



**Northmann**  
DAM FOR BRAND OWNERS

**With Northmann, you gain control over  
your brand key visuals  
and campaign files worldwide**

World class Digital Asset Management for brand owners



Local  
business  
unit Asia

Media

Local agency

KAM

Local agency

Marketing  
department

Press

Local agency

Local  
business unit  
Germany

PrePress

Global  
marketing  
unit



Managing images  
and campaigns  
worldwide is  
a matter of  
processes

## As a brand owner, you know that high quality is all important

The world is visual. In the marketing of products such as household goods, perfumes, soft drinks and fashion clothing, key visuals have long been all important. Now this tendency is spreading to other categories. All brands compete for the same limited attention. Therefore, it is more important than ever that key visuals appear both uniformly and in high quality.

### **Strengthen your brand and save your money**

Art directors are not all alike, nor is their image processing. When a company's images are used in many different places, strict management is necessary to ensure that it is easy for the right people to find the right images in the right form – and in a form that cannot be altered. This saves precious creative time and strengthens brand equity.

### **The solution is called Northmann**

Northmann is developed with a focus on the issues faced by brand name companies. With Northmann software, your company gains many advantages:

- Ensures correct image processing and use of images
- Complex image processing facilities
- Easy archiving and distribution of files in complex organisations
- Access to correct files 24 hours a day
- Simple integration with Adobe InDesign®, Quark Xpress® and Microsoft Office® If you work with subsidiaries, agents or bureaus, Northmann is even more effective and rewarding



New York



London



Paris



The right people  
worldwide have access  
to the correct files

24:7

## If you work with subsidiaries, agents or bureaus, Northmann is even more effective and rewarding

You are probably familiar with this situation: A graphic artist at an advertising bureau in New York is designing a top sign for a display in American stores. He is missing the campaign's key visual and therefore requests it from his customer, which is your subsidiary or your agent. They cannot find the image, and the office in Denmark is closed. But they do have an image from last year's campaign available...

### **An image must be located in only one place...**

With Northmann, you eliminate redundancy. Images and files are all located in a single place that anybody with the correct authorisation can access at any time of the day. The use of Single Master Technology means that you only need to change a file once for the changes to take effect worldwide. Therefore, you can be certain that the correct image is always used.

### **...in the right form and ready to use**

You eliminate the risk that images may not fit with a specific medium. Adaptations are a built-in element of Northmann, meaning that users receive images in the correct size, resolution and colour space with the correct ICC profile. The images are adjusted correctly according to whether they are to be used on the internet, glossy or matt paper or a completely different medium.



“We know the benefits of asset management. We have already experienced how it can make considerable cost savings. This is the reason why David & Charles acquired a Northmann system.” **Juliet Strickland, David & Charles**

“Northmann enables us to offer our customers a much better service. It enables all of our customers to efficiently manage all of the data assets they have.” **Andrew Dorward, TripleArc**

“Northmann solutions gives us phenomenal savings, and we get great advantages from the way it manages and stores information. It’s a project development tool saving us a lot of time and effort.” **John McHugh, Brandvis**

“We wanted to be part of a standard system. We did not want to experience problems at every development or upgrade stage. And we wanted to share the benefits with others. We had no intention of being equipped with a proprietary, tailor made solution only to find afterwards it was one we have to continue to modify and improve ourselves”. That was why it was so important for IKEA to find a solution that had the potential of living and developing independently of IKEA. A system that was used by others, yet an exact, easy fit into IKEA’s needs. The choice made was for Northmann’s solution.” **Mr. Zitting, IKEA®**



For international brands,  
quality and profitability are  
not mutually exclusive

Northmann is used by companies such  
as IKEA, David & Charles and Brandvis

World class brands do not compromise on quality or profitability. Consumers are becoming increasingly quality conscious, while at the same time greater competition means that prices and costs must be kept down.

**Massive savings**

Northmann solves this task by reducing wasted time and time spent on trivial tasks. Furthermore, as the solution is easy to implement and easy to work with, most brand owner companies will achieve ROI within a relatively short period of time.



Packaging

Banner

Web

Textile

Magazine

Newspaper

Merchandise

**Single Master  
Technology**

PowerPoint

TV





Northmann optimises  
the graphic process  
by integrating with  
graphic artist's  
preferred tools

## Graphic artists can import images directly into Adobe InDesign® and Quark Xpress®

Working with Northmann is easy and intuitive. The search functions make it easy to locate the images being sought. In the main office, the technology is so strong that graphic artists can simply drop the images directly into the program and document they are working with. The result can then be uploaded via the internet.

Northmann supports all of the most commonly used graphic programs, as well as programs such as Microsoft Office®, so that the images can be imported directly into Word or PowerPoint. It couldn't be any easier.

Northmann also offers advanced integration options for other systems via XML and COM interfaces.



#### Advantages for Marketing

- Rapid time-to-market
- High quality images
- Managed use of images
- Easy access to originals
- Everybody can view the images in a browser solution
- Limited chance of local error
- Saved work hours
- Increased brand equity
- Rapid configuration
- Easy to learn and begin to use
- Quick implementation in your organisation

#### IT Advantages

- Stable system with high uptime
- Low cost of ownership
- Fewer files, versions, etc. provide better performance, take up less disk space and enable easier backup
- Quick installation
- Easy to maintain
- Simple to update
- Known technology
- Open IT architecture
- Open SQL database and file system
- Separate database and file system



Brand management  
is all about control.

Control that is  
easy to manage

## Northmann

A Danish-based company that develops intelligent Media Management Systems. Supplier to some of the world's leading brand name companies, such as IKEA, but also smaller companies like Göteborgstryckeriet AB.

Our philosophy is based on delivering intelligent and user-friendly solutions that clearly and directly prove their profitability to our customers. We work with rationalising processes and securing quality, regardless of the medium involved.

Northmann's successful track record builds on many years of experience with IT, software development, prepress and the graphic industry in general. Some of the best specialists and developers in Denmark are a part of our team.

## DAM definition

The process of storing, retrieving and distribution digital assets (files), such as logos, photos, marketing collateral, documents, and multimedia files in a centralized and systematically organized system, allowing for the quick and efficient storage, retrieval, and reuse of the digital files that are essential to all businesses.



**Northmann**

[info@northmann.com](mailto:info@northmann.com)

[www.northmann.com](http://www.northmann.com)



Solution  
**PARTNER**