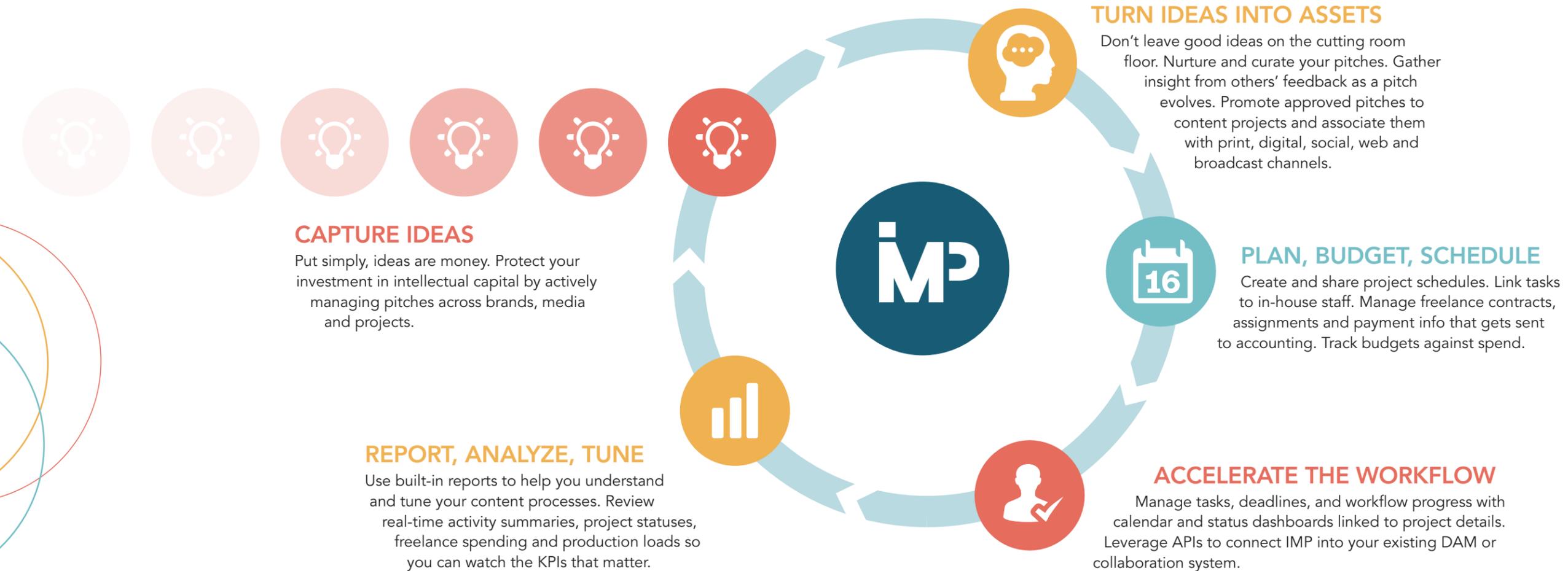




# Manage Your Content Lifecycle

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.