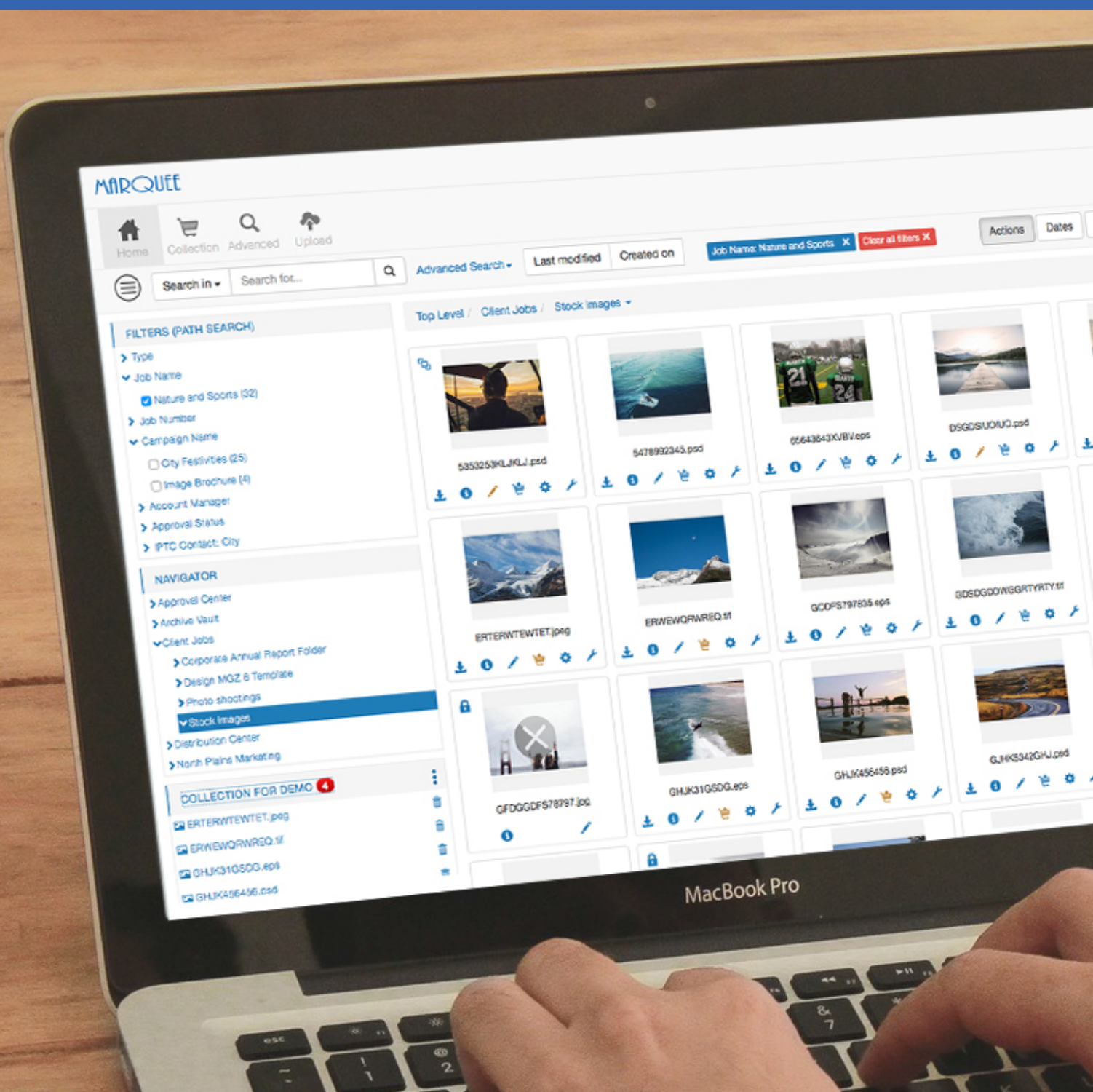




Dynamic Asset Management

Streamline your creative content digital supply chain



Overview

In today's world, led by Omni-Channel Communication and Digital Transformation, it is imperative to have a robust and streamlined Digital Supply Chain for the creation and management of marketing materials.

Your business has grown... Maybe even gone global.... And with that success has come a mountain of work-in-progress digital assets. Files, logos, documents, artwork, images and massive amounts of electronic data that your content creators are working with each and every day. How do you facilitate collaboration between creators and reviewers? Is everyone using the most current version? How can you manage and make the most of your assets? What is the best way to ensure everyone is following the right workflow to get the job done and be efficient at the same time? The answer is North Plains' Xinet solution.

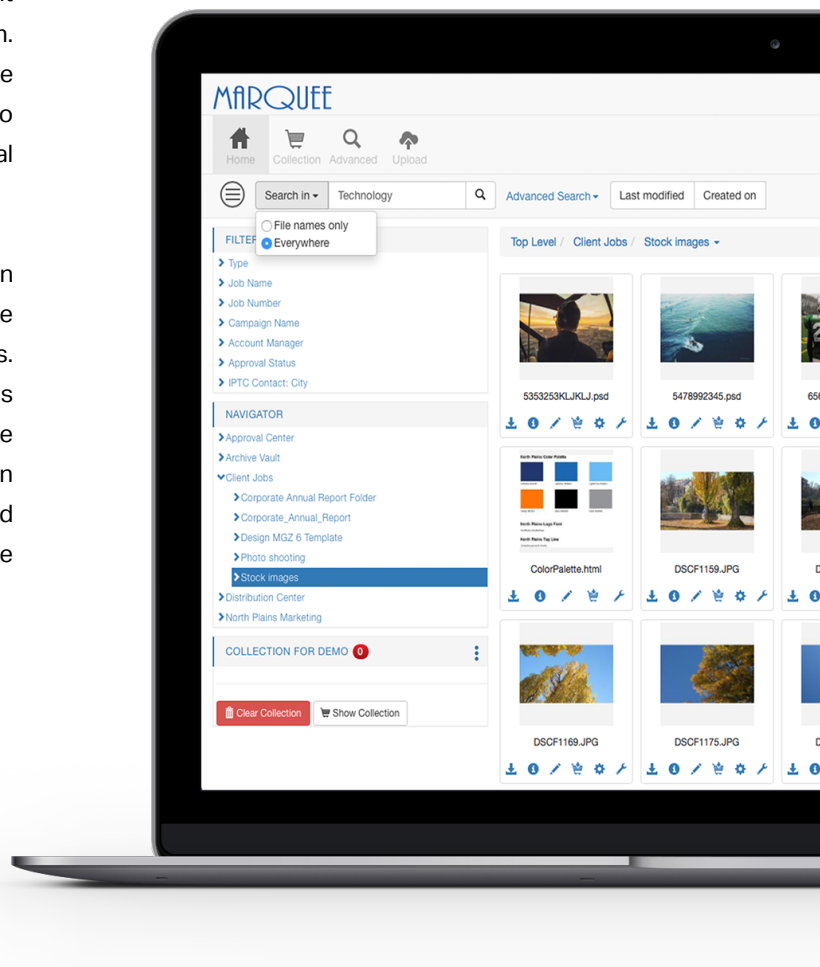
Xinet is the standard-setting creative asset management system for streamlining workflow and maximizing production. With multiple assets stored across multiple drives in multiple time zones, managers and creative teams need to be able to quickly search for, access and approve files from one central location.

With Xinet, design teams and creative agencies can efficiently manage all versions of digital assets while managers have clear insight into the creative process. Users can access your on-site server from off-site locations - an ideal benefit for agile companies with growing creative teams. Utilizing an asset management software solution promotes a collaborative environment so your team avoid creating duplicate files and are able to rapidly locate the most recent assets.

Wilson.

"Wilson's original intent with purchasing Xinet was to be able to efficiently share out files, but the fact that we also have benefited from work-flow automation and production capabilities has been a huge bonus"

David Barron, Wilson



Features →



Manage millions of assets and thousands of users (without being limited by your license).



Highly customizable, user interface, based on modern web standards and served via open REST API.



Unmatched ingestion speeds with instant color accurate preview generation and metadata tagging and extraction. (A DAM optimized and created from the ground up for heavy work load).



The most transparent, barrier-free Adobe Creative Cloud integration in the industry. Designers don't need to change their workflow.



Enterprise search engine, including faceted browsing, bookmarking and contextual menu support to access and open search results in the asset's original application.



Search and find text content in archived assets while viewing full previews and metadata of archived files.



User configurable flexible metadata sets and permissions without the need for professional services engagements to apply changes to the model



Story board functionality enabling users to generate and download video reels in a web browser and tracks source file usage automatically.



Built-in review and approval tools and an open workflow automation engine that enables you to add your own custom automation scripts.

Integrations →



Open architecture. Xinet has been designed from ground up to enable integration partners to customize and integrate with existing solutions (CMS, PIMs, ERPs, etc..).



Experienced partner network around the globe with extensive deployment and integration skills.



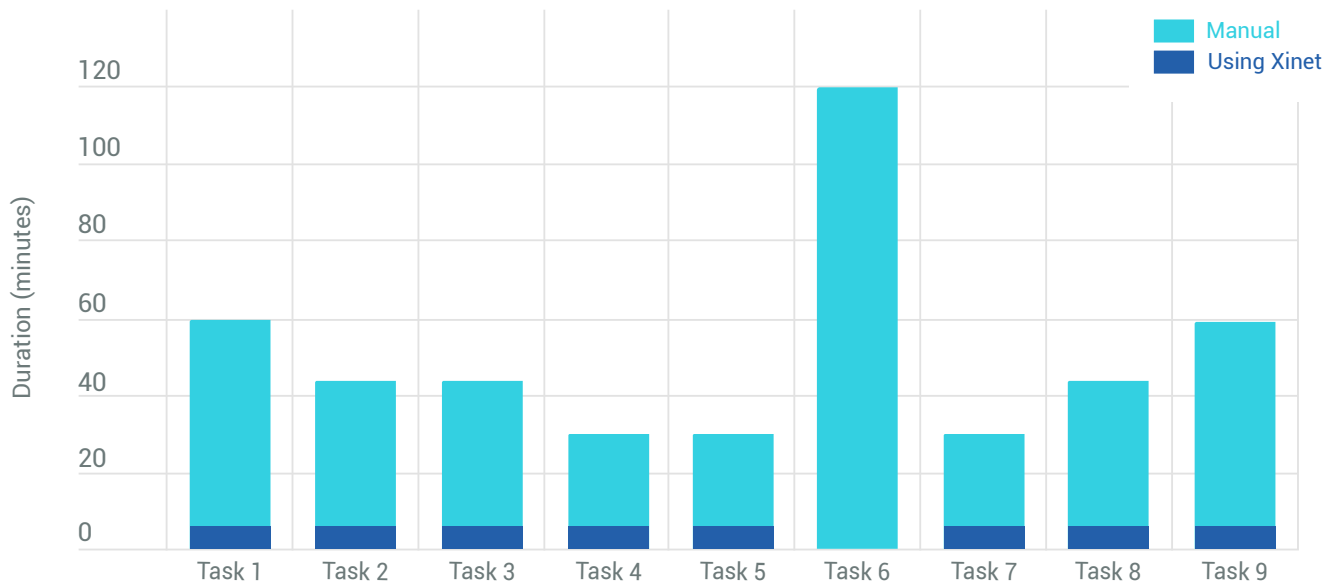
Comprehensive eco system built around the product. Integration partners, software vendors and third party developers have built numerous productized tools to extend the Xinet feature set.



Why Xinet?

- **Trusted Technology:** Xinet has a large, loyal install base around the globe and is supported by a highly experienced network of regional integrators. We have been working with our integration and sales channel for over a decade and we partner with experts who are dedicated to selling the best solutions to their customers.
- **Central Asset Repository:** Store and dynamically share millions of assets at unmatched ingestions speeds. Xinet has been developed from the ground up to support very heavy workloads on a system (typical of but not unique to a 'production environment'). Optimized for media production, Xinet allows users access to the interface most commonly used in creative production environments, which dramatically reduces the learning curve and is a testament to its high adoption rate.
- **Open Architecture:** Designed to facilitate integration with existing IT infrastructure and extending out-of-the-box functionality, Xinet offers all the flexibility needed to successfully deploy a Digital Asset Management system that meets specific customer requirements.
- **Industry Expertise:** We have a long history of supporting file formats used in professional image editing software with color accurate thumbnails and previews (What-You-See-Is-What-You-get -WYSIWYG) and professional PDF output workflows.

Improve ROI: Reduce costs for unbillable time using Xinet



Task 1 - Locate and retrieve source layer elements

Task 2 - Receive and ingest new images from photographer

Task 3 - Locate and retrieve stock images from original concepts

Task 4 - Re-link the source elements in each layout

Task 5 - Provide studio with visual brief

Task 6 - Make changes to each layout

Task 7 - Ensure correct logo and image usage

Task 8 - Generate multitude of print outs and PDF's for approval

Task 9 - Prepare finished art and preflight

Who Do We Sell To

BBDO

Arnoldworldwide

Wieden
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Y&R



HAVAS

DDB^o

DRAFTFCB



★ macy's

Wilson.

 **HarperCollins**Publishers

About North Plains

North Plains is recognised as the world leader in helping companies effectively leverage their visual media content through images, photos, videos, 3D designs, and others to maximise market success.

Providing a complete array of products, services and solutions, we are uniquely positioned to help corporate marketers, advertisers, content creators and publishers to be more agile in the creative development process and management and distribution of marketing and brand communications.

Customers can maintain control of their visual assets and support processes globally, while improving collaboration and efficiency.

Since 1994, we have helped our customers stay ahead of their rapidly changing marketing needs by expanding and evolving our suite of offerings to include Digital Asset Management (DAM), Marketing Resource Management (MRM), Creative Workflow and more.

With offices in Canada, USA and Europe we count many of the world's leading companies and brands among our **1,400+ clients** and **1,000,000 users**.

Our products



Xinet helps creative teams work smarter by facilitating collaboration, easing the approval process, and ensuring instant access to the digital assets they need. [Learn more](#)



On Brand connects marketers across your organization to ensure brand consistency and compliance in an ever-changing, and highly-regulated environment. [Learn more](#)



Telescope is the most advanced and trusted DAM systems in the industry. Telescope allows you to manage all of your digital assets in one place while improving collaboration, efficiency, and compliance. [Learn more](#)

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