

IMP FOR EDITORIAL

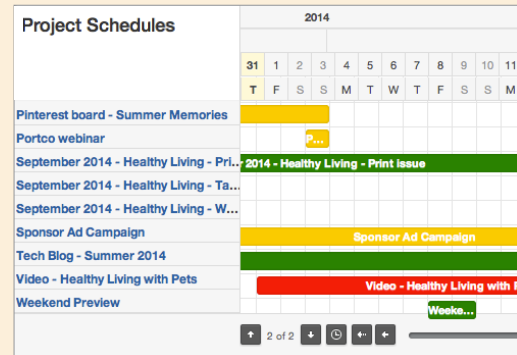
- Manage the full lifecycle of content processes; use IMP standalone or in concert with existing systems
- Create a unified calendar across brands, departments, channels and media
- Track assignments, resource loads and time spent; produce accessible reports to measure progress and results

IMP FOR MARKETING

- Map deliverables to complex, integrated campaigns; track schedules and progress of all deliverables across departments and media
- Determine ROI: track production costs against revenue
- For agencies: quickly create more accurate cost estimates for proposals

IMP FOR WEB TEAMS

- Plan content development: Create and share line-ups that are visible across the organization in advance of go-live
- Create a master calendar: coordinate go-live dates across departments
- Coordinate web publishing activity: associate task lists and track assignments for staff and freelancers



SCHEDULE VIEWS

Use the Gantt charts view to see how projects of different types intersect on the calendar.

Name	Job Role	Assign To	Start Date	Due date
33pct Edit Due In	Brand Manager	Jeremy Cook	04/14/2014	04/18/2014
66 pct Edit Due In	Brand Manager	Jeremy Cook	04/21/2014	04/25/2014
100 pct Edit Due In	Brand Manager	Jeremy Cook	04/28/2014	05/02/2014
Cover and 33 pct Edit to Art	Managing Editor	Courtney McKinnon	05/05/2014	05/09/2014
66 pct Edit to Art	Managing Editor	Courtney McKinnon	05/12/2014	05/16/2014
100 pct Edit to Art	Managing Editor	Courtney McKinnon	05/19/2014	05/23/2014
Next Issue Run Sheet	Managing Editor	Courtney McKinnon	05/19/2014	05/23/2014
33 pct Release to	Designer	Robert Munoz	05/27/2014	06/09/2014

STATUS WATCH

See at a glance what projects have tasks due today, which are on schedule and which are running late.

Name	Category
Bacteria's Adaptive Wonders	Medicine / Healthcare
Best Hobbies for Better Health	Entertainment
Breakfast Habits of Highly Successful Individuals	Lifestyle
Consumers Allowed to Keep Health Plans Two More Years	News
Feature story - 10 things to	Lifestyle

PITCH MANAGEMENT

Create a centralized repository of ideas: projects, stories, all things content. Everybody participates.

Action	Name	Platform	Owner
Edit	Facebook - HLM - July 2014	Social	Editor,Manag
Edit	Pinterest Board - Pets	Social	Producer,Wet
Edit	September 2014 - Healthy Living - Print issue	Print	Editor,Manag
Edit	September 2014 - Healthy Living - Web issue	Web	Producer,Wet
Edit	September 2014 - Healthy Living - Tablet Edition	Tablet	Editor,Manag

PROJECTS

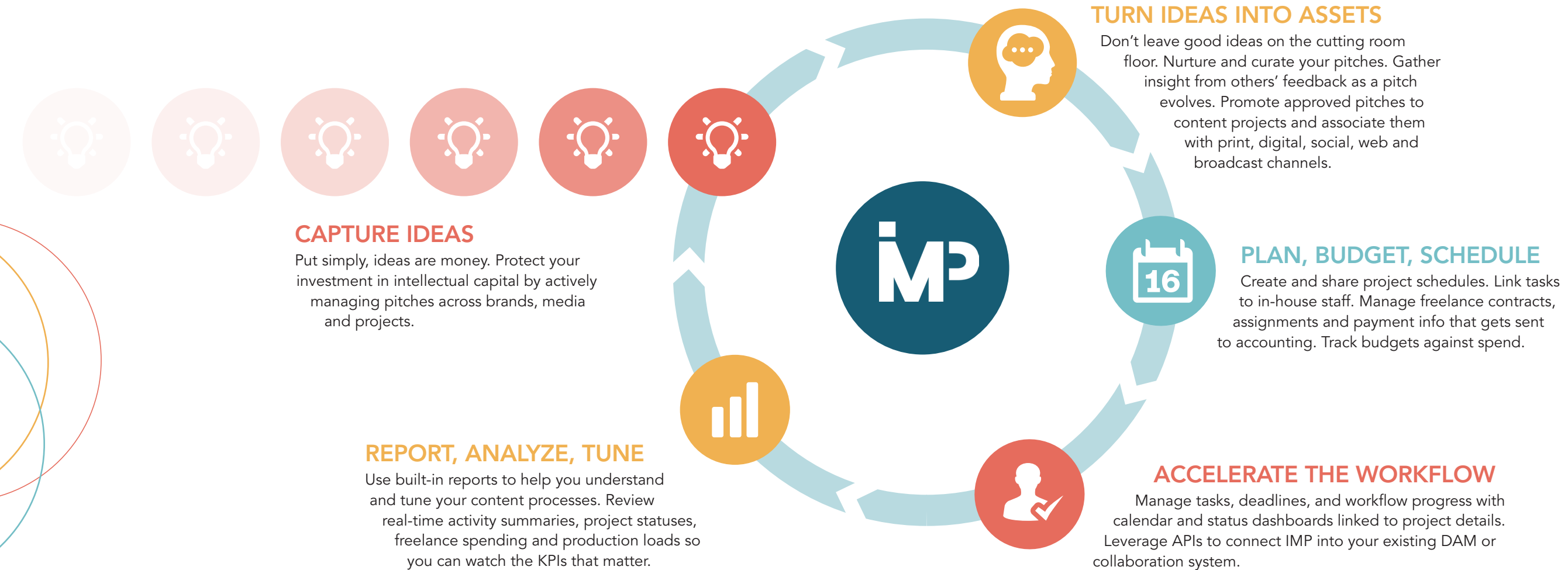
Easily associate your content with one or more projects across multiple channels and media.

Ideate. Enrich. Deliver. Measure.

Plan and track the lifecycle of multi-channel content across your enterprise.

Manage Your Content Lifecycle

The creative process can be chaotic. Publishing requires putting structure around that chaos without diminishing its brilliance.



FEATURES AND BENEFITS

PROJECT MANAGEMENT

Create and share schedules with user-controlled view filters; track progress with traffic-light indicators and Gantt charts.

CONTENT PLANNING

Build line-ups and get story-level tracking with customizable metadata across all selected delivery platforms.

ASSIGNMENT TRACKING

Track time and effort for cost accounting and resource planning. Filter assignment views by job role, assignee, department or start/end dates.

INVOICE CONTROL

Manage freelance/contract assignments and payments. Streamline submission and approval of invoices by linking to back-end financial systems.

REPORTING

Use IMP's real-time reports to make informed decisions about resource allocation and to monitor costs against budgets.

INTEGRATION

Use APIs to plug into existing DAM systems, authoring tools or content-management systems.