

Asset Hub at a glance



What it is



HP Asset Hub is the pan-HP Digital Marketing Asset Management system. Targeted at HP marketers, agencies and channel partners, Asset Hub provides access to a wide range of HP digital marketing assets. Asset Hub houses more than 250 thousand assets, which are accessible via an easy to use web user interface and powerful search features. Further capabilities allow you to easily create and share collections of assets.



What it offers



Access to HP's rich media marketing assets:

- Lifestyle images
- Product images
- Campaign materials
- Corporate and product videos
- Iconography
- Multimedia files



Where to access it



Access to [Asset Hub](#) (Bookmark the link for future reference)



Where to find help



Contact the helpdesk via [Marketing Application Support Center](#).

Find training resources

- on [Asset Hub](#) > My Assets > Folders > Shared > Albums > Training materials.
- or on the [Asset Hub Resource Center](#).
- [register](#) for virtual live training.