

North Plains Systems Expands Global Digital Asset Management Partnership Program

LONDON, U.K. and TORONTO, Canada, Dec. 2 (SEND2PRESS NEWSWIRE) – North Plains Systems, Inc., the world’s leading provider of digital asset management (DAM) and video asset management (VAM) software solutions, today announced ambitious plans to expand its global channel of strategic partners over the coming months. Due to the increased demand of its TeleScope(TM) digital asset management platform, North Plains will significantly grow its European base of technology partners, brand-name systems integrators, and a top-tier portfolio of national and regional technology resellers.

The global demand for Digital Asset Management systems is expected to triple by 2013, according to a new forecast by ABI Research. “The recent proliferation of digital media content, especially video, and the rise of portable devices for viewing it is a key contributor. We can add the widespread availability of broadband data services to distribute it, and the need for systems that can store and deliver that content to the right people at the right time.”

Building upon existing momentum in the region, North Plains will further enhance its support of European customers through an integrated reseller network composed of “best-in-class” technology partners, brand-name systems integrators, and a top-tier portfolio of national and regional technology resellers. North Plains will announce these strategic vendor partnerships over the coming months.

“Partners will be hand-picked to meet some very strict criteria,” said Rick Coope, Director, European Sales. Chosen firms will exhibit extensive domain knowledge within North Plains’ target markets, including print, publishing, broadcast, media, advertising, design and marketing agencies, as well as demonstrate considerable experience in digital asset management configuration and integration in education environments.

“Our focus is on building the strategic partnerships that will deliver our advanced solutions to businesses that need their legacy asset management systems replaced or an entirely new one implemented. We can better serve our customers and their needs if we increase our local partners,” he added.

Learn more about how you can become a North Plains business or technology partner and bring true digital asset management to your customers and prospects.

North Plains’ TeleScope(TM) Digital Asset Management (DAM) Platforms

TeleScope(TM) is an award-winning digital asset management platform that enables the secure access, management and distribution of all digital and

rich media content across an entire organization. With its distributed and modular architecture, TeleScope is designed to meet the diverse range of rich media needs from small and mid-size businesses and design studios, to the complex business challenges of global enterprises.

Whether you're a new creative "shop" just starting out; growing so quickly that your asset inventory is getting out of control; or a globally distributed organization with millions of assets to manage, North Plains' TeleScope platform is ready to meet your unique business challenges.

North Plains Systems' DAM Leadership

As the global market leader, North Plains' TeleScope(TM) platforms are the only DAM solutions to offer true end-to-end digital media supply chain experience that supports the creation, integration and repurposing of digital assets in mission-critical applications. Customers from all industries and geographies are reaping significant and tangible business efficiency improvements from North Plains' TeleScope platforms. Its expertise in delivering industry-leading digital asset management software solutions is reshaping the way companies manage, collaborate and distribute their digital assets.

About North Plains Systems, Inc.

Founded in 1994, North Plains Systems, Inc. is the world's leading provider of digital and video asset management solutions. With a portfolio of over 475 satisfied customers, North Plains' TeleScope platform streamlines the complexity of managing increasingly challenging digital asset environments. From centralized workflow optimization, asset creation, production and virtual collaboration, to delivery and distribution, North Plains provides end-to-end solutions that scale to meet your unique business requirements. Benefit from North Plains' proven deployment expertise and join its growing list of global customers, including: AOL, Boeing, Bowling Green State University, Gallaudet University, Harcourt, HarperCollins Publishers, Microsoft, Ogilvy and Mather, Playboy, Publicis Groupe, Publishers Clearing House, Rodale Inc., Sony Pictures Entertainment, The Utah Education Network, Viacom, and Warner Bros.

For further information: www.northplains.com.

Discover why industry experts think North Plains is Leading the Digital Asset Management Evolution(TM).

All trademarks are property of their respective owners.

News issued by: North Plains Systems, Inc.



Send2Press® Newswire

Original Image: https://www.send2press.com/wire/images/08-1202-NoPlains_72dpi.jpg

#

Original Story ID: (4522) :: 2008-12-1202-001

Original Keywords: North Plains Systems Inc, TeleScope platform, digital asset management, Rick Coope, video asset management software solutions, DAM, VAM, broadband data services, secure access, management and distribution of all digital and rich media content, VAR, reseller, Canada, Europe North Plains Systems, Inc.