INTRODUCING

NORTHPLAINS

NEXT

MASTER YOUR BRAND

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INTRODUCTION

It's no secret that the world is changing. The industry you work in now probably looked very different 20 years ago. Actually, maybe it didn't even exist 20 years ago. (Maybe it didn't even exist five years ago.) The point is, as the world changes, so does the way we work — and so do the things we need in order to work efficiently and effectively at peak performance.

A little while ago, we got the feeling that big things were going to change in the Digital Asset Management market. So we decided to stay ahead of the curve. We knew that as our industry changed, yours would too. And it will always be our priority to grow and evolve to accommodate your changing needs. So we took our combined 150 years of experience, put our heads together and came up with something great.

STICK AROUND, YOU'RE GOING TO WANT TO SEE WHAT HAPPENS NEXT.

A MARKET EVOLUTION

The market is changing in roughly 100 million different ways, give or take. These changes include, but are not limited to: the advent of mobile technology and subsequent need for increased bandwidth, a growing tendency of larger companies and corporations to outsource their creative work to specialized studios, an insatiable desire for visual content, shrinking asset lifespans and the mad dash to the cloud. As these changes grow and multiply, companies are asking some important questions.

"Where is that asset I need?"

"How can I [upload/find/comment on/approve/share/measure] this asset faster?"

"Why isn't it easier to do this on my phone?"

"Didn't I just log in? Why do I have to do this again?"

"Why doesn't this work better with [insert favorite creative platform here]?"

"Why is it so complicated to upgrade?"

"No, seriously, where is that asset I need?"

We hear these questions a lot. In fact, we ask them often enough ourselves. To put it simply: We need something different than what we have. We have a lot of assets in a lot of different places, and we need to be able to find them, move them, communicate about them, implement them and report on them with more speed, accuracy and ease. Our organizations need a single destination where we can entrust housing our process, and our content — which we need to be able to leverage for all of our creative business processes, starting now and ending never. Oh, and if we ever need to update this single destination, it better be quick and painless and cost-effective. We need that yesterday and we don't have that today. That's the problem.

OR, IT WAS. UNTIL NOW.

SIMPLICITY

So what's the answer? How did we solve this monumental problem? We started by narrowing it down. What is the one thing that we truly need, and that we don't have? The answer turned out to be simple. No, literally — the answer is simplicity. What the world has are disparate, complex solutions. What it needs is a powerful, unified, simple one. So that's what we made: a solution that is easy and uncomplicated, and embodies more than ever before our brand vision and mission:

We believe in the empowerment of people to harmonize with technology in pursuit of authentic brand experiences; to master their brands, no matter what step of the content lifecycle they represent.

HERE'S HOW OUR SOLUTION DOES THAT.

CREATIVES

You have an infinite number of files across your computer and your drives and your email and Slack and the cloud, each representing a different version of a different project at a different stage. And you're waiting patiently for 10 of them to upload, and for feedback on another four and you need to edit that other thing and you can't quite remember what happened with that one from last week. Meanwhile, all you want to do is create. Sound about right? Our solution makes it easier to...

- **Meet your deadlines.**

- **Easily integrate your favorite creative programs.**

- **Get technology out of your way.**

MARKETERS

You're under pressure. You need more, better content and you need it fast. And that content needs to engage emotionally with your audience to generate quality leads because your salespeople need to make more calls. And you need to report on your results regularly, because corporate leadership wants to know if you should be doing more of this or less of that. But somehow you lost track of that presentation and you can't find the right folder and everyone on the screenshare is waiting for you. We get it. Our solution can help you...

- **Quickly search, find and share.**

- **Maintain brand consistency with ease.**

- **Measure and analyze with confidence.**

TECHNOLOGY PROFESSIONALS

You want to know that you're choosing the best solution available, from a company with experience in successful DAM implementations. You don't even want to be reading this, so we'll keep it short and to the point. You just want to know that we know what we're talking about, so you can feel confident about the decision… And it probably wouldn't hurt if the upgrade process was kept nice and simple. No worries, we've got you covered. Our solution…

- **Is built for the cloud.**

- **Is secure.**

- **Can be configured for your needs.**

FINANCIERS & PROCUREMENT SPECIALISTS

So, you're the one who has to figure out how to pay for this. You'd prefer to start small — there's no need to pay for features you don't need yet. At the same time, you need to know that your organization isn't going to outgrow this solution. Also, everyone keeps telling you their solutions are "scalable" but no one ever explains how. What is that about? In any case, moving to a new system is no simple task, and you need to get it right the first time. We're here to help. We offer…

- **Modular structure.**
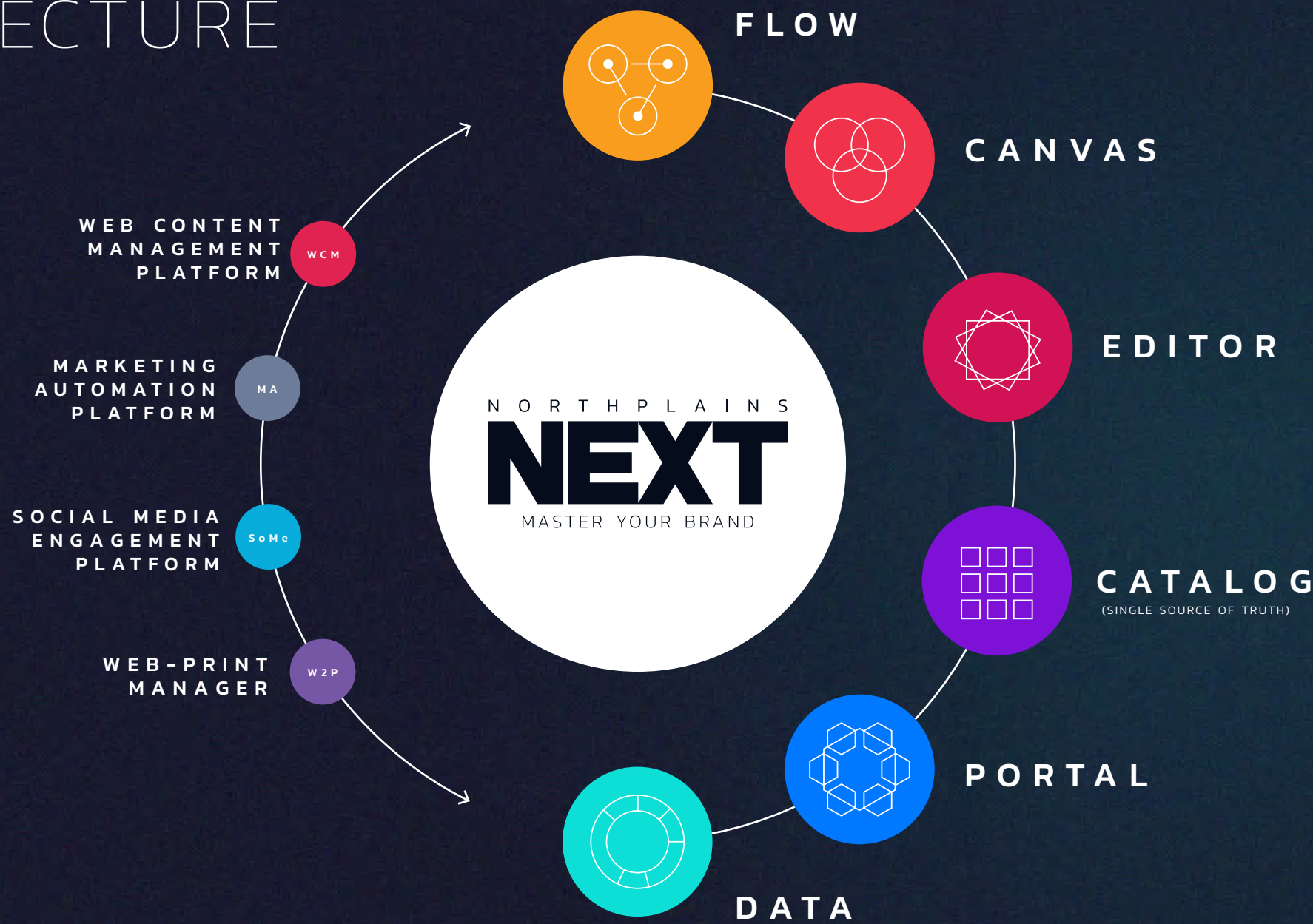
- **Strong references.**

- **A unique solution.**

NEXT

NORTHPLAINS

NorthplainsNEXT is the digital asset management industry's next generation Content Engagement Platform. It solves the business problem in which your visual assets are created and stored, and evolves through their unique life cycles — one with many, many (many) moving parts. In practical terms, NEXT is that single destination for all of your organization's processes and content. NEXT makes the demanding job of maintaining a captivating brand that much easier. Stop buying (and spreading your assets across) disparate solutions. Start looking toward what's NEXT.

NEXT enables marketers to manage entire content lifecycles from ideation and approval through omni-channel deployment and analytics. Because it's modular, startup is affordable and upgrades are straightforward. We've simplified the integration of adjacent technologies and made it scalable to grow with your success. Also, our platform supports an ecosystem of plug-and-play apps and third-party solutions built upon our open-source SDK. We want you to spend less time sorting assets and more time making engaging content that connects emotionally.
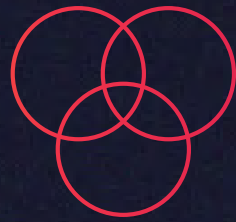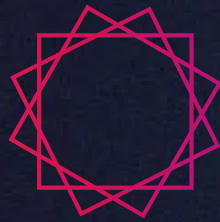
PLATFORM ARCHITECTURE

FLOW

CANVAS

EDITOR

WEB CONTENT MANAGEMENT PLATFORM — WCM

MARKETING AUTOMATION PLATFORM — MA

NORTHPLAINS NEXT — MASTER YOUR BRAND

CATALOG (SINGLE SOURCE OF TRUTH)

SOCIAL MEDIA ENGAGEMENT PLATFORM — SoMe

WEB-PRINT MANAGER — W2P

PORTAL

DATA

CORE MODULES

FLOW
CONFIGURABLE
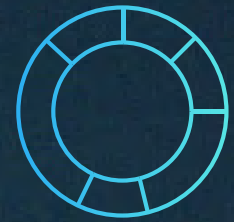WORKFLOW

CANVAS
CREATIVE
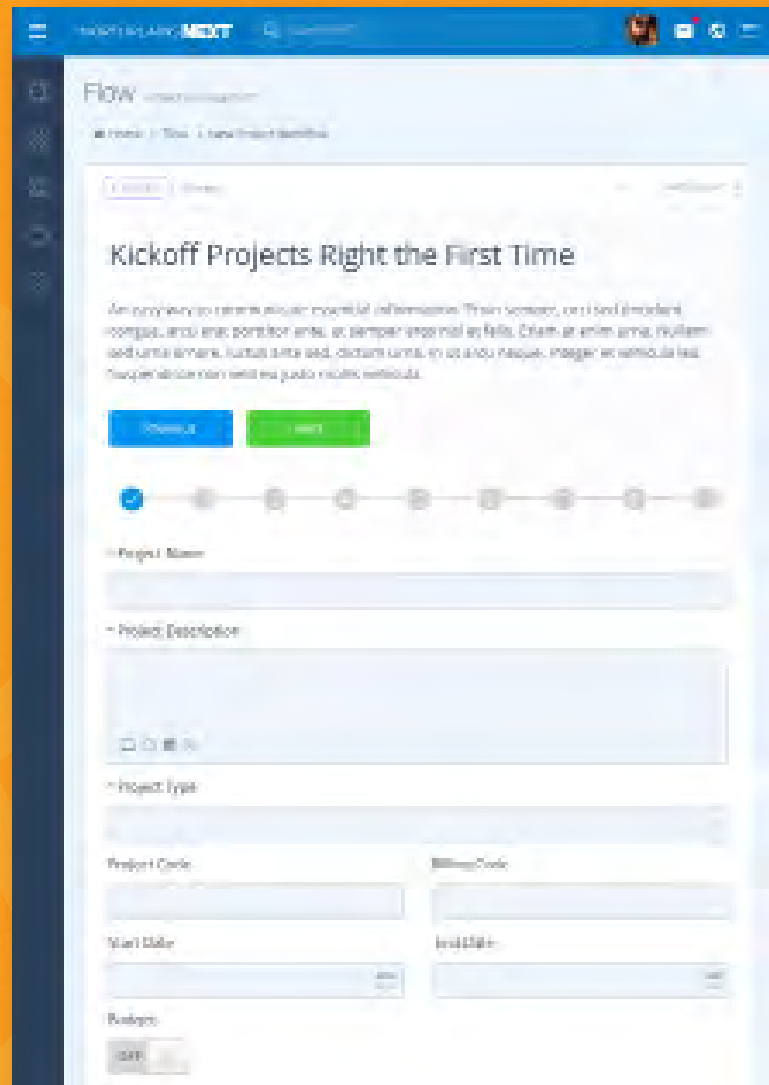STUDIO

EDITOR
EDITING
SUITE

CATALOG
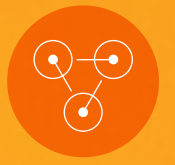ASSET
VAULT
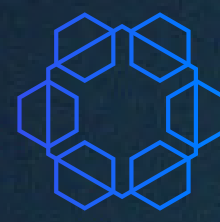
PORTAL
MARKETING
PORTAL

DATA
ANALYTICS
PLATFORM

who does what & when

Workflow approval management is essential to effective creative, marketing and branding. Not only does it define and control the approval processes - it also ensures transparency and timely insight for stakeholders.

FLOW clarifies responsibilities, assigns accountability and defines the workflow required for successful development and distribution. It helps identify roadblocks and empowers managers to correct it without lost time or wasted resources. With FLOW you can:

- Develop specific project workflows
- Develop corporate wide workflows with multiple departments
- Instantly monitor the status of specific projects
- Identify bottlenecks in the content development process

where inspiration meets creativity

CANVAS

CANVAS connects your creative team directly to your content lifecycle. This powerful tool accelerates content development by enabling creative teams to ingest and organize raw and approved assets directly within Adobe CC and other popular design tools. With CANVAS you can:
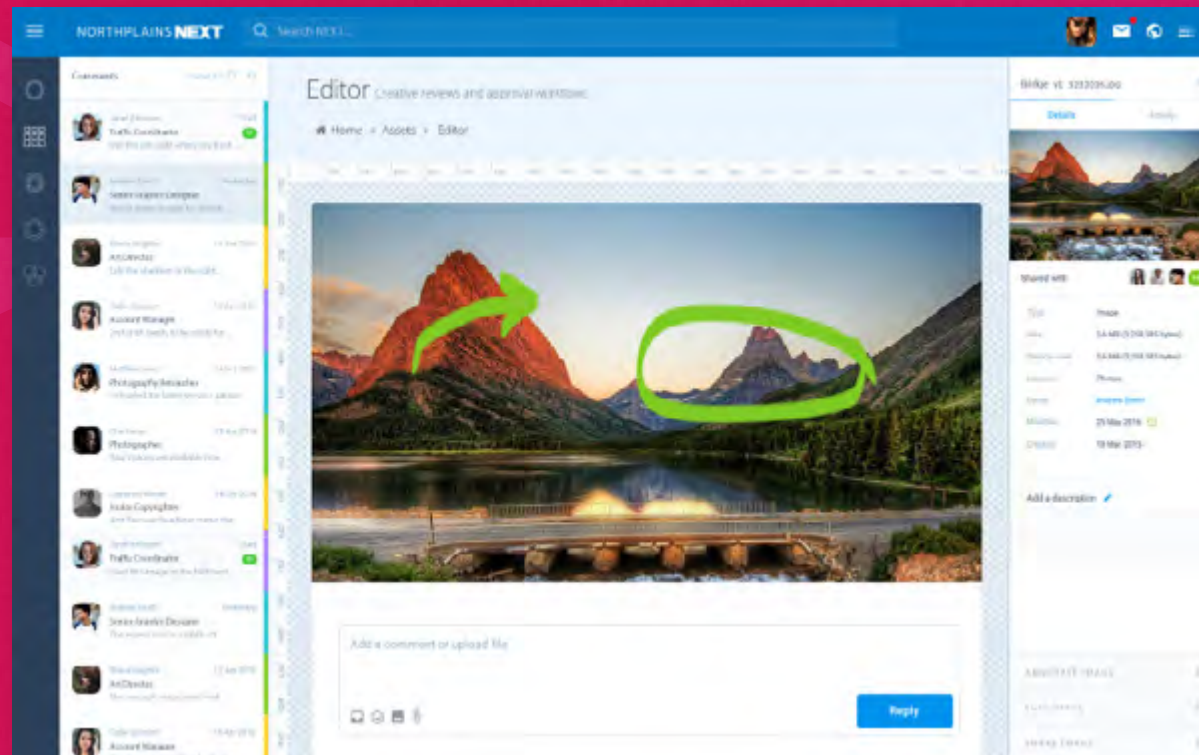
- Access the content from anywhere to jumpstart the creative process.
- Ingest assets from any existing DAM system... locally or outside your firewall
- Instantly toggle between high and low resolution imagery
- Link assets to layouts rather than embedding (minimizing the files size)
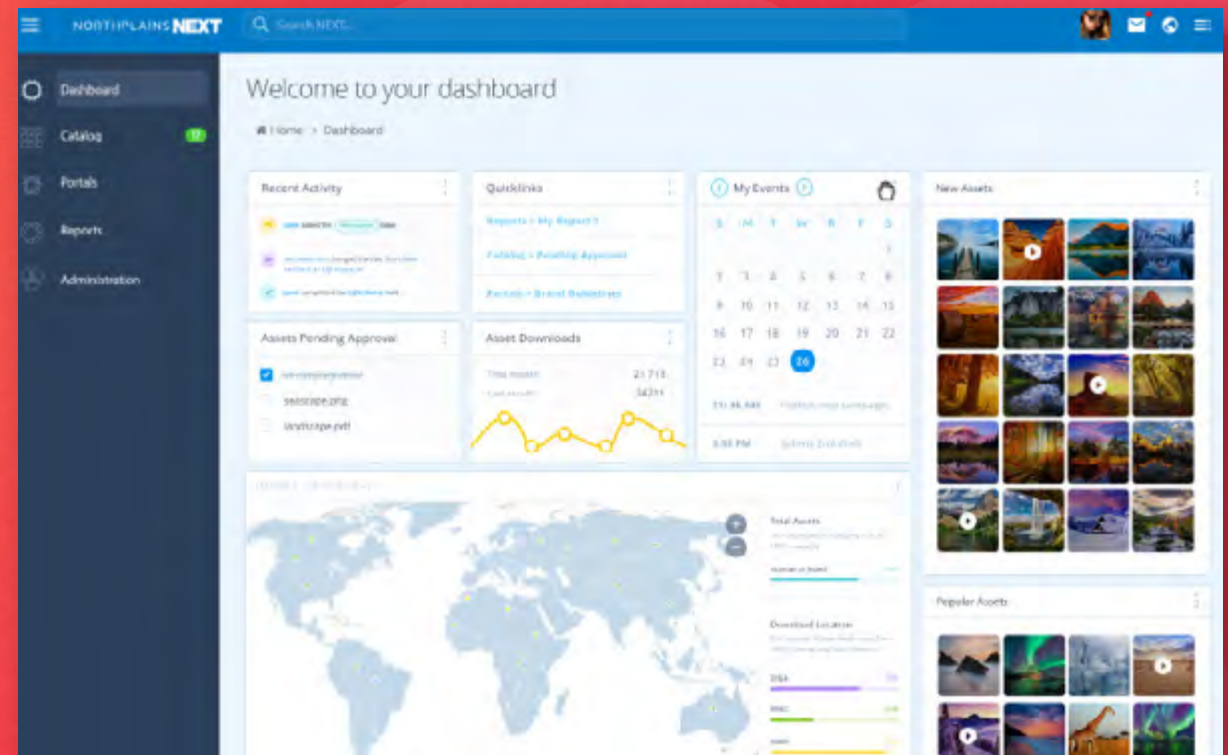
revise, improve, approve

EDITOR

Communicating what needs to happen to make something "final" shouldn't be so hard. Editor makes it easier to gain approval for visual components. (Because we know it's more complicated than "Does this look good?") This module manages the process once the creative team has developed concepts for consideration, and organizes feedback from the many stakeholders needed to achieve consensus and approval to release the artwork or campaign.

organization lives here
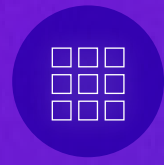
CATALOG

Catalog is the answer to the age-old question: "Where the heck is it?" Whether you're new to a project or managing the whole thing, everything should be easy to find. Catalog takes the guesswork out of it. Catalog features include…

- Central repository
- Unmatched metadata capabilities
- Smart catalogs, forms and advanced searches
- Open architecture
- Protected and tailored workspaces
- Client interaction
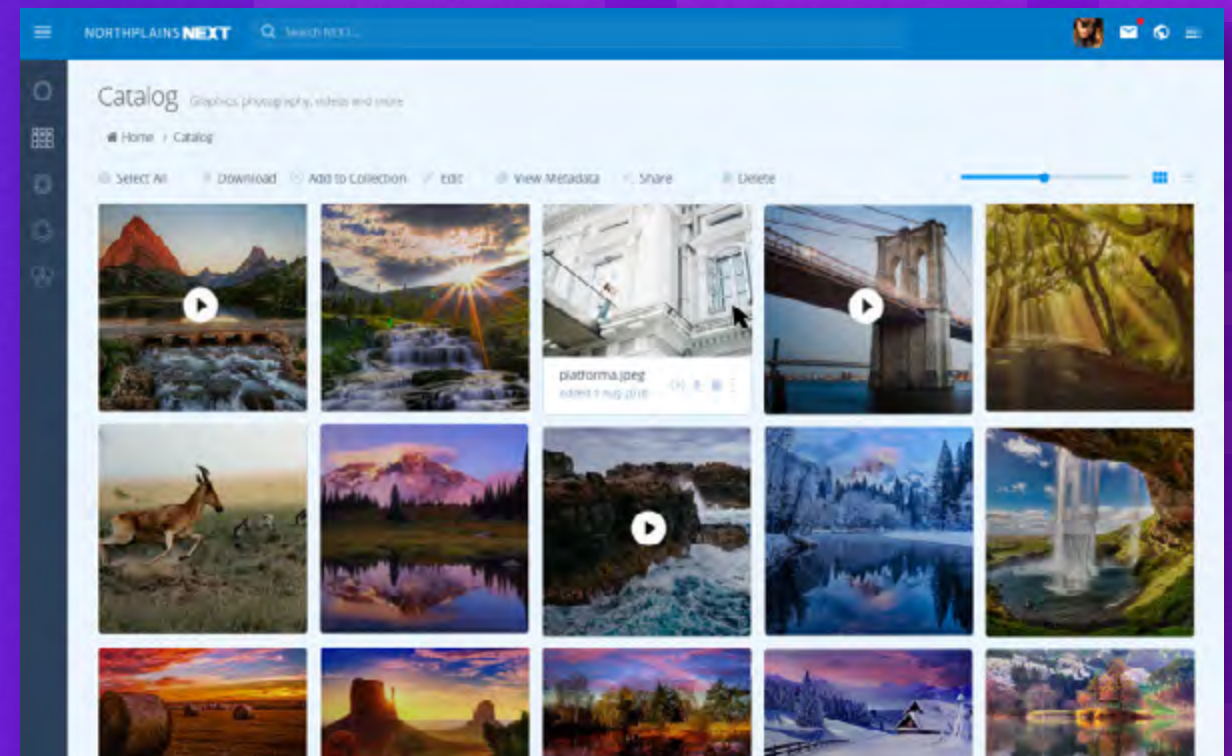
how engagement happens

PORTAL
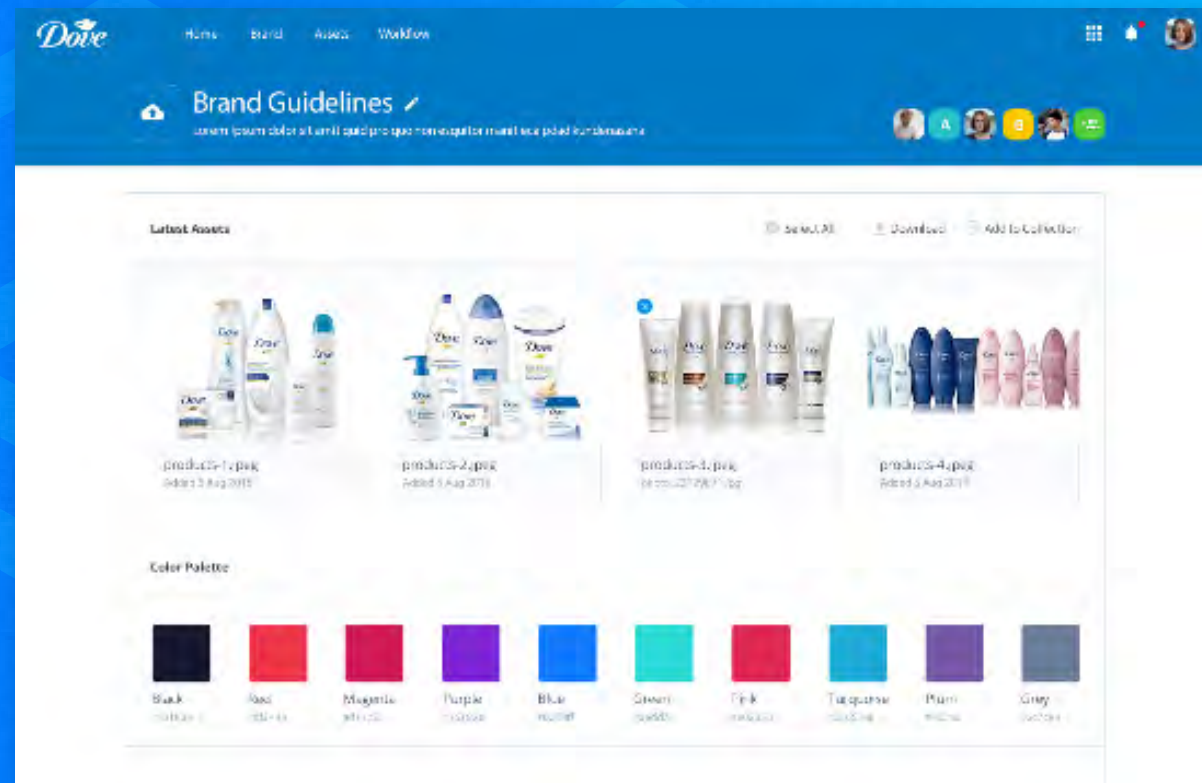
This is the piece that makes all of the preceding work valuable. It enables large enterprise companies to divide huge quantities of assets into smaller parcels, so they can be shared by geography, brand, business unit, product line, etc. Portal connects your content to the people who actually use it. It also makes it easier to show brand teams exactly what they need, and nothing they don't.

more of this, less of that

D A T A

Data is where you complete, improve and reinitiate the content lifecycle. This analytics module enables marketing teams to see the actual performance of a deployed campaign. Use info about successes and shortcomings of specific assets to inform your next effort, making your team sharper for their next creative challenge. And when creative is a well-oiled machine, it saves the development team time and results in more engaging content — which translates into brand loyalty and, ultimately, more revenue.
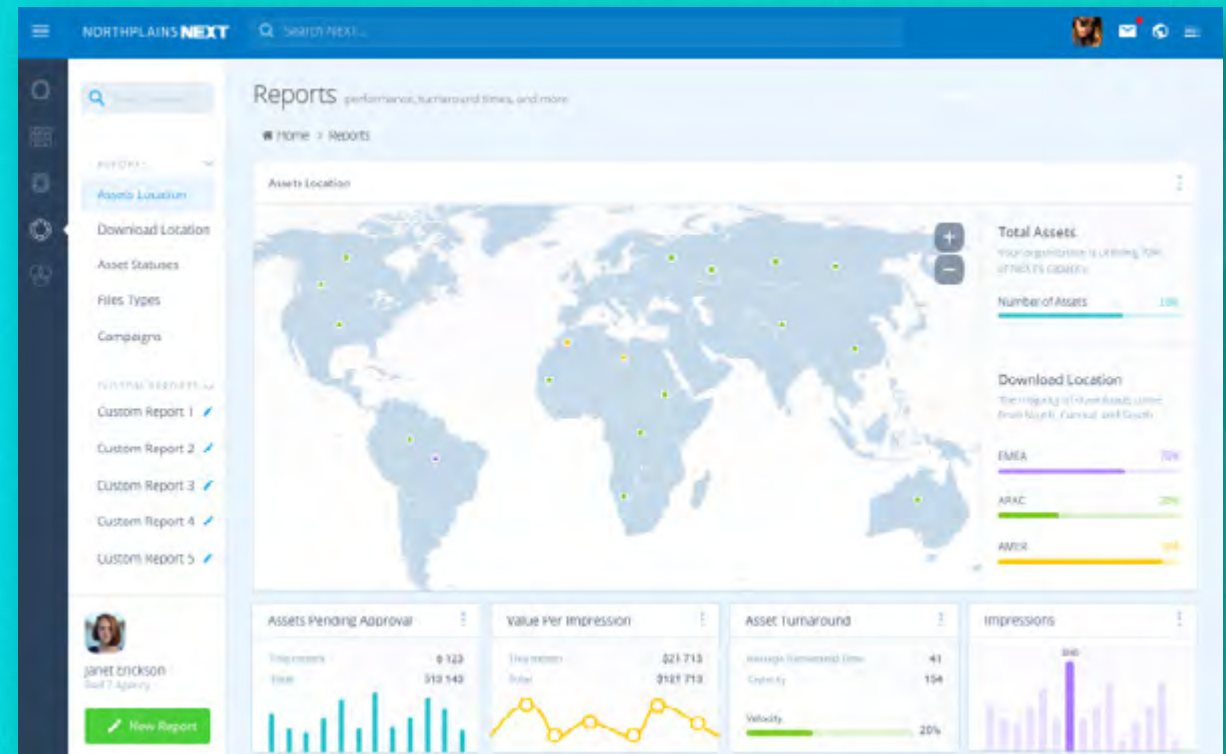
ENGAGEMENT MODULES

You can consider these parts of the puzzle to be your trusty connectors, linking every part of NEXT to your favorite third party applications. In a world where our solution is the central machine driving your workflow, these modules act as 100ft extension cords with pre-configured sockets built on the latest REST API technology. This allows engagement platforms to connect directly to your marketing stack. Have assets published, professionally printed, shared on email and social media and more, without ever having to leave the NEXT environment. It's all one seamless experience.

M A

MARKETING AUTOMATION PLATFORM

NorthplainsNEXT connects to your favorite Marketing Automation platforms, making content creation more direct and efficient. Now you can access your approved assets from NEXT and easily port them into automated email campaigns that engage and nurture your leads toward a purchase decision.

W2P

WEB–PRINT MANAGER

NEXT's Rest API connectivity makes it easy to sync to your print portals, simplifying the management of all branded marketing efforts. Imagine the enhanced convenience of having all visual assets integrated with your BtoB and BtoC print marketing requirements.

SoMe

SOCIAL MEDIA ENGAGEMENT PLATFORM

The impact of social media on any brand is growing at an incredible pace, as is the need to consistently monitor and react to changing market dynamics. NEXT enables Social Media Managers to easily connect with their preferred SoMe dashboards to create new content, manage brand mentions and comments and add approved imagery to keep dialogue with customers fresh and engaging.

WCM

WEB CONTENT MANAGEMENT PLATFORM

Web Content Management is the engine that drives your website… and is typically the hub of your marketing infrastructure. With NEXT, marketers can interface seamlessly with your existing WCM platform enabling simplified and faster website authoring, collaboration and administration. The result is faster and fresher content that keeps your audience coming back for more.

SERVICES

At Northplains, we don't just hand over a piece of software to you and call it a day. Our business is about more than technology; it's about service. From first contact, we're with you every step of the way.

During the sales cycle, we're here to help determine your high-level needs. After signing and purchasing, we work with you to refine those to the most granular of details. We use that information to build the perfect solution for your organization. During and after deployment, we're here to help you bring users on and keep them there — from training and change management to customer success.

1

PLANNING

One of our experienced project managers works with your team to develop a detailed implementation plan for the project.

2

DISCOVERY

We work to understand your requirements for a new tool, covering everything from permissions and user roles to taxonomy and workflows.

3

SOLUTION DESIGN

We define and document the solution to meet your requirements, and we develop test cases to verify that it's the right fit for you.

4

BUILD SOLUTION

We configure and/or customize the product to fit the solution defined in the design phase, and we unit-test it.

5

SYSTEM TESTING + ISSUE RESOLUTION

We run through test cases developed in the design stage to ensure success, and our Services team resolves any issues found.

These steps are iterative. We'll go through this process as many times as it takes to get it right.

6

END USER TRAINING

We train a representative group of your delegates to prep for UAT. Some could also become designated trainers and solution experts.

7

USER ACCEPTANCE TESTING (UAT)

You perform UAT for final verification that the solution meets your defined requirements before we roll the solution out to production.

8

GO LIVE + INITIAL SUPPORT

Before and after going live, our team will provide onboarding support. Then, we'll transition you to the Customer Support Group.

9

KNOWLEDGE TRANSFER

Finally, we will transition you to the Northplains Support Team, who will help ensure ongoing success with your solution.

TECHNOLOGY

☑ **NEXT is built for the cloud**
NEXT can automatically scale to handle the most demanding workloads.

☑ **NEXT is configurable**
Allows system-wide configuravtion and user-defined workflows to meet your needs.

☑ **NEXT allows for configuration of permission model and access control**
Create users, groups and roles with assigned specific permissions.

☑ **NEXT is Secure**
All web traffic is sent over HTTPS, web application protocol. Encrypted disks and security tokens ensure your data and images are always safe.

☑ **NEXT includes disaster recovery**
NEXT leverages cloud-based redundancy and failover practices, ensuring content and data are always available.

☑ **NEXT offers ongoing support and Maintenance**
Hosted Packages are automatically maintained. Customer Service and Technical support are available upon request.

☑ **NEXT offers comprehensive OS and browser support**
Supports latest version of Google Chrome, Internet Explorer, Firefox, Safari, Opera. Supports Mac and Windows operating systems.

☑ **NEXT offers External APIs**
NEXT offers APIs for: CRUD operations on most systems Objects; Configuration; Data import and export; FIle downloading and uploading; Searching and Notifications; System events.

☑ **NEXT works with your existing infrastructure**
You can implement NEXT to your public or private cloud. You can integrate the system into your intranet portal or authenticated website application.

NORTHPLAINS

Northplains is not your run-of-the-mill digital asset management company. We are an experienced, talented, full-service global team, leading and delivering projects with energy and accountability. For 25 years, we've excelled at helping organizations become masters of their brands by streamlining creative processes, automating workflows and ensuring compliance. Our portfolio is stocked with the industry's most trusted products, proven to help you at every stage of the brand creation and maintenance lifecycle. We can help you create, organize, collaborate on, share and analyze your assets with speed, confidence and simplicity. Oh, and that folder you can never find when you need it? We can help with that too.

Ready for a simpler way to master your brand?

CONTACT US TODAY

Jama Drake, Business Development & Sales
jdrake@northplains.com
512.905.8822