



## **FOR IMMEDIATE RELEASE**

### **Northplains Launches Xinet Studio: Fully-Featured Digital Asset Management Technology for Small Teams**

*Leading Enterprise Digital Asset Management provider announces new technology that enables small and mid-market users access to Xinet, their award-winning On-Premise DAM system.*

**Toronto, ON – February 14, 2018** – [Northplains](#), the leading enterprise digital asset and content lifecycle management technology provider, has launched Xinet Studio to augment it's offering and extend it's technological benefits to businesses of all sizes.

"Small teams and mid-market organizations are feeling the same crunch when it comes to producing omnichannel marketing content," says Hassan Kotob, CEO Northplains.

"With Xinet Studio, we are enabling these teams to harness the same speed and efficiency of large enterprises in tackling the new content-centric role of marketing and creative."

Xinet Studio and digital asset management help small teams work better, faster and smarter to save time, increase productivity and boost ROI through:

- Immediate access to in-progress and approved digital assets. Users can quickly find, sort and share digital assets to channels and with stakeholders;

- Smart desktop and Adobe CC access to open, edit, search and create assets directly in/from the DAM - without check-ins or check-outs;
- Customizable automation and creative work-flow management that fits the way your team works and requires no change to existing workflows.

Xinet Studio is available now. To learn more and find out how your team can work better, faster and smarter with digital asset management visit

<http://www.northplains.com/contact/>

### **About Northplains**

Northplains is the industry leader in digital asset management solutions. Headquartered in Toronto with offices in the US and Europe, Northplains' suite of SaaS and On-Premise digital asset management technologies assist users in working better, smarter - and faster - throughout the content lifecycle. Our award-winning technology streamlines production, enables single-click syndication and powers omnichannel deployment while improving internal collaboration, brand consistency, and ROI. For more information, please visit [www.northplains.com](http://www.northplains.com)

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