

HP Asset Hub

Fundamentals Training

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Content and design by Marketing Application Support & Services (MASS)

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Topics for today

	About HP Asset Hub
	Registration & User Roles
	Searching Assets
	Downloading Assets

	Folders functionality
	Sharing assets
	Q&A
	Support

About HP Asset Hub



Asset Hub



What is Asset Hub?

- Marketing pan-HP Digital Asset Management system.
- More than 23k users around the globe.
- Provides access to a wide range of HP digital marketing assets.



Key benefits

- Single location for ~250,000 branded assets.
- Simple web based User Interface.
- Powerful Search Features.
- Easy to create and share collections of assets/files.
- Security filters to protect restricted content.

Registration & User roles



Registration and access

HP Asset Hub

Asset Hub is the Marketing Digital Asset Management system for HP Marketers, Agencies and Partners. Provides access to a wide range of HP digital marketing assets: brand photography and iconography, product images, overview videos, interactive demos, campaign files and event documents, amongst others.

Visit the [HP Asset Hub Resource Center](#) for training resources and support contact details.

HP Users (employees and contingent workers)

UnifiedID authentication

LOGIN

Issues with login? Contact [Support](#)

Agencies and Partners

HP Passport authentication

SIGN IN

Issues with login? Contact [Support](#)

HP users: log-in with your Digital Badge or your domain credentials (email and computer password), to register first complete the Asset Hub registration.

Agencies, Retailers and Channel Partners: Use your HP Passport account

Registration and access

Channel Partners and Agencies

Do you have an HP Passport account?

No

1. Create an HP Passport account
2. Sign in to Asset Hub once you have received the login credentials for HPP
3. Complete the Asset Hub registration page.

Yes!

1. Sign in to Asset Hub
2. Complete the Asset Hub registration page *)



Agencies: Please provide your HP Sponsor.

Channel Partners and Retailers: Please provide your Partner or Location* ID

Location ID can be retrieved from the Partner First Portal page



User roles & permissions

Reader	Contributor	Editor
<ul style="list-style-type: none">• Search assets• Download assets• Create/use folders	<p>Reader PLUS:</p> <ul style="list-style-type: none">• Replace or create new versions of an asset• Edit asset metadata• Share assets• Share folders	<p>Contributor PLUS:</p> <ul style="list-style-type: none">• Move assets to recycle bin (but cannot delete assets in the recycle bin)• Access to asset versions

Where can I see my role?

Go to “My Account” from the Asset Hub homepage, click on *My Profile*, your Role and Permissions are listed there.

The screenshot displays the 'My Profile' page in the HP Asset Hub interface. The user's email address is `mioara.simona.verives@hp.com`. The page shows the following roles assigned to the user:

- Authenticated User
- Asset Bank Editor
- Asset Bank Contributor
- Asset Bank Administrator
- HP.IPG.ALL
- Everyone
- HP.ALL
- HP.ALL.Ops Team
- HP.PPS.ALL
- AllowCreateWIPFolder
- View Deploy Tab
- BCAcc.HP.Corp.Perm
- BCAcc.HP.Customer.Care.Perm
- BCAcc.HP.IPG.Perm
- BCAcc.HP.Internal.Perm
- BCAcc.HP.PSG.Perm
- BCAcc.HP.Test.Perm
- BCAcc.HP.Video.Gallery.Perm
- Folder Create GDrive
- LitServer Reader
- YouTube Deploy
- Video Deploy Tab

Asset categories by user type

Asset categories	Asset category definition	Agencies		Partners					
		MSA	Other mrk agencies	Platinum	Gold	Silver	Business Partner	Distributor	Retailer
Campaign	Documents and assets associated with campaign management and delivery such as creative briefs, schedules, print ads, banner ads and landing pages.	✓	✓	✓	✓	✓	✓	✓	✓
Document - Event	Event-related documents	✓	✓						
Document - General	Messaging documents, ppt, pdf - basically a broad category used for assets that don't fit into other asset categories.	✓	✓	✓	✓			✓	
Graphic Icon	Iconography	✓	✓	(**)					
Image - Annotated	Imagery with annotations (usually referring, but not limited to, product features)	✓	✓	✓	✓	✓	✓	✓	✓
Image - Historic	Images of historical significance to HPI. Can include product, people and environment shots.	✓		✓					
Image - Person or Portrait	Images including people, but no products at the forefront; mostly Brand imagery	✓		✓					
Image - Product in Use	Images of HP products in environment and in use.	✓	✓	✓	✓	✓	✓	✓	✓
Image - Product Only	Standard product only images	✓	✓	✓	✓	✓	✓	✓	✓
Image - Supporting	Imagery without products or people	✓	✓	✓					✓
Multimedia - Infographics	Graphs and related information	✓	✓	✓					✓
Multimedia - Interactive demo	Interactive page (usually html) highlighting product features; user can interact (rotate, switch angles etc) with the product	✓	✓	✓	✓	✓	✓	✓	✓
Multimedia - Screensavers	Product-related screensavers, in .exe format	✓	✓	✓	✓	✓	✓	✓	✓
Multimedia - Web page	Landing pages, web banners and other online components	✓	✓	✓	✓	✓	✓	✓	✓
Video - Animation	Animated videos (including 360 product rotations)	✓	✓	✓	✓	✓	✓	✓	✓
Video - Corporate	Include product, service or company promotional videos, training videos, information videos or company history/presentation videos.	✓	✓	✓	✓			✓	✓
Video - Event	Event-related videos	✓	✓						
Video - Product Overview	Videos supporting a product launch, highlighting the key selling points	✓	✓	✓	✓	✓	✓	✓	✓
Video - Support	Educational videos about troubleshooting HP products.	✓	✓	✓	✓	✓	✓	✓	✓

(*) Under exception process

Key takeaways so far



Asset Hub is the centralized asset management solution for HP's marketing assets.



Agencies, Retailers and Channel Partners need an HPP account to sign-in.



Asset categories are accessible depending on your role you have in Asset Hub.

Searching assets

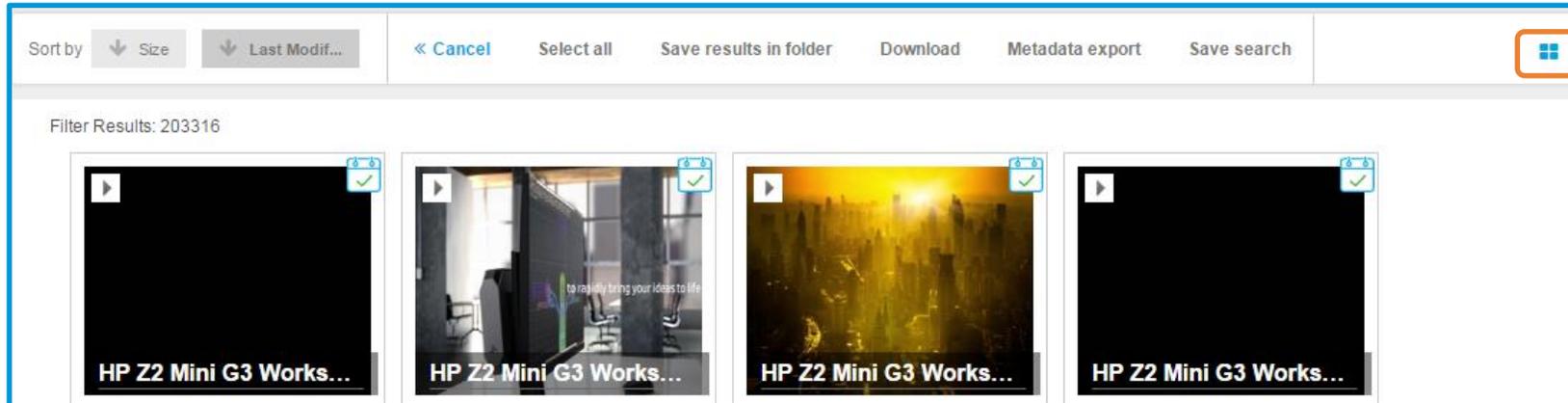


Searching assets

Change view

Sort by Size Last Modif... << Cancel Select all Save results in folder Download Metadata export Save search

Filter Results: 203316



The thumbnail view displays four video thumbnails for 'HP Z2 Mini G3 Works...'. Each thumbnail includes a play button icon, a checkmark icon, and a small '3-3' icon in the top right corner. The thumbnails are arranged in a horizontal row.

You can change your view from Thumbnails (default) to a List view!

Sort by Size Last Modif... << Cancel Save results in folder Download Metadata export Save search Export to CSV Configure visible columns

Title	Description	Keywords	Asset Category	Release Date	S
 HP Z2 Mini G3 Workstati	HP Z2 Mini G3 Workstation - OPE...	Designers,Z2 Mini,Z2,Mini,CAD,W...	Video - Product Overview	Tue Nov 15 00:00:01 UTC 2016	1.27
 HP Z2 Mini G3 Workstati	HP Z2 Mini G3 Workstation - OPE...	Designers,Z2 Mini,Z2,Mini,CAD,W...	Video - Product Overview	Tue Nov 15 00:00:01 UTC 2016	82.4
 HP Z2 Mini G3 Workstati	HP Z2 Mini G3 Workstation - OPE...	Designers,Z2 Mini,Z2,Mini,CAD,W...	Video - Product Overview	Tue Nov 15 00:00:01 UTC 2016	80.3



Searching assets

Configure visible columns

The screenshot shows the HP asset search interface. At the top, there are tabs for 'Advanced Search by', 'Last update', 'Product', 'Filters', and 'Lifecycle'. Below this, there are sort options for 'Size' and 'Last Modif...'. The 'Actions' button is highlighted with an orange box. Below the sort options, there is a table with columns: Title, Description, Keywords, Asset Category, and Release Date. The first row shows an asset titled 'HP Z640 Workstation' with a description 'HP Z640 Workstation, Datasheet', keywords 'data sheet', and asset category 'Document'. Below the table, there are action buttons: 'Cancel', 'Save results in folder', 'Download', 'Metadata export', 'Save search', 'Export to CSV', and 'Configure visible columns'. The 'Configure visible columns' button is highlighted with an orange box. Below the action buttons, there is another table with columns: Title, Description, Keywords, Asset Category, Release Date, and Size. The first row shows an asset titled 'HP Z2 Mini G3 Workstation' with a description 'HP Z2 Mini G3 Workstation - OPE...', keywords 'Designers,Z2 Mini,Z2,Mini,CAD,W...', asset category 'Video - Product Overview', release date 'Tue Nov 15 00:00:01 UTC 2016', and size '1.27'. Below the table, there is a 'Columns Displayed:' section with a list of columns: Title, Description, Keywords, Asset Category, Release Date, and Size. Each column has an 'X' icon to remove it. The 'Size' column is highlighted with an orange box. Below the 'Columns Displayed' section, there is a dropdown menu with the following options: Document type, Edit Time, Ethnicities, Event ID, Event Lifecycle, and Event Session ID. The 'Ethnicities' option is highlighted with an orange box, and there is an 'Add Column' button next to it.

Once in the List view, you can configure the visible columns.

1. Click on *Actions*
2. Click *Configure visible columns*
3. Delete the columns that you don't want to be visible, and select the ones that you want from the list by clicking *Add Column*.

You can have up to 6 active columns!

Searching assets



Search Methods

- Keyword search (product name, product code name, keywords)
- Adding Search Operators
- Advanced Search Filters
- “Browse by product” navigation feature



Asset collections in shared folders

- HP Experience *NEW* Iconography
- HP Premium Iconography
- HP Experience Iconography
- HP Inc Brand Approved
- Employer Brand Image Library
- HP Experience Photography
- HP Brand Posters



For more detailed information on the Search feature, please read the “Asset Hub Search training deck” and watch the Search video available in the [Resource Center](#).

Keyword search

The screenshot displays the HP Asset Hub search interface. At the top left is the HP logo and the text "Asset Hub". A search bar contains the text "team working" and is highlighted with an orange border. To the right of the search bar are navigation buttons: "View product content", "Upload", "My Assets", and "My account". Below the search bar is a banner that reads "Access the product content in Product Content Browser".

The main search area is divided into several sections:

- Advanced Search by:** Includes tabs for "Last update", "Product", "Filters" (which is selected), and "Lifecycle".
- Target Countries:** A dropdown menu showing a list of countries with their respective counts: United States {US} (76), China {CN} (28), Australia {AU} (25), Hong Kong {HK} (25), India {IN} (25), and Israel {IL} (25).
- Keywords:** A dropdown menu showing a list of keywords with their counts: customer segments (57), messaging (49), small & medium business (42), lifestyles (33), products/product lines (14), and home & home office (13).
- Asset Category:** A dropdown menu showing a list of asset categories with their counts: Image - Person or Portrait (33), Image - Product in Use (30), Document (11), Image - Lifestyle (8), Video - Corporate (4), and Video - Product Overview (4).
- People Represented:** A dropdown menu showing a list of people represented with their counts: Man and Woman (27), Group (16), Man/Men (13), Woman/Women (5), and Child/Children (1).

Below the filters is a section for sorting and actions. It includes "Sort by" with options for "Size" and "Last Modif...", and an "Actions" button. A box labeled "Filter Results: 96" is highlighted with an orange border.

The search results are displayed as a grid of four asset thumbnails. Each thumbnail includes a small icon in the top right corner, likely representing a calendar or a checkmark. The first thumbnail shows a printer, the second shows two people in a meeting, the third shows a person at a computer, and the fourth shows the HP logo.

This basic search will show assets that contain ALL the words entered in search field (like if it was using the AND operator).

Search operators

The screenshot shows the HP Asset Hub search interface. At the top, the HP logo and "Asset Hub" text are on the left. A search bar contains the text "team working" and is highlighted with an orange box. To the right of the search bar are buttons for "View product content", "Upload", "My Assets", and "My account". Below the search bar, there are tabs for "Advanced Search by", "Last update", "Product", "Filters", and "Lifecycle". The "Filters" tab is active, showing four filter panels: "Target Countries" (listing countries like US, AF, AL, etc.), "Keywords" (listing terms like customer segments, messaging, etc.), "Asset Category" (listing categories like Image - Person or Portrait, etc.), and "People Represented" (listing groups like Man and Woman, etc.). Below the filters, there are sorting options for "Size" and "Last Modif..." and an "Actions" button. A "Filter Results: 26" box is highlighted with an orange box. Below this, there are four asset thumbnails, each with a checkmark icon in the top right corner.

hp Asset Hub "team working" View product content Upload My Assets My account

Advanced Search by Last update Product **Filters** Lifecycle

Target Countries United States {US} (24) Afghanistan {AF} (9) Albania {AL} (9) Algeria {DZ} (9) American Samoa {AS} (9) Andorra {AD} (9)

Keywords customer segments (19) messaging (17) small & medium business (12) lifestyles (9) consumer messaging (7) home & home office (7)

Asset Category Image - Person or Portrait (13) Image - Product in Use (8) Graphic - Icon (2) Image - Supporting (2) Image - Lifestyle (1)

People Represented Man and Woman (11) Group (4) Man/Men (3) Child/Children (1) Woman/Women (1)

Sort by Size Last Modif... Actions

Filter Results: 26

Remember: Word operators MUST be uppercase to work!

Operators:

NOT query	-query
query OR query	"query"

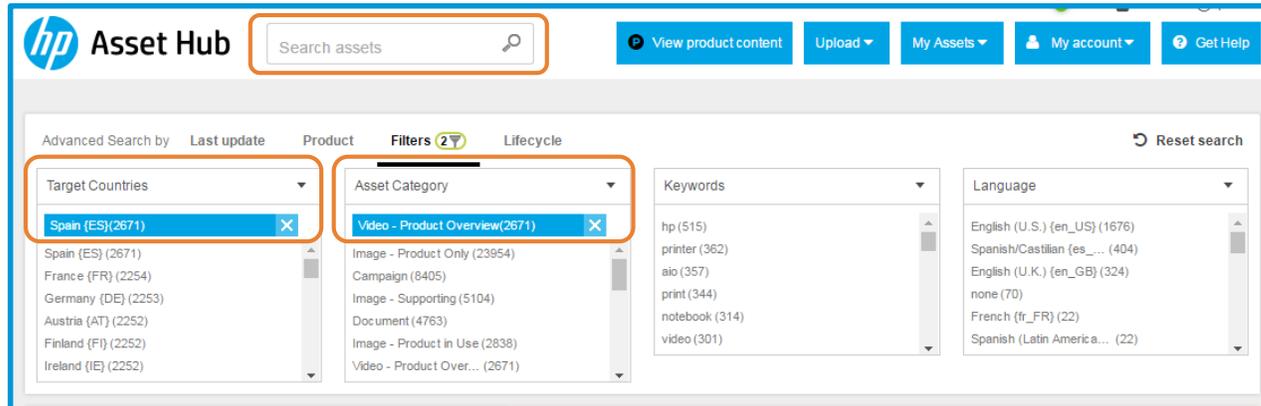
Advanced search (Using filters)

The screenshot displays the HP Asset Hub advanced search interface. At the top left, the HP logo and 'Asset Hub' text are visible. A search bar contains the text 'laptop NOT office'. To the right of the search bar are buttons for 'View product content', 'Upload', 'My Assets', 'My account', and 'Get Help'. Below the search bar, there are tabs for 'Advanced Search by', 'Last update', 'Product', 'Filters', and 'Lifecycle'. The 'Filters' tab is selected, and a dropdown menu is open, showing a list of filters with their respective counts: 'Image Orientation (2898)', 'File Type (5208)', 'Business Units (3732)', 'People Represented (253)', 'Ethnicities (248)', 'Campaign ID (14)', 'Tactics (12)', and 'Event Tactics (4)'. To the right of the filters, there are sections for 'Asset Category' and 'Language'. The 'Asset Category' section lists categories like 'Image - Product Only (1374)', 'Image - Annotated (1141)', 'Document (1103)', 'Video - Product Overv... (522)', 'Document - General (279)', and 'Image - Product in Use (193)'. The 'Language' section lists languages like 'English (U.S.) (en_US) (2426)', 'none (1049)', 'English (U.K.) (en_GB) (385)', 'French (fr_FR) (144)', 'German (de_DE) (108)', and 'Russian (ru_RU) (88)'. At the bottom left, there is a 'Sort by' section with 'Size' and 'Last Modif...' options. A 'Reset search' button is located in the top right corner of the filter area. The interface also shows 'Filter Results: 5208' and a grid of asset thumbnails at the bottom.

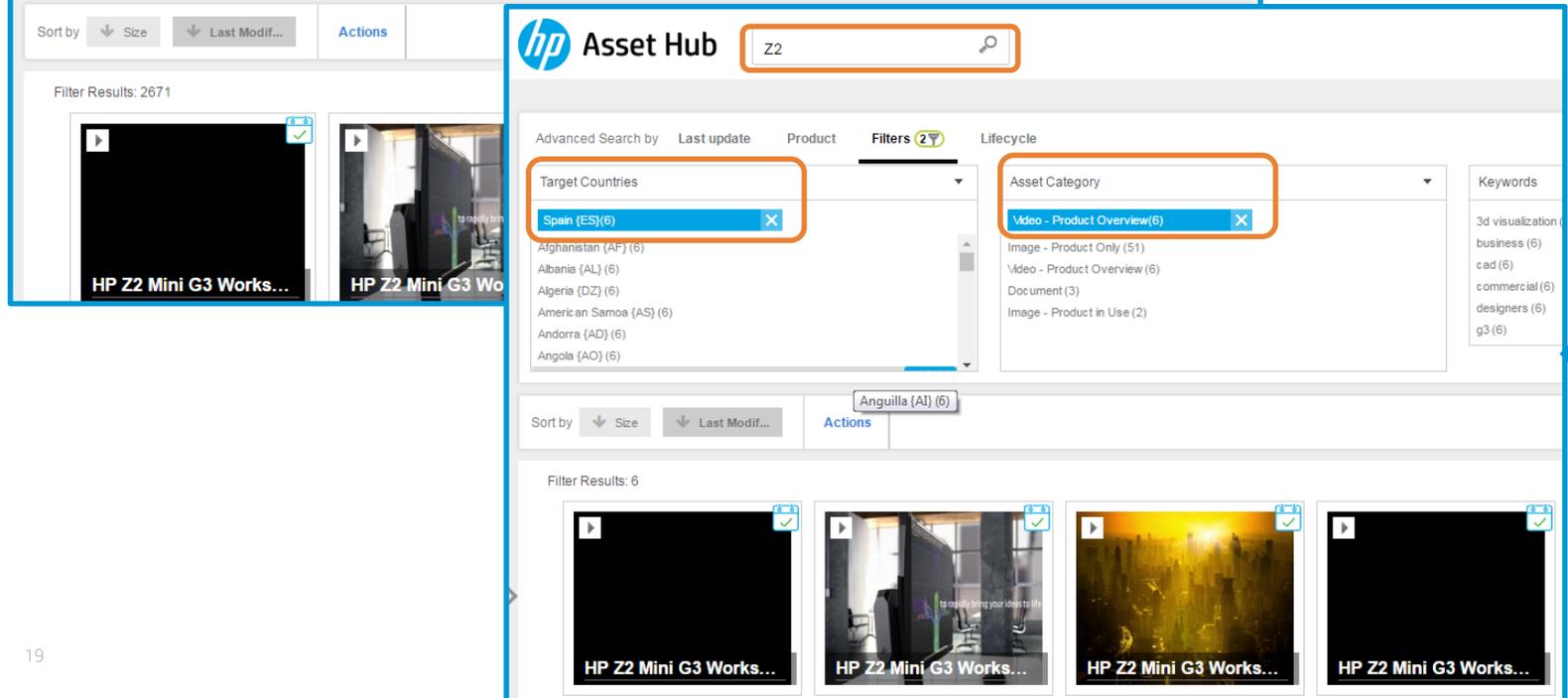


1. You can combine Filters with Search Operators.
2. You can modify the filters that you want to use.
3. Remember to click “Reset Search” before starting a new one.

Advanced search (Using filters) - Example



You can let the Search Box empty and only use the filters, in this case we are getting all *Video – Product Overview* assets which *Target Country* is set as Spain.



In this case we are getting all *Video – Product Overview* assets which *Target Country* is set as Spain, and that contain the word *Z2* in the metadata.

Advanced search (Using filters) - Example

The screenshot displays the HP Asset Hub search interface. At the top, the HP logo and 'Asset Hub' text are visible. A search box contains the text 'Sprocket'. Below the search box, there are tabs for 'Advanced Search by', 'Last update', 'Product', 'Filters (3)', and 'Lifecycle'. The 'Filters' tab is active, showing three filter categories: 'Asset Category', 'Target Countries', and 'Keywords'. The 'Asset Category' filter is highlighted with an orange box and contains three selected options: 'Video - Product Overview(115)', 'Image - Product Only(90)', and 'Image - Product in Use(27)'. The 'Target Countries' filter lists several countries with their respective counts. The 'Keywords' filter lists various terms with their counts. Below the filters, there are sorting options for 'Size' and 'Last Modif...', and an 'Actions' button. The search results are displayed as a grid of four video thumbnails, each showing an HP Sprocket Photo Printer and a woman smiling. The first thumbnail has Arabic text, and the last one has the slogan 'Live it. Love it.'.

In this example we are looking for all Product images or videos (Product only, Product in Use and Product overview), by selecting the 3 options from the *Asset Category* filter. All those related with the “Sprocket” code name, which was entered in the search box.

Advanced search

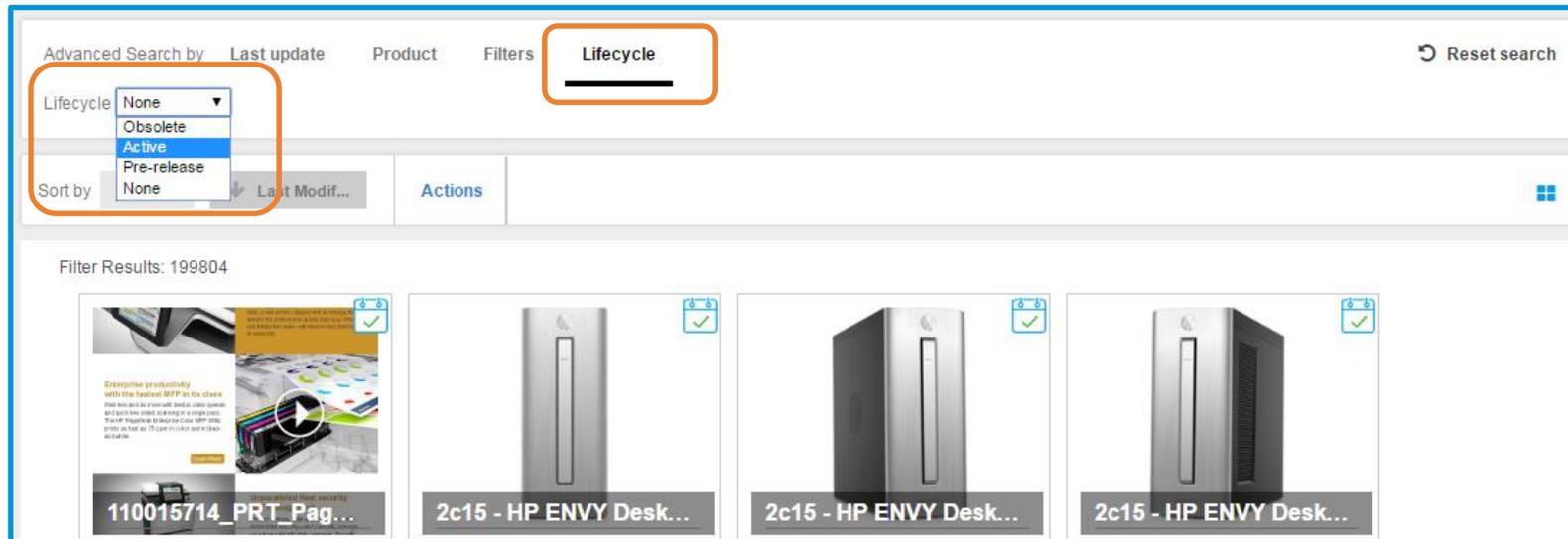
Filtering date range

The screenshot displays the HP Asset Hub interface. At the top left is the HP logo and the text "Asset Hub". A search bar contains the text "laptop NOT office". To the right of the search bar are buttons for "View product content", "Upload", "My Assets", and "My account". Below the search bar, the "Advanced Search by" section is highlighted with an orange box. It includes a dropdown menu set to "Last update" with a filter icon and the number "1". To the right of this are the labels "Product", "Filters", and "Lifecycle". Below the dropdown menu, there are radio buttons for "Last Year", "Last 3 Months", and "or specify". The "or specify" option is selected. To the right of "or specify" are two input fields: "from: 10/01/2016" and "to: 10/24/2016". To the right of these fields is a button labeled "Add Date". Below the "Add Date" button, a blue bar displays the selected date range: "from: 10/01/2016 to: 10/24/2016" with a close icon. Below the date range filter, there are "Sort by" options: "Size" and "Last Modif..." with a dropdown arrow, and an "Actions" button. At the bottom, it says "Filter Results: 1047" and shows a grid of product cards for "OMEN by HP 15-w0290sl" laptops.

While performing a search, you can also set a range of dates or select a last updated option. Click on *Add Date* if you are selecting a specific range of dates.

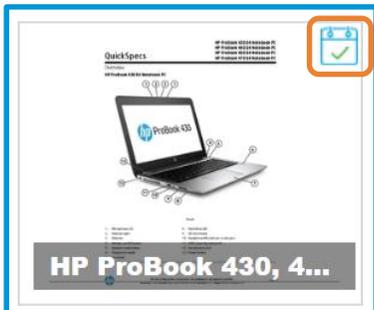
Advanced search

Filtering Lifecycle



While performing a search, you can also filter by the “lifecycle” status of an asset. If you have access to “Pre-released” files, you will be able to filter those in by using this functionality.

Active



Pre-released



Obsolete



Product Navigation

The screenshot displays the HP product navigation interface. At the top, there is an 'Advanced Search by' section with tabs for 'Last update', 'Product', 'Filters', and 'Lifecycle'. Below this, there are 'Sort by' options for 'Size' and 'Last Modif...'. The main content area is divided into two columns. The left column, titled 'Product Search', contains a search input field with the placeholder text 'Click on the field to open the entire list' and a 'Categories' list. The right column, titled 'Product Search', shows a search input field with 'Sprout Pro' entered, a dropdown menu with 'Sprout Pro by HP' selected, and a list of product categories. The 'Categories' list and the search results are highlighted with orange rounded rectangles.

Advanced Search by Last update **Product** Filters Lifecycle

Sort by Size Last Modif... **Actions**

Product Search

Click on the field to open the entire list

Categories

- + Accessories
- + Desktops & Workstations
- + Digital Cameras and Photo Studios
- + Entertainment
- + Gaming Systems
- + Handhelds and Calculators
- + Ink/Toner/Paper/Printer Supplies
- + Laptops and Hybrids
- + Monitors
- + Point of Sale Systems
- + Printers and Multifunction
- + Projectors
- + References
- + Scanners/Copiers/Faxes
- + Services
- + Software
- + Solutions
- + Tablets

Product Search

Sprout Pro

Series

C Sprout Pro by HP

Model

Sprout Pro by HP

- + Gaming Systems
- + Handhelds and Calculators
- + Ink/Toner/Paper/Printer Supplies
- + Laptops and Hybrids
- + Monitors
- + Point of Sale Systems
- + Printers and Multifunction
- + Projectors
- + References
- + Scanners/Copiers/Faxes
- + Services
- + Software
- + Solutions
- + Tablets

Choose a category and browse through the hierarchy or write the model, series or SKU in the search field and you will get the available options.

Results will depend on asset availability and metadata accuracy.

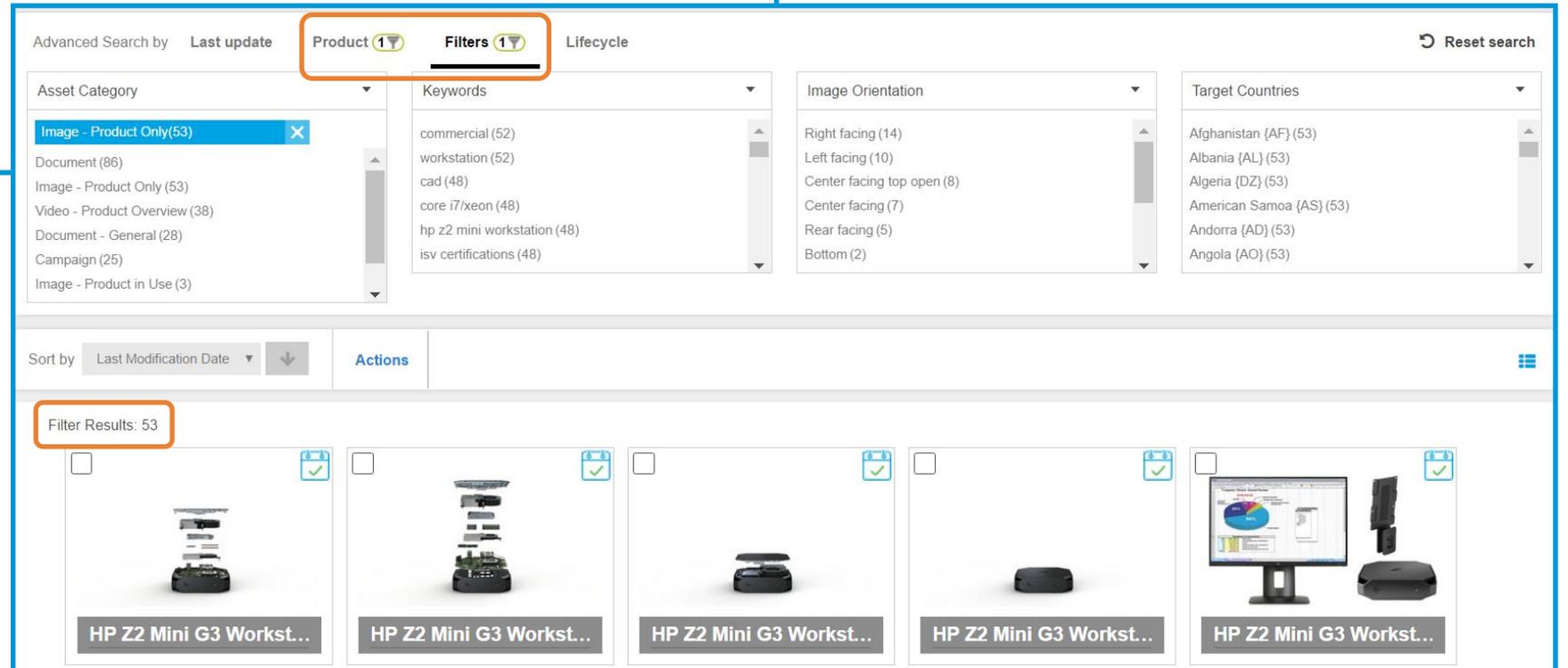
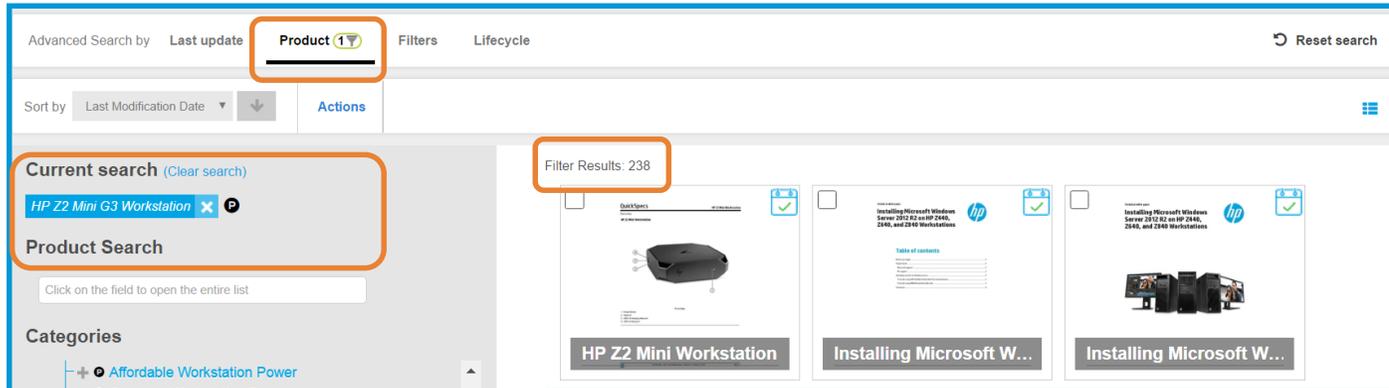
By clicking on the icon, you will be taken to PCB (Product Content Browser), where you can see specs, messaging and other information about the series, model or SKU where you clicked.

Product Navigation - Example

The screenshot shows a product navigation interface. At the top, there are tabs for 'Advanced Search by', 'Last update', 'Product' (selected), 'Filters', and 'Lifecycle'. Below this, there are sorting options: 'Sort by' with 'Size' and 'Last Modif...' dropdowns, and an 'Actions' button. A search bar on the left contains 'HP Z2 Mini G3 Workstation' and is highlighted with an orange box. Below the search bar is a 'Product Search' section with a placeholder text 'Click on the field to open the entire list'. A 'Categories' list on the left shows various workstation series, with 'HP Z2 Mini G3 Workstation' selected and highlighted with an orange box. The main content area displays 'Filter Results: 77' and a grid of product images, each with a play button and a checkmark icon. A 'Product Associations' popup is visible in the bottom right, showing 'Product Associations : Serie: HP Z2 Mini G3 Workstation' and 'Product Hierarchy Inheritance : true', both highlighted with an orange box.

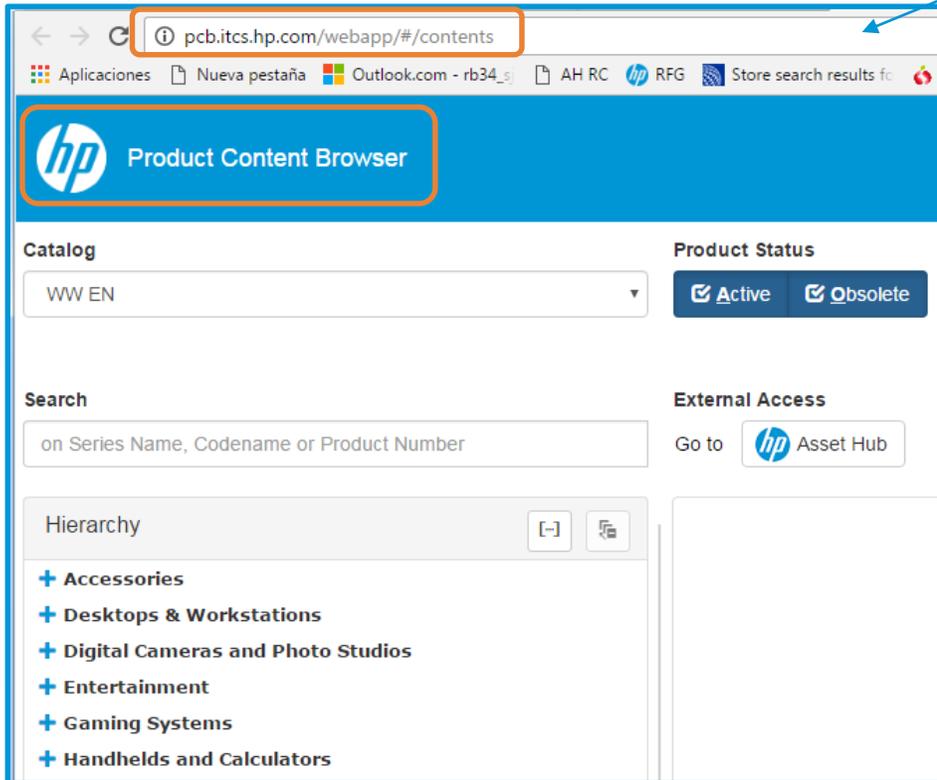
In this example we are looking for the *HP Z2 Mini G3 Workstation*, and we got 77 assets which were linked to that product by using the *Product Association* in the metadata.

Product Navigation – How to combine product search with filters



In this example, we are looking for the *HP Z2 Mini G3 Workstation* in the Product search box and we combined it with the *Image – Product Only* filter, from the Asset Category type.

Product Navigation



You can also open the Product Content Browser by clicking on "View product content"

Asset collections in shared folders

To find brand asset collections

1. Click on My Assets / Folders
2. Click on Shared
3. Expand the Albums option

Enter to the desired folder and perform your search!

The screenshot illustrates the navigation process in the HP Asset Library. At the top right, the 'My Assets' dropdown menu is expanded, with 'Folders' selected (indicated by a red circle '1'). Below this, the 'Shared' filter is selected in the 'My Folders' section (indicated by a red circle '2'). Finally, the 'Albums' section is expanded, showing a list of asset collections (indicated by a red circle '3').

Search folders Folder visibility Business unit Folder type

Date range From To

Return to Asset Library Sort by Last Update Creation Name My Folders Shared

Personal 1 +

Albums 5 -

- HP Experience Iconography
Last updated: Mon Oct 24 13:02:38 UTC 2016
- HPI Brand Approved
Last updated: Tue Sep 06 15:43:28 UTC 2016
- Employer Brand Image Library
Last updated: Thu Apr 14 14:41:50 UTC 2016
- HP Experience Photography
Last updated: Thu Apr 14 14:35:47 UTC 2016

Saved search

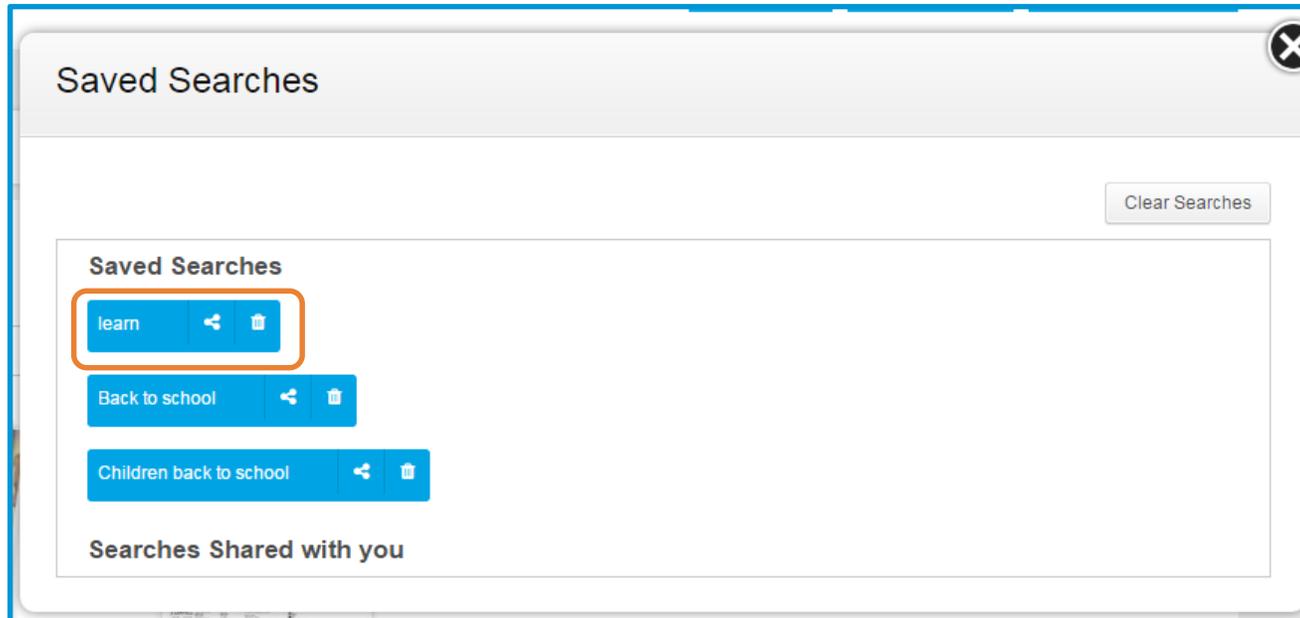
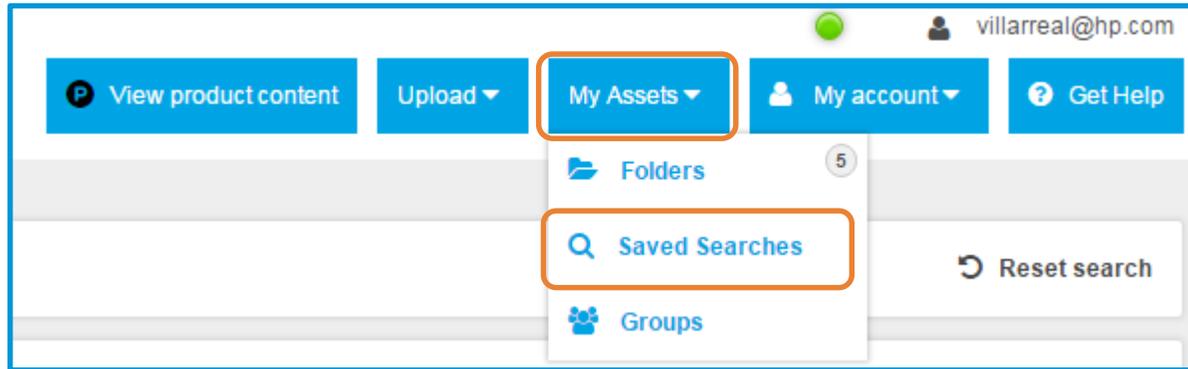
The screenshot shows the HP Asset Hub search interface. At the top left is the HP logo and the text "Asset Hub". A search bar contains the word "learn". Below the search bar, there are tabs for "Advanced Search by", "Last update", "Product", "Filters (2)", and "Lifecycle". The "Filters" tab is active. On the left, there is a list of "Asset Category" filters: "Document(477)", "Image - Person or Portrait(421)", "Document (477)", "Image - Person or Por... (421)", "Image - Lifestyle (405)", "Image - Product in Use (203)", "Video - Corporate (136)", and "Video - Product Overview (90)". On the right, there is a "Keywords" section with a list of terms and counts: "messaging (350)", "customer segments (299)", "home & home office (279)", "product family guide (265)", "consumer messaging (232)", and "lifestyles (231)". At the bottom of the filter section, there is a "Saved Searches" tab, a "Sort by" dropdown menu with "Size" and "Last Modif..." options, and an "Actions" button. Below the filter section, it says "Filter Results: 898". At the bottom of the page, there are several asset thumbnails.

The screenshot shows the HP Asset Hub search interface with a "Save search" dialog box open. The dialog box has a search bar containing the word "learn". Below the search bar are "OK" and "Clear" buttons. At the top right of the dialog box, there is a "Save search" button. The background shows the same search interface as the previous screenshot, but with the "Save search" dialog box overlaid.

1. After getting your search results, click on “Actions”
2. Then click on “Save search”
3. Write a name for your search and click OK

You will get a confirmation message.

Saved search



You can access your Saved Searches by clicking on the equally named button, under “My Assets”.

From there you can perform your search again (click on the name of the saved search), share your search, or delete it.

You can also find the searches that have been shared with you by other Asset Hub users.

Downloading assets



Downloading assets

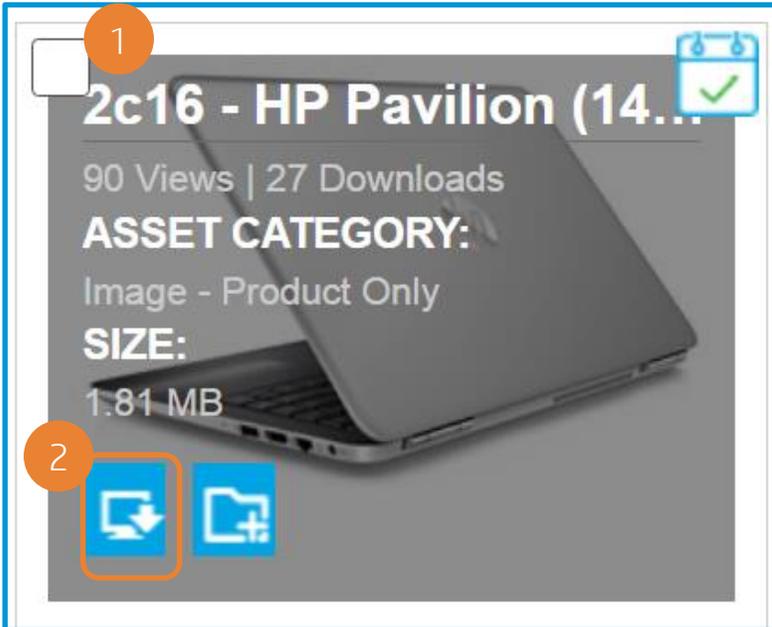
Sort the most viewed and most downloaded assets

The screenshot displays the 'Advanced Search' interface with the following components:

- Navigation:** 'Advanced Search by', 'Last update', 'Product', 'Filters' (highlighted), and 'Lifecycle'.
- Target Countries:** A list with a scroll bar including: United States {US} (153342), Spain {ES} (76751), France {FR} (76553), Germany {DE} (76118), Belgium {BE} (75302), and Switzerland {CH} (75199).
- Keywords:** A list including: customer segments (60990), data sheet (50660), products/product lines (49364), home & home office (44040), messaging (25079), and small & medium bus... (20876).
- Sort by:** A dropdown menu with 'Most downloaded' selected. An orange circle '1' highlights this dropdown.
- Filter:** A dropdown menu with 'All time' selected. An orange circle '2' highlights this dropdown.
- Filter Sub-menu:** A sub-menu is open, showing options: Size, Last Modification Date, Most viewed, and Most downloaded (highlighted in blue).
- Actions:** A button labeled 'Actions' with a download icon.

Downloading assets

Single asset



1. Mouse-over the asset
2. Click on the blue “Download” icon

HP20160218924.jpg

DRM Usage Rights and Restrictions

By downloading this asset you acknowledge and agree to abide by the Usage Rights and Restrictions below.
The drop down menu provides options to download the primary file. Supporting files can be downloaded by clicking the button on the thumbnail below. Users who require a .png file with transparent background for PPS products should download the attached file when available.

Usage Rights:

All rights/no restrictions

Usage Restrictions:

HP20160218924.jpg

Rendition

Original Source File



Download

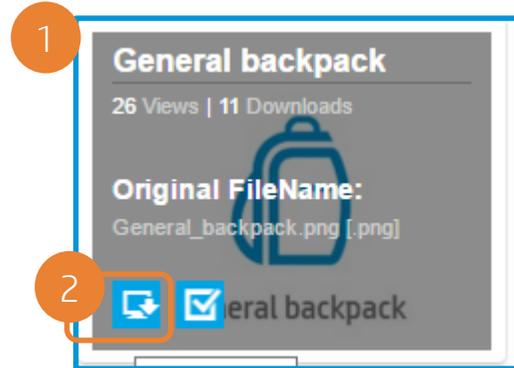
3. Confirm the rendition of the file (if available)
4. Click “Download”



The DRM Usage Rights and Restrictions box is your acknowledgement that you understand any usage restrictions the asset may have and will not use the asset in a way that violates those restrictions.

Downloading assets

Single asset – Support files



1. Mouse-over the asset
2. Click on the blue “Download” icon

A screenshot of the asset page for 'HP20160218924.jpg'. The page displays 'DRM Usage Rights and Restrictions' and a 'Download' button. Below the main asset, there is a 'Supporting files' section with a thumbnail of the asset and a 'Download' icon highlighted with a red circle and the number '4'. A red circle with the number '3' is also present near the supporting files section.

3. Scroll down and move your mouse over the WinZip icon
4. Click on the blue download icon

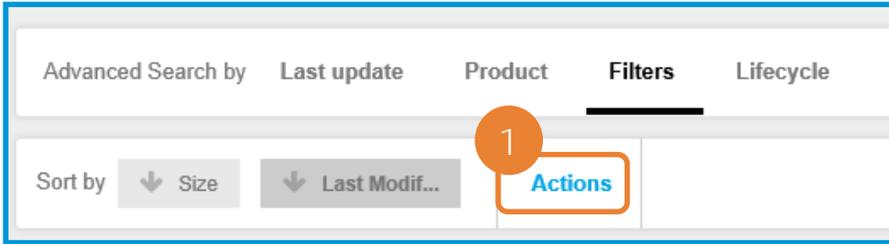
The file should start downloading.



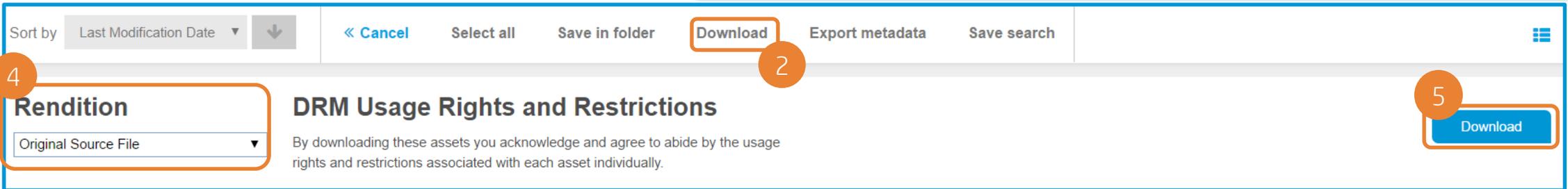
In some cases (like with most iconography) you can download the “Supporting files” which contain the source files for that specific asset. PNG versions of product shots are uploaded as supporting files and can be downloaded following these instructions.

Downloading assets

Multiple assets

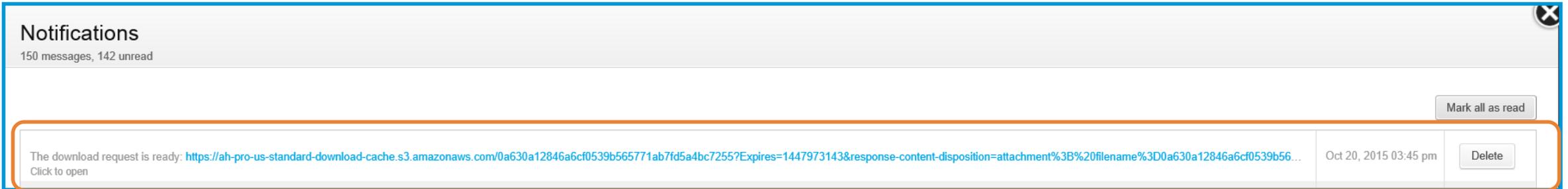
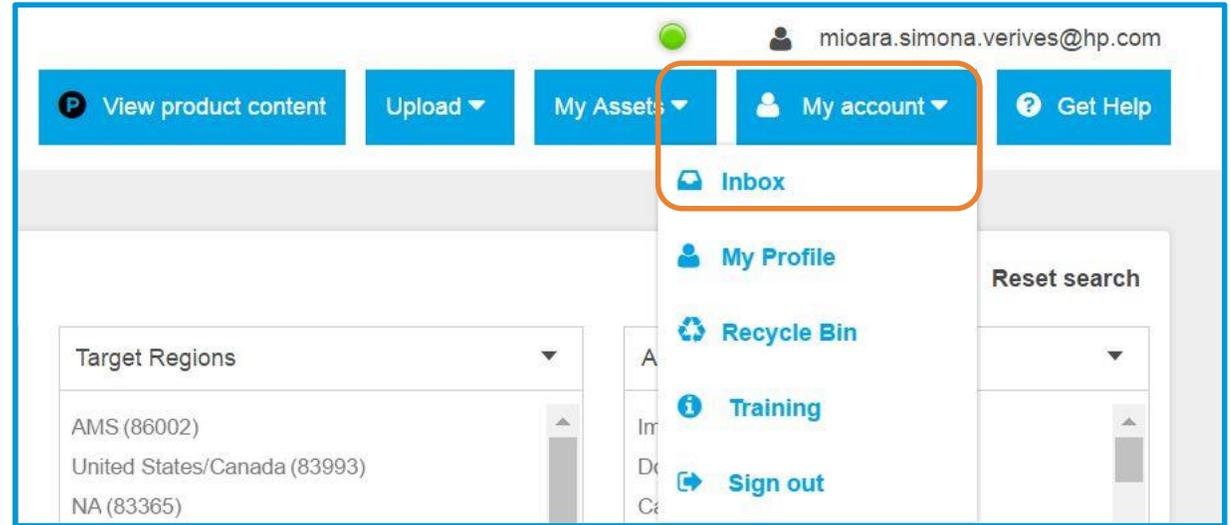


1. Click *Actions*
2. Click *Download*
3. Select the assets that you want to download (click on them) (Up to 100 assets)
4. Choose the Rendition
5. Click Download



Downloading assets

Multiple assets - message



Asset Hub will zip all the assets in one file. You'll receive a notification in your inbox (and in your email) once that zip file is ready for download.

Downloading assets

Pre-released assets



Pre-released files are not public



Availability depend on business decisions



If you need access to pre-released files please contact the helpdesk

Key takeaways so far



Searching methods:

- Keywords search
- Adding search operators
- Advanced Search feature (Using filters)
- “Browse by product” navigation feature



The download of multiple assets may take several minutes, depending on the asset's size

Working with folders



Working with folders

A functionality with multiple purposes

Organize yourself

Quick reference to assets

Download multiple assets

Share assets

Working with folders

Create a new folder

4

Folder Name: *

Description:

Folder Visibility: *

Folder Type: *

Business Unit:

Expiration Date:

Folder comment:

Parent:

Owners of Folder:

Shared People:

Shared folder with anonymous user

Cancel Save 5

hp Asset Hub

View product content Upload My Assets My account Get Help

Folders 12

Search folders Folder visibility: All Business unit: All Folder type: All Date range: From To Favorites

Return to Asset Library Actions Sort by: Last Update Creation Name My Folders Shared

Return to Asset Library Cancel 3 New folder Delete selected Sort by: Last Update Creation Name

- Creating a new folder:
1. Click on "My assets" then on "Folders"
 2. Click Actions
 3. Click "New folder" button
 4. Fill the fields
 5. Click Save



Working with folders

Folder fields

Field	Description
Folder name*	Enter a name for your folder.
Description	Write a description of the folder, to help you remember what did you use the assets in that folder for.
Folder Visibility*	You can now choose the visibility of any of your folders. You can change this value at any time.
Folder type*	Select your folder type. GDrive and Private folders are not available for all users. If you need this functionality, please raise a ticket to helpdesk.
Business unit	To get better organized, you can now add a Business Unit for each of your folders.
Owners of Folder	Fill it if you want to share the ownership of the folder with other Asset Hub users.
Shared People	Fill it if you want your folder to be shared with other Asset Hub users.
Expiration Date	Set an expiration date if you want your folder to be automatically deleted at a certain date.
Shared folder with anonymous user checkbox	Check it if you want anonymous users to have access to your folder.
Folder comment	If you fill the comments field you will see that same information as a tooltip when you move your mouse over the folder in the folders list.
* Required field	



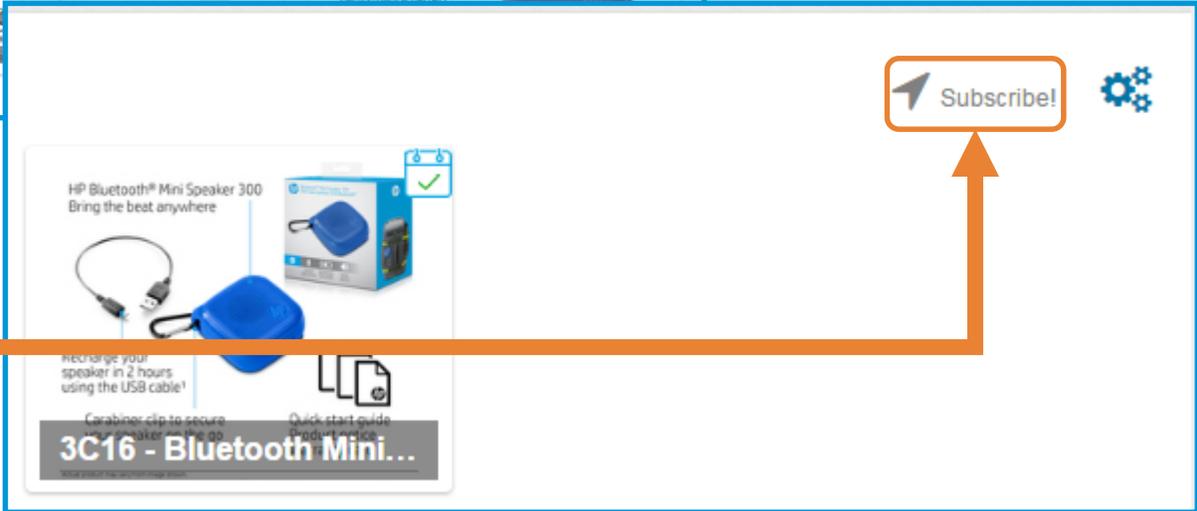
Working with folders

Direct link to folder and Subscribe option



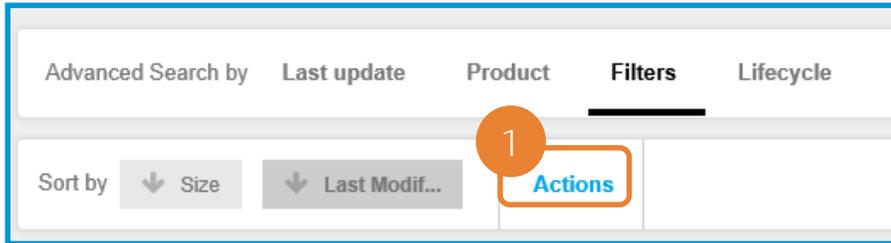
Once inside the folder, you will see the direct link to the folder next to the Title. You can use that link to share your folder with other users.

You can also subscribe to any folder by clicking on the *Subscribe* button. You will receive daily notifications which will include any update made to your folder and the assets inside.

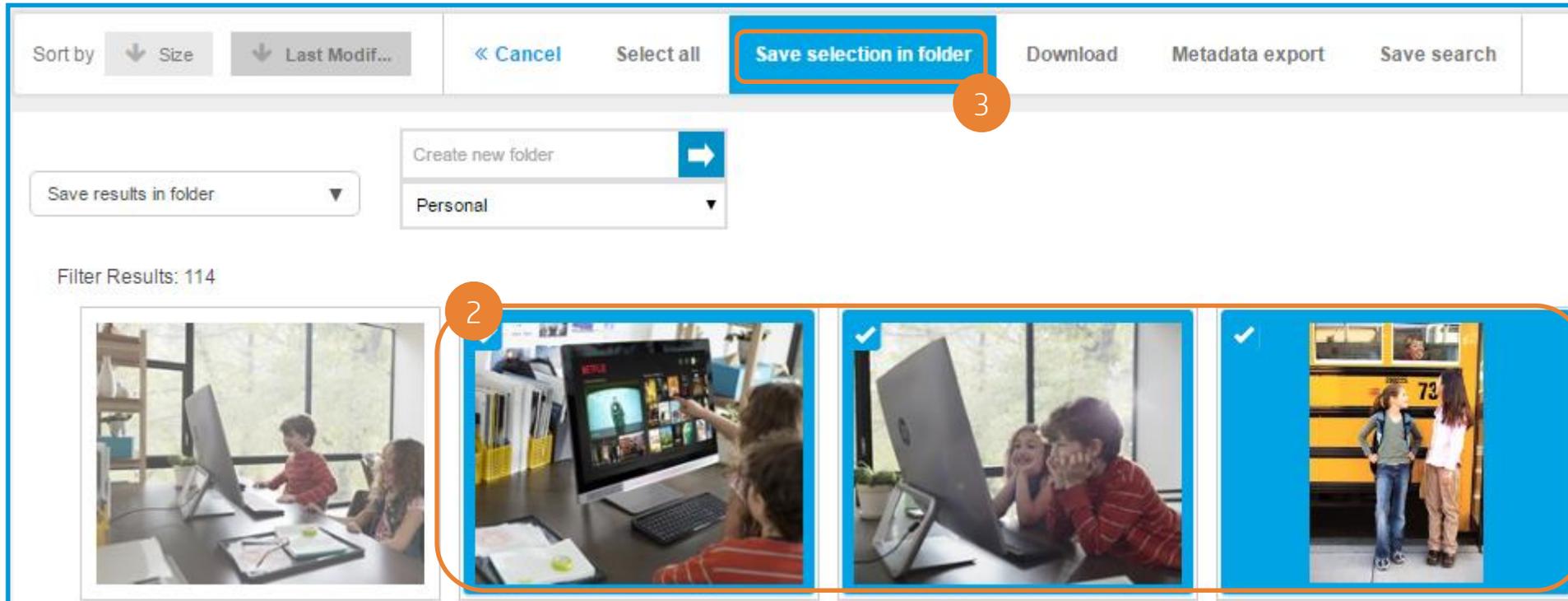


Working with folders

Save assets from search results or from another folder

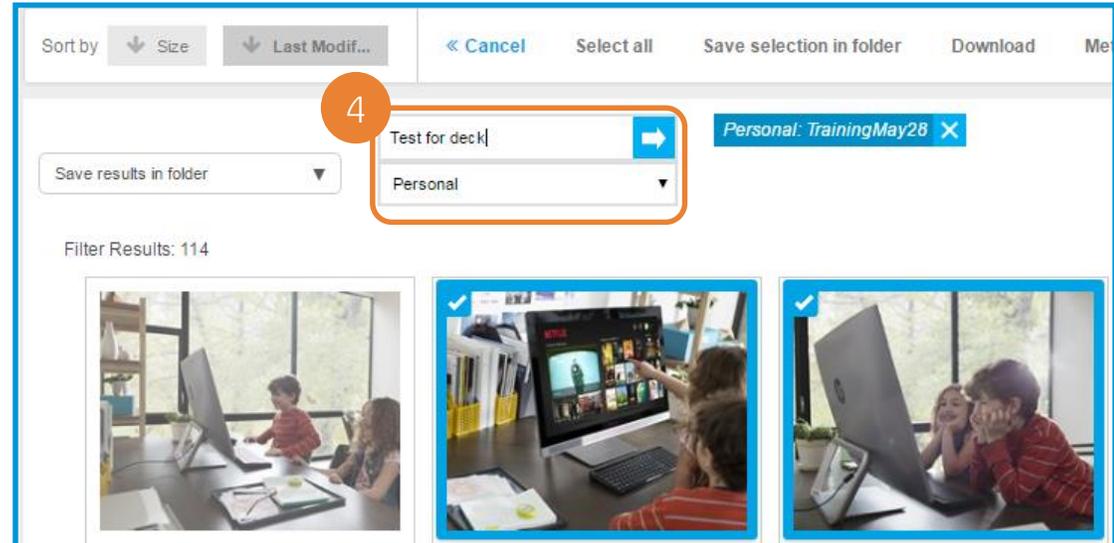
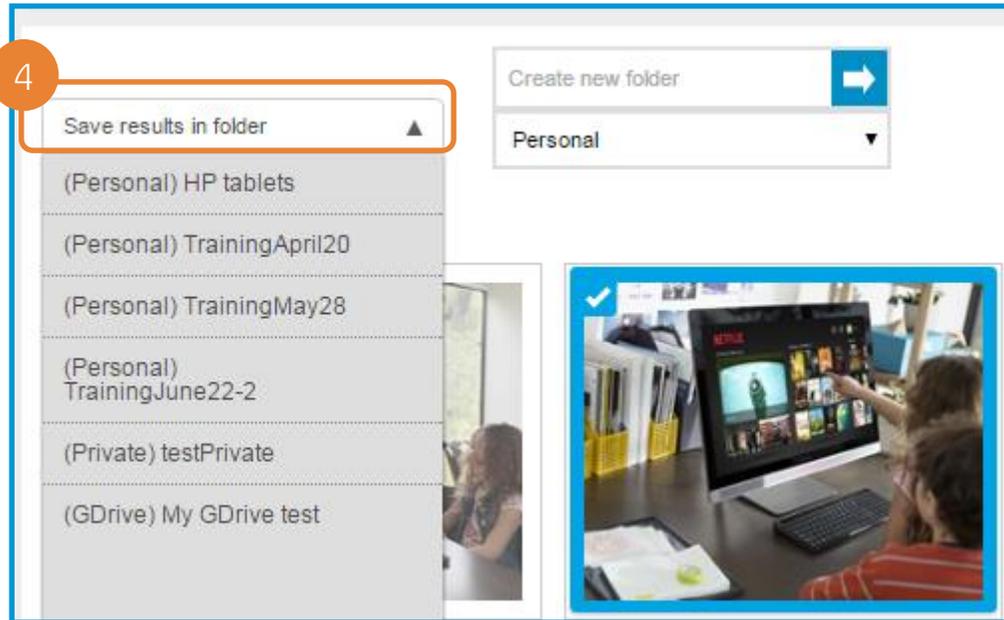


1. Click “Actions”
2. Click on those which you want to select, or click “Select all”
3. Click on “Save selection in folder”



Working with folders

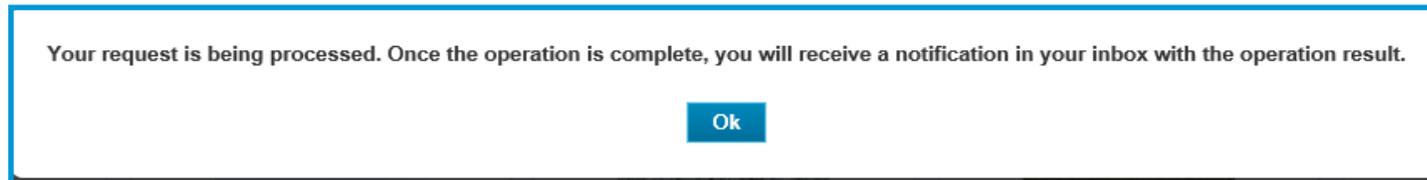
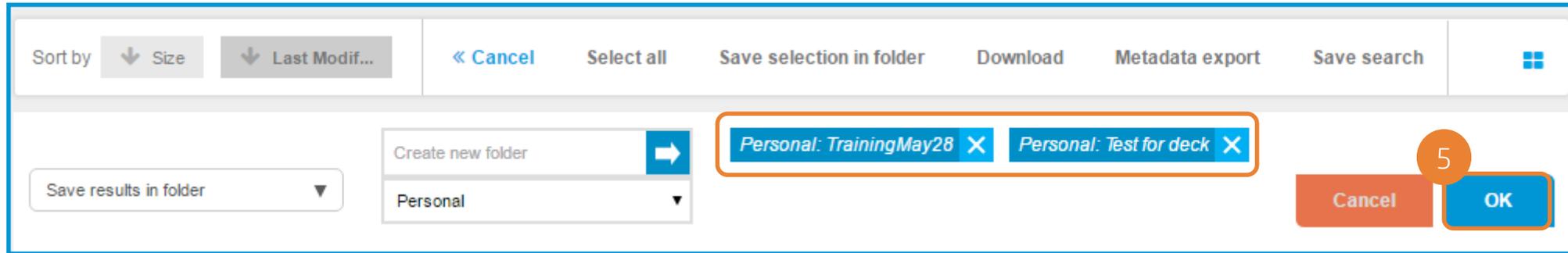
Save assets from search results



4. You can save your selection in an already existing folder, in a new folder or both!

Working with folders

Save assets from search results

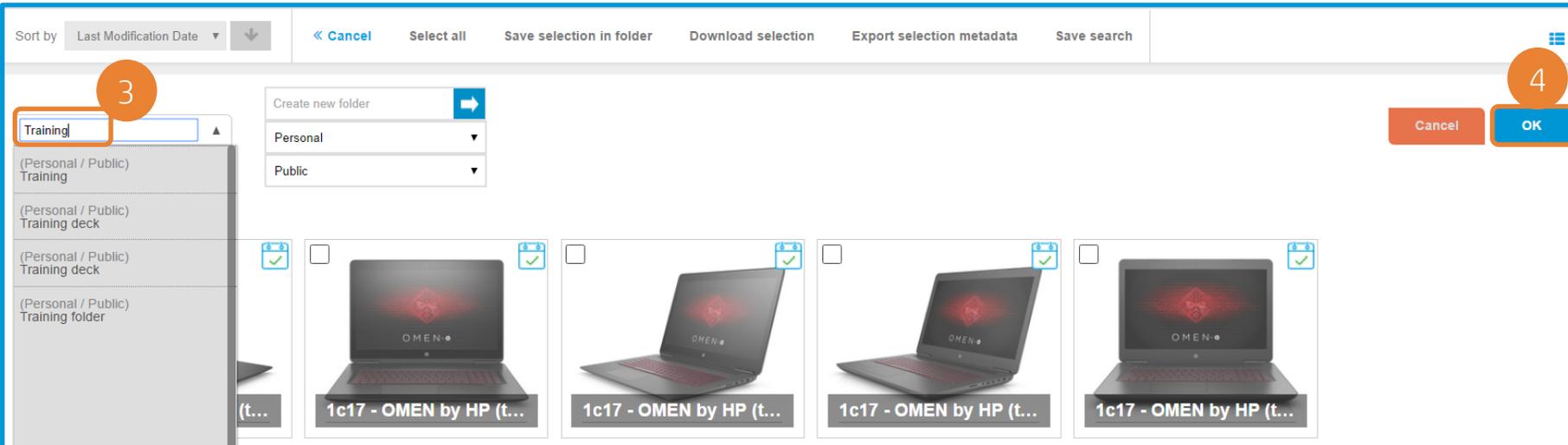
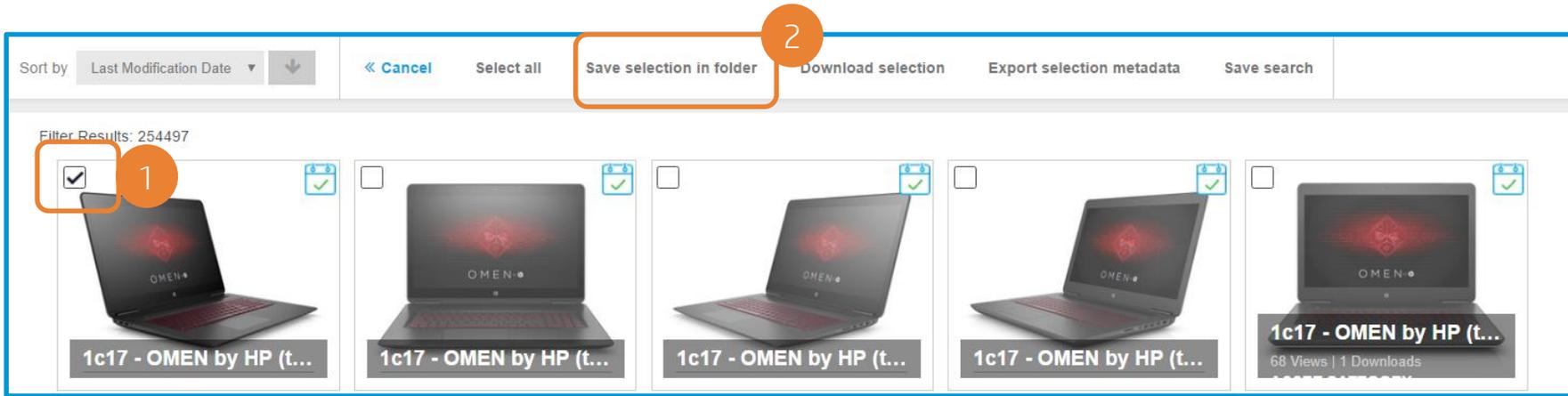


5. Once you selected the folder (s) to save your selection, click OK

You will see a confirmation message on your screen.

Working with folders

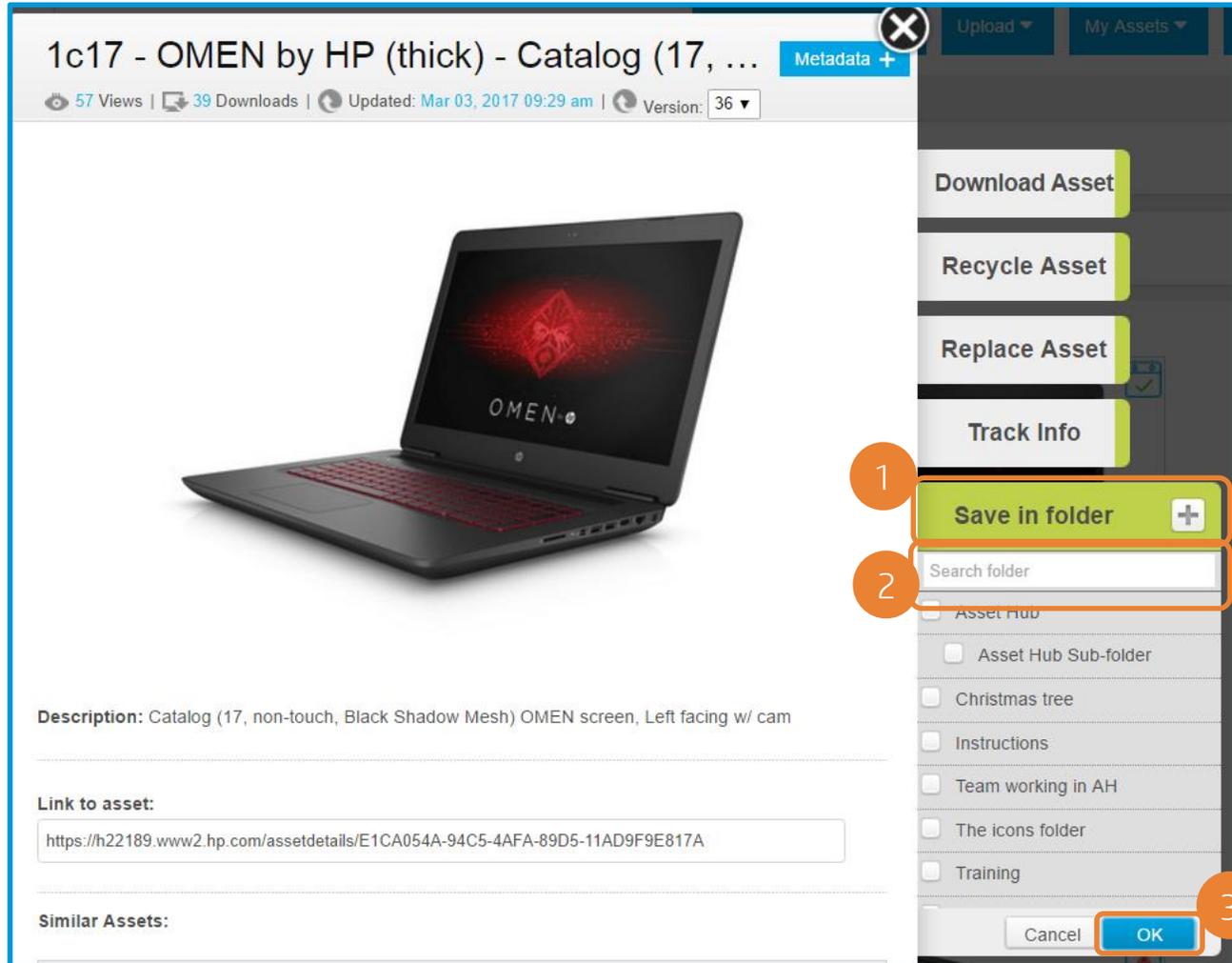
Searching through your folders - 1



1. Check the asset you want to save.
2. Click Save selection in folder.
3. Search through your folders to find the one where you want to add your asset.
4. Click Ok.

Working with folders

Searching through your folders - 2



1c17 - OMEN by HP (thick) - Catalog (17, ... Metadata +

57 Views | 39 Downloads | Updated: Mar 03, 2017 09:29 am | Version: 36

Download Asset

Recycle Asset

Replace Asset

Track Info

1 Save in folder +

2 Search folder

Asset Hub

Asset Hub Sub-folder

Christmas tree

Instructions

Team working in AH

The icons folder

Training

Cancel OK 3

Description: Catalog (17, non-touch, Black Shadow Mesh) OMEN screen, Left facing w/ cam

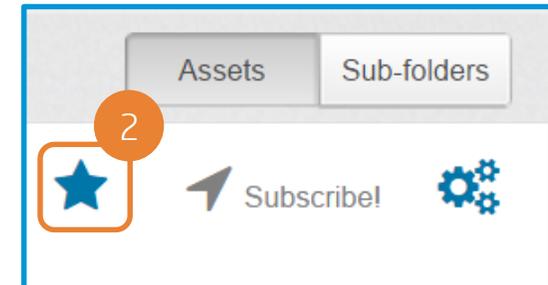
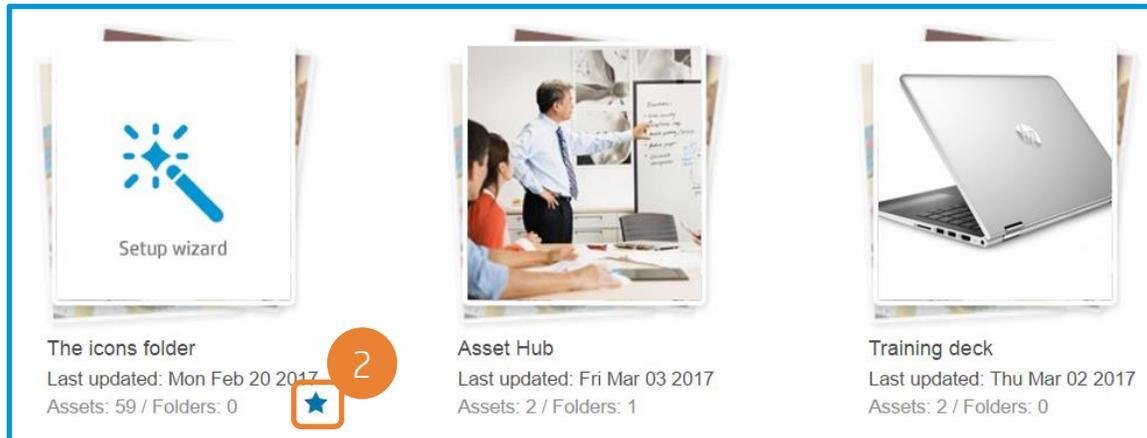
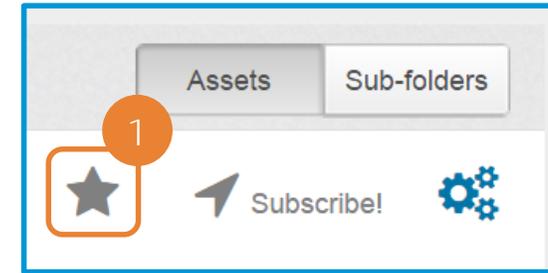
Link to asset:
<https://h22189.www2.hp.com/assetdetails/E1CA054A-94C5-4AFA-89D5-11AD9F9E817A>

Similar Assets:

- After clicking on an asset,
1. Click on Save in folder.
 2. Search through your folders the one you need.
 3. Click Ok.

Working with folders

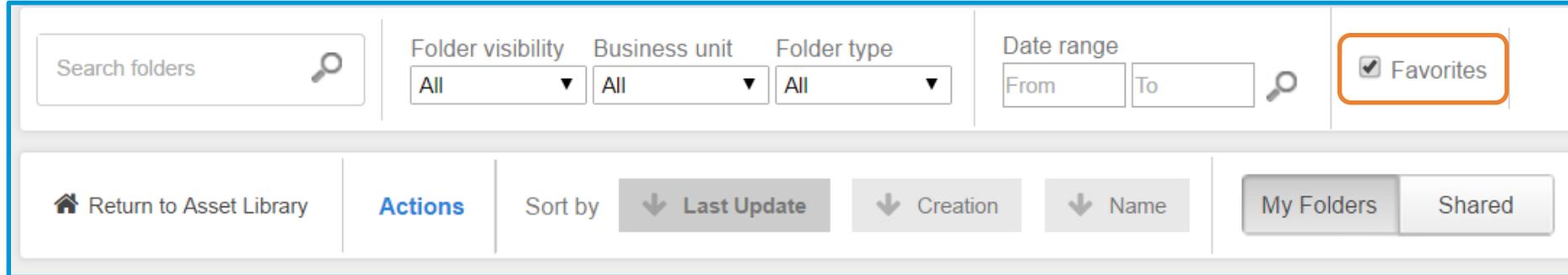
Mark your favorite folders



2 ways of doing this: either simply click on the star below the folder name, or click on the star next to the Subscribe button.

Working with folders

View your favorite folders

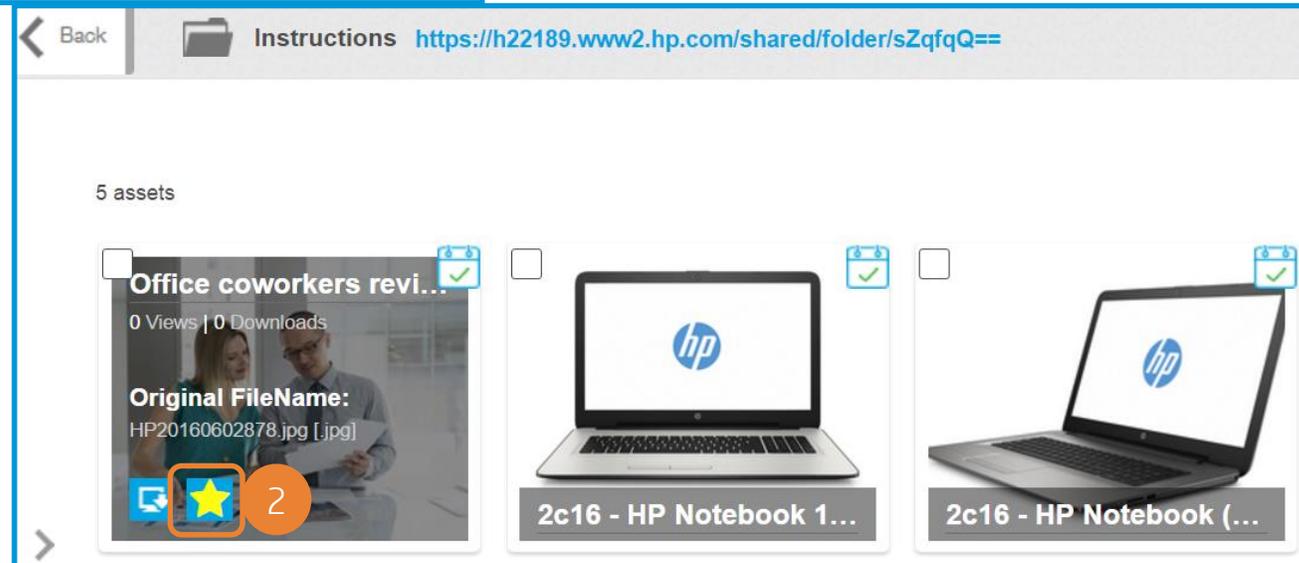
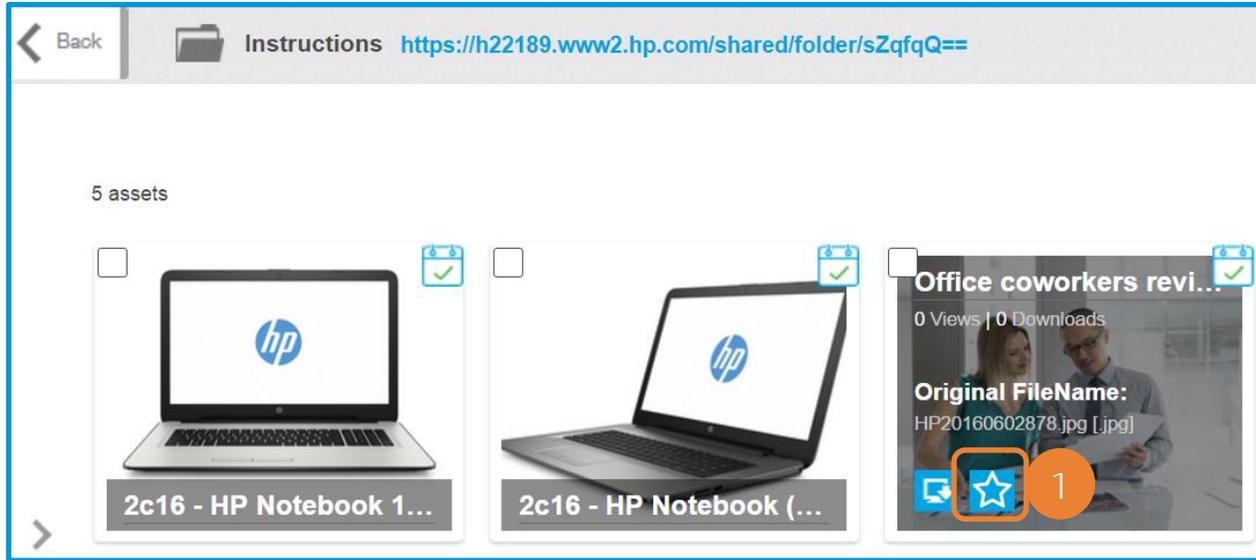


The screenshot shows a control panel for folder management. It includes a search bar on the left, followed by three dropdown menus for 'Folder visibility', 'Business unit', and 'Folder type', all currently set to 'All'. To the right of these are two input fields for 'Date range' (labeled 'From' and 'To') with a search icon. Further right is a checkbox labeled 'Favorites' which is checked and highlighted with an orange border. Below this panel is a navigation bar with a 'Return to Asset Library' link, an 'Actions' menu, and a 'Sort by' section with three options: 'Last Update', 'Creation', and 'Name'. On the far right of the navigation bar are two buttons: 'My Folders' and 'Shared'.

To **view** only Favorite folders, check the “Favorites” box.

Working with folders

Pin the most important assets in the folder



Working with folders

Customize your folder description

Asset Hub <https://h22189.www2.hp.com/shared/folder/spWfsA==>

Assets Sub-folders

Last updated: Mon Jan 09 07:00:29 UTC 2017

★ Subscribe! 

Edit 2

2 assets

Expiration Date: Never



Managed Print Servic...



Close-up of woman in...

Owners of Folder:

Folder Name: *

Asset Hub

Description: 3

B **I**    Source   

Normal

Folder description is added in the "Folder settings" area and will appear at the top of the folder.

Folder description is added in the "Folder settings" area and will appear at the top of the folder. 4

Asset Hub <https://h22189.www2.hp.com/shared/folder/spWfsA==>

2 assets



Managed Print Servic...



Close-up of woman in...

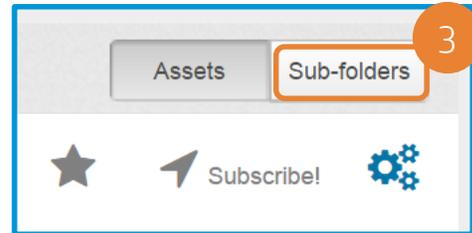
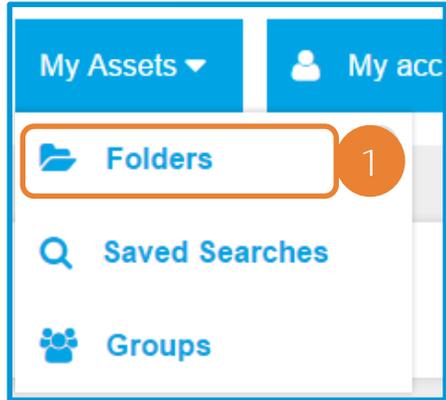
Working with sub-folders

The screenshot illustrates the process of creating a sub-folder in the HP Asset Manager interface. It is divided into four numbered steps:

- Step 1:** The 'My Assets' dropdown menu is open, and 'Folders' is selected.
- Step 2:** The 'Actions' button is highlighted in the top navigation bar.
- Step 3:** The 'New folder' option is selected from the 'Actions' dropdown menu.
- Step 4:** The 'Parent:' dropdown menu is open, showing a list of existing folders and sub-folders, including 'Asset Hub' and 'Asset Hub Sub-folder'.

To **create** a sub-folder, select Folders from the My Assets drop-down. Click on Actions and then on New Folder. Select “Parent” from the new option and all your existing folders/sub-folders will be listed in the drop-down.

Working with sub-folders



To **view** a sub-folder, go to My Assets -> Folders, select a folder that has sub-folders and click the Sub-folders button! Sub-folders will be listed based on type (the same as the folders).

Sharing assets



Sharing folders

Using the e-mail option

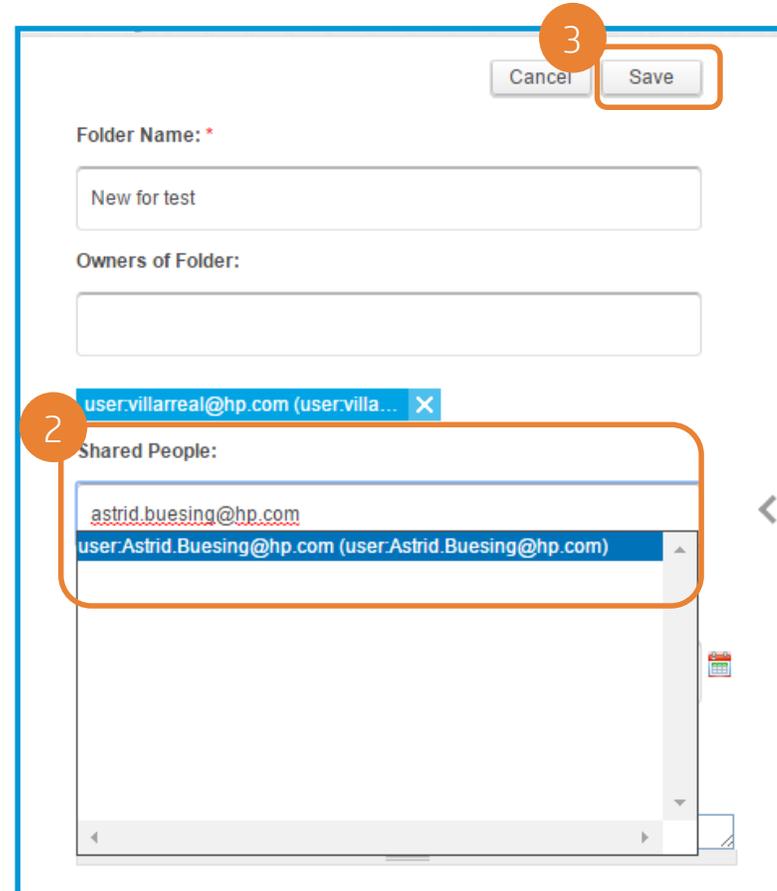
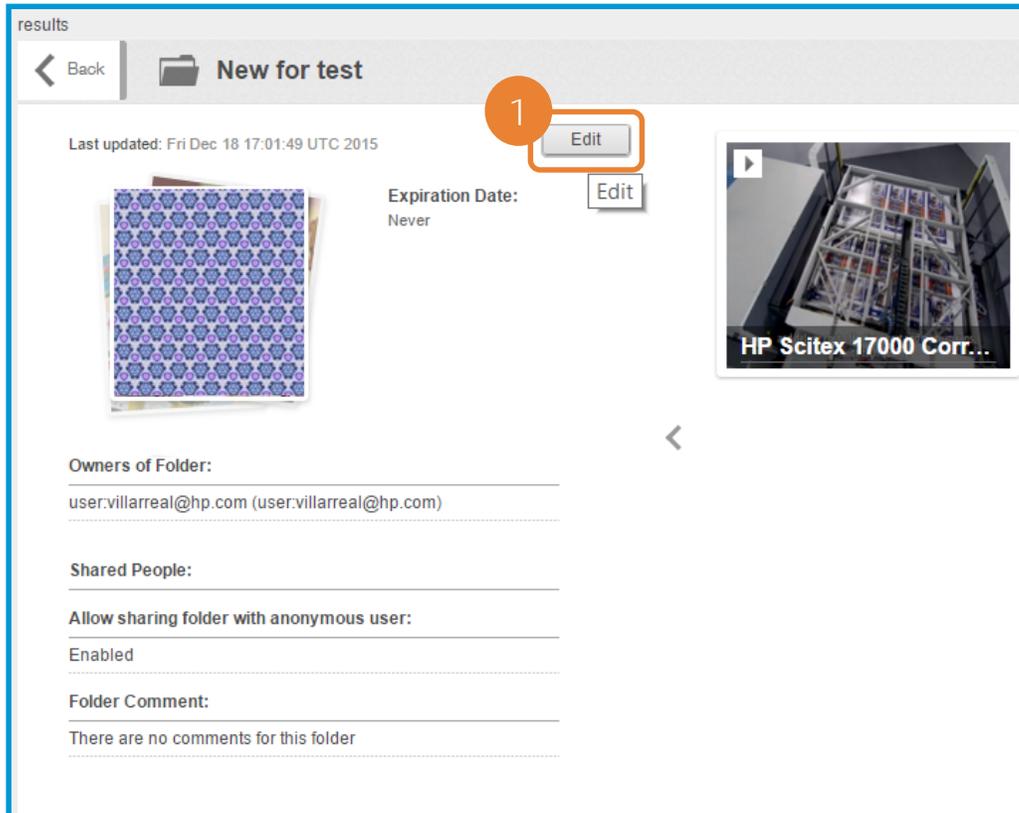
The screenshot shows a web interface for sharing a folder. At the top, there is a navigation bar with a 'Return to Asset Library' link, an 'Actions' menu, and a 'Share' button (callout 1). Below the navigation bar, there are two input fields: 'Email: *' (callout 2) containing 'james@gmail.com' and 'Your Custom Message:' (callout 3) containing 'Hi'. To the right of these fields are 'Send Email' and 'Cancel' buttons (callout 4). Below the input fields, there is a 'results' section with a 'Back' button and a folder icon labeled 'New for test'. Below the folder icon, there are three asset thumbnails: a video player, a blue circular logo, and a patterned image.

1. Once inside the folder click “Share”
2. Enter **email addresses or group name** in “Email” field
3. Fill the Custom message (optional)
4. Click “Send Email”

The recipient will get an email notification with the link to the folder. The link helps to access the folder and to view and download assets from that folder.

Sharing assets

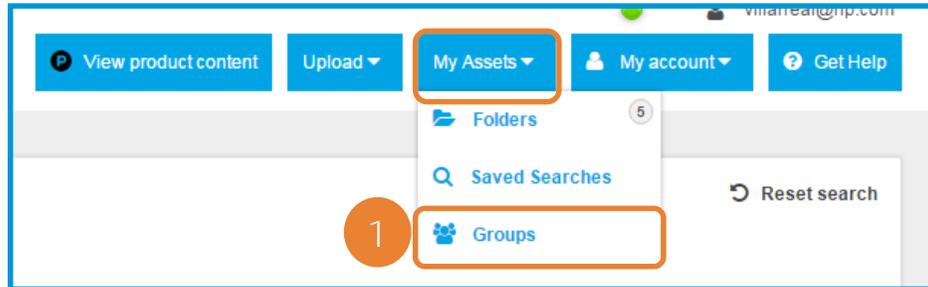
Using the folder “Shared people” field



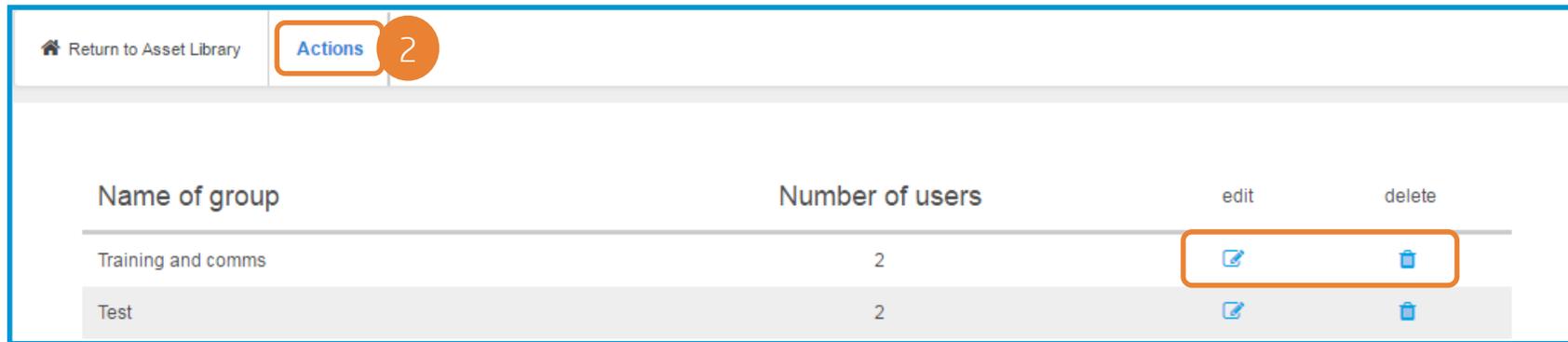
1. Inside the folder click *Edit* (Or you can fill this field while you are creating a new folder)
2. Write the email(s) from the people or group(s) name(s) (See next slide to see how to create a group)
3. Click *Save*

Sharing assets

Create your own groups to share your folders



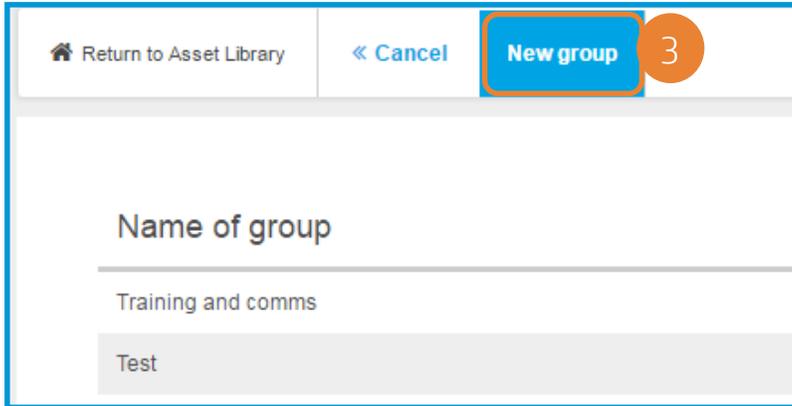
1. Go to *My Assets* and click on *Groups*
2. Click on *Actions*



To edit a Group click on the pencil icon, to delete a group click on the trash bin icon.

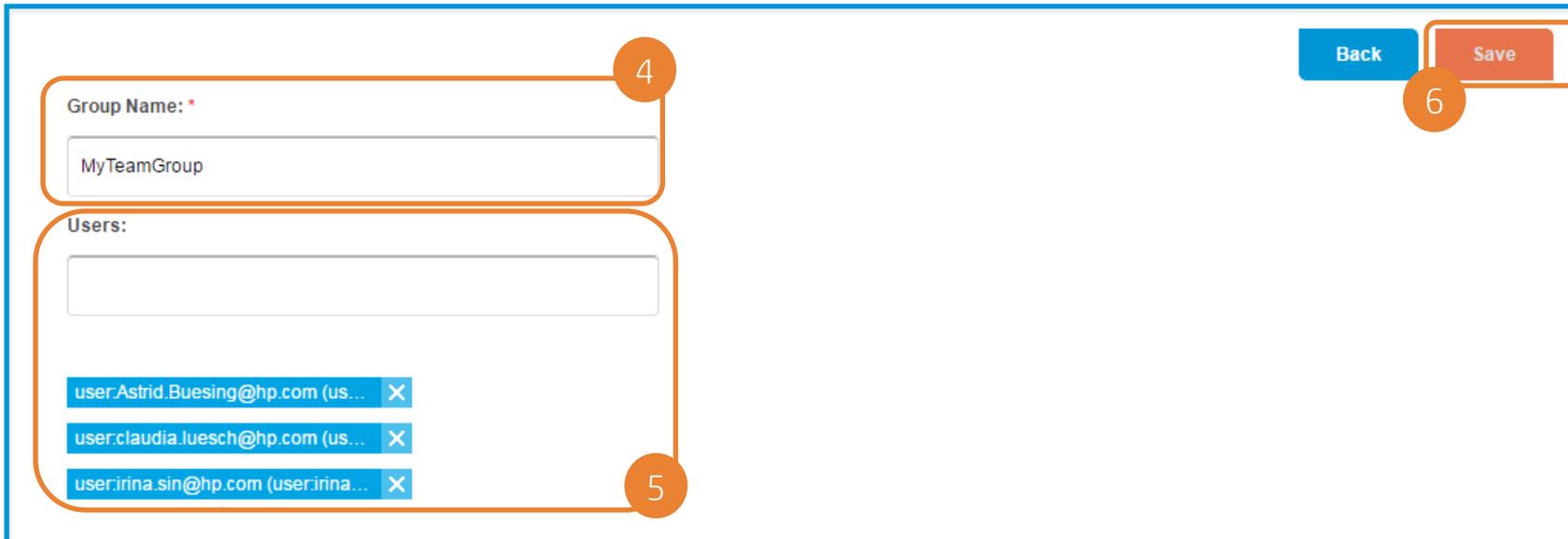
Sharing assets

Create your own groups to share your folders



A screenshot of the top navigation bar of an application. It contains three buttons: 'Return to Asset Library' with a home icon, 'Cancel' with a left arrow, and 'New group' with a blue background and white text. A red circle with the number '3' is overlaid on the 'New group' button.

3. Click on *New group*
4. Write a *Group Name*
5. Write –one by one- the emails of the users that you would like to add (Click on the X next to the email if you want to remove it)
6. Click *Save*



A screenshot of the 'New group' form. The form has a 'Group Name' field with the text 'MyTeamGroup' and a 'Users' field. Below the 'Users' field, there are three user entries: 'user:Astrid.Buesing@hp.com (us... X', 'user:claudia.luesch@hp.com (us... X', and 'user:irina.sin@hp.com (user.irina... X'. A red circle with the number '4' is overlaid on the 'Group Name' field, and a red circle with the number '5' is overlaid on the 'Users' field. At the top right of the form, there are 'Back' and 'Save' buttons. A red circle with the number '6' is overlaid on the 'Save' button.

Sharing assets

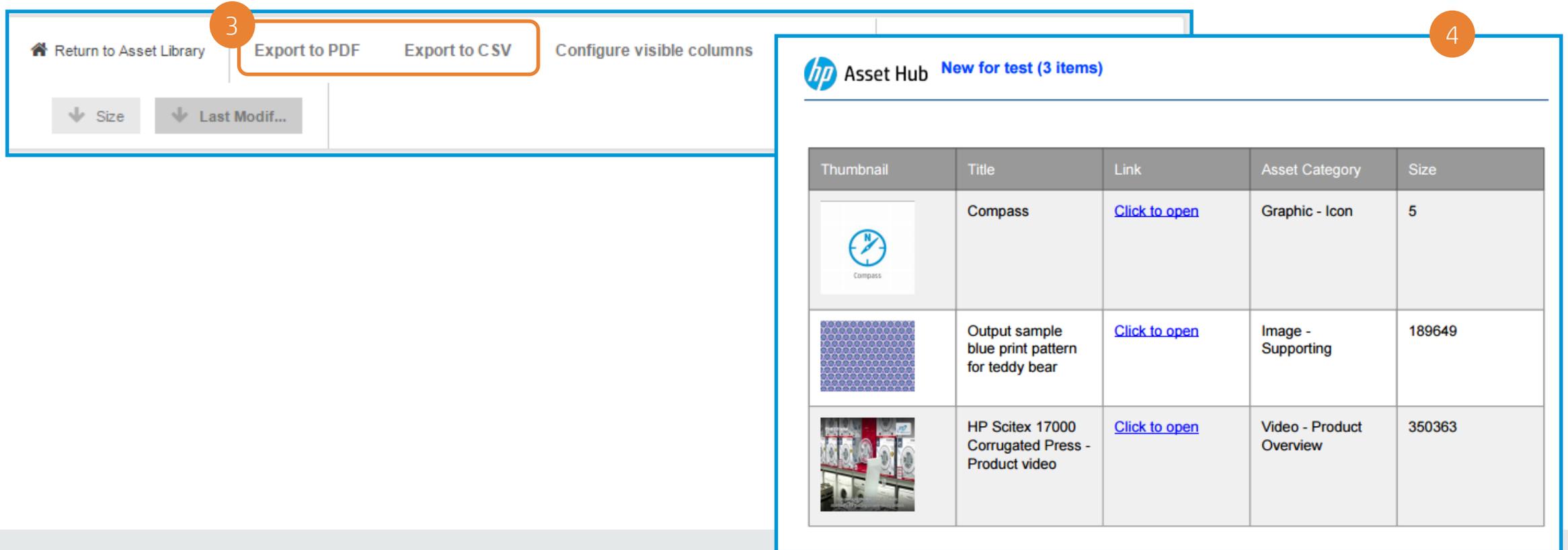
Export PDF

The screenshot displays the HP Asset Management interface. The top navigation bar includes 'Return to Asset Library', 'Actions', 'Share', and sorting options for 'Size' and 'Last Modif...'. The main content area shows a folder named 'New for test' containing three assets: 'HP Scitex 17000 Corr...', 'Compass', and 'Output sample blue p...'. A callout box on the right shows the 'list view' interface, where the 'Actions' button is highlighted with an orange box and a '2' in a circle. The list view shows a table with a 'Title' column and a row for 'HP Scitex 17000 Corrugated Press - Product video' with a thumbnail and a URL.

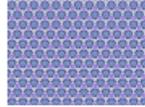
1. Inside the folder, change your view to “list view” by clicking on the little icon on the right upper corner.
2. Your view will change, click *Actions*

Sharing assets

Export pdf/csv functionality



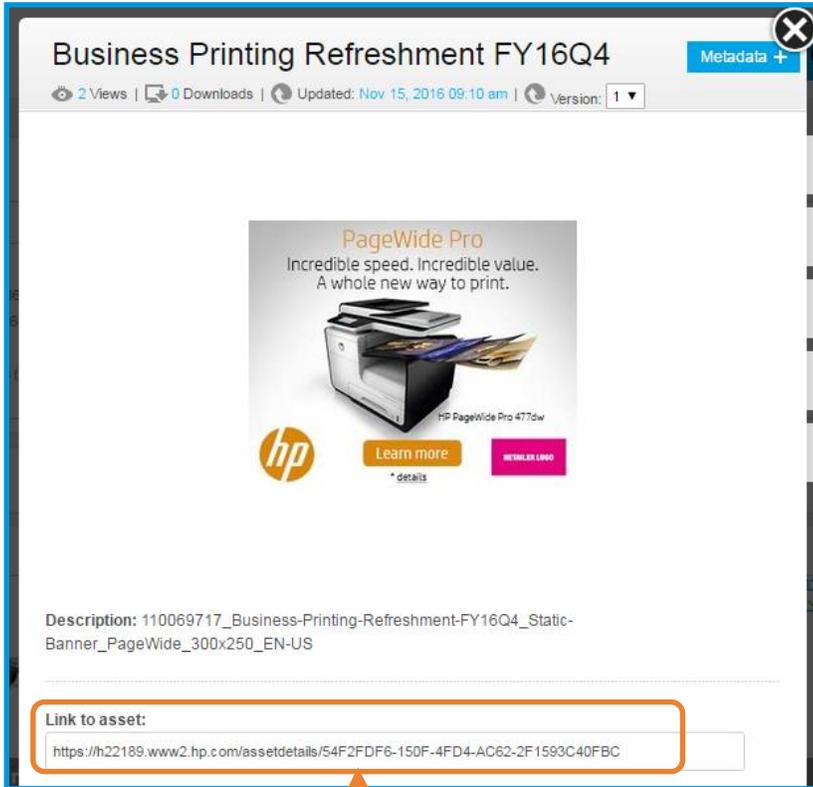
The screenshot shows the HP Asset Hub interface. At the top left, there is a 'Return to Asset Library' link. To its right, there are two buttons: 'Export to PDF' and 'Export to CSV', both highlighted with an orange box and a circled '3'. Further right is a link for 'Configure visible columns'. Below these are two dropdown menus for 'Size' and 'Last Modif...'. On the right side, there is a window titled 'hp Asset Hub New for test (3 items)' with a circled '4'. This window contains a table with the following data:

Thumbnail	Title	Link	Asset Category	Size
	Compass	Click to open	Graphic - Icon	5
	Output sample blue print pattern for teddy bear	Click to open	Image - Supporting	189649
	HP Scitex 17000 Corrugated Press - Product video	Click to open	Video - Product Overview	350363

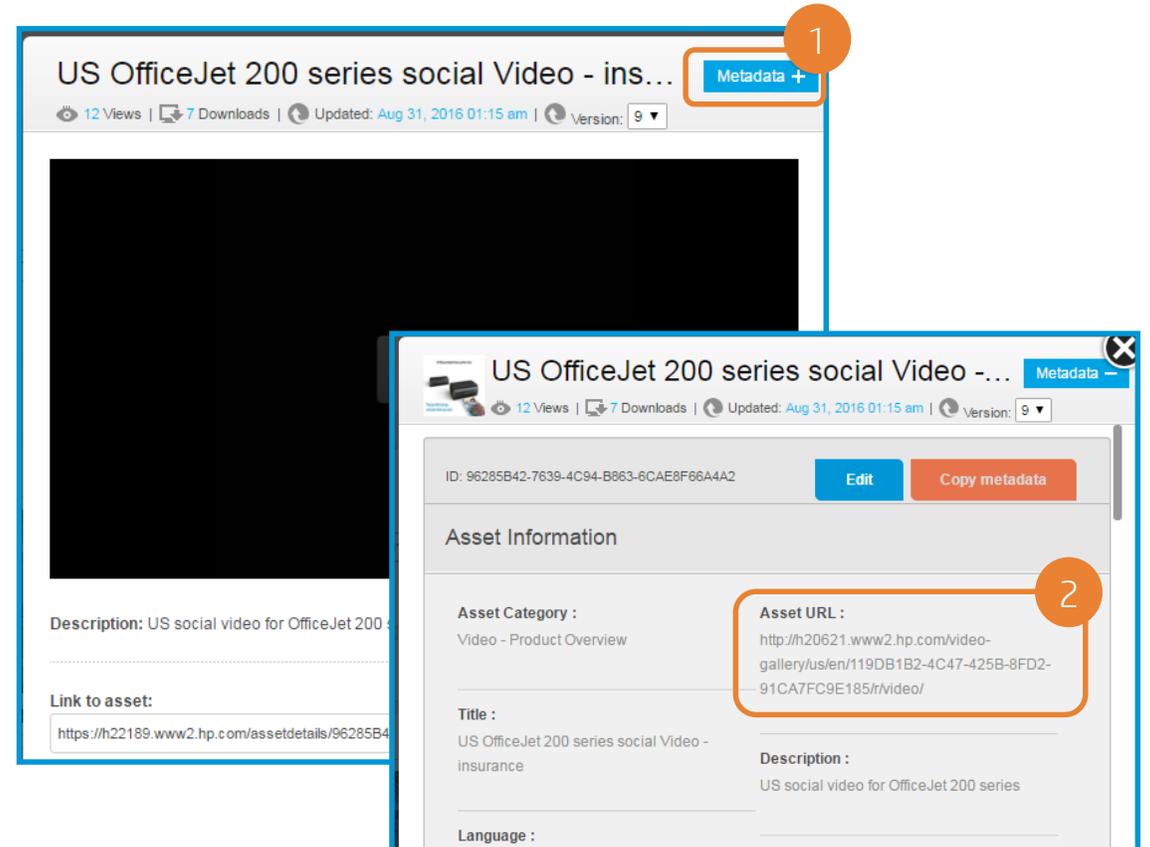
3. Click *Export to PDF* or *Export to CSV*, depending on your needs.
4. Your file will open in a new window, save it for your future use.

Sharing assets

Direct links to assets and published videos



Direct link to the asset can be found by opening the asset, under *Link to asset*



To find a Video Gallery link for a published video:

1. Open the asset and click on *Metadata*
2. The link can be found under *Asset URL*

Key takeaways so far



You can use your folders to:

- Share assets
- Quick reference to assets
- Organize yourself
- Download multiple assets



Assets can be shared from a folder:

- By sending the direct link to the asset
- By using the e-mail option
- By sharing through the folder options
- By creating a CSV (excel) or a PDF file

Support



Asset Hub Support



Resource Center

You will find:

- Training Decks
- Video tutorials
- Live training calendar
- News
- FAQs



Marketing Application Support Interface

Raise a ticket for:

- Access issues
- Technical issues
- Enhancement suggestions
- Content Management Support



The *Get Help* button in Asset Hub, will take you directly to open a ticket to helpdesk!

Other functionalities

If you are interested in any of these functionalities, please contact the [helpdesk!](#)

Send product-related content to Sales Central & Product syndication

Upload and publish your videos to Video gallery

Publishing of standard product and lifestyle images

Collaborate with others using Gdrive folders

Publishing of other types of content

Product Launch Kits

Thank you!

