TeleScope users. Call today for a demo.

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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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